

**Faculty of Business
Curtin University**

**Tourists' Revisit Intention to Beach Tourism Destinations in
Bangladesh**

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Abstract:

Over recent decades, the study of tourists' revisit intention has received central focus as one of the most desirable areas of research for academics and practitioners in tourism literature. The key reason is that tourists' repeat visitations reduce marketing and promotion costs, contribute to the profitability of the tourism business, and is key to successful destination marketing. Despite the importance of the subject in destination marketing, there exists a lack of research knowledge of tourists' revisit intention in beach tourism contexts.

A review of extant literature indicates that there has been an increased focus especially on perceived service quality, perceived value, satisfaction, and destination image as key predictors of tourists' revisit intentions in beach tourism settings. In addition, prior research based on the Theory of Planned Behavior (TPB) demonstrate that tourist attitude, perceived behavioural control (PBC), and social influence significantly affect tourists' revisit intentions in various tourism contexts. However, the lack of an in-depth study on tourists' revisit intention that apply TPB in combination with the aforementioned predictors is still apparent in tourism literature. Therefore, taking the issue into account, the current study is aimed at investigating tourists' revisit intention to beach tourism destinations.

The current study was carried out at beach destinations in Bangladesh. A quantitative research approach within the positivistic research paradigm was applied to achieve the aim of this study. Data were collected by a personal-administered survey of 631 tourists who had visited three leading beach destinations - Cox's Bazar, Saint Martin, and Kuakata Beach in Bangladesh. The collected data were processed and analysed using SPSS 22 and Smart PLS 3 software. Partial Least-based Structural Equation Modeling (PLS-SEM) technique was applied to examine the proposed conceptual model for this study.

The proposed model contained 25 direct and indirect structural relationships in which 19 were found statistically significant to support the proposed hypotheses. The final model possessed fairly good explanatory power by explaining 44% of the variance of tourists' revisit intention in a beach tourism setting. In the model, tourists' revisit intention was

directly influenced by tourists' attitudes, satisfaction, destination image, PBC, and perceived social influences in which attitude and satisfaction were revealed as key determinants of tourists' revisit intention. However, perceived service quality and perceived value did not have significant influence on tourists' revisit intention although they significantly influenced tourists' satisfaction. Moreover, tourist attitude and satisfaction as mediators whilst perceived risks as moderator had a significant role in the tourist revisit intention process of this study.

Theoretically, this study has empirically established the effect of perceived service quality and perceived value on the attitude-behaviour paradigm in Theory of Planned Behavior (TPB), which are exclusive to tourist behaviour research. Additionally, the integrated relationships between destination image, satisfaction, and attitude in a single framework are quite new in this study and have not been examined in prior tourism research. Also, the moderating effects of perceived destination risks on the relationships of tourists' satisfaction, destination image, and attitude with tourists' revisit intention contribute to the knowledge gap in the tourist revisit intention process.

This study has implications for managerial practice and policy makers. The current findings provide a clear understanding of the factors that can be used as a source of reference when knowledge about consumer opinions, promotion of beach destinations, and larger resource investments need to be made by the tourism industry. The findings would also act as a conduit to channel consumers' ideas and suggestions into co-creating tourism opportunities for enhancing tourists' revisit intention to beach destinations. Notably, this study has also implications for the local communities and host destinations. Finally, it could be a source of information for future tourists on the various aspects of beach tourism in third world countries like Bangladesh.

Declaration

I hereby declare that this thesis is my own work and that, to the best of my knowledge and belief, it contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Md. Kamrul Hasan

February 2019

Dedication

This dissertation is dedicated to the memory of my parents

Ms. Ashia Khatun and Late Momtaj Ali.

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List of Publications from This Thesis

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List of Abbreviations

ABD= Attitudes to Visiting Beach Destination

AVE=Average Variance Extracted

BDT= Bangladeshi Taka

BPC=Bangladesh Parzatan Corporation

BTB=Bangladesh Tourism Board

BTD=Beach Tourism Destination

CB-SEM=Covariance-based Structural Equation Modeling

CT=Coastal Tourism

DS=Descriptive Statistics

EFA=Exploratory Factor Analysis

FGT=First Generation Technique

FC=Formative Construct

RC= Reflective Construct

GoF= Goodness-of-Fit

HTMT= Heterotrait-Monotrait Ratio

KMO=Kaiser-Meyer-Olkin Measure of Sampling Adequacy

PBC=Perceived Behavioral Control

PLS-SEM=Partial Least Squares Structural Equation Modelling

PP=Positivism Paradigm

PLS=Partial Least Square

PAS=Personal Administered Survey

PSQ=Perceived Service Quality

PV=Perceived Value

PDI=Perceived Destination Image

PDR=Perceived Destination Risk

PSI=Perceived Social Influence

SEM= Structural Equation Modeling

SGT=Second Generation Technique

SPSS=Statistical Package for Social Sciences

STD=Standard Deviation

TD=Tourist Destination

TDAB=Tourism Developers Association of Bangladesh

TEAB = Tourism Educators Association of Bangladesh

TOAB=Tour Operators Association in Bangladesh

TS=Tourist Satisfaction

TRI=Tourist Revisit Intention

TPB= Theory of Planned Behavior

TRA= Theory of Reasoned Action

WTO=World Tourism Organization

WWTC = World Travel and Tourism Council

CHAPTER 1

INTRODUCTORY ASPECTS OF THE STUDY

The current study was carried out to explore tourists' revisit intention to beach tourism destinations in Bangladesh. This chapter primarily introduces the background of the study to understand the current status and contributions of beach tourism, and the essentials of tourist repeat visitations to beach destinations in Bangladesh. It then proceeds to delineate the fundamental issues, especially the problem statement, research gaps, research questions, and objectives of this study. Afterwards, this chapter highlights the significance of the study in terms of its probable theoretical and managerial implications, followed by the context and scope of the study. Finally, a structure of the dissertation is presented highlighting the summary of the entire study.

1.1 Background of the Study

1.1.1 Beach Tourism as Tourist Destination

In recent years, the travel and tourism industry has become one of the fastest growing sectors in world economy and is now considered one of the fundamental pillars of economic and social development in many countries in terms of foreign exchange earnings, revenue generation, income and employment creation (Ma and Hassink 2013, Webster and Ivanov 2014, Williams et al. 2016). As a result, many countries around the world are participating in this industry, showcasing their diversified tourism products such as natural

beauty, flora and fauna, forests and wildlife, beaches and islands, archaeological sites, culture and customs, fair and festivals, and various sports events. Coastal-based beach tourism is one of the most popular holiday attractions on this list (Houston 2008, Williams et al. 2016, Birdir et al. 2013).

Beach tourism is a coastal-based natural tourism attraction where nature lovers come to engage in natural beauty, water - activities, and processes to acquire desired recreational experiences (Houston 2008, Onofri and Nunes 2013, Botero et al. 2013, Warton and Brander 2017). Alongside natural attractions, it offers various beach-based recreations and activities such as sunbathing, swimming, surfing, water rafting, snorkelling, water skiing, water biking, and cruising etc. (Lowry 2016, Botero et al. 2013). Some of these activities are deemed exciting, thrilling, and adventurous akin to other types of popular sports tourism such as golf, walking, cycling and mountaineering (Connell 2006, Warton and Brander 2017). Both beach and sports - loving people come to participate in these activities to have sound physical and mental health when partaking in these recreational activities. As a result, beach tourism has become a tourist hub and occupies a significant position in the tourism industry of many countries (Phillips and House 2009, Birdir et al. 2013, Williams et al. 2016).

At present, the economy of many coastal-based countries is highly reliant on revenues generated from coastal-based attractions and recreational activities (Sardá et al. 2009, Lowry 2016). Over the past thirty years, many coastal countries around the world have shifted from traditional maritime activities such as fishing and boating to a more service-oriented tourism dependent economy (Klein, Osleeb, and Viola 2004, Sardá et al. 2009, Warton and Brander 2017). At the outset, beach tourism was favoured by social elites and the wealthy who were mostly motivated by the aristocratic practice of ‘sea and sun baths’, indulging in the sunshine, warm weather, pristine nature, clean air and water, and white sandy beaches (Sardá et al. 2009, Lowry 2016). Later, spending time at the beach destinations was welcomed as a refreshing and relaxing break from the daily workload for the masses and working class (Onofri and Nunes 2013, Williams et al. 2016).

Nowadays, beach tourism has received much attention from all classes. Every year a large number of people visit beach destinations all over the world. In the USA, 72% of American prefer visiting beach destinations during their summer vacation. Around 180 million Americans go for 2 billion trips to the ocean and beaches (Houston 2008, Haisman and Houston 2012). In 2017, over 7.9 million tourists visited only Palm Beach in the USA (Sorentrud 2018). In Europe, 80-85% holidaymakers prefer visiting beach destinations for their vacation (Williams et al. 2016), whereas Australian beaches receive 100 million visitors per year (Warton and Brander 2017). Similarly, beach tourism is also rapidly increasing in popularity in Southeast Asia (Sangpikul 2018). Recently, Maya Bay beach in Thailand was closed to tourists because of overcrowding (Smith 2018). Taking this scenario into account, it can be inferred that beach destinations would be the top most tourist attraction for future travellers for leisure, relaxation, and adventures.

1.1.2 Beach Tourism Attractions in Bangladesh

Bangladesh is a South Asian nation with a high potential for tourism. For many years, it has been an attractive destination for tourists because of its scenic beauty, diverse tribal cultures, historical sites, hill resorts, plentiful evergreen forests and wildlife, and hospitable heritage. In addition, the country also possesses a sizable coastline (Islam 2009, Hasan and Rabbani 2016). As a riverine country, a number of world famous rivers and seas crisscross the country. The world's longest unbroken sandy beach named Cox's Bazar Beach, located in the southern part of Bangladesh, is one of them (Hossain 2013, Hasan, Mamun, and Islam 2015). It is the tourist capital of Bangladesh, having 125 kilometres of long straight beach (Hasan and Rabbani 2016, Hossain, Quaddus, and Shanka 2015b). Miles of golden sands, towering cliffs, surf-able waves, sunset views, rare conch shells, and delightful seafood are the highlights at Cox's Bazar Beach (Hossain, Quaddus, and Shanka 2015a). Another firm favourite is Saint Martin's beach, a unique coral island in Bangladesh, which is located in the north-eastern part of the Bay of Bengal (Thompson and Islam 2010). This island is tranquil with crystal clean blue waters, pristine nature, and rich biodiversity (Haque 2015). The excellent sunrise and colourful sunset views at this beach are matchless.

The virginal nature of the island makes it a paradise on earth for nature loving tourists (Nafi and Ahmed 2017), who pass their leisure time, enjoying the moonlight whilst sitting on black stones alongside the coral beach or, snorkelling in the blue waters. 'Chera Dip', 'Nijhum Dip' and 'Daruchini Dip', adjoining the island, are wonderful to visit with friends and family. Visiting this island is a once-in-a life time experience for any tourist.

Also cannot be overlooked is, Kuakata, the second largest sea beach in Bangladesh which is 30 kilometres in length and 6 kilometres in breadth. Locally known as Shagor Kannya (Daughter of Ocean), it is situated at the south-eastern part of the country (Raihana and Rashid 2018). This long and wide sandy beach has gentle slopes into the Bay of Bengal (Rahman, Rahman, and Nahar 2015, Raihana and Rashid 2018). Kuakata is known for its picturesque landscape beauty of panoramic beach with the tides of the bay bashing against the shore, clear blue skies, sanctuary for migratory winter birds, and mangrove forest. The beach also offers a full view of the sunrise and sunset from the same white sandy beach in the waters of the Bay of Bengal (Raihana and Rashid 2018). Moreover, it is a place of pilgrimage for both Hindu and Buddhist communities. Innumerable devotees arrive here during the festival of 'Rush Purnima' and 'Maghi Purnima'.

Alongside Cox's Bazar, Kuakata and Saint Martin's Beach, other sea beaches include Takenaf, Patenga, Inani, Sonadia and Parki which also possess natural beauty with full facilities to attract tourists (Hasan and Rabbani 2016). These beaches are also sandy, and some of them are unbroken with unbelievable low slopes. An excellent combination of natural beauty, blue skies, migratory winter birds, and series of coconut trees, evergreen forests, and sunrise and sunset views pique the hearts and minds of every visitor. (Ahammed 2010, Hossain, Quaddus, and Shanka 2015b).

1.1.3 The Flow of Tourists' Arrival at Beach Destinations in Bangladesh

In recent years, the number of tourist arrivals has increased at all beach destinations in Bangladesh. Every year large numbers of tourists visit Cox's Bazar, Kuakata, and Saint Martin's Beach. Most of them are Bangladeshi nationals who travel from different parts of the country, and a few are foreign tourists. Nearly five million tourists visit Cox's Bazar Beach in a year, and it could increase to 13 million by 2020 (Hossain, Quaddus, and Shanka 2013). Similarly, visitor figures at Saint Martin's beach has dramatically increased over the last five years. During the peak season of July to March, an average of five thousand tourists visit Saint Martin's beach daily, and all the facilities serving tourists are fully occupied at that time (Ahmmed 2017, Khan 2017). Kuakata beach is also teeming with a minimum ten thousand tourists every day during the peak seasons of the year (Sharif 2016).

People from all classes and regions now have easy access to enjoy the full beauty of the beaches in the country throughout the year (Hasan and Rabbani 2016). During public holidays of national and religious festivals, domestic tourists especially the masses and working class rush to these destinations for a refreshing and relaxing break from their daily workload. In 2016, during the five days of the Eid-ul Azha holiday (a religious festival of the Muslim community), nearly half a million tourists visited Cox's Bazar Beach, and the earnings from tourism in this area was around BDT 3000 million (News 2016). Similarly, during the year-end public holidays from 22 December to 28 December 2016, around ten thousand tourists visited Saint Martin's beach daily (Ahmmed 2017).

Likewise, on the occasion of Rush Purnima (a religious festival of the Hindu community) in 2016, Kuakata beach received around forty to fifty thousand tourists (Sharif 2016). Therefore, it can be said that the tourist arrival trend is on an upward trajectory, to the extent that there is a tourist overflow during particular occasions in the year. During the peak season, many tourists do not have available accommodation at beach areas. All hotels, motels and guest houses are fully occupied at this time, and many tourists reportedly even spend the night inside their vehicles because of the unavailability of accommodation during the peak seasons (Ahammed 2010).

1.1.4 Contributions of Beach Tourism in the Socio-Economy of Bangladesh

The significance of coastal-based tourism has been increasing in Southeast Asia over the last few years (Sangpikul 2018, Smith 2018). Each country in this region is trying to attract more tourists to their destinations to boost their respective country's economy. Bangladesh, with its immense tourist potential, too, is in line to capture a lion's share of the tourism windfall. Since tourist arrivals are on the rise, the contribution of this sector to the economy and employment creation has increased significantly in recent years. In summary, the total contribution of travel and tourism to the GDP was BDT 840.2bn in 2016 (4.3% of GDP) and it is forecast to rise 7.1% per annum, BDT 1783.0bn from 4.7% of GDP by 2027. Travel and tourism generated 2,187,000 jobs directly in 2016 and this grew by 2.7% to 2,247,000 in 2017. By 2027, it will account for 2,695,000 jobs directly, and an increase of 1.8% per annum over the next ten years (WTTC 2017).

In all aspects, beach tourism in Bangladesh is expected to be a mainstay of the economy as it has become a focal point. Tourism has brought visible economic changes in beach areas in the country. Many local people are involved in tourism related business like Jinuk business, rent-a-car business, departmental stores, 'kit-kot' and 'z-ski', and work as tourist guides. A large number of people are also involved in fishing, collecting seafood, and making sea products for their livelihood. Likewise, other stakeholders such as investors, hoteliers, and tour operators gain benefits from tourism activities both in cash and in kind (Mamun, Hasan, and Hossain 2013). Nowadays, the contribution of beach tourism in these areas in terms of income generation, economic activities, and employment creation is quite visible to all.

From a socio-economic point of view, the local community in beach areas is quite dependent on tourism based activities and earnings. For example, around 10,000 people work in the Cox's Bazar beach area, and each of them maintains a family of 6 members on an average, thus, this industry supports roughly 60,000 people in this area (Ahammed 2010). Other beach areas in the country especially Saint Martin's and Kuakata are also experiencing almost similar growth in terms of tourism contribution. Moreover, tourism

has a significant input to the uplifting of socio-economic conditions of the local community through infrastructural development such as schools, colleges, hospitals, cultural and financial institutions in the beach areas.

1.1.5 Knowledge of Revisit Intention: A Key Success Factor for Tourism Business

Over the past few decades, tourist revisit intentions towards various tourism attractions, activities, and resources has been an extremely important area of research in tourism marketing. As one of the fastest growing sectors, destination managers are now being forced to redesign their marketing strategies to build long-term profitable relationships with their customers (Kim, Holland, and Han 2013). In destination marketing, one of the fundamental keys in designing effective marketing strategies, building travel motivation, and developing decision-making theories is to understand why tourists revisit a particular destination (Hui, Wan, and Ho 2007, Quintal and Polczynski 2010). So, knowing how to retain existing tourists and to spur their intention to revisit a destination is crucial for destination marketers when endeavouring to make a destination successful (Chen and Tsai 2007, Chang 2013).

In the context of tourism, Gitelson and Crompton (1984) first discussed the importance of tourist repeat visitation of a destination. They argued that the survival of many tourist destinations depend on repeat visitors. The continuation of repeat visits is essential for making the destinations mature and keeping them competitive, because mature destinations are not likely sensitive to competitive destinations' offers or pricing strategies (Huang and Hsu 2009). From an economic point of view, study on repeat visitation is vital for the business of tourism. Repeat visitors supply more than half of the total tourists to a given destination (Wang 2004), provide a stable source of income (Çetinsöz and Ege 2013), and are more likely to spread positive word-of-mouth at no cost (Kim, Holland, and Han 2013). Besides, the marketing cost of attracting and retaining repeat visitors are lower than attracting first-time visitors (Alegre and Juaneda 2006, Kim, Holland, and Han 2013). Previous studies (e.g., Mohammad and Som 2010) showed that a 2% increase in customer

retention has the same effect on profits as a 10% cut in costs. As a result, destination marketers are now putting much effort to redesigning their marketing strategies to concentrate on attracting and motivating existing tourists to revisit their destinations year after year (Chen and Tsai 2007, Kim, Holland, and Han 2013).

Similarly, knowledge of repeat visit intentions helps marketers build a strong customer relationship that offers a significant competitive advantage over competitors (Sherrell and Bejou 2007). Understanding revisit intention allows destination marketers to revise their tourism offerings to build an attractive image, maximize customer satisfaction, and improve marketing efforts in the light of mutual benefit (Chen and Tsai 2007). Therefore, it can be said that an in-depth understanding of tourists' revisit intentions could be one of the key factors for tourism marketers to find a profitable target market, establish good relations, and boost profitability.

1.2 Statement of the Problem

Coastal-based beach destinations are one of the most preferred vacation attractions for tourists across the world including the Southeast Asian region (Sangpikul 2018, Warton and Brander 2017). Bangladesh is a small riverine country in South Asia located at the basin of the Bay of Bengal. Coastal-based beach destinations are the leading tourism attractions of the country (Hasan and Rabbani 2016, Mamun, Hasan, and Hossain 2013). The country has been blessed with the world's longest unbroken sandy beach named Cox's Bazar Beach (Hossain, Quaddus, and Shanka 2015b). Every year, nearly 5 million tourists visit Cox's Bazar Beach. This figure could escalate to 13 million in 2020 (Hossain, Quaddus, and Shanka 2013). In addition, Saint Martin's and Kuakata beach in the country are also experiencing a growing number of tourists every year (Mamun, Hasan, and Hossain 2013). During the peak season, around 10,000 tourists visit Kuakata beach daily, and this figure is expected to double within the next 5 years (Sharif 2016, Islam 2017). Similarly, Saint Martin's beach receives almost 5000 visitors daily during the peak season (Ahmmed 2017, Khan 2017).

In addition, tourism has brought a noticeable socio-economic change in beach areas through mobilization of business activities, income generation, and employment creation (Hassan and Shahnewaz 2014, Hasan, Mamun, and Islam 2015). The local community and other stakeholders have seemingly benefited from tourism activities both in cash and in kind (Hasan and Rabbani 2016). At present, around 20000 people are directly and indirectly involved in tourism-related activities at Cox's Bazar, followed by 8000 in Kuakata, and 5000 in the Saint Martin's beach areas, and most of them are from the local community (Islam 2017, Ahmmed 2017, Sikder 2017). The economy of the local community in beach areas is now on an upward trajectory compared to other non-tourism backward areas. The flow of socio-economic development of the local community in these areas is now highly reliant on the continuity of tourist arrivals at the beach destinations (Hasan and Rabbani 2016).

In tourism literature, the relationship between continuous tourist flow through enhancing their repeat visitation and socio-economic profitability has been discussed in many studies (e.g., Jang and Feng 2007, Marinkovic et al. 2014). Moreover, tourists' repeat visitation is considered as a key to successful destination marketing (Chen and Tsai 2007, Chang 2013) that reduces marketing costs (Alegre and Juaneda 2006, Kim, Holland, and Han 2013) and contributes to the profitability of the tourism business (Hsu et al. 2008, Wang 2004). Therefore, considering the significance of repeat visitation in the tourism industry, it can be said that repeat visitors at beach destinations in Bangladesh could be a stable source of income for the local community, profit generation for the tourism business, and support for the growing economy in the country. However, knowledge about tourists' intention to repeat visit and factors influencing their decision to revisit the beach destinations in Bangladesh are fairly unknown in literature although tourist arrivals are significantly growing in recent years. Therefore, from a practical standpoint, an empirical study on tourists' revisit intention in the context of beach destinations could be vital for boosting tourist flow, escalating socio-economic activities, and making beach tourism businesses successful in Bangladesh.

From a theoretical viewpoint, a number of studies have emerged to elicit factors that influence tourists to revisit beach destinations in different socio-cultural contexts (e.g., Chen and Tsai 2007, Triantafillidou and Petala 2016, Sangpikul 2018, Allameh et al. 2015). However, the findings of previous studies are not only inconsistent but also contradictory although almost similar models have been used and examined. For example, Chen and Tsai (2007) revealed that perceived trip quality and perceived value did not have significant influence, but destination image and tourist satisfaction significantly influenced tourists' behavioural intention to revisit and recommend a coastal destination in Taiwan to others. These findings are somewhat incongruous with Allameh et al. (2015), who found that alongside destination image and satisfaction, perceived service quality and perceived value significantly influenced tourists' revisit intentions to a coastal-based sport destination in Iran. Moreover, Sangpikul (2018) discovered that service quality, value, and safety-based travel experience positively influence visitors satisfactions but they did not influence their loyalty - revisit, recommend, and word-of-mouth. Therefore, models of previous studies as well as their inconsistent findings cannot be generalised for beach tourism settings in all socio-cultural contexts.

In addition, researchers in previous studies also revealed other factors, especially perceived risks, tourist attitudes, and social influence as determinants of tourists' revisit intention in various tourism contexts such as green tourism (Han and Kim 2010), mainland tourism (Huang and Hsu 2009), and festival tourism (Choo, Ahn, and F. Petrick 2016, Song et al. 2012). However, studies have barely been found to justify whether perceived risks, tourist attitudes, and social influence could be effective indicators for tourists' revisit intention in beach tourism settings. Therefore, from a theoretical standpoint, an in-depth study on tourists' revisit intention including perceived risks, tourist attitudes, and social influence along with destination image, service quality, perceived value and satisfactions can provide substantial theoretical and practical insights for beach tourism in Bangladesh as well as for other similar culture and contexts.

1.3 Research Gap

Over the past couple of decades, empirical studies on tourists' revisit intention have received central focus in tourism literature (Sohn, Lee, and Yoon 2016). A number of studies have been conducted to ascertain the antecedents of tourists' revisit intentions in various tourism contexts (e.g., Kim, Holland, and Han 2013, Tosun, Dedeoğlu, and Fyall 2015). However, the following issues are still under investigation and there is a call for researchers to conduct future studies, particularly in beach tourism settings.

First, a number of studies in tourism literature (e.g., Stylos et al. 2016, Sohn, Lee, and Yoon 2016, Brown, Smith, and Assaker 2016, Allameh et al. 2015, Ranjbarian and Pool 2015, Kim, Holland, and Han 2013) discovered the relationships of destination image, perceived service quality, perceived value, and satisfaction with tourists' revisit intentions. Prior studies in literature (e.g., Choo, Ahn, and Petrick 2016, Song et al. 2012, Kim and Han 2010, Han and Kim 2010) have also considered tourist attitudes, perceived behavioural control and perceived social influence as antecedents of tourists' revisit intentions. However, both types of studies were in different tourism and cultural contexts, and there was no strong evidence to claim that these findings would be applicable to beach tourism settings.

Second, there were some studies found in the context of coastal-based island and beach tourism (e.g., Alegre and Cladera 2006, 2009, Chen and Tsai 2007, Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013, Triantafillidou and Petala 2016, Sangpikul 2018) investigating the relationship of destination image, tourist satisfaction, number of previous visits, motivations, price quality ratio, perceived value, and experiences, with tourists' revisit intentions. However, the findings of these studies are inconsistent and, even debatable, when generalising the relationship between the predictor variables and tourists' revisit intention. So, future researchers are recommended to conduct more studies to generalise the previous findings in different countries and cultural contexts.

Third, researchers in prior studies (e.g., Choo, Ahn, and F. Petrick 2016, Han and Kim 2010, Kim and Han 2010, Song et al. 2012, Çetinsöz and Ege 2013) also claimed that alongside the aforementioned factors, perceived risks, tourist attitudes, perceived behavioural control, and social influence significantly affect tourists' revisit intentions in various tourism contexts. However, to the best of this researcher's knowledge, empirical evidence incorporating these factors to investigate tourists' revisit intention has not been found in the context of beach tourism. In addition, the integrated relationship between destination image, attitude, and satisfaction as well as between perceived behavioural control, perceived social influence, and attitude has rarely been investigated in tourism literature. Therefore, this is a substantial research gap where future research is needed to add new knowledge to the existing literature, in particular beach tourism.

Fourth, researchers have extended the attitude-behaviour theories in tourism literature (e.g., Han and Kim 2010, Choo, Ahn, and Petrick 2016) by adding variables such as satisfaction, destination image, past experience with tourists' revisit intention. However, service quality and perceived value - two fundamental concepts in consumer behaviour - are still under investigation in the attitude-behaviour paradigm in literature. In addition, a number of prior research especially focus on the effect of perceived destination risks on tourists' revisit intention (e.g., Çetinsöz and Ege 2013, Lepp, Gibson, and Lane 2011, Sohn, Lee, and Yoon 2016). However, moderating effects of perceived destination risks on the relationships of destination image, tourist attitudes, and satisfaction with tourists' revisit intention have barely been examined in any tourism research even though some of these relations were empirically investigated in consumer behaviour research separately.

Finally, although beach destinations are the main tourist attractions in Bangladesh, no study, hitherto, has been found to highlight whether the aforementioned factors could be predictors of tourists' revisit intention to beach destinations where cultural and context differences are noted in many social science researches. Therefore, an in-depth research incorporating the aforementioned factors in a single model based on a recognised theory that is able to connect, clarify and convey research results whilst also explaining more

variance to predict tourists' revisit intentions to beach destinations in Asian countries, particularly in Bangladesh, is needed.

1.4 Research Objectives

The current study is aimed at investigating tourists' revisit intentions to beach tourism destinations. The study also intends to examine the following specific objectives:

- i. The effect of tourists' perceived service quality, and perceived value on their satisfactions and revisit intentions to beach destinations.
- ii. The effect of destination image on tourists' attitudes, satisfaction, and revisit intentions to beach destinations.
- iii. The effect of tourists' perceived behavioural control and perceived social influences on their attitudes and revisit intentions to beach destinations.
- iv. The moderating effect of perceived destination risks on the relationship between tourists' attitudes, satisfaction, destination image, and their revisit intention.

1.5 Research Questions

In view of the problem statement and research gaps, the current study has raised the following research questions that would direct the objectives of the study.

As stated earlier, there has been an increased focus on perceived service quality, perceived value, and tourist satisfaction as key determinants of tourists' revisit intentions in various tourism settings including beach tourism. This means that these variables directly influence tourist behavioural intention - revisit, recommend, loyalty in various tourism contexts. In

addition, prior studies have also revealed the indirect effect of perceived service quality and perceived value on tourist revisit intention via satisfaction, even if the indirect effects are stronger than the direct effect in many cases. However, the findings of prior studies are inconsistent and contradictory in many cases due to dissimilarity of culture, contexts, and demographic characteristics of the sample population. Thus, there is an extensive argument for generalization of prior findings in different cultural contexts, especially beach tourism in Asian contexts that leads to the following research questions:

Research question 1 (i): Do perceived service quality, and perceived value have direct effect on tourist satisfaction and revisit intentions to beach destinations in Bangladesh?

Research question 1 (ii): Do perceived service quality, and perceived value have indirect effect on tourist revisit intentions through satisfaction as a mediator?

A review of extant tourism literature indicate that destination image is one of the key influencing factors of travellers' intention to choose, visit and revisit a tourist destination. Although a number of studies in tourism literature examined the relationship between destination image and tourist behavioural intention, many of them have failed to generalise the direct relationship between the two variables due to influence of other variables and mediating effects. Nevertheless, despite destination image being a subject of interest in tourism studies, the role of destination image in beach tourism contexts and its effect on tourist attitudes, satisfaction, and revisit intentions in a single framework seems to have been neglected in prior tourism literature. Hence, the absence of empirical evidence on this subject in a beach tourism context leads to the following research questions:

Research question 2 (i): Does perceived destination image have direct effect on tourists' attitudes, satisfaction, and revisit intentions to beach destinations in Bangladesh?

Research question 2 (ii): Does perceived destination image have indirect effect on tourist revisit intentions to beach destinations through their attitudes and satisfaction as mediators?

The theory of planned behavior (TPB) has been considered as one of the most influential attitude and behaviour theories to study human behavioural intention in various contexts including travel and tourism. The TPB (Ajzen 1991) contains three basic propositions of human behaviour – attitude, subjective norm and perceived behavioural control. Although the efficacy of the model has been validated in predicting behavioural intentions in a wide range of contexts, its sufficiency in predicting tourist behaviour in beach tourism is still being questioned. In addition, the empirical findings of prior studies also indicate that alongside the direct effect of perceived social influence and perceived behavioural control on tourist behavioural intention, they also significantly influence individual attitudes and behavioural intention, implying the mediating role of attitude between the variables. However, the issues, especially of, the mediating effect of tourist attitude have barely been examined in the behavioural intention process in travel and tourism contexts, especially in beach tourism. This issue leads to the following research questions:

Research question 3 (i): Do tourist perceived behavioural control, and perceived social influence have direct effect on tourist attitudes and revisit intention to beach tourism destinations?

Research question 3 (ii): Do tourist perceived behavioural control, and perceived social influence have indirect effect on tourist revisit intention to beach tourism destinations through their satisfaction as a mediator?

Nowadays, tourist safety and security at travel destinations is one of the major concerns in the tourism industry. Prior research reported that most travellers are likely to change their travel plans to a destination that has elevated risks while others may enjoy risks as part of their excitement in tourist pursuits. Therefore, the relationship between destination risks and travellers' behavioural intention in tourism literature is inconsistent. Although the effects of perceived risks on traveller behavioural intention are well represented in existing literature, there is however little evidence how perceived destination risks affect destination image, travellers' attitude and satisfaction when they visit a destination, particularly beach destinations. This gap leads to the research question:

Research question 4: Does perceived destination risks moderate the relationships of perceived destination image, attitudes, and satisfactions with tourists' revisit intention to beach destination?

1. 6 Operational Definition of Key Terms

Tourist, Traveller and Visitor

A tourist is frequently known as a traveller, visitor or excursionist according to the environment in which he/she is moving. The World Tourism Organization (WTO) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Tourist Destination (TD)

A tourist destination is a place where people travel and stay for a while in order to get experience of attractions, activities, and processes. Um, Chon, and Ro (2006) noted that a destination is a package of tourism facilities and services, which is composed of a number of attributes that together determine its attractiveness to a particular tourist in a given travel situation.

Beach Tourism Destination (BTD)

A beach tourism destination is a nature-based tourist attraction in combination with blue waters, blue skies, sunlight, white sands, high hills and forests (Connell 2006). The basic importance of beach tourism is that it offers beautiful natural scenery with golden sands, lush green vegetation, wide blue skies, and various water-based adventure, entertainment and activities.

Tourist Revisit Intention (TRI)

Tourist revisit intention is described as the prediction of tourists' willingness to re-engage in tourism attractions, activities, and entertainments (Kim, Holland, and Han 2013). Accordingly, the current study presents revisit intention as subjective judgement regarding the probability of tourists revisiting beach tourism destinations.

Perceived Service Quality (PSQ)

Perceived service quality is the "outcome of customer's viewpoint on the dimension of service package with regard to technical and operational dimensions" (Allameh et al. 2015, Ranjbarian and Pool 2015). In the current study, perceived service quality is defined as perceptual evaluation of tourism products and services.

Perceived Value (PV)

Zeithaml (1988) viewed value as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". In the current study, value is defined as the benefit received by a tourist compared to the cost sacrificed.

Tourist Satisfaction (TS)

In tourism, satisfaction is the overall evaluation of the sum of fulfilment gained by a tourist after consuming a set of features offered by a destination (Dayour and Adongo 2015). In the current study, tourist satisfaction is viewed as tourist experience of the existing facilities and services offered at the beach destinations in Bangladesh.

Perceived Destination Image (PDI)

Destination image is the tourists' overall impression towards a destination which is formed based on both their perceptions and the total effect of a destination's tangible and intangible attributes (Tosun, Dedeoğlu, and Fyall 2015). In this study, destination image denotes tourists' overall impressions and emotional interpretations towards beach destination attributes.

Attitudes to Visiting Beach Destination (ABD)

Allport (1935) defined attitude as a “learned predisposition to respond to an object or class of object in a consistently favourable or unfavourable way”. In the current study, attitude to visiting beach destination has been conceptualised in the sense of behavioural aspects of tourists which have been organised consistently by the perceptions of tourism product and services.

Perceived Social Influence (PSI)

According to Ajzen (1985) “social influence is a person’s perceived social pressure to perform or not to perform a behaviour under certain consideration”. In this study, it is referred to perceived opinions of significant others such as friends, relatives, colleagues, and family members who influence a tourist’s decision-making.

Perceived Behavioural Control (PBC)

Perceived behavioural control refers to an individual’s belief concerning access to resources and opportunities needed to perform a behaviour (Ajzen 1991). Ajzen (1991) argued that if people do not have enough opportunities or resources to perform a particular behaviour, their intentions may not be strong enough to perform that behaviour.

Perceived Destination Risks (PDR)

In marketing research, perceived risks has been conceptually defined as the subjective expectation and evaluation of a loss which is derived from different types of potential loss (Reichel, Fuchs, and Uriely 2007, Quintal, Lee, and Soutar 2010a). In this study, it refers to the risks perceived by tourists during their experiences at beach destinations.

1.7 Significance of the Study

The present study is significant from both the theoretical and managerial aspects in terms of making substantial contributions to tourists' revisit intentions in one of the least researched areas, beach tourism.

1.7.1 Theoretical Perspectives

In travel and tourism literature, the theory of planned behaviour (TPB), a leading attitude-behaviour theory (Ajzen 1991), has widely been used to examine tourists' behavioural intention to engage in various tourism attractions, activities, and processes (e.g., Ajzen and Driver 1992, Hrubes, Ajzen, and Daigle 2001, Tsai 2010, Teng, Wu, and Liu 2015). In recent years, researchers have also applied TPB in examining tourists' revisit intention to various tourism contexts such as green tourism (Han and Kim 2010), holiday destinations (Huang and Hsu 2009), and festival tourism (Choo, Ahn, and F. Petrick 2016). The empirical findings of these studies state that tourists' revisit intention is a consequence of attitudes, subjective norms, and perceived behavioural control. However, research applying TPB in the context of coastal-based beach tourism to tourists' revisit intention are still under investigation. Therefore, an empirical attempt to apply TPB in a beach tourism setting is a far-reaching step to generalise the theory as well as previous findings in a least researched but promising sector of the tourism industry.

Alongside using the key parameters of TPB, researchers (e.g., Choo, Ahn, and F. Petrick 2016, Han and Kim 2010, Huang and Hsu 2009) also have extended the TPB by adding new variables such as destination image, satisfaction, past experience, environment concerns, etc. Their extended models explain a significant variance to predict tourists' revisit intention in various socio-cultural contexts. Additionally, service quality and perceived value, two fundamental concepts in consumer behaviour, have been used in the quality-satisfaction-behaviour paradigm as prime influencers of tourists' revisiting and their loyalty in coastal and island-based tourism settings (e.g., Allameh et al. 2015, Chen and Tsai 2007, Sangpikul 2018, Triantafillidou and Petala 2016). Most studies found service quality and perceived value as the key determinants of tourists' satisfaction and

their likelihood of revisiting a destination. However, the application of service quality and perceived value in the TPB-based attitude-behaviour paradigm has yet to be examined either in consumer behaviour or tourism literature. Therefore, including new constructs with the key parameters of the TPB is considered critical in a new context that can alter existing paths among the latent variables in the theory.

Lastly, this study has developed a conceptual model based on the theory of planned behavior including tourists' inter-personal factors such as tourists' attitudes, perceived behavioural control, and social influence, as well as destination evaluative factors such as destination image, tourists' satisfaction along with perceived service quality, perceived value, and perceived destination risks. The theoretical relation in the proposed conceptual model would bring a new way to anticipate tourists' revisit intention in the context of beach tourism.

1.7.2 Managerial Perspectives

The proposed study would help policy makers and marketing practitioners understand tourists' revisit intentions to beach tourism destinations in Bangladesh, and assist them to formulate marketing strategies to build an attractive destination image, improve product quality, and maximize marketing efforts to satisfy tourists' needs and expectations (Chen and Tsai 2007). In addition, knowledge of tourists' experiences with the existing facilities and services would help marketers revise their tourism offerings to meet tourists' needs and expectations, and maximize their satisfaction, that would, in turn, assist to create a strong mutual relationship to gain a competitive advantage (Sherrell and Bejou 2007). Findings of tourists' attitudes, perceived behavioural control, and social influence on tourists' revisit intention would help marketers target profitable customer segments, differentiate their offerings to satisfy target segments' needs and expectations accordingly (Hsu et al. 2008).

Nowadays, destination marketers are more concerned with retaining their existing tourists, enhancing tourists' repeat visits, and trying to create positive word-of-mouth endorsement

(Allameh et al. 2015). Retaining and attracting previous customers are more cost-effective in terms of marketing and promotion than gaining new ones (Kim, Holland, and Han 2013). Therefore, understanding tourists' intention to revisit would help marketers in forecasting future demand, reducing promotion and marketing costs, thus contributing to the profitability of their business (Jang and Feng 2007). Finally, descriptive results of this study would depict the true scenario of beach destinations in Bangladesh which would assist in creating knowledge, awareness, and consciousness among tourists and stakeholders, resulting in sustainable development of beach tourism.

1.8 Context of the Study

In travel and tourism, a number of studies have been conducted to find out the determinants of tourists' revisit intention in various tourism settings whilst very few attempts have been made in the context of beach tourism. Additionally, culture and context differences are major issues in travel decision making that also significantly influence tourists' revisit intention to a particular destination. Taking this into account, researchers have conducted studies on tourists' revisit intention in different socio-cultural contexts but few studies are found in the Asian context. Therefore, the current study attempts to identify the determinants of tourists' revisit intention in beach tourism in the Asian context, particularly in Bangladesh.

Bangladesh, a small country in Southern Asia having promising tourism potential, has been considered as context for this study. Indeed, Bangladesh has been an attractive travel destination because of its diversified natural attractions and hospitable culture. In addition, the country possesses significant coastal-based beach destinations which are the main tourist attractions of the country. Alongside some popular beach destinations, Bangladesh has the world's longest sea beach, Cox's Bazar, which spearheads the tourism industry of this country. Over the past couple of years, tourist arrivals to the beach destinations in this country have been significantly increasing, contributing significantly to the socio-economic development of the local community as well as the national economy. Thus,

considering its representative role and socio-economic contribution, it is only fitting that a study in the context of beach destinations in Bangladesh is implemented.

1.9 Scope of the Study

The researcher of this study is aware of the limitations and shortcomings of this study even though it covers the key paradigms of social science research. The present study is carried out to examine factors which influence tourists' revisit intention to beach destinations in Bangladesh. There are five major sea beaches representing beach tourism in Bangladesh. Considering time, budget, and easy accessibility, three of them - Cox's Bazar, Saint Martin's and Kuakata beach - have been considered as study areas for data collection. Therefore, the collected data and their results may not represent the entire beach tourism setting, and the generalizability of the current research may fall into question. The survey for this study was conducted in the peak tourist arrival season, between October 2016 and March 2017. For that reason, tourists' expectations and perceptions may differ as well as results may vary due to seasonal peak and off peak variability. The current research intended to examine the effect of particular variables such as service quality, perceived value, satisfaction, destination image, attitude, social influence and perceived risks on tourists' revisit intention towards beach destinations. There might be other influencing factors which could add more variance to the tourist revisit intention process, leading to further limitation of this study. Finally, tourists' socio-demographic and travel characteristics have been found significantly influential in many researches. However, this study has not investigated the effects of these variables in the model.

1.10 Structure of the Dissertation

This thesis has been organised in a step - by - step pattern comprising seven chapters which are discussed in brief below.

Chapter One: Introductory Aspects of the Study

This chapter covers the broader issues, concepts, and fundamental approaches to the research, especially the background of the research, and then proceeds to elaborate the problem statement, research gaps, research questions and objectives. It also discusses the significance of the study in terms of its theoretical and managerial perspectives. Finally, the scope and limitations of the study have been highlighted.

Chapter Two: Review of Literature

This chapter presents a summary of literature relevant to the topic subject, instruments, constructs, and methods used in the current study. The summary of literature covers the limitations, consistencies, and inconsistencies of prior research findings leading to the necessity of conducting this study. This discussion provides a guideline to develop a conceptual framework covering the hypotheses for this research.

Chapter Three: Conceptual Framework Development

This chapter outlines the conceptual framework presenting the hypothetical relationships among the research constructs used in the study. Direct, indirect, and multiple relations among the constructs have been indicated, and the link between the underpinning theory and the determinants of the revisit intentions are presented.

Chapter Four: Research Methodology

This chapter presents the methodological approaches used to conduct this study. It consists of the research philosophy, research design, research methods, instrument development, field work and data collection, and finally the detailed data analysis procedure. A PLS-based SEM was applied as data analysis technique for this study.

Chapter Five: Results of Data Analysis

This chapter presents details of the data analysis results containing descriptive statistics, model representation, hypotheses testing, and summarises the findings. First, it outlines tourists' demographic and travel behaviour characteristics profiles and provides a descriptive analysis of the study. Next, PLS-SEM results are presented to support the proposed hypotheses.

Chapter Six: Discussion of Findings

This chapter highlights the findings obtained from the data analysis results and discusses the consistencies and inconsistencies of the findings in light of prior literature from the relevant field. Additionally, reasons for some inconsistent findings and relevant suggestions for beach tourism industry practices are elaborated. Finally, the chapter ends with a summary of discussion presented in the subsequent stages.

Chapter Seven: Conclusions

The final chapter concludes with a reflection, synthesis and assessment of the findings and makes recommendations from the results to support the objectives of this study. It also determines if the research questions are answered in a valid and reliable manner. Moreover,

it raises some managerial implications and recommendations for policy makers to enhance tourists' revisit intentions as well as improve the existing position of beach tourism.

1.11 Summary of the Chapter

Successful destination marketing can increase a destination's tourist arrivals, earnings, employment and government revenues (Chen and Tsai 2007, Hsu et al. 2008). Therefore, attracting and retaining existing tourists, and motivating them to revisit are crucial for the success of a destination (Chen and Tsai 2007). Beach destinations are the key tourist attractions of Bangladesh and the numbers of tourist arrivals have been increasing substantially over the last couple of years. However, tourist intention to revisit beach destinations in the country is literally unknown. The current study sets the research problem, research gap, and research questions from the standpoint of existing literature relevant to the topic subject from various tourism settings. Search knowledge in tourism literature shows that little research has been done on tourists' behavioural intention to revisit in the context of beach tourism. Therefore, the current study aims to identify the key influencing factors of tourists' intention to revisit beach destinations in Bangladesh. From the theoretical and managerial points of view, this study is significant for academics, researchers, and marketers as it provides useful conceptual and practical insights in the context of beach tourism.

CHAPTER 2

REVIEW OF LITERATURE

This chapter provides a summary of reviewed literature related to tourists' behavioural intentions in various tourism settings. The first section delineates the underpinning theory - the theory of planned behaviour (TPB), and the topic subject of the study - tourist revisit intention. The next section presents prior empirical evidences on the key determinants of tourists' revisit intention such as service quality, perceived value, satisfaction, destination image, and their integrated relationships. Afterwards, it apprises a number of prominent concepts such as attitude, perceived behavioural control, and social influence based on the underpinning theory due to their relevance to the current study. Finally, this chapter highlights the effects of perceived destination risks on the relationships between tourists' revisit intention and their key determinants in general as well as tourism in particular.

2.1 The Theory of Planned Behavior (TPB)

In social science domains, a number of theories have been developed by scholars to understand and predict human behaviour in different socio-cultural contexts. The theory of reasoned action (TRA) is one of them. Fishbein and Ajzen (1975) developed the theory of reasoned action (TRA) - one of the dominant attitude and behaviour theories - for understanding human behavioural intention. The theory of reasoned action (TRA) suggests that human behavioural intention mediates the relationships between attitude, subjective

norm (social pressure), and behaviour (Fishbein and Ajzen 1975). Since then, the theory of reasoned action (TRA) has been widely used by researchers in social science for a decade. However, the theory of reasoned action (TRA) has been criticised by many social science researchers, especially for its limitations and low power of prediction. To address the limitations as well as to improve the predictive power of the theory of reasoned action (TRA), Ajzen (1985) proposed the theory of planned behaviour (TPB) by appending an additional concept, perceived behavioural control to the TRA.

The theory of planned behaviour (TPB) emphasises that alongside an individual's attitudes and subjective norms, human behaviours are governed by a sense of perceived abilities and constraints (Ajzen 1991). Since then, TPB has been considered as one of the most influential theories to study human behavioural intention in various contexts (Ajzen 2001, Teng, Wu, and Liu 2015). The theory of planned behaviour (TPB) considers both volitional and non-volitional factors in explaining an individual's behavioural intention (Hsu and Huang 2012, Teng, Wu, and Liu 2015). Individual intention is the central point of this theory that applies the most precise prediction of individual behaviour, and is considered as a pressing antecedent of behaviour (Ajzen 1991). In TPB, intention indicates an individual's willingness or readiness to engage in a particular behaviour (Ajzen and Driver 1992).

The TPB contains three basic predictors of human behavioural intention: attitude, subjective norm, and perceived behavioural control (Ajzen 1991). Attitude in human behaviour refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen 1991). An individual's favourable attitude towards certain behaviour energises his or her intention to perform that behaviour (Brown, Smith, and Assaker 2016, Ajzen 1991). In TPB, subjective norm refers to the social pressure perceived by an individual to perform or not to perform a particular behaviour (Ajzen 1991). Simply, it is the opinions of others such as friends, family, relatives, and others who are important, and who influence an individual's decision-making (Teng, Wu, and Liu 2015, Ajzen 1991). Both attitude and subjective norm are volitional controllable factors in human behaviour. The last one is perceived behavioural control, a

non-volitional determinant of intention that replicates an individual's belief concerning access to required resources and opportunities to perform a behaviour (Ajzen 1991). Ajzen (1991) argued that if people do not have available access to resources and opportunities to perform a particular behaviour, their intentions may not be strong enough to perform that behaviour, even if they have positive attitude and strong support from the referents.

Ajzen and Driver (1992) first empirically found that all indicators of TPB significantly explain a greater variance when predicting people's leisure activities choice behaviour. Since then, TPB has been widely used to predict human behavioural intention in various contexts such as medicine, online shopping, consumer product and service, social welfare, green product consumption, bio-diversity saving, and tourism & hospitality etc. (e.g., Choo, Ahn, and F. Petrick 2016, Nam, Dong, and Lee 2017, Paul, Modi, and Patel 2016, Pan and Truong 2018, Ajzen and Driver 1992). The empirical findings of these studies claimed that an individual's behavioural intention is a consequence of attitude, subjective norm, and perceived behavioural control. Although the efficacy of the model has been validated in predicting behavioural intentions in a wide range of contexts, its sufficiency in predicting human behaviour is still being questioned.

Researchers, especially in the context of travel and tourism, revealed that all predictors of TPB such as attitude, subjective norms and perceived behavioural control do not influence tourist behaviour in the same way (Ajzen and Driver 1992, Lam and Hsu 2006, Teng, Wu, and Liu 2015). There is a strong conjecture that the findings may vary because of a wide range of tourist needs, socio-cultural differences, heterogeneous characteristics of the destinations, service quality & facility differences. Therefore, researchers are recommended to apply, replicate, and expand TPB in new contexts and cultures for wider generalisation.

2.2 Tourist Revisit Intention

In destination marketing, creating a memorable leisure experience to attract tourists to revisit a destination year after year is one of the keys to gaining sustainable competitiveness (Chang 2013). As a result, the concept of tourists' revisit intentions has become one of the main foci that has received growing attention from researchers and practitioners in tourism literature (Chang 2013). Generally, intention can be defined as "a stated likelihood to engage in a behaviour" (Oliver 2014, 28). Fishbein and Ajzen (1975) stated, behavioural intention is an individual's subjective probability to perform a specific behaviour in a particular situation. It is an individual's readiness or willingness to perform a particular behaviour in a given setting (Fishbein and Ajzen 1975, Ajzen 1985). Similarly, revisit or repurchase intention refers to tourists' readiness or willingness to repurchase tourism products or revisit a destination (Chang 2013, Han and Kim 2010). Revisit intention has been considered as an extension of tourist satisfaction (Quintal and Polczynski 2010, Um, Chon, and Ro 2006). It states the probability of tourists engaging in diverse types of tourism activities or visiting various destinations in future is based on their satisfactions and previous experiences (Chang 2013).

In the context of travel and tourism, a number of studies (e.g., Sohn, Lee, and Yoon 2016, Brown, Smith, and Assaker 2016, Stylos et al. 2016, Allameh et al. 2015, Tosun, Dedeoğlu, and Fyall 2015, Ranjbarian and Pool 2015, Kim, Holland, and Han 2013, Jalilvand et al. 2012, Quintal and Polczynski 2010) examined tourists' revisit intentions in various tourism and cultural contexts. The findings of these studies confirmed that tourist revisit intention is a valuable concept in predicting future revisit behaviour. Moreover, exploring tourists' revisit intentions may ensure a stable source of income that enhances the profitability of destinations (Çetinsöz and Ege 2013). As a result, study of tourist revisit intention has become a significant field for both researchers and practitioners in tourism literature.

2.3 Perceived Service Quality, Perceived Value, and Satisfaction as Antecedent of Tourist Revisit Intention

In destination marketing, knowledge of tourists' behaviour is the key to developing, promoting and selling tourism products and services (Choibamroong 2006, Kim, Holland, and Han 2013, Tosun, Dedeoğlu, and Fyall 2015). Successful destination marketing depends on better understanding of tourists' perceptions and evaluation of products and services offered at a destination in terms of benefits and costs (Ranjbarian and Pool 2015), and how this evaluation influences tourists' satisfaction and intentions to return to the same destinations (Žabkar, Brenčič, and Dmitrović 2010, Pham et al. 2015). In literature, perceived service quality, perceived value, and tourist satisfaction have been highlighted as key predictors and influencing factors of tourists' revisit intention to various travel destinations (Žabkar, Brenčič, and Dmitrović 2010, Ranjbarian and Pool 2015, Allameh et al. 2015, Kim, Holland, and Han 2013, Quintal and Polczynski 2010).

2.3.1 Perceived Service Quality

Service quality is a generic concept that has been discussed and investigated by researchers since the 1980s in various consumer behaviour studies (Priporas et al. 2017, Tosun, Dedeoğlu, and Fyall 2015, Silvestri, Aquilani, and Ruggieri 2017). It is the sum of the overall evaluation of service performance, or the overall evaluation of products and services as good or bad (Allameh et al. 2015, Tosun, Dedeoğlu, and Fyall 2015, Ahrholdt, Gudergan, and Ringle 2017). Tourists' perceived service quality has been revealed as one of the major determinants for both tourist satisfaction and future intentions (Ahrholdt, Gudergan, and Ringle 2017, Clemes, Brush, and Collins 2011). In the context of tourism, it is believed that service quality of a destination leads to tourist satisfaction, and a high level of satisfaction creates positive word-of-mouth transmission and enhances tourists' future intentions, which in turn, affects the financial performance of the host destinations (Ranjbarian and Pool 2015, Priporas et al. 2017). If service quality is perceived as good, and tourists' expectations from the service are met, then tourists are more likely to revisit

the destination (Allameh et al. 2015, Kim, Holland, and Han 2013, Quintal and Polczynski 2010).

2.3.2 Perceived Value

Generally, perceived value is a comparative evaluation of customers' desirability for a product and service based on the perceived benefits and perceived costs (Ranjbarian and Pool 2015). In tourism marketing, perceived value of a destination's offerings gained by the firm could be the best predictor of competitive advantage (Pham et al. 2015). A number of studies (e.g., Pham et al. 2015, Ranjbarian and Pool 2015, Quintal and Polczynski 2010, Žabkar, Brenčič, and Dmitrović 2010, Chen and Chen 2010) reveals perceived value of a destination's services influences tourist satisfaction, which in turn, affects tourists' future intentions to revisit that destination. Lee, Petrick, and Crompton (2007) found that perceived value especially functional value, emotional value, overall value significantly affects travellers' satisfaction, recommendations, and revisit intentions. Perceived value is lodged in customers' minds and significantly affects their satisfaction and behavioural intention (Chen and Chen 2010, Pham et al. 2015).

2.3.3 Tourist Satisfaction

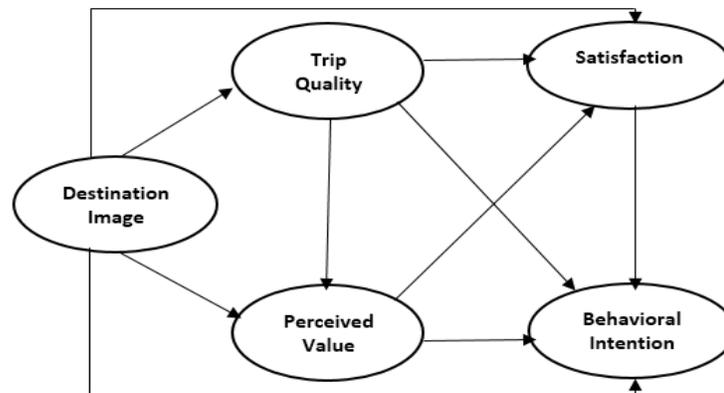
In tourism literature, studies on tourist satisfaction is the central focus in many tourist behaviour research. The concept of customer satisfaction involves a subjective evaluation of products or services, the location and its atmosphere where the products and services are purchased or delivered (Žabkar, Brenčič, and Dmitrović 2010, Dayour and Adongo 2015). In tourism literature, satisfaction is the overall evaluation of the sum of fulfilment gained by a tourist after consuming a set of features offered by a destination (Priporas et al. 2017, Dayour and Adongo 2015, Guntoro and Hui 2013, Qiu et al. 2015). A number of prior studies (e.g., Chen and Tsai 2007, Žabkar, Brenčič, and Dmitrović 2010, Guntoro and Hui 2013, Allameh et al. 2015, Priporas et al. 2017, Sangpikul 2018) has shown that tourists' satisfaction influence their revisit intentions and loyalty to a destination. Researchers claim

satisfied tourists are more likely to revisit the same destination, recommend it to others, thus creating positive word-of-mouth promotion (Han and Kim 2010, Sangpikul 2018). On the contrary, if tourists are dissatisfied by any means, they may not likely revisit the destination in future. They may not recommend it to others, and even worse, they may express negative attitudes, and damage the destination’s reputation through negative word-of-mouth (Um, Chon, and Ro 2006).

2.3.4 Relationships between Perceived Service Quality, Perceived Value, Satisfaction, and Tourist Revisit Intention

In travel and tourism literature, a number of studies has been found (e.g., Allameh et al. 2015, Ranjbarian and Pool 2015, Quintal and Polczynski 2010) to investigate the integrated relationship between perceived service quality, perceived value, satisfaction, and tourists’ revisiting intention. Chen and Tsai (2007) developed an integrated conceptual model including destination image, trip quality, perceived value, and satisfaction to investigate tourists’ behavioural intention to revisit and recommend a coastal destination. Their findings claimed that both the destination image and satisfaction have significant relationship with the tourists’ behavioural intention to revisit and recommend the Kengtin coastal destination in southern Taiwan to others.

Figure 2.1: Behavioural Intention Model

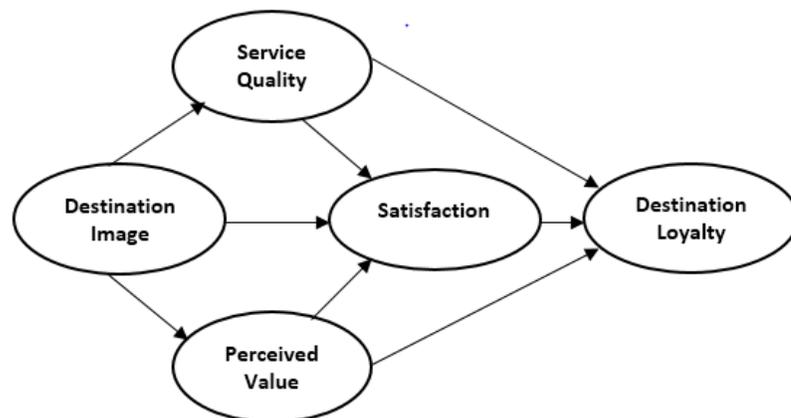


Source: Chen and Tsai (2007)

Chen and Chen (2010) investigated the relationship between experience quality, perceived value, satisfaction, visitor experiences and behavioural intentions at a heritage site in Tainan, and found a direct effect of perceived value on satisfaction and behavioural intentions. Žabkar, Brenčič, and Dmitrović (2010) developed an assimilative model in which destination attributes affect perceived quality of a destination’s offerings and tourists’ overall satisfaction, and subsequently these two significantly affect tourists’ revisit intention to the same destination. Similarly, Quintal and Polczynski (2010) proposed another model including the variables used in the aforementioned studies along with perceived risks, and found that satisfaction mediates the relationship of perceived attractiveness, perceived quality, and perceived value with tourists’ revisit intention, but perceived risk had no significant impact on satisfaction and revisit intention. Although their models justified the integrated relationships between perceived service quality, perceived value, satisfaction, and tourists’ revisit intention, more studies are recommended to generalise their models in different socio-cultural contexts including the impacts of cross-cultural issues such as culture, nationality, and religion with heterogeneous samples.

Kim, Holland, and Han (2013) developed an integrated model incorporating perceived service quality, perceived value, destination image, satisfaction, and tourists’ loyalty to Island adventure and Sea World in Orlando, USA. The empirical results showed that destination image did not have significant influence but service quality and perceived value significantly influenced tourists’ satisfaction and loyalty - revisit intention and word-of-mouth.

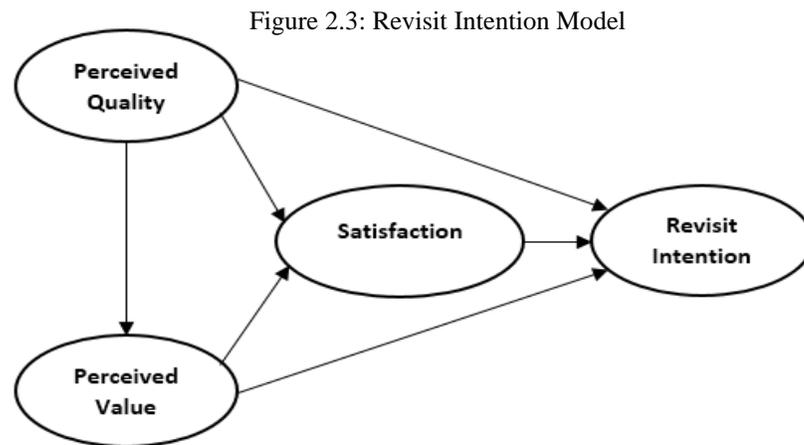
Figure 2.2: Tourist Loyalty Model



Source: Kim et al. (2013)

Likewise, Allameh et al. (2015) developed a model to investigate tourists' revisit intentions to a coastal-based sport destination in Mazandaran province in Iran. The results showed that destination image, perceived value and perceived quality significantly influence tourists' satisfaction, which in turn, influence tourists' revisit intentions while satisfaction also has a mediating effect between revisit intentions and other factors. The findings of Kim, Holland, and Han (2013), and Allameh et al. (2015), are somewhat inconsistent with Chen and Tsai (2007), who revealed that although perceived trip quality and perceived value had no significant influence on tourists' behavioural intention to revisit and recommend, destination image and tourist satisfaction had significant influence on tourists' behavioural intention to a coastal destination in southern Taiwan.

Similarly, Ranjbarian and Pool (2015) examined the structural relationships between perceived value, perceived quality, satisfaction, and revisit intentions at a forest - covered destination in Nowshar City, Iran. The results revealed that tourists' perceived service quality perceptions significantly affect perceived value, and these two together affect tourists' satisfaction and revisit intentions.



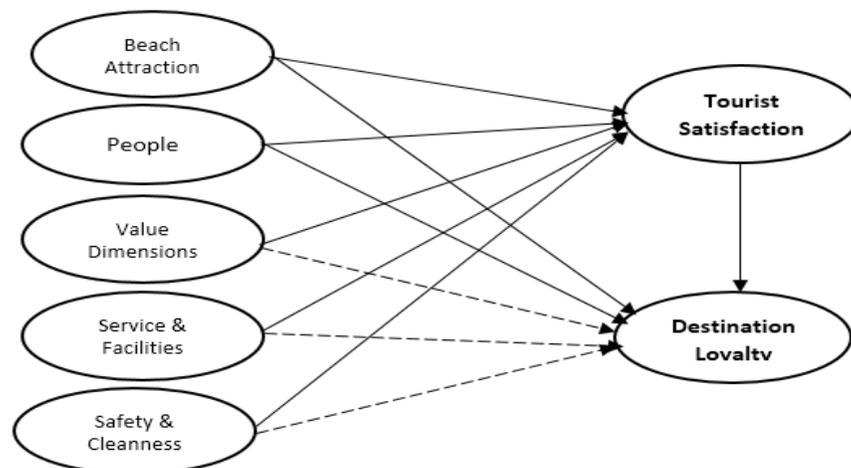
Source: Ranjbarian and Pool (2015)

Brown et al. (2016) also revealed sports involvement, venue and host city evaluation, and event satisfaction as antecedents of visitors' behavioural intention to attending the London Olympic Games. In the same way, Sohn et al. (2016) found a causal relationship between visitors' perception, satisfaction and revisit intention when attending the Mud-festival in

South Korea. Their findings are also in line with prior studies conducted by Assaker, Vinzi, and O'Connor (2011), and Guntoro and Hui (2013) who strengthen the relationship between service qualities, satisfactions and revisit intention in various tourism contexts. These findings reflect an acceptable basis for sports tourism, event tourism, and festival tourism, though not beach tourism. Therefore, it cannot be claimed that these models can be applicable globally as a ground framework for examining tourist revisit intention. This calls for conducting of more studies to generalise prior findings in different tourism contexts and cultures.

A search knowledge regarding tourists' revisit intention in the context of coastal or beach tourism settings shows the existence of studies discussing the relationship between perceived service quality, perceived value, satisfaction, and tourists' revisit intention in these contexts (e.g., Alegre and Cladera 2006, Chen and Tsai 2007, Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013, Triantafillidou and Petala 2016, Sangpikul 2018). However, the results of these studies are not only inconsistent but also contradictory in many cases. Alegre and Cladera (2006) examined tourists' intention to revisit a mature sun and sand holiday destination at the Balearic Islands, Spain. The results show that visitors are more likely to make a revisit to a destination if they have high level of satisfaction, compared to past visit experience and tourist characteristics factors.

Figure 2.4: Destination Loyalty Model



Source: Sangpikul (2018)

Triantafyllidou and Petala (2016) also discovered tourist satisfaction as a key determinant of tourists' revisit intentions in a similar context. However, Sangpikul (2018) claimed that service quality, destination value, and safety-based travel experience positively influence visitors' satisfactions, but they did not significantly influence tourists' loyalty - revisit, recommend, and word-of-mouth endorsement. Therefore, the inconsistent empirical findings of these studies cannot be generalised for beach tourism settings in all socio-cultural contexts.

Bangladesh has the world longest unbroken sandy beach at Cox's Bazar. No research has, however, yet to appear considering service quality, perceived value, satisfaction and tourists' revisit intention to beach destinations, especially in Bangladesh. Therefore, taking the existing relationship of the aforementioned factors into account, a new study in this context would make a significant contribution to theoretical as well as empirical aspects of beach tourism.

2.4 Perceived Destination Image as Antecedent of Tourist Attitudes, Satisfaction, and Revisit Intention

Destination image is one of the key influencers in tourists' decision making process to visit a destination (Phau, Shanka, and Dhayan 2010, Qu, Kim, and Im 2011, Jalilvand et al. 2012). It also has a significant effect on tourists' intention to choose a destination, the subsequent assessment of their holiday tour, and revisit intention towards the same destination. Tourists holding a favourable image of a destination are more likely to revisit the same destination (Dolnicar and Grün 2013, Allameh et al. 2015).

2.4.1 Perceived Destination Image

Generally, image is defined as the sum of beliefs, feelings, impressions, and expressions people hold or have of an object, or a place (Veasna, Wu, and Huang 2013, Hallmann, Zehrer, and Müller 2015, Zhang et al. 2014). In the context of tourism, destination image

is defined as tourists' overall impression towards a destination which is formed based on both their perceptions and the total effect of a destination's tangible and intangible attributes (Chiu, Zeng, and Cheng 2016, Tosun, Dedeoğlu, and Fyall 2015). In vacation decisions, tourists holding a favourable image of a destination are more likely to revisit the destination in the future (Dolnicar and Grün 2013, Allameh et al. 2015). Destination image not only influences travellers' decision making when selecting a destination but also affects future decision making behaviour (Chen and Tsai 2007, Jalilvand et al. 2012).

2.4.2 Formation of Destination Image

Researchers working with destination image and its formation process have unanimously come to an understanding that image is a collection of multi-dimensional constructs comprising a set of attributes and components (Veasna, Wu, and Huang 2013). Comprehensive image is formed through the interaction of the cognitive, affective and conative components (Lin et al. 2007, Pike 2009, Enrique Bigné, Sanchez, and Andreu 2009). Cognitive image is seen as knowledge and beliefs that a potential traveller holds about a destination attributes, and affective destination image is seen as a traveller's feelings and imaginary picture about a destination, while conative image is seen as the outcome based on the cognitive and affective processes (Prayag and Ryan 2012, Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013). Hallmann, Zehrer, and Müller (2015) state that the cognitive component explicates the factual knowledge, affective component states emotions, and the conative component refers to behavioural intention.

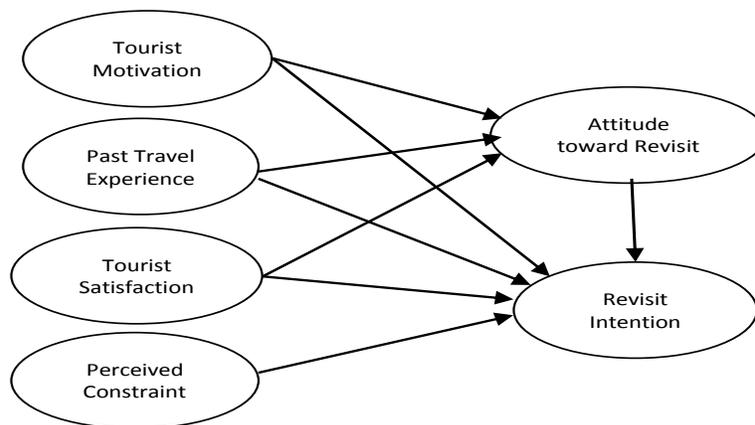
2.4.3 Relationship between Perceived Destination Image, Tourist Satisfaction, Attitudes, and Revisit Intentions

Destination image is one of the important predictors when eliciting travellers' intention to revisit, and favourable destination image reinforces the preferences for the same destination (Chen and Tsai 2007, Prayag 2009, Kim, Holland, and Han 2013, Stylos et al. 2016). To date, researchers in tourism literature trends perceive tourists' revisit intentions

to be the outcome of affective destination image (Tosun, Dedeoğlu, and Fyall 2015). To examine the effect of affective and event image of a destination on travellers' future return intention to the Olympic Games, Kaplanidou (2006) conducted a study which revealed travellers to the Olympics, especially older visitors, hold a more positive affective image than other groups. Travellers' perceived destination excitement and gratification are considered as the main predictors of affective image which lead to their intentions to return to the Athens Olympics in the future.

Another empirical study was conducted by Prayag (2009) to examine the relationship between destination image, satisfaction, and tourists' revisit intention to an island destination in Mauritius. The results show that overall image and satisfaction has a mediating influence on destination image and future behaviour while destination image has a direct and indirect effect on future behaviour. In addition, Huang and Hsu (2009) revealed that Chinese visitors' past experience and satisfaction positively affect their attitudes to revisit behaviour and it then influences their revisit intention to a destination.

Figure 2.5: Revisit Intention Model



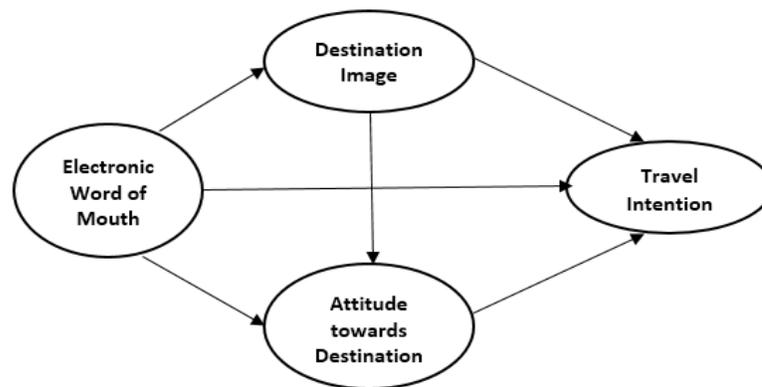
Source: Huang and Hsu (2009)

In the same way, Han and Kim (2010) explored how a destination's overall image along with past experience and satisfaction is correlated to travellers' revisit intention towards green hotels. The findings reveal that the overall image construct with the proposed model provides a good fit with the data and explains a significant variance in revisit intention. Although, the researchers have examined the direct relationship between overall image and

tourist revisit intention, the use of a single item measure to represent the overall image is a major limitation of the study. So, more studies are recommended to address these limitations in other destinations.

Chen and Funk (2010) revealed destination image attributes influence tourist attitude formation and tourist decision making process at each stage of travel. It is said that the perceived image of a destination affects travellers' attitude towards a particular destination (Phillips and Jang 2008, Deng and Li 2014). Moreover, the relationship between customer satisfaction and attitude were not considered in these studies even though there were some studies examining the issue both in consumer behaviour and tourism literature, (e.g.,Huang 2007, Huang and Hsu 2009, Suh and Pedersen 2010, Choi and Choo 2016) justifying the positive relationship between customer satisfaction and favourable attitude. Similarly, Jalilvand et al. (2012) posit that destination image and tourist attitudes are the key factors that influence tourists' behavioural intentions towards Isfahan, an attractive tourist destination in Iran. This study empirically justified an extended link between destination image and tourist attitude that is ignored in the aforementioned studies in this context but also in line with other studies (e.g., Hernández-Lobato et al. 2006, Prayag 2008).

Figure 2.6: Travel Intention Model



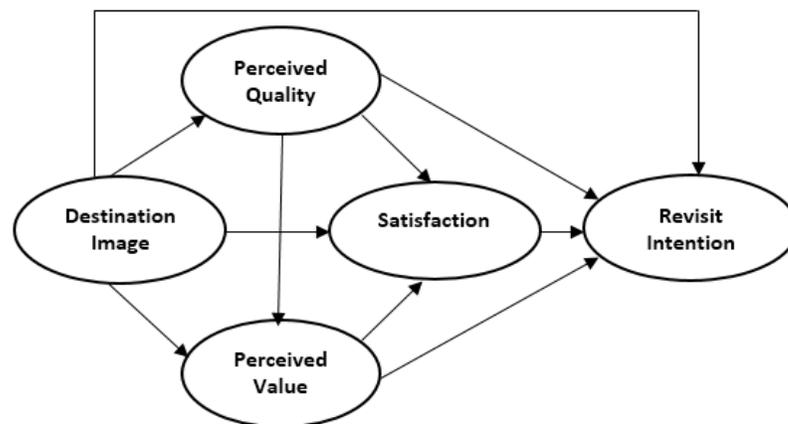
Source: Jalilvand et al. (2012)

Chen and Tsai (2007) revealed that perceived trip quality and perceived value had no significant influence on tourists' behavioural intention to revisit and recommend, destination image and tourist satisfaction had significant influence on tourists' behavioural intention to Kengtin coastal destination in southern Taiwan to others. Stylos et al. (2016)

developed a model to examine the integrated relationship between conative, affective and holistic image, and tourists' future intentions, and found that a destination's conative and affective image influences tourists' intentions to revisit a destination through the holistic image.

Likewise, Kim, Holland, and Han (2013), and Allameh et al. (2015) developed two models adopting the variables from Chen and Tsai (2007) to examine how destination image, perceived value, and service quality affect tourists' satisfaction, revisit intention, and loyalty. However, their findings were inconsistent; Kim, Holland, and Han (2013) claimed destination image did not have significant influence, but Allameh et al. (2015) found a significant influence of destination image on tourist satisfaction and revisit intentions. Moreover, these studies empirically examined the effect of destination image on tourists' behaviour through the quality – satisfaction – behaviour paradigm, but the application of destination image in the attitude – behaviour paradigm was ignored. Therefore, it cannot be claimed these models are effective in examining tourists' revisit intentions in all tourism contexts and cultures, especially beach tourism.

Figure 2.7: Revisit Intention Model



Source: Allameh et al. (2015)

Despite destination image being a subject of interest in tourism studies, most research focused on the inter-relationship between service quality, satisfaction and destination image and its effect on tourist behavioural intention (Chi and Qu 2008, Hallmann, Zehrer, and Müller 2015). However, the evidence of the relationship of destination image with

satisfaction and attitudes, and tourists' behavioural intentions in a single framework is still absent in literature. This issue seems to have been neglected in the existing tourist behaviour literature. Therefore, absence of available empirical evidence of the effect of destination image on satisfaction, attitudes, and tourists' revisit intentions leads to the current study in the context of tourism, particularly in beach tourism that can contribute to the closing of knowledge gap in literature.

2.5 Tourist Attitudes, Perceived Behavioural Control, and Perceived Social Influence as Antecedent of Tourist Revisit Intention

An individual's behavioural intention to perform a travel behaviour is not only governed by his or her evaluation of tourism products and services but also the abilities or constraints to perform the behaviour (e.g., perceived behavioural control), psychological view to the objects (e.g., attitudes) and peer influence (e.g., subjective norms) (Lam and Hsu 2006, Hsu and Huang 2012). The theory of planned behavior (Ajzen 1991) is packed with these three basic propositions of human behaviour. Alongside receiving much support from human behaviour studies, many researchers applied these concepts to investigate tourist behavioural intention in various travel and tourism contexts.

2.5.1 Tourist Attitude and Behavioural Intention

Over the past couple of decades, a wide range of studies have dealt with the relationship between attitudes and behavioural intention in both consumer behaviour and tourism literature. Attitude in human behaviour refers to an individual's positive or negative belief in attribute dimensions of pleasant-unpleasant, good-bad, likable-dislikeable, and harmful-beneficial to perform a specific action (Ajzen 2001). An individual's attitude is formed over time as a result of repeated personal experiences with ideas, events, situations or people. If attitude is formed towards an action or an event, it leads to the development of an individual's behavioural intention (Ajzen 2001). An individual's favourable attitude

towards certain objects or behaviour strengthens his or her intention to perform that behaviour (Ajzen 1991, Lee 2005). In the context of tourism, attitude is defined as a traveller's predispositions or feelings towards a travel destination or its offerings, based on multiple product and service attributes (Hsu and Huang 2012). A number of researchers in tourism literature (e.g., Ajzen and Driver 1992, Phetvaroon 2006, Hsu and Huang 2012, Han, Hsu, and Sheu 2010, Tsai 2010, Schultz 2014, Teng, Wu, and Liu 2015) justified the relationship between attitude and tourist behavioural intentions to tourism attractions and activities in their studies.

2.5.2 Perceived Social Influence and Behavioural Intention

Being a part of society, people tend to turn to a social group that serves as a reference for the judgment of their attitudes and choices (Hsu and Huang 2012). The influence of these groups could be an important determinant of a person's decision-making process (Huang and Hsu 2009). Ajzen (1991) defined this group as subjective norm that represents the social pressure perceived by an individual to perform or not to perform a particular behaviour. It is the perceived opinions of significant others who are close to an individual such as close friends, relatives, colleagues, or business partners, and who influence his/her decision-making (Ajzen and Driver 1992). In tourism literature, it is found that the normative pressure from family, friends, and colleagues is expected to have an impartial influence on travellers' behavioural intentions (Huang 2009). Several researchers in tourism literature (e.g., Ajzen and Driver 1992, Lam and Hsu 2004, Hsu and Huang 2012, Han, Hsu, and Sheu 2010, Tsai 2010, Schultz 2014, Teng, Wu, and Liu 2015, Zhang 2015, Lam and Hsu 2006) have found a direct link between normative social pressure and travellers' behavioural intentions. Here, the direct link between the two concepts has been described as an individual's compliance to receive favourable feedback from significant others when making travel decisions (Lee 2005, Huang 2009).

2.5.3 Perceived Behavioural Control and Behavioural Intention

According to literature, human behavioural achievement is driven by several opportunities and resources termed as perceived behavioural control (Ajzen 1991), that indicates an individual's perceptions of his or her ability or constraint to perform a given behaviour (Hsu and Huang 2012). Ajzen (1991) describes perceived behavioural control as an imperative determinant of human behaviour that focuses on an individual's belief concerning access to resources and opportunities needed to perform a behaviour. Researchers reported that due to unavailability of required resources such as cost, time, and others, an individual might have little control over carrying out certain behaviour (Hsu and Huang 2012, Choo, Ahn, and F. Petrick 2016). As a result, his or her behavioural intention would be lower even if they have positive attitudes and social support (Ajzen and Driver 1992, Han, Hsu, and Sheu 2010). Therefore, if a person believes that he/she possesses sufficient resource and opportunities, his/her perceived behavioural control should be greater over the behaviour (Huang 2009, Nam, Dong, and Lee 2017). Parallel with human behaviour studies, this proposition has been successfully evidenced in extensive tourism literature (e.g., Ajzen and Driver 1992, Lam and Hsu 2006, Han and Kim 2010, Hsu and Huang 2012, Choo, Ahn, and F. Petrick 2016). These studies specify that perceived behavioural control serves as a direct antecedent of travellers' intention to perform travel behaviour.

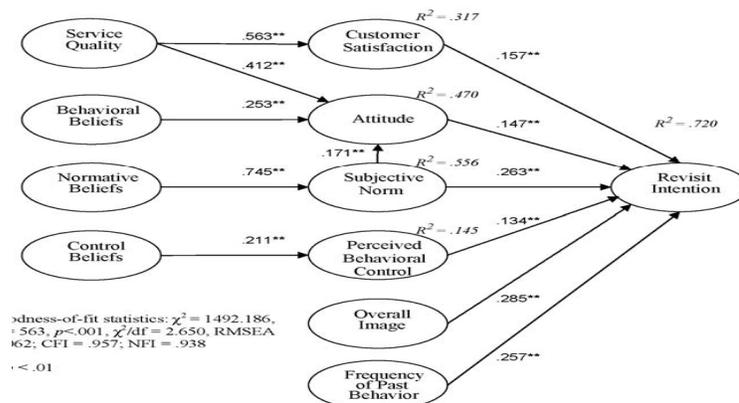
2.5.4 Relationship between Tourist Attitudes, Perceived Behavioural Control, Perceived Social Influence, and Revisit Intention

Ajzen and Driver (1992) first empirically applied the concept of attitude, perceived behavioural control, and subjective norm allied with the theory of planned behaviour (TPB) in a tourism context, and found a significant relationship linking these concepts with an individual's leisure activity choice intention. Since then, attitude, perceived behavioural control, and social influence have widely been used to predict tourists' gambling intention (Oh and Hsu 2001), hunting intention (Hrubes, Ajzen, and Daigle 2001), destination choice (Lam and Hsu 2004, 2006, Phetvaroon 2006), wine tourism intention (Sparks 2007), travel

intention (Tsai 2010), green hospitality choice intention (Han, Hsu, and Sheu 2010) and travel motivation (Hsu and Huang 2012, Teng, Wu, and Liu 2015). These empirical studies stated that behavioural intention is a consequence of attitude, perceived social influence (subjective norm), and perceived behavioural control.

However, the findings of various studies (e.g., Ajzen and Driver 1992, Lee 2005, Lam and Hsu 2006, Schultz 2014, Teng, Wu, and Liu 2015) revealed that the relationship between attitude, perceived social influence, perceived behavioural control, and behavioural intention is not always consistent. Although most studies found positive relationship of these factors with tourists' behavioural intention, some studies (e.g., Oh and Hsu 2001, Lam and Hsu 2004, 2006, Lee 2005) also found inconsistent relations among them. It is believed that the findings vary due to a wide range of tourist needs, socio-cultural variations, differences in services & facilities, and heterogeneous characteristics of destinations. While examining tourist intention when choosing tourism destinations, most studies applying TPB are likely related to tourist pre-visit behaviour. Lack of research is still evident in literature to examine tourists' revisit intention applying the theory of planned behaviour.

Figure 2.8: Revisit Intention Model

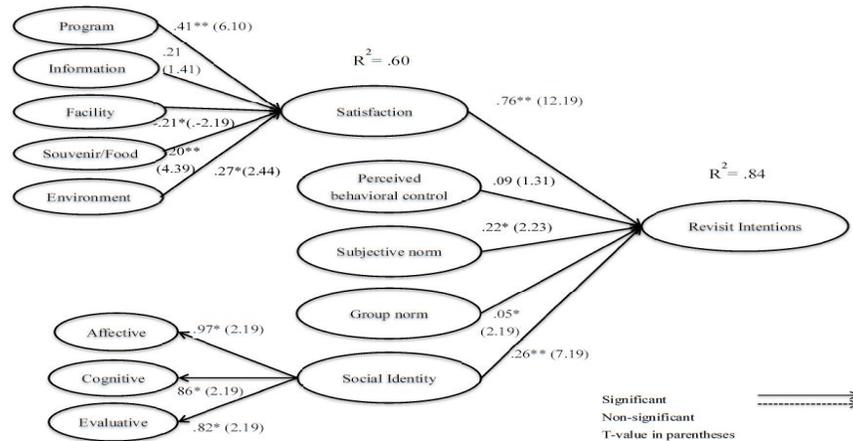


Source: Han and Kim (2010)

Applying the key determinants of TPB, Han and Kim (2010) conducted a study on visitors' green hotel revisit decision making process. The study revealed that attitude, perceived behavioural control, and subjective norm significantly explain visitors revisit intention to green hotels. Similarly, Choo, Ahn, and F. Petrick (2016) conducted another study using

the TPB on tourists' festival revisit intention, and found attitude and subjective norm have greater influence on visitor revisit intention, but perceived behavioural control has no significant effect on it.

Figure 2.9: Revisit Intention Model

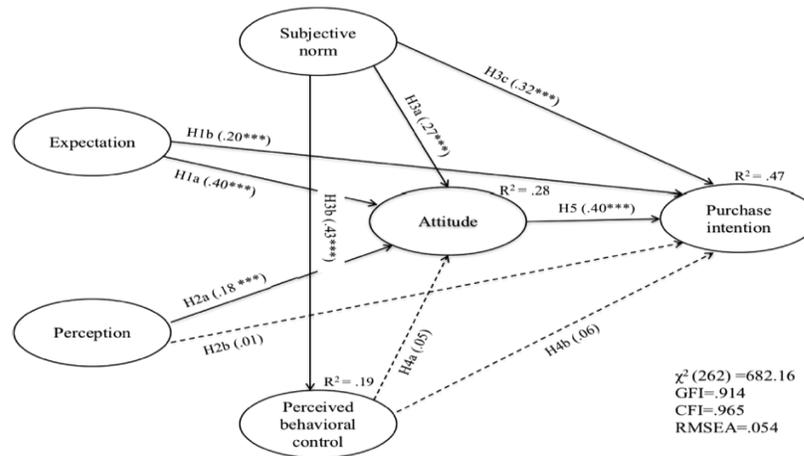


Source: Choo et al. (2016)

Therefore, the findings of these studies are inconsistent. Moreover, the integrated relationship between attitude, subjective norms, and perceived behavioural control are still under investigation in tourism literature even though some studies in consumer behaviour settings also empirically tested the relationships between social influence and perceived behavioural control, (e.g., Paul, Modi, and Patel 2016, Nam, Dong, and Lee 2017), perceived social influence and attitude (e.g., Nam, Dong, and Lee 2017, Kim and Karpova 2010, Paul, Modi, and Patel 2016), perceived behavioural control, and attitudes (e.g., Armitage and Talibudeen 2010, Roberts 1996, Kang, Liu, and Kim 2013, Yeon Kim and Chung 2011).

Although prior research models including attitude, perceived behavioural control, and perceived social influence explained significant variances, these studies were conducted in different contexts, instead of beach tourism in particular. However, to the best of this researcher's knowledge, no evidence has been found to investigate tourists' revisit intention towards beach tourism vis-à-vis attitude, perceived social influence, and perceived behavioural control.

Figure 2.10: Behavioural Intention Model



Source: Nam et al. (2017)

Thus, future researchers are encouraged to test the universality of prior models including other influencing factors such as perceived quality, perceived value, perceived risk, and perceived attractiveness in different tourism contexts. Since beach destinations are now the most preferred tourist attractions, new research on tourists' revisit intention to beach tourism settings especially incorporating attitude, perceived social influence, perceived behavioural control, and behavioural intention referring to a behavioural theory, particularly TPB, is imperative.

2.6 Perceived Destination Risks as Antecedent of Tourist Attitudes, Satisfaction, Destination Image, and Revisit Intention

Over recent decades, safety and security issues associated with travel destinations have been increasing amongst travellers (Poon and Adams 2000, Chew and Jahari 2014). These concerns influence tourists' travel decision making process and travel intention when choosing destinations (Sönmez and Graefe 1998). Prior research in travel and tourism reported that most travellers are likely to change their travel plans to a destination that has elevated risk (Fuchs and Reichel 2011, Lepp, Gibson, and Lane 2011, Lepp and Gibson 2008). Recent literature has shown an increased focus on a variety of risks affiliated to a tourism destination such as war and political instability, health concerns, crimes, socio-

psychological dangers, and terrorism or terrorist attacks. Natural disasters, potential terrorist attacks, and political instability have emerged as highly influential grounds for changing travel intentions, even among experienced travellers (Chew and Jahari 2014, Artuğer 2015).

2.6.1 Perceived Destination Risks

The concept of perceived risk in marketing literature was first introduced by Bauer (1960) who observed that consumer behaviour involves unanticipated risks, some of which are likely to be unpleasant. Since then risk concept has received consistent interest in consumer behaviour research (Dolnicar and Grün 2013). To date, scholars in consumer behaviour research define perceived risk as consumers' perceptions of uncertainty and magnitude of possible adverse consequences (Sohn, Lee, and Yoon 2016). In addition, perceived risk has been conceptually defined as subjective expectation and evaluation of a loss which is derived from different types of potential loss that influences the consumers even if such risk does not exist in reality (Reichel, Fuchs, and Uriely 2007, Quintal, Lee, and Soutar 2010a).

Risk factors affect tourist behaviour, for example when they avoid a locality if there is a perception that the destination is likely to be a target of attack (Floyd et al. 2004). Individuals may perceive travel risks differently due to geographical and cultural differences (Aqueveque 2006, Law 2006), and travel experiences (Kozak, Crofts, and Law 2007), which may affect their revisit intentions (Quintal, Lee, and Soutar 2010a). For instance, some tourists may avoid risks (Aqueveque, 2006), while others may enjoy risk as part of excitement in tourism (Lepp and Gibson 2003, Quintal and Polczynski 2010, Mura 2010). For the latter group, this may be due to their desire to explore unknown or revisit previously unsatisfactory experiences (Crompton 1992). Some tourists, especially repeat travellers, return to previous destinations despite risks contained within the destination (Rittichainuwat and Chakraborty 2009).

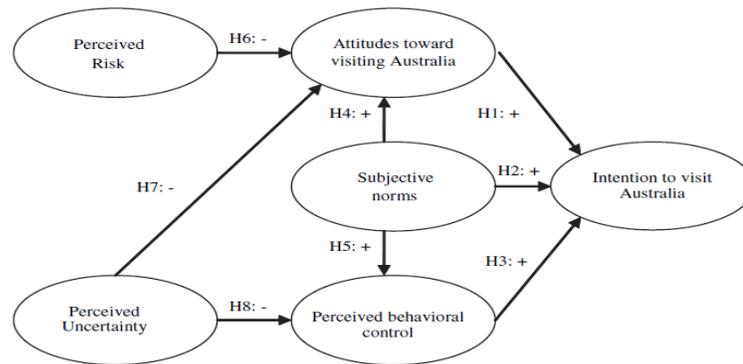
2.6.2 Relationships between Perceived Destination Risk, Tourist Attitudes, Satisfaction, Destination Image, and Revisit Intentions

The issue of risk factors associated with travel destinations and their probable effect on travellers' decision making and a destination's success has received much attention from academics, researchers, and tourism managers (Fuchs and Reichel 2006, Çetinsöz and Ege 2013). It is reported in tourism literature that research regarding the views of repeat visitors' behaviour has increased significantly in recent years where several studies (e.g., Çetinsöz and Ege 2013, Sohn, Lee, and Yoon 2016, Artuğer 2015, Chew and Jahari 2014) have focused on various risks associated with travelling and destinations, and their impact on tourists' repeat visit behaviour. These studies showed that perceived risks have significant impact on tourists' travel behaviour as well as intention to revisit a destination.

Perceived risk negatively affects tourists' behaviour as well as revisit intention if they perceived that a destination is likely to be a target of attack (Floyd et al. 2004, Çetinsöz and Ege 2013). Qi, Gibson, and Zhang (2009) carried out a study among 350 American - born tourists under the age of 30 registered with an American university. The results revealed that violence risk and socio-psychological risks had significant negative effect but personal safety, cultural risks, violence risks, and socio-psychological risks had no significant influence on participants' intention to attend the Olympic Games in China. These findings supported Sönmez and Graefe (1998), who revealed perceived risks and safety as stronger predictors of avoiding revisit plans to Asia, South Africa, Middle East and Africa where high risk of terrorism and political unrest exist. Lee and Chi (2014) concluded that tourists' risk perceptions of falling rocks were not directly responsible for intention to revisit Taroko National Park in Taiwan even though it had a non-direct impact. These studies concentrated on various risk factors associated with travel destinations and their effects on tourists' behavioural intention; however, the indicators of perceived risks and the findings are not consistent. Moreover, they did not consider the effects of risks on other antecedents of tourists' behavioural intention, especially attitude, satisfaction, and destination image etc.

Artuğer (2015) revealed that socio-psychological risks, time risks, physical risks, financial risks and performance risks perceived by tourists during their holiday had significant impact on their revisit intentions to the Marmaris district of Mugla province in Turkey.

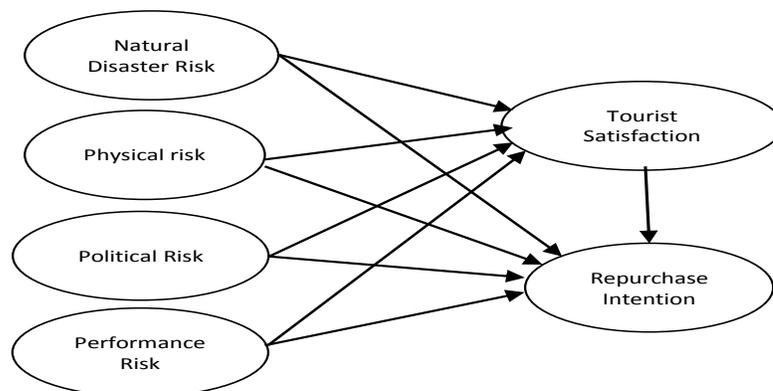
Figure 2.11: Visit Intention Model



Source: Quintal et al. (2010)

In addition, Quintal, Lee, and Soutar (2010a) claimed that perceived risk and uncertainty negatively influenced tourists' attitudes towards visiting Australia, South Korea and Japan. An, Lee, and Noh (2010) found risks associated with natural disasters, politics, and performance affect whether or not tourists would revisit a destination, and each risk factor affects travel satisfaction and repurchase intention differently. Likewise, Sohn, Lee, and Yoon (2016) argued that while risk may lead to a negative perception of a festival, it also has a negative effect on the satisfaction or subsequent behavioural intention to revisit.

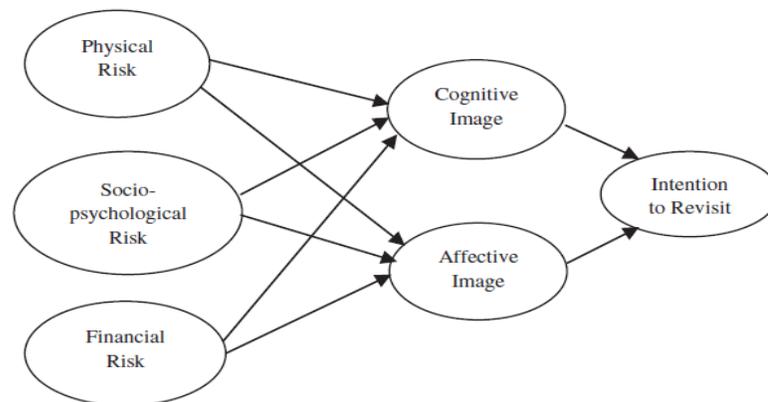
Figure 2.12: Repurchase Intention Model



Source: An et al. (2010)

In addition, Chew and Jahari (2014) carried out another study with Malaysian tourists who had visited Japan before, and concluded that perceived physical risks affect their intention to revisit whereas perceived socio-psychological and financial risks influence both cognitive and affective destination images. The aforementioned studies dealt with various risk factors and their effects on travellers' attitude, satisfaction, destination image, and revisit intention separately, but the integrated effect of perceived risks on these factors is still under investigation.

Figure 2.13: Revisit Intention Model



Source: Chew and Jahari (2014)

A number of studies in literature empirically justified the negative effect of tourists' perceived risks on destination image (Chew and Jahari 2014, Lepp, Gibson, and Lane 2011), tourist satisfaction (Sohn, Lee, and Yoon 2016), tourist attitudes (Quintal, Lee, and Soutar 2010a), and tourist revisit intention (e.g., An, Lee, and Noh 2010, Çetinsöz and Ege 2013, Artuğer 2015) to various tourism attractions and activities in different socio-cultural contexts. However, no study, thus far, has been found investigating the moderating effects of perceived destination risks on the relationships of destination image, attitude, satisfaction, with tourist revisit intentions in a single framework in tourism literature. Some studies in consumer behaviour literature have examined the moderating effect of perceived risk on the relationship between customer satisfaction and repurchase intention (e.g., Tavitiyaman and Qu 2013, Casidy and Wymer 2016), customer attitudes and purchase intention (e.g., Campbell and Goodstein 2001, Lu, Yeh, and Chen 2016, Ahmed et al. 2013).

It is reported in recent years that beach destinations are highly affected by terrorist attacks, social crime, and political instability in many Asian countries including Indonesia, Bhutan and Bangladesh. But, no attempt has been made to examine how these incidences and risks affect tourists visiting beach destinations in these countries. Therefore, examining the moderating effect of perceived risk on the relationships of destination image, tourist attitudes, and satisfaction with revisit intention to beach tourism destinations can address the knowledge gaps in literature.

2.7 Summary of the Chapter

The current study is largely looking at the key determinant factors of tourists' revisit intention in a beach tourism context. A thorough review of relevant literature reports that perceived service quality, perceived value, destination image, and satisfaction are being widely considered as key determinants of tourists' revisit intention to a destination in various tourism contexts and cultures. Besides, destination risks along with the key determinants of the theory of planned behaviour such as attitude, perceived behavioural control, and perceived social influence have been also considered as influencing factors of tourists' revisit intention in literature. However, little evidence exists in literature to examine tourists' revisit intention including perceived risk, attitude, perceived behavioural control, and social influence in the context of beach tourism even though these variables have been used as determinants of tourist revisit intention in various other tourism contexts. Therefore, the current study has considered the aforementioned factors and their empirical relations with tourists' revisit intention which leads to the ascertaining of the research problem, finding the research gaps, developing hypotheses, and constructing of the conceptual framework of this study.

CHAPTER 3

CONCEPTUAL FRAMEWORK DEVELOPMENT

This chapter lays the theoretical foundation, conceptual framework, and the proposed research hypotheses for the current study. The Theory of Planned Behavior (TPB) has been considered as theoretical foundation for the development of the conceptual framework of this study. This chapter contains three sections: the first section reports the theoretical and empirical supports for the hypothetical relationship development between the endogenous and the exogenous variables; the second section deals with the conceptual model and its structural relationships with various constructs within the model; and the final section presents the sources of measurement instruments used to develop research constructs in the model.

3.1 Theoretical Foundation of the Study

The theory of planned behaviour (Ajzen 1991), one of the leading attitude-behaviour theories in social science, has been considered as theoretical foundation of the current study. The basic propositions of the theory of planned behaviour (TPB) are: (i) people are likely to perform a specific behaviour if they believe that such behaviour will lead them to a valuable outcome (Attitude), (ii) their important referents will value and approve the behaviour (subjective norm), (iii) and they have the access to necessary resources and opportunities to carry out such behaviour (perceived behavioural control) (Ajzen 1991).

Since its conception, TPB has been widely applied in predicting human behaviour in various contexts in the social sciences, especially consumer product and services, medical science, environmental science, and travel and tourism.

In tourism contexts, the theory of planned behaviour (TPB) has widely been used to predict tourists' behavioural intentions to engage in various tourism attractions, activities, resources, and processes, especially in leisure activity choices (Ajzen and Driver 1992), gambling intention (Oh and Hsu 2001), hunting intention (Hrubes, Ajzen, and Daigle 2001), destination choice (Lam and Hsu 2004, 2006, Phetvaroon 2006), wine tourism intention (Sparks 2007), individual travel intention (Tsai 2010), travel motivation (Hsu and Huang 2012), green hotel choice intention (Han, Hsu, and Sheu 2010, Teng, Wu, and Liu 2015), and festival visit intention (Choo, Ahn, and F. Petrick 2016). These studies strongly claimed that tourist behavioural intention is an outcome of attitude, subjective norm, and perceived behavioural control. Tourist revisit intention has become one of the main focussing issues in tourism literature in recent years, and a number of studies (e.g., Choo, Ahn, and F. Petrick 2016, Allameh et al. 2015, Quintal and Polczynski 2010) have been conducted to explore tourists' revisit intention to engage in diverse tourism settings. Researchers also examined tourists' revisit intention by applying the theory of planned behaviour (e.g., Choo, Ahn, and F. Petrick 2016, Han and Kim 2010, Huang and Hsu 2009). These studies supported that TPB could advance the understanding of tourists' revisit intention and behaviour.

Since the theory of planned behaviour was conceived, many researchers have concurred that it should be extended to test its predictive ability in larger contexts (Pierro, Mannetti, and Livi 2003). Additionally, in accordance with the assessment of Ajzen (1991), the theory of planned behaviour may not be sufficient and self-reliant enough to exemplify the relationships between attitude and behaviour. Moreover, several leading researchers (e.g., Ajzen 1991, Oh and Hsu 2001) have emphasised the necessity for a revision of the existing socio-psychological theories by including new constructs that can be considered critical in a certain context or that can alter existing paths among the latent variables (Song et al.

2012). Therefore, researchers are recommended to conduct more studies by adding supplementary constructs to the TPB for more elaboration and expansion.

To heed that call, a number of studies (e.g., Lam and Hsu 2006, Han and Kim 2010, Choo, Ahn, and Petrick 2016, Hsu and Huang 2012) have extended the theory of planned behaviour by adding supplementary variables to increase its predictive power in tourism contexts. Their extended models elucidate greater variance to predict tourists' revisit intention in various tourism contexts. These studies found the theory of planned behaviour (TPB) to be the most definitive in predicting tourist behavioural intention in many studies. Taking the strong empirical power of TPB into account, the current study has adopted the theory of planned behaviour as theoretical foundation, and developed a conceptual framework based on TPB by adding other predicting constructs which have been overlooked in previous TPB - based research.

3.2 Hypothetical Relationships Development

To develop a conceptual model, a researcher first needs to find out the relevant variables, their nature and theoretical assumption based on prior theory and practice. The hypothetical relationship among the variables must be defined prior to developing a conceptual model. This process helps to define the nature of variables, whether exogenous or endogenous, along with showing the direction of one variable to another variable in the proposed model.

In travel and tourism literature, several important variables have been found to be related to tourists' behavioural intention such as perceived value (e.g., Chen and Tsai 2007, Žabkar, Brenčič, and Dmitrović 2010, Um, Chon, and Ro 2006); perceived service quality (e.g., Ranjbarian and Pool 2015, Allameh et al. 2015, Kim, Holland, and Han 2013, Žabkar, Brenčič, and Dmitrović 2010); satisfaction (e.g., Dayour and Adongo 2015, Guntoro and Hui 2013, Žabkar, Brenčič, and Dmitrović 2010, Kim, Holland, and Han 2013); past experience (Huang and Hsu 2009, e.g., Han and Kim 2010); destination image (Qu, Kim, and Im 2011, Jalilvand et al. 2012, Dolnicar and Grün 2013, Allameh et al. 2015); and

perceived risks (Quintal, Lee, and Soutar 2010a, Chew and Jahari 2014, An, Lee, and Noh 2010, Casidy and Wymer 2016, Sohn, Lee, and Yoon 2016). Researchers consider these factors as evaluative factors related to tourism services and facilities.

A number of contemporary researches (e.g., Sohn, Lee, and Yoon 2016, Brown, Smith, and Assaker 2016, Stylos et al. 2016, Assaker and Hallak 2013, Tosun, Dedeoğlu, and Fyall 2015, Ranjbarian and Pool 2015, Kim, Holland, and Han 2013, Jalilvand et al. 2012) also used these factors to empirically examine tourists' revisit intention in various tourism contexts. Meanwhile, researchers (e.g., Choo, Ahn, and F. Petrick 2016, Song et al. 2012, Kim and Han 2010, Han and Kim 2010, Deng and Li 2014, Huang and Hsu 2009) also used individual attitude, perceived social influence, and perceived behavioural control called inter-personal factors to examine tourist revisit intention in various contexts. The following sections present the hypothetical relations among the variables based on their theoretical supports in prior literature.

3.2.1 The Effect of Perceived Service Quality and Perceived Value on Tourist Satisfaction and Tourist Revisit Intention

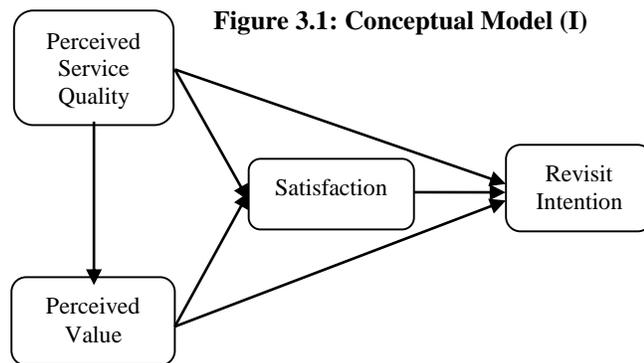
In the tourism industry, customers' perceptions of service quality are important to successful destination marketing due to their strong influence on destination selection, consumption of goods and services at the destinations, and the decision to return to the destinations (Sangpikul 2018, Allameh et al. 2015). In the past, a number of studies (e.g., Ahrholdt, Gudergan, and Ringle 2017, Priporas et al. 2017, Ranjbarian and Pool 2015) found customer service quality perceptions as one of the strong antecedents of customer satisfaction. Similarly, perceived value has also been considered as one of the most influential measures of customer satisfaction by researchers (e.g., Pham et al. 2015, Žabkar, Brenčič, and Dmitrović 2010, Chen and Chen 2010). In addition, there were some studies in literature (e.g., Chen and Tsai 2007, Chen and Chen 2010, Moon et al. 2013, Lee, Petrick, and Crompton 2007, Hu, Kandampully, and Juwaheer 2009) which found positive relationships between perceived service quality and perceived value.

Service quality and perceived value not only affects tourist satisfaction but also travellers' intentions to revisit and their loyalty towards the destination (Kim et al., 2013). In tourism research, several studies (e.g., Quintal and Polczynski 2010, Assaker and Hallak 2013, Allameh et al. 2015, Chen and Chen 2010) justified the interrelationships among service quality, perceived value, satisfaction, and intention to revisit and loyalty. Quintal and Polczynski (2010) empirically tested a structured model and found that perceived service quality and perceived value significantly influence tourist satisfaction, and satisfaction positively influences tourists' revisit intentions towards the WA's South-West region. Tourist satisfaction has also been revealed as one of the powerful antecedents of tourist repeat visits, their recommendations, and loyalty (Hu, Kandampully, and Juwaheer 2009, Hui, Wan, and Ho 2007, Žabkar, Brenčič, and Dmitrović 2010). Low satisfaction among visitors may jeopardise immediate intent to return, and, inversely, positive perceptions enhance both immediate and future revisit intentions (Žabkar, Brenčič, and Dmitrović 2010, Assaker, Vinzi, and O'Connor 2011).

Assaker and Hallak (2013) also supported previous studies and claimed that tourists' satisfactions with a destination enhance their revisit intention in the long and short term.

Kim, Holland, and Han (2013) indicated that both perceived service quality and perceived value have significant effect on tourist satisfaction and destination loyalty. Marinkovic et al. (2014), as well, claimed that quality of interaction and atmosphere have significant impact on visitor satisfaction,

whereas perceived price, atmosphere and satisfaction lead to revisit intentions. Allameh et al. (2015) discovered that destination image, perceived value, and perceived quality influenced visitors' satisfaction and revisit intention positively.



Source: Ranjbarian & Pool (2015); Chen & Chen (2010); Allameh et al. (2015)

Perceived service quality, perceived value, tourist satisfaction, and tourist revisit intention have been found positively associated in many tourism studies. Taking these premises into account, the current study has proposed the following hypotheses:

Hypothesis 1.1: Service quality perceived by tourists has a direct effect on their perceived value

Hypothesis 1.2: Service quality perceived by tourists has a direct effect on their satisfaction with beach destinations.

Hypothesis 1.3: Service quality perceived by tourists has a direct effect on their revisit intention to beach destinations.

Hypothesis 1.4: Value perceived by tourists has a direct effect on their satisfaction with beach destinations.

Hypothesis 1.5: Value perceived by tourists has a direct effect on their revisit intentions to beach destinations.

Hypothesis 1.6: Tourists' satisfaction has a direct effect on their revisit intentions to beach destinations.

Hypothesis 1.7: Perceived service quality has an indirect effect on tourist revisit intention through satisfaction as a mediator.

Hypothesis 1.8: Perceived value has an indirect effect on tourist revisit intention through satisfaction as a mediator.

3.2.2 The Effect of Perceived Destination Image on Tourist Attitudes, Satisfaction, and Revisit Intention

Destination image is one of the important components of tourists' destination choice as well as repeat visit intention (Kim, Holland, and Han 2013, Hallmann, Zehrer, and Müller 2015). Tourists' positive perceptions of a destination's offerings affect their behavioural intentions (Deng and Li 2014), and have a positive effect on their revisit intention (Kandampully, Juwaheer, and Hu 2011). Lee, Lee, and Lee (2005) claimed destination image has two important roles in tourist behaviour; first, it influences tourists' decision making process and second, it influences post - decision making behaviour including tourist satisfactions, intention to revisit, and recommend behaviour.

Chen and Tsai (2007) argued that destination image significantly affects perceived value, tourist satisfaction, and tourist behavioural intentions to visit a coastal destinations. Likewise, Chi and Qu (2008) argued that destination image affects tourist satisfaction with the destination's offerings, and it in turn affects their return intentions. The relationship between positive destination image, tourist satisfaction, and revisit intention/loyalty was also supported by the findings of Allameh et al. (2015), Kim, Holland, and Han (2013), and Assaker, Vinzi, and O'Connor (2011). Moreover, both the cognitive and affective image of a destination influence tourist satisfaction, and revisit intention/loyalty (Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013, Chiu, Zeng, and Cheng 2016).

In addition, Jalilvand et al. (2012) adduced that destination image positively influences tourist attitude towards a destination, and positive attitudes then influence tourist travel intention. Similarly, the relationship between positive image and attitudes increases the possibility to return to the destination and recommend it to others (Hernández-Lobato et al. 2006, Prayag 2008). Destination image attributes influence tourists' attitude formation, tourism products and service choice attitudes, and tourists' decision making process at each stage of travel (Kim and Richardson 2003, Phillips and Jang 2008, Chen and Funk 2010, Deng and Li 2014). It is said that the perceived image of a destination affects travellers'

attitudes towards a particular destination either positively or negatively (Phillips and Jang 2008, Deng and Li 2014).

Customer satisfaction and attitudes are also being used in consumer behaviour studies as a determinant of behavioural intention (Huang 2007). A significant causal relationship was found between satisfaction and attitude constructs (Ekinci, Dawes, and Massey 2008, Huang and Hsu 2009, Choi and

Choo 2016). In consumer behaviour literature, a number of studies (e.g., Oliver 1980, Woodside and Lysonski 1989, Fornell 1992, Anderson and Sullivan 1993, Olsen 2002, Suh and Pedersen 2010) have demonstrated customer satisfaction as a significant

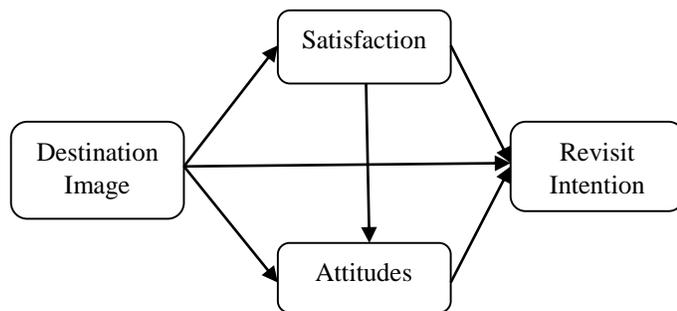
predictor of customer attitudes and behavioural intention. To conclude, the evidence of these studies strongly justified the empirical relationship between destination image, attitudes, satisfaction, and tourist revisit intention. Therefore, the current study has proposed the following hypotheses:

Hypothesis 2.1: Tourists' perceived destination image has a direct effect on their satisfaction with beach destinations.

Hypothesis 2.2: Tourists' perceived destination image has a direct effect on their attitudes to visiting beach destinations.

Hypothesis 2.3: Tourists' perceived destination image has a direct effect on their revisit intentions to beach destinations.

Figure 3.2: Conceptual Model (II)



Source: Deng & Li, 2014; Jalilvand et al. (2012); Huang & Hsu, 2009; Hernández-Lobato et al. (2006)

Hypothesis 2.4: Tourists' satisfaction has a direct effect on their attitudes to visiting beach destinations.

Hypothesis 2.5: Perceived destination image has an indirect effect on tourist revisit intentions through satisfaction as a mediator.

Hypothesis 2.6: Perceived destination image has an indirect effect on tourist revisit intentions through their attitudes to visiting beach destination as a mediator.

3.2.3 Effect of Perceived Social Influence, Perceived Behavioural Control on Tourist Attitudes, and Tourist Revisit Intention

Perceived social influence (subjective norm) from significant others is one of the important determinants of an individual's behavioural intention towards an object or behaviour (Ajzen and Driver 1992, Bock and Kim 2002). A number of studies in the context of tourism (e.g., Ajzen and Driver 1992, Lam and Hsu 2004, Hsu and Huang 2012, Han, Hsu, and Sheu 2010, Teng, Wu, and Liu 2015, Zhang 2015, Lam and Hsu 2006) have found that travellers' behavioural intention to choose, visit, and revisit a destination is significantly influenced by perceived social pressure, which in turn, influences willingness or otherwise to purchase and repurchase a particular product or service (Kim and Karpova 2010, Paul, Modi, and Patel 2016, Quintal, Lee, and Soutar 2010a, Nam, Dong, and Lee 2017). Moreover, researchers (e.g., Teng, Wu, and Liu 2015, Han and Kim 2010, Quintal, Lee, and Soutar 2010a, Nam, Dong, and Lee 2017, Kim and Karpova 2010, Paul, Modi, and Patel 2016, Han, Hsu, and Sheu 2010) also revealed perceived social pressure from significant others significantly influence individual's attitudes towards performing a behaviour.

In the same way, an individual's intention to perform or not perform a behaviour is also governed by his or her perceived behavioural control (Ajzen 1991). Several empirical studies in tourism literature (e.g., Ajzen and Driver 1992, Sparks 2007, Han and Kim 2010,

Hsu and Huang 2012, Choo, Ahn, and F. Petrick 2016, Lam and Hsu 2006) established that tourists' perceived behavioural control significantly influences their behavioural intention to choose, visit, and revisit a destination. Findings of these studies support the assertion that individuals might have little control over carrying out certain behaviour because they lack the required resources such as cost, time, and others (Ajzen and Driver 1992, Nam, Dong, and Lee 2017). In addition to the theoretical relationships between an individual's perceived behavioural control and behavioural intention, a number of studies (e.g., Armitage and Talibudeen 2010, Roberts 1996, Gopi and Ramayah 2007, Kang, Liu, and Kim 2013, Yeon Kim and Chung 2011) argued that perceived behavioural control significantly influences customer attitudes and purchase intention.

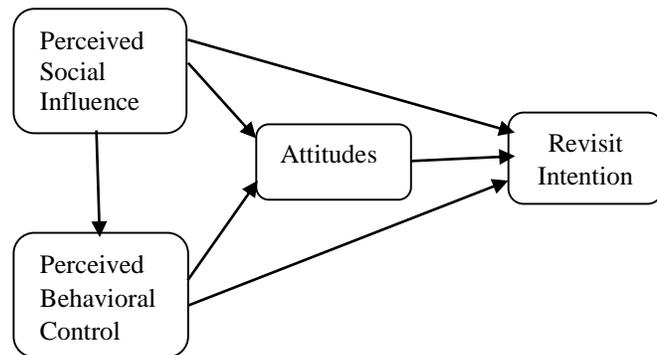
Similarly, attitude is another influential predictor of an individual's behaviour towards an object or action (Ajzen and Driver 1992, Bock and Kim 2002). An individual's favourable attitude towards behaviour makes

his or her intention stronger to perform that behaviour (Ajzen 1991, Lee 2005). Several studies in the field of travel and tourism (e.g., Ajzen and Driver 1992, Lam and Hsu 2004, Hsu and Huang 2012, Han, Hsu, and Sheu 2010, Tsai 2010, Teng, Wu, and Liu 2015)

claimed that tourists' positive attitudes towards a travel destination enhance the possibilities to visit, revisit, and recommend the destination. In addition, other researchers (e.g., Han and Kim 2010, Choo, Ahn, and F. Petrick 2016) also brought into being the positive relationship between tourists' attitudes and their revisit intentions.

Taking the prior empirically established relationships into account, it is believed that once perceived behavioural control, perceived social influence, and attitudes become more positive, the intention to revisit beach destinations would be positive too (Lam and Hsu 2006). Thus, the current study has proposed the following hypotheses:

Figure 3. 3: Conceptual Model (III)



Source: Nam et al. (2017); Choo et al. (2016); Han & Kim (2010)

Hypothesis 3.1: Tourists' perceived social influence has a direct effect on their perceived behavioural control to revisit beach destinations.

Hypothesis 3.2: Tourists' perceived social influence has a direct effect on their attitudes towards visiting beach destinations.

Hypothesis 3.3: Tourists' perceived social influence has a direct effect on their revisit intention to beach destinations.

Hypothesis 3.4: Tourists' perceived behavioural control has a direct effect on their attitudes towards beach destinations.

Hypothesis 3.5: Tourists' perceived behavioural control has a direct effect on their revisit intentions to beach destinations.

Hypothesis 3.6: Tourists' attitudes to visiting beach destination has a direct effect on their revisit intention to beach destinations.

Hypothesis 3.7: Tourists' perceived social influence has an indirect effect on their revisit intentions through their attitude to visiting beach destinations as a mediator.

Hypothesis 3.8: Tourists' perceived behavioural control has an indirect effect on their revisit intentions through their attitude to visiting beach destinations as a mediator.

3.2.4 The Effect of Perceived Destination Risks on Perceived Destination Image, Tourist Satisfaction, Attitudes, and Revisit Intention

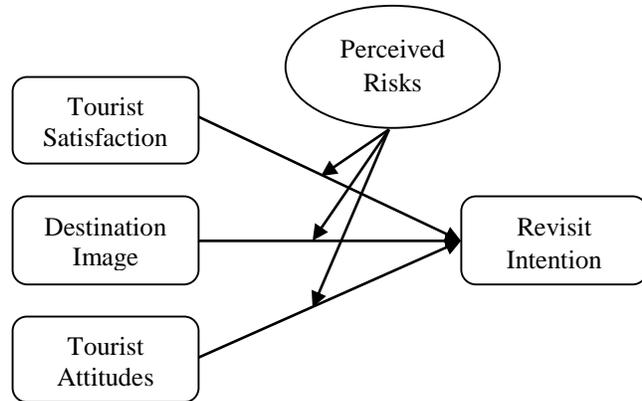
Tourists' perceptions of safety and security is one of the key considerations in their decision making process to travel to a destination (Gut and Jarrell 2007, Rittichainuwat and Chakraborty 2009). Perceived risks have significant impact on tourists' choice behaviour and their intention to revisit a destination (An, Lee, and Noh 2010, Çetinsöz and Ege 2013, Artuğer 2015). Upon examining the effect of perceived risk on travellers' purchasing, repurchasing and revisit intention, a significant relationship between them was found in a number of studies in tourism literature (e.g., Çetinsöz and Ege 2013, Sohn, Lee, and Yoon 2016, Artuğer 2015, Chew and Jahari 2014, An, Lee, and Noh 2010, Sönmez and Graefe 1998, Qi, Gibson, and Zhang 2009, Law 2006, Yang and Nair 2014).

Qi, Gibson, and Zhang (2009) argued that violence risk and socio-psychological risk negatively influence American travellers' intention to re-visit China. These findings also supported those of Law (2006); Rittichainuwat and Chakraborty (2009); Qi, Gibson, and Zhang (2009), Sönmez and Graefe (1998), in which they found a significant relationship between perceived risk and travellers' revisit intentions. As well, Çetinsöz and Ege (2013) discovered that higher level of perceived risk affects tourists' intentions to revisit. Alanya, Lepp, Gibson, and Lane (2011) identified five underlying dimensions of perceived risk in Uganda that have equal influence on the image of African destinations. Similarly, Malaysian tourists' are more concerned about perceived physical, socio-psychological and financial risks that would affect destination image as well as their intention to revisit (Chew and Jahari 2014).

An, Lee, and Noh (2010) maintained that perceived risks directly affect air travellers' satisfaction and repeat purchase intentions. Sohn, Lee, and Yoon (2016) claimed perceived risks lead to tourists' negative perceptions, and they also have negative effect on their satisfaction and subsequent revisit intention towards a local festival in South Korea. In addition, there were few studies (e.g., Tavitiyaman and Qu 2013, Casidy and Wymer 2016) which justified the moderating effect of perceived risk on customers' satisfactions and repurchase intention. Furthermore, Horvat and Dosen (2013) revealed a correlation

between perceived risk and customers' attitudes towards purchasing different product categories. Likewise, Quintal, Lee, and Soutar (2010b) claimed perceived risk and uncertainty negatively influence tourist attitudes towards visiting Australia, South Korea, China and Japan. In the same token, other studies (e.g., Campbell and Goodstein 2001, Lu, Yeh, and Chen 2016, Ahmed et al. 2013) found the moderating effect of perceived risk on customer attitudes and purchase and re-purchase intention. Therefore, taking the significant influence of risks on destination image, customer satisfaction, attitudes, and revisit intentions into account, the following hypotheses are proposed:

Figure 3. 4: Conceptual Model (IV)



Source: Casidy & Wymer (2016); Lu et al. (2016); Chew & Jahari (2014).

Hypothesis 4.1: Tourists' perceived risks at beach destinations moderate the relationship between destination image and their revisit intention to beach destinations.

Hypothesis 4.2: Tourists' perceived risks at beach destinations moderate the relationship between their satisfactions and revisit intention to beach destinations.

Hypothesis 4.3: Tourists' perceived risks at beach destinations moderate the relationship between their attitudes to visiting beach destinations and revisit intention to beach destinations.

3.3 Proposed Conceptual Framework for the Study

To find the antecedents of tourists' revisit intentions, researchers in tourism literature examined the interrelationship among the destination evaluative factors such as perceived service quality, perceived value, satisfaction, destination image, perceived risks (e.g., Sohn, Lee, and Yoon 2016, Brown, Smith, and Assaker 2016, Stylos et al. 2016, Ranjbarian and Pool 2015, Jalilvand et al. 2012), as well as personal and psychological aspects of tourists such as attitude, social influence, perceived behavioural control, (e.g., Choo, Ahn, and F. Petrick 2016, Song et al. 2012, Kim and Han 2010, Han and Kim 2010). Therefore, the current study has developed an integrated conceptual model for examining tourists' revisit intention to beach destinations (Figure 3.5) including both the aforementioned factors based on their prior theoretical relations in literature.

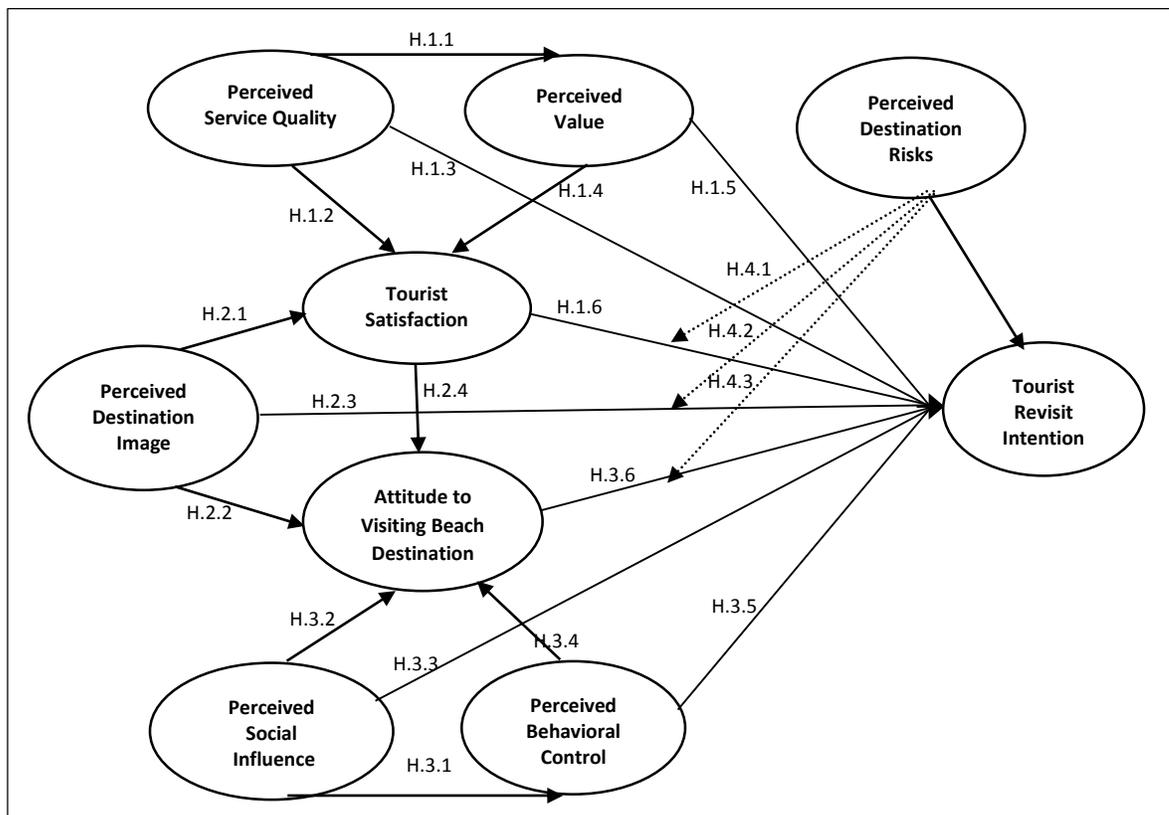


Figure 3.5: The Conceptual Framework Developed by the Researcher

All constructs, exogenous and endogenous, in the proposed model and their relationships are aggregately felt on the attitude-behaviour, and quality-satisfaction-behaviour paradigm. In accordance with the principles of Structural Equation Modeling (SEM), it is presumed that each exogenous variable in the proposed model may have direct or indirect effect on its endogenous variables. Moreover, perceived destination risk has been considered as a moderator variable that modifies the relationships of destination image, tourist attitude and satisfaction with tourist revisit intention.

The conceptual model presents the structural interrelationship among the unobserved constructs. Research constructs used in this study and the hypothetical interrelationships among the constructs have been described as follows: (i) perceived service quality directly affects perceived value, and perceived service quality and perceived value both have direct effect on tourist satisfaction and tourist revisit intention, while, satisfaction mediates the relationship between perceived service quality and revisit intention, and perceived value and revisit intention; (ii) perceived social influence directly affects perceived behavioural control, both of which also have direct effect on tourist attitudes and tourist revisit intention, whilst tourist attitude mediates the relationship between perceived social influence and revisit intention, and perceived behavioural control and revisit intention; (iii) perceived destination image has a direct effect on tourist satisfaction, tourist attitudes, and tourist revisit intention, even as tourist attitude and satisfaction mediates the relationship between perceived destination image and tourist revisit intention; (iv) perceived risk has a moderating effect between the relationships of tourist satisfaction, tourist attitude, and perceived destination image as exogenous variables with tourist revisit intention as an endogenous variable.

3.4 Measurement Items Anchored with Constructs in the Conceptual Model

Though the current study is conducted in a different tourism and cultural context, a substantial number of measure items under each of the constructs used in the conceptual model were primarily adopted from prior studies. Then, the measures of each construct

were refined and modified to match the current study context by academic experts and through pilot testing (Chapter 4; 4.6). Primarily, nine constructs and their relevant measure items were adopted from various prior studies which are discussed in detail in the subsequent stages.

3.4.1 Measurement of Perceived Service Quality

In marketing research, perceived quality construct has been a popular research topic over the last 20 years (Quintal and Polczynski 2010). Cronin Jr, Brady, and Hult (2000) offered 10 service quality items scales (e.g., provide service reliably, consistently and dependently; employees are trustworthy, believable and honest) ranging from ‘very low’ to ‘very high’ to assess service quality performance. These scales demonstrated construct reliability of 0.94 and the average variances extracted of 72%. Next, Gallarza and Saura (2006) used 9 items from Cronin Jr, Brady, and Hult (2000) with a 5-point Likert scale where few corrections and adjustments were made in the wording and structure of questions.

Kim, Holland, and Han (2013) empirically tested a theoretical relationship between service quality and tourist loyalty with 15 service quality dimensions which were adopted from Cronin Jr, Brady, and Hult (2000) and Gallarza and Saura (2006) on a 7-point Likert rating scale ranging from 1 (strongly disagree) to 7 (strongly agree). The construct reliability (CR) and AVE values were 0.96 and 0.63, which were above the recommended values. To examine tourist intentions to revisit a holiday destination, Quintal and Polczynski (2010) adopted 16 service quality items (e.g. “cleanliness of the beaches” and “food and beverage”) from Chen and Tsai (2007), and Buhalis (2000) scales for their strong reliability ($\alpha=0.85$), and used to fit with their context utilising a 7-point Likert scale, ranging from strongly disagree (1) to strongly agree (7). The study reveals a composite reliability value of 0.83 for multi-item scales using Cronbach alpha.

Similarly, Tosun, Dedeoğlu, and Fyall (2015) used seven items with five point Likert scales labelling very bad to very good to measure service quality from Kozak (2001). Baloglu and

Mangaloglu (2001) developed perceptual items from the literature review and content analysis of Turkey's guidebooks and brochures and measured these on a 5- point scale where '1' offers very little and '5' offers very much.

Table 3.1: Measure Items of Perceived Service Quality used in this study

Measures Item	Sources
Cleanliness of the beaches Accommodation service quality Food and beverage service quality Available public transportations	Quintal & Polczynky (2010)
Service employees are courteous and respectful	Kim et al. (2013)
Service employees are neat and clean	Gallarza & Saura (2006)
Transportation service quality is good	Tosun et al., 2015
Hygiene and cleanliness standard of services	Baloglu 2001

In the current study, measurement items of perceived service quality construct were developed based on Quintal and Polczynski (2010), Tosun, Dedeoğlu, and Fyall (2015), Gallarza and Saura (2006), Kim, Holland, and Han (2013), Baloglu and Mangaloglu (2001). These items were taken into consideration because of their strong reliability range from 0.83 to 0.96.

3.4.2 Measurement of Perceived Value

In literature, perceived value has been considered as one of the most influential measures of customer satisfaction and behavioural intentions (Lee, Graefe, and Burns 2007, Kim, Holland, and Han 2013). Lee, Graefe, and Burns (2007) prepared a preliminary list of multiple dimensions of perceived value with Korean war-related tourism destinations from a review of previous literature, of which 15 items were selected by a pre-test procedure. Items of perceived value were measured on a five-point Likert-type scales where 1

‘strongly disagree’, 2 ‘disagree’, 3 ‘neutral’ 4 ‘disagree’ and 5 ‘strongly agree’. The Cronbach alpha coefficient of 15 perceived value items were .90.

Adopting 5 perceived value items from Lee, Graefe, and Burns (2007) (e.g., “the festival quality exceeded travel expense”), Lee, Lee, and Choi (2011) measured the impact of functional values on festival participation intention. Their composite reliability and convergent validity value were 0.83 and 0.53 respectively which were above the recommended value. Likewise, Kim et al (2013) examined the relationship between service quality and tourist loyalty by adopting 13 items on a 7-point scale, ranging from 1 (strongly disagree) to 7 (strongly agree) from Lee, Graefe, and Burns (2007). Cronbach’s alpha values, composite reliability, and AVE values were 0.88, 0.90, and 0.50 respectively which exceeded the suggested threshold value.

Quintal and Polczynski (2010) examined the impact of perceived value on university students’ intentions to revisit a holiday destination. Nine statements (e.g., “the trip made me more acceptable among my friends”) were chosen from Deslandes (2003), and Sweeney and Soutar (2001) with a 7-point Likert scale, ranging from strongly disagree (1) to strongly agree (7). The results showed a composite reliability of 0.93 for multi-item scales using Cronbach alpha. These items were also used by Ranjbarian and Pool (2015) and Allameh et al. (2015) to measure perceived value for measuring tourist revisit intention. The coefficient of Cronbach alpha value was 0.83 and 0.92 respectively for these items in both studies.

Table 3.2: Measure Items of Perceived Value used in this study

Measures Item	Sources
Visiting the festival was affordable	Lee et al. (2011)
Visiting the festival was pleasurable	
The festival offered a better value for the money	
Visiting the festival made me feel better	
Quality per dollar I spent more than what I expected	Kim et al. (2013)

The value of the services I received is excellent	
Compared to expenses, I got high quality services	
The trip will create a good impression among my friends and other persons	Quintal & Polczynky (2010)

In the current study, measurement items were adopted from Quintal and Polczynski (2010), Lee, Lee, and Choi (2011), and (Kim, Holland, and Han 2013) to measure perceive value construct.

3.4.3 Measurement of Tourist Satisfaction

In marketing studies, researchers argue that a multi-item scale might be more effective for measuring satisfaction. Baker and Crompton (2000) examined the relationship between service quality, satisfaction, and behavioural intention using 4 sets of bi-polar such as displeased/pleased, dissatisfied/satisfied, negative/positive, and unfavourable/favourable with 9-point semantic differential scale. The Cronbach alpha co-efficient of satisfaction scale was 0.98 which indicates a high degree of internal reliability. Sohn, Lee, and Yoon (2016) used three items which were developed by Baker and Crompton (2000), Castro, Armario, and Ruiz (2007), and Chen and Tsai (2007) to measure overall satisfaction of visitors to a local festival.

Likewise, Cronin Jr, Brady, and Hult (2000) developed 3 items with 5-point Likert scales to assess the effect of customer satisfaction on their behavioural intention in outdoor service environments. Then, Gallarza and Saura (2006) adopted those items to explore the relationship between satisfaction and university students' loyalty intentions. Next, Quintal and Polczynski (2010) adopted 7 items using 7-point scales ranging from strongly disagree (1) to strongly agree (7) from Oliver's (1997) questionnaire. Afterward, Ranjbarian and Pool (2015) and Allameh et al. (2015) adopted items from Gallarza and Saura (2006), and Quintal and Polczynski (2010) to measure tourist satisfaction and revisit intention.

Enrique Bigné, Sanchez, and Andreu (2009) conducted a study to assess tourists' overall satisfaction and revisit intentions using Burnham, Frels, and Mahajan (2003) scales comprising five items (e.g., "I am satisfied with my experience in X"; "My trip to X has met my needs completely"). Sample items were measured with a 7 point Likert scale ranging from strongly disagree (1) to strongly agree (7). Out of five, 3 items were found to have strong significant reliability and validity ($\alpha=0.89$, AVE=0.73).

Table 3.3: Measure Items of Tourists' Satisfaction used in this study

Measurement Items	Sources
My trip to X has met my needs completely	Bigne et al. (2009)
This tour has exceeded my expectations	Burnham et al. (2003)
I am satisfied with my experience in X	
I am satisfied with this tour considering the money and time I spent	Sohn et al. (2016) Castro et al. (2007)
I truly enjoyed visiting the destination	Allameh et al. (2015) Ranjbarian and Pool (2015) Quintal and Polczynsky (2010)

In the current study, items were adopted from Ranjbarian and Pool (2015), Allameh et al. (2015), Quintal and Polczynski (2010), Sohn, Lee, and Yoon (2016), and Enrique Bigné, Sanchez, and Andreu (2009) to measure tourist satisfaction.

3.4.4 Measurement of Perceived Destination Image

In tourism literature, researchers are used to measuring cognitive images using a number of functional and psychological attributes. On the other hand, affective images are measured exclusively applying Russell, Ward, and Pratt (1981) grid scales (Prayag and Ryan 2012). In addition, a number of authors also tested the impact of cognitive images on affective images (Elliot, Papadopoulos, and Kim 2011), and the impact of affective images on the overall image of a destination (Kaplanidou 2006, Qu, Kim, and Im 2011).

To measure overall image, Qu, Kim, and Im (2011) and Kaplanidou (2006) used four semantic differential scales containing the value of pleasant-unpleasant, arousing-sleepy, exciting-gloomy, and relaxing-distressing on sports destination images. In a different way, Han and Kim (2010) developed a 7 point Likert scale ranging from 1, very negative, to 7, very positive, while Lee and Lockshin (2011) developed another scale consisting of five values ranging from strongly disagree (1) to strongly agree (7) to measure overall destination image. Usually, cognitive image is measured on Likert-type rating scales while affective image and overall image are measured on semantic differential scales (Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013).

Jalilvand et al. (2012) adopted items from Lee and Lockshin (2011) to investigate the interrelationship among e-WOM, destination image, traveller attitudes, and travel intention to Iran as a tourist destination. Allameh et al. (2015) conducted another study on a sport destination in Iran adopting the measure items of Jalilvand et al. (2012). Two items were adopted from Lin et al. (2007), and the remaining two items were from Enrique Bigné, Sanchez, and Andreu (2009) and Han and Kim (2010). All items used in this study pose strong loading, indicating good construct validities and scale reliabilities.

Table 3.4: Measure Items of Destination Image used in this study

Measurement Items	Sources
Iran has beautiful scenery and natural attractions	Allameh et al. (2015), Jalilvand et al. (2012), Lee and Lockshin (2011)
Iran has a pleasant climate and weather	
Iran offers exciting and interesting places to visit	
Local people are hospitable and friendly to tourists	Lin et al. (2007)
This destination offers good outdoor sports activities	
I think that X has a good image and reputation among tourists	Bigne et al. (2009)

This green hotel offers unpolluted and unspoiled environment	Han and Kim (2010)
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Here, to measure perceived destination image construct, items were adopted from Jalilvand et al. (2012) Lee and Lockshin (2011), Allameh et al. (2015), and Han and Kim (2010).

3.4.5 Measurement of Tourist Attitudes

The concept of attitudes was widely used in the theory of reasoned action and the theory of planned behaviour by Fishbein and Ajzen (1980); Ajzen (1991). To measure people’s attitude towards leisure activities choice intention, Ajzen and Driver (1992) developed 12 set of measures such as useless-useful, foolish-wise, strong-weak, harmful-beneficial, passive-active with a 7-point semantic differential scale. Hrubes, Ajzen, and Daigle (2001) conducted a study to predict hunters’ attitudes toward hunting intention by asking hunters to evaluate two 7-point scales with endpoints labelled extremely bad–extremely good and extremely pleasant–extremely unpleasant. Similarly, Oh and Hsu (2001) operationalised 5 attitude items (e.g., “extremely unfavourable”, “extremely favourable”). The Cronbach alpha value of the five measure items was 0.92, indicating significant coefficient value.

In the same way, Lam and Hsu (2004) presented 5-items (e.g., for me, visiting the place is extremely enjoyable) using a 7-point semantic differential scale to measure Chinese travellers’ attitude towards visiting Hong Kong. Later, Lam and Hsu (2006) used the same items to measure travellers’ attitudes towards tourist destinations. The results of Cronbach’s reliability coefficients were above 0.90 in both studies which is above the lower limit of 0.70 (Hair Jr et al. 1998). Sparks (2007) examined potential tourists’ attitudes to visiting wine-based tourism using a 7-point semantic differential scale in which measure items were anchored by a pair of statements such as “unexcited” vs. “excited” and “unaroused” vs. “aroused”.

Lam and Hsu (2004)'s measure items were used by Huang and Hsu (2009), Han, Hsu, and Sheu (2010), Han and Kim (2010), and Hsu and Huang (2012) to measure attitudes but they modified the wording of the measures and number of items to be appropriate for their study. However, they used 7-point Likert-type scale ranging from (7) strongly agree to (1) strongly disagree to replace the semantic differential scale and found significant reliability alpha value ranging from 0.80 to 0.96.

Table 3.5: Measure Items of Attitudes used in this study

Measurement Items	Sources
For me, visiting Hong Kong would be extremely desirable	Lam & Hsu (2004)
For me, visiting Hong Kong would be extremely enjoyable	
For me, visiting Hong Kong would be extremely funny	
For me, visiting Hong Kong would be extremely pleasant	
For me, visiting Hong Kong would be extremely positive	

Attitudes scales were adopted for the current study from Lam and Hsu (2004) and the items were slightly modified and phrased in the questionnaire used. A Likert format scale was employed instead of semantic differential scale format.

3.4.6 Measurement of Perceived Social Influence

Applying the theory of planned behavior, Ajzen and Driver (1992) used two 7-point rating scales (e.g., most people who are important to me approve/disapprove of my engaging in this activity) ranging from 1 (disapproved) to 7 (approved) to assess social influence on individual leisure activity choices. Similarly, Hrubes, Ajzen, and Daigle (2001) examined social influence (subjective norm) using two measures items (e.g., most people important to me think that I should hunt) with 7-point scales whilst not at all true (1) to completely true (7).

Lam and Hsu (2006,2004) examined social influence on travellers' intentions to visit Hong Kong with three statements (e.g., "people who are important to me would approve of my visit to Hong Kong"), each on a seven-point Likert scale ranging from approve (7) to disapprove (1). Lam and Hsu (2006) used three statements (e.g., "people who are important to me would think I should visit Hong Kong"), with a seven point Likert scale ranging from should (7) to should not (1). The composite reliability range of those items was 0.83 and 0.84 respectively that showed the scale as well accepted.

Han, Hsu, and Sheu (2010) adopted 3 social influence items with 7-point Likert-type scale (e.g., most people who are important to me think that I should stay at a green hotel when travelling) from Lam and Hsu (2004) for green hotel settings. Likewise, Hsu and Huang (2012) also used previous scales (e.g. Most people who are important to you think you should visit Hong Kong in the near future) to assess social influence and the effect of altruism on individual travel behaviour. All items used the same 7-point Likert-type scale, ranging from strongly agree (7) to strongly disagree (1). The composite reliability of the item was 0.84.

Table 3.6: Measure Items of Perceived Social Influence used in this study

Measurement Items	Sources
Most people who are important to you think you should visit Hong Kong in the near future	Hsu and Huang (2012)
The people in your life whose opinions you value would approve your visiting	
Most people who are important to you would visit Hong Kong in the near future.	

For this study, measurement items for perceived social influence were adopted from Hsu and Huang (2012).

3.5.7 Measurement of Perceived Behavioural Control

Perceive abilities or difficulties (PBC) to perform a behaviour is widely used in the theory of planned behavior (TPB) as an antecedent to measure traveller behavioural intentions. To measure an individual’s perceived behavioural control to choose leisure activities, Ajzen and Driver (1992) developed two items with 7-point scales (e.g., I believe I have the resources required to perform this activity). The scales were later used by Hrubes, Ajzen, and Daigle (2001) to measure PBC of engaging in hunting activities. Similarly, Lam and Hsu (2006) used four statements (e.g., If I want I could easily visit Hong Kong now), and Hsu and Huang (2012) also incorporated five statements (e.g., visiting Hong Kong in the near future is completely up to you) to measure perceived behavioural control. All studies used 7-point Likert-type scale ranging from strongly agree (7) to strongly disagree (1), and showed a significant coefficient reliability range between 0.83, and 0.837 respectively.

In addition, Teng, Wu, and Liu (2015) developed an extended model of TPB to predict behavioural intention of visiting a green hotel. Two modified items (e.g., “Most people who are important to me would want me to stay at a green hotel when travelling”) from Han, Hsu, and Sheu (2010) were used to measure perceived abilities using a 7-point Likert-type scale ranging from 1= strongly disagree to 7= strongly agree. The Cronbach’s alpha and composite reliability of the construct were 0.903 and 0.902 respectively that are above the threshold level of .70 (Nunnally and Bernstein 1994). It confirms that the research variables were acceptable for their reliability.

Table 3.7: Measure Items of Perceived Behavioural Control used in this study

Measured Items	Sources
Whether or not I stay at a green hotel when travelling is completely up to me	Teng et al. (2015)
I am confident that if I want, I can stay at a green hotel when travelling	
I have resources, time, and opportunities to stay at a green hotel when travelling	

In the current study, Teng, Wu, and Liu (2015) items were used to measure perceived behavioural control, and they were slightly modified in wording to match the current study context.

3.4.8 Measurement of Perceived Destination Risks

To assess perceived risk in tourism, Sönmez and Graefe (1998) developed three-risk items - terrorism, health, and political instability - associated with international travellers. They used a 6-point Likert-type scale, and adopted seven risk items from Cheron and Ritchie (1982), and Roehl and Fesenmaier (1992). Gallarza and Saura (2006) offered 8 perceived risk items using a 5-point Likert-type scale which were adapted from Sönmez and Graefe (1998) to measure tourist loyalty intention. The eight types of risks are fear of a terrorist attack, political or social problems, any kind of accident, suffering of any diseases, suffering from a natural disaster, risk of being tricked as a tourist, and risk of suffering from delinquent acts.

Based on the previous literature, Fuchs and Reichel (2004) developed a tourist risk perceptions questionnaire consisting of various types of destination risks. Fuchs and Reichel (2006) included “financial risk”, “socio-psychological risk”, “human-induced risk”, “service quality risk”, “natural disasters and car accident risk”, and “food safety problems and weather risk” as the dimensions of destination risk perceptions. Each statement (e.g. “I worried about terrorism at the destination”) was measured on a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7). Adopting the previous items, Fuchs and Reichel (2011) conducted another study on visitors’ risk perceptions of a highly volatile destination.

Sohn, Lee, and Yoon (2016) examined the relationship between perceived risk, satisfaction, and behavioural intention to a local festival using perceived risk items developed by Fuchs and Reichel (2004, 2006). Nine questions were offered (e.g. “visiting

the festival may damage my reputation if it becomes known I visited the festival”) with a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Composite reliability results of perceived risk were 0.92.

Table 3.8: Measure Items of Perceived Destination Risk used in this study

Measured Items	Sources
I am afraid of a terrorist attack during the trip	Gallarza and Sawra (2006), Sonmez and Graefe (1998)
I am afraid of suffering any disease or infection	
I am afraid of any kind of accident, Snatch, theft and robbery	
I am afraid of any political or social violence	
I am afraid of suffering a natural disaster	
I think, Iran is safe and secure place to visit	Jalilvand et al. (2012)

In the current study, the items developed by Gallarza and Saura (2006), Sönmez and Graefe (1998), and (Jalilvand et al. 2012) were used to measure perceived destination risk construct.

3.4.9 Measurement of Tourist Revisit Intention

In tourism literature, researchers are most likely to assess tourist revisit intentions based on time span with a single item (Huang and Hsu 2009). Taking time span into account, a number of studies (e.g., Hsu, Huang, and Swanson 2010, Ranjbarian and Pool 2015, Assaker, Vinzi, and O’Connor 2011, Huang and Hsu 2009, Gallarza and Saura 2006, Lam and Hsu 2006) investigated tourists’ behavioural intention to return to a destination. These studies highlight how tourists are expected to return to a destination within a time period of 6 to 24 months. On the contrary, other researchers (e.g., Sohn, Lee, and Yoon 2016, Tosun, Dedeoğlu, and Fyall 2015, Song et al. 2012, Jalilvand et al. 2012, Lee 2009, Žabkar, Brenčič, and Dmitrović 2010, Chen and Tsai 2007) ignored the expected time period that tourists take for revisiting the same destinations. In both types of studies, researchers found

high internal reliability for the items used to measure repeat visit intention to the same destination.

Lee, Lee, and Choi (2011) examined festival tourists’ revisit intentions to the Boryeong Mud Festival by adopting four-items (e.g., “I will keep attending the festival”) from Oliver (1997) and Zeithaml, Berry, and Parasuraman (1996). The items were assessed using 5-point Likert-type scales ranging from strongly disagree (5) to strongly agree (1), and a composite reliability of 0.88 was found. In addition, Song et al. (2012) surveyed the effect of environment friendly perceptions on visitor’ behavioural intention to revisit a festival with four items (e.g., “I will make an effort to revisit the mud festival in the near future”). All items were assessed on a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The Cronbach’s alpha reliability result of this construct was 0.92.

Table 3.9: Measure Items of Revisit Intention used in this study

Measurement Items	Sources
I have intention to revisit the mud festival	Song et al. (2012)
I am willing to revisit the mud festival	
I will make an effort to revisit the mud festival in the near future	
I am willing to spend time and money to revisit the mud festival	
I will recommend the festival to my friends and neighbours.	Lee at al. (2011)
I will spread positive word of mouth about the festival	
I will prioritize others when deciding whether to attend	

In this study, all measure items were adopted from Song et al. (2012) and Lee, Lee, and Choi (2011), which produced a strong composite reliability coefficient ranges between 0.88 and 0.92.

3.5 Summary of the Chapter

In the context of travel and tourism, there have been a number of studies to justify the relationships between tourist revisit intention and its antecedents in various socio-cultural contexts. Recognising the lack of empirical and theoretical support for understanding the process of tourist revisit intention in a beach tourism context, the current study has developed a conceptual model based on the Theory of Planned Behavior (Ajzen 1991). The conceptual model emphasises the simultaneous structural relations among research constructs such as perceived service quality, perceived value, perceived destination image, tourist attitude, tourist satisfaction, perceived behavioural control, perceived social influence, and perceived destination risks. Next, the interrelationship among the constructs in the model has been transformed into research hypotheses. A total of 25 hypotheses have been developed from the conceptual framework, which were supported by empirical findings from prior research. Multi-item measures for each construct were used, following which the sources of measurement items and research constructs have been discussed in details.

RESEARCH METHODOLOGY

This chapter addresses the methodological approaches applied in conducting the current study. A survey-based quantitative research method within the positivistic research paradigm was applied to entertain the methodological issues of this study. To start with, an overview of the research philosophy comprising the key research paradigm followed in the study is described. Next, the research design highlighting the nature of the study, research instruments, and measurement of scales which were used to develop a questionnaire are reported. Afterwards, it discusses in detail the target respondents and data collection procedures employed in this study. Finally, the chapter ends with an explanation of data analysis methods, procedures, and statistical tools, especially PLS-SEM which was applied for this study.

4. 1 Research Philosophy

Research philosophy is defined as “a way of looking at the world and making sense of it” (Crotty 1998, 8). Saunders, Lewis, and Thornhill (2009) described research philosophy as a set of fundamental beliefs to define the nature of the world as well as to guide the research process. Generally, research philosophy shows how reality can be interpreted by a researcher, where every researcher impresses their personal philosophies onto their research (Crotty 1998, 10). Gray (2013) claimed that all social science research must be based on a particular research philosophy. This philosophy helps researchers reveal their

primary assumptions concerning the foundation of knowledge, and identify the type of methodology suitable for their research (Guba and Lincoln 1994, 105). As a result, the research philosophy needs to be addressed before setting the research design. The current study reflects the philosophy of positivism. Positivism holds the viewpoint that the world has universal laws and truths which are testable by scientific methods (Neuman 2013, Creswell and Creswell 2017). In social science research, the positivist paradigm refers to a collection of beliefs, rules, and evaluative criteria to justify the relationship among the determinants through empirical enquiry in social phenomena (Jennings 2007).

In the research process, each paradigm consists of research ontology, epistemology, methodology, and methods to guide researchers. Therefore, the type of research ontology, epistemology, methodology, and methods of this study have been designed to comply with the positivism paradigm. The positivist ontology of this study assumes that reality could be objectively explored through a strict set of scientific laws within the boundaries of social science (Hallebone and Priest 2008, 92). Besides, positivist epistemology assumes that reality could be measured and quantified, and focus should be given on how to use reliable and valid tools to measure the reality (Crotty 1998).

Table 4.1: The Research Paradigm Governing the Current Study

Paradigm	Ontology	Epistemology	Theoretical Perspective	Methodology	Methods
Positivism	There is a single reality	The reality can be measured, and the focus is on reliable and valid tools to obtain them	Post-positivism	Survey research	Typically, quantitative study; questionnaire survey, statistical analysis

The reasons behind relying on positivist ontology, epistemology followed by methodology and methods are that, firstly, this study relied on existing theories to develop hypotheses, which were examined and confirmed for further knowledge development. Secondly, quantitative research methods greatly benefit from the positivism approach (Robson 2002). Since the objectives of this study are to investigate the trends in the data to develop

scientific principles, a quantitative research method is justifiable and useful to provide objective information where statistical analysis is required (Gray 2013). Thirdly, although it is said that human behaviour is harder to predict, most researchers believe that human behaviour is predictable and generalizable through general causal relationships. Since this study investigates tourist behavioural intention, it is appropriate to use quantitative research methods and procedures.

Moreover, being a large-scale survey based research, the current study has focused on employing valid measurements and scaling, justified sampling approach, comprehensive data through questionnaire survey, and appropriate analysis by the use of rigorous statistical methods which comply with the major criteria of positivistic paradigm.

4.2 Selection of Research Methodology

Research methodology, one of the critical issues in the research process, refers to the types of quantitative or qualitative designs to provide specific guidance for the procedures in a research approach (Creswell and Creswell 2017). The selection of an appropriate research methodology is crucial because it does not only guide how a research is being conducted but also addresses how to answer a set of research questions, achieve the research objectives as well as affect the quality of research output (Creswell and Creswell 2017). As the current study has adopted the positivistic paradigm, special attention has been given to quantifying the data collection and analysis, modifying the underpinning theory and research (Bryman and Bell 2015), and analysing the relationship between the variables using statistical procedure (Creswell and Creswell 2017).

It is evident from the literature that little is known about the determinants of tourist revisit intentions in beach tourism settings. Therefore, an initial understanding of factors which influence tourists' behavioural intentions to revisit in general, as well as beach tourism in particular, is required to address the research problem and hypotheses development. Thus, a comprehensive list of literature was thoroughly reviewed to find the factors that have

substantial influence on tourist revisit intentions in different tourism settings. Consequently, a conceptual model was developed to present the relationships between the determinants and the outcome factors. Following that, required data covering the key factors were collected from tourists who had visited the sample beach destinations during the study period. Finally, various statistical methods were applied to analyse the data, examine the nature of relations between the predictors and predicted variables, and test the proposed hypotheses.

Therefore, in all aspects, this is an empirical study, descriptive and causal in nature, which can greatly benefit from the use of a survey research method. The reasons to adopt a survey research methodology for this study are that survey research is allied to the positivistic paradigm, and this approach examines and describes variables, as opposed to experimental research that is designed to explain the effects of given treatments on variables (Patton, 2005). This method also provides raw data to examine the relationships among the measurement constructs in the proposed model.

4.3 Selection of Research Methods

In survey-based research in tourism contexts, two widely applied research methods - quantitative and qualitative - are usually used. The positivist research paradigm usually relies on quantitative research techniques. Typically, quantitative research is employed to quantify the problem by way of generating numerical data that can be transformed into useable statistics. In human behaviour research, this type of research is applied to quantify people's opinions, attitudes, behaviours, and other defined variables to generalise results from a larger sample population. According to Creswell and Creswell (2017), quantitative research is a practical approach for testing theories by examining relationships among variables. This approach involves measurement of variables to produce structured and numerical data that are analysed through statistical methods. Quantitative research uses measurable data to formulate facts and uncover patterns in research. Quantitative research

in the positivistic paradigm principally incorporates various forms of survey methods such as questionnaire surveys and interviews.

The current study used unobserved variables such as perceived service quality, perceived value, satisfaction, destination image, perceived risks, attitudes and tourist revisit intention to determine their interrelationship based on a recognised theory. A quantitative inquiry or survey is best suited to collect or provide valid information to answer the research questions of this study. Various forms of survey methods such as personal interviews, telephone interviews, pen and paper surveys, online surveys and kiosk surveys are being widely used as data collection methods in quantitative research. For this study, the required data were collected through a personal-administered questionnaire survey. This method is easy to administer, the obtained data are reliable, and coding, analysis and interpretation of data are relatively less difficult.

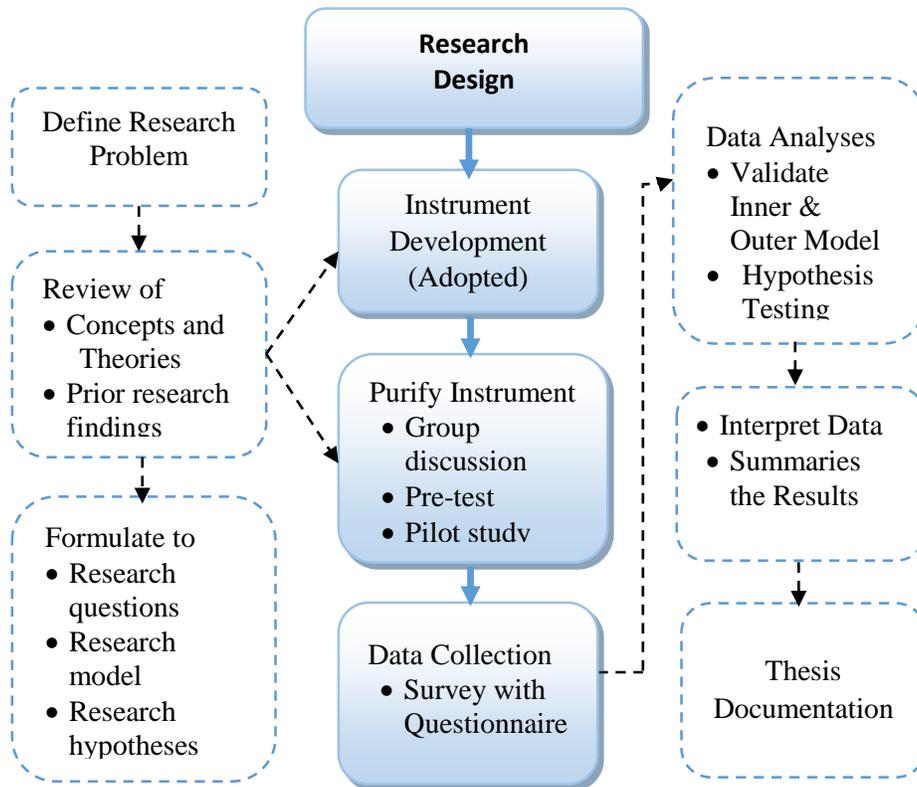
4.4 Selection of Research Design

Once a research problem has been defined and a suitable approach developed, attention should be given to formulating a research design (Malhotra 2007). Indeed, research design is the heart of any research process (Malhotra 2007). It is an overall plan that specifies the details of how the whole research work should be conducted. The research design articulates the data required, methods to be used to collect and analyse the data, and how the data are going to answer the research questions. Therefore, before formulating the research design, the researcher needs to know where the design fits into the whole research process, from framing research questions to finally analysing and reporting the results.

The research process of this study started upon defining the problem statement. This problem statement was generated through the review of literature related to tourist behavioural intention in general and beach tourism particularly. And then, attention was given to understand the determinants of tourist revisit intention in different tourism processes, activities, and destinations. At this stage, special effort was made to highlight two types of important information: the findings of previous studies focusing on the

determinants used to investigate tourist revisit intention, and the relevant theories and concepts used by the previous studies. Based on these information, the research questions, research objectives, research hypotheses and the research model were formulated.

Figure 4.1: The Overview of the Research Design followed in this Study.



Research Design Flow-chart Adapted from Hashim, K. F (2012)

For this study, research instruments were adopted from previous studies conducted to attain similar objectives in different tourism contexts. Although the validated measure instruments were adopted from previous studies, further face validity, content validity, and pilot tests were conducted to ensure that the adopted items were primarily reliable and valid, and fit into the context of the current study. Subsequently, alongside a theoretical understanding of the relevant factors, it is necessary to generalise whether these factors can clarify the expected level of variance to predict tourist revisit intention in the context of

beach tourism. To do so, required primary data were collected through a personal-administered survey with a structured questionnaire.

The target population of this study were tourists who had visited the major beach destinations in Bangladesh during the survey period. A convenience sampling technique was applied to select the sample respondents for this study. The Statistical Package for Social Science (SPSS), and SmartPLS.3 were employed to analyse the collected data. Finally, the results were interpreted, summarised, and presented as a thesis document.

4.5 Selection of the Study Area

As stated in the introduction chapter, the current study has been carried out at major beach destinations in Bangladesh, namely Cox's Bazar, Saint Martin's and Kuakata. Beach destinations are the main tourist attractions representing the tourism industry in Bangladesh. A large number of tourists visit these destinations around the year (Hossain, Quaddus, and Shanka 2013). Many hotels, motels, restaurants, and other ancillary facilities have been developed to support tourists at beach areas (Hasan and Rabbani 2016). Thousands of people are directly and indirectly involved in tourism related businesses and activities in these areas (Dey, Uddin, and Hasan 2015). Local people and others benefit from tourism-related activities such as selling handicrafts, local foods, and other tourist essentials. As a result, the quality of life of people in these areas is now fairly enhanced compared to others in non-tourism areas (Hasan and Rabbani 2016).



From general observation, tourism has brought a big socio-economic change in the lives of the local communities in the coastal areas. Taking the representative role of beach destinations in the tourism industry and their socio-economic contributions to the local communities as well as to the country into account, the researcher of the current study purposefully selected Cox's Bazar, Saint Martin and Kuakata beach as study areas. It is believed that collected data from these destinations would represent the overall beach tourism in the country.

4.6 Research Instruments Development

Once the research design was determined, the researcher moved on to develop research instruments, measurements and scaling procedures. Research instruments such as perceived service quality, perceived value, satisfaction, destination image, attitude, social influence, perceived behavioural control, perceived risk, and revisit intentions were adopted from prior research, and the measures were refined to match the current study context (Chapter 3: Section 3.4). The measurement of variables, and scaling procedures are discussed in the subsequent stages.

4.6.1 Measurement of Variables

The current study employed measures which were empirically tested and validated from previous studies in various tourism contexts. All constructs of the proposed model were anchored to multiple measures items. Despite having strong criticism against using multiple items to measure a single construct (Gardner et al. 1998, Peter 1979), it is common practice nowadays to use multiple-items to measure one construct (Aneshensel 2012). Researchers recommend that the use of multiple-items in a single construct can decrease measurement error, increase reliability, and effectively categorize respondents into groups (Groves 2004). Multi-items also reduce personal biases and quantify quantitative data effectively (Um, Chon, and Ro 2006). Moreover, in SEM, it is presumed that multi-item measurement of a construct is superior to a single item measurement. Therefore, it is recommended that in multi items, a minimum of three items per construct is required for the employment of SEM in this study (Kline 2005).

4.6.2 Measurement of Scales

All adopted items were offered to measure with a typical Likert-type scale. A typical Likert-type scale asks respondents to indicate their degrees of agreement or disagreement with declarative statements (DeVellis 2016). Usually, in this scale, the response options

are anchored by 1 (Strongly Disagree) and 7 (Strongly Agree) (DeVellis 2016). Nowadays, Likert-type scales are commonly used scales to measure traveller intention and its antecedents (DeVellis 2016, Bernard and Bernard 2012). All items in this study are presented in numerical form based on a 7-point Likert scale in increasing order ranging from 1 to 7. For example, for the question “The beach offers unique natural attraction” in which respondents were asked to provide their opinions by putting a tick (✓) mark in the chosen box from Strongly disagree (1), Mostly disagree (2), Slightly disagree (3), Neither agree or nor disagree (4), Slightly agree (5), Mostly agree (6), Strongly agree (7). The reason for choosing 7-point Likert scales to operationalize the constructs for this study is that these scales provide for more robust parametric and multivariate statistical analyses (Hair et al., 2006). Moreover, multiple choice questions were offered, encompassing tourists’ demographic and trip characteristics such as age, gender, profession, income, nationality, frequency of past visit, and the length of stay.

4.7 Questionnaire Design

Once the measure instruments and scales were determined, the researcher moved to develop a questionnaire. Typically, a questionnaire is a systematic technique for data collection. It consists of a set of questions used to collect information from target respondents. A number of issues such as question content, question structure, wording, ordering, and layout need to be taken into account when a researcher develops a questionnaire.

4.7.1 Development of a Draft Questionnaire

Initially, a draft questionnaire was developed to conduct the survey and for data collection. The draft questionnaire included measures derived from a comprehensive review of related literature, as well as personal communication with industry experts, academicians, and researchers in this field. The questionnaire contained structured questions including

various issues such as perceived service quality, perceived value, satisfaction, destination image, attitude, perceived risk, and respondents' demographic and travel characteristics.

4.7.2 Face Validity and Content Validity of Questionnaire

Once the draft questionnaire was prepared, it was offered for checking face validity and content validity. Face validity and content validity are important in cross-cultural contexts to check whether an instrument is suitable and valid for a particular culture or context. Although, face validity and content validity are almost similar, they both use different approaches to test validity. Face validity uses an informal approach where the judgments come from laymen rather than experts whereas content validity uses a more formal approach, usually with experts in the field. As measurement items of all constructs were adopted from prior research conducted in various tourism settings, cultures and contexts, it needed to fit the items within the context of beach tourism in a different culture. To begin with, a draft questionnaire was given to three unanimous academics who were from the areas where this study was conducted to check whether the measures seemed or looked like what they claimed to measure i.e. face validity. Here, the academics commented that the wording of some statements were not fully suitable, and some statements were not clear enough to make sense to readers for this context.

After checking the face validity, the draft questionnaires were distributed to 10 academic experts in tourism and marketing, and 3 research experts who were experienced in quantitative research to seek their opinions, especially on choice of measures and scales, organization, and format issues of the questionnaire. Several comments and advices were received from the experts especially on the measure items, wording of statements, redundancy, and reader suitability. When these problems were detected, the researcher referred to the literature reviewed earlier to adopt the measures. After checking the sources of measures used, the researcher consulted the experts to seek further suggestions to improve the questionnaire. Finally, some changes were made in the wording to keep the

originality of the scales, remove redundancy, and make them best fit with the context of beach tourism.

4.7.2 Pre-test and Pilot test

After considering the experts' recommendations, a sample questionnaire was developed and it was then offered for a pre - test and pilot test. The main objective of conducting these tests were to minimize response and non-response errors, ensure initial reliability of the items as well as making the questionnaire respondent - friendly. Both tests were conducted among 34 tourists who had visited at least one of the three sample beach destinations within 12 months preceding the pilot survey. Using feedback from the respondents, the contents of the questionnaire were checked as well as a reliability analysis performed to determine which items were needed to be edited for inclusion in the final survey questionnaire. The pilot survey results are presented in Appendix 4. Finally, based on the pilot test results, necessary modifications were made, and a final questionnaire was prepared for conducting the final survey.

4.7.3 Designing of Final Questionnaire

The final questionnaire consists of nine sections including key dimensions used in the conceptual model of the current study. The first four sections such as perceived service quality, perceived value, tourist satisfaction, and perceived destination image contain questions including tourists' perceptions and experiences with the services and facilities utilised during their visit to the destinations. The next three sections - tourist attitudes towards visiting beach destination, perceived behavioural control, and perceived social influence - of the questionnaire are designed to ascertain statements about tourists' psychology, personal ability and constraints, and peer influences to visit beach destinations. Then, statements of different types of risks perceived by tourists while visiting beach destinations are presented. The final section contained information on the tourists' socio-demographic and travel characteristics. The languages used for the questionnaires

are Bengali, as the native language, and English. Initially, the questionnaire was designed in English and then translated into Bengali using a blind translation-back-translation method (Brislin 1976). The translated version was reviewed by a number of academics who are competent in both languages to ensure the accuracy of translation. Finally, both set of questionnaires were offered for ethical approval to the Curtin University Human Research Ethics Committee (HREC approval number 2016-0415). The final questionnaire is presented in Appendix 1.

4.8 Sampling Design

After designing the final questionnaire, the researcher composed a suitable sampling procedure for the study. The sampling design process for this study involved several steps which included defining the target population, selecting sampling techniques, and determining the sample size.

4.8.1 Target Population

Since the current study sought to conduct its fieldwork at major beach destinations in Bangladesh, tourists visiting these destinations could be considered as population for this study. Nevertheless, it was quite difficult to cover and connect with all the tourists who were visiting all the beach destinations throughout the year. Taking these limitations into account, tourists who had visited the major beach destinations of Cox's Bazar, Saint Martin's and Kuakata were considered as population for this study.

4.8.2 Sampling Approach

The scope of this study focused more on a broader concept of beach tourism rather than confining its area to a particular destination. With a view to demonstrate all-out

representation of beach tourism in Bangladesh, three major beach destinations were selected purposefully to carry out the field work for this study. Every year some millions of tourists visit these destinations particularly during the peak seasons of September and March when these destinations remain calm and quiet to attract tourists' hearts and minds. All the facilities are entirely equipped to serve tourists at this time of the year. As a result, visitors can enjoy and experience the complete beach tourism flavour at this time. Thus, the peak season was considered as the most appropriate period to conduct the survey for this study.

Indeed, beaches in the country are open places to visit. There is no specific entry or exit point for visiting these beaches. As a result, actual statistics on how many tourists visit these beaches, who they are, and what their characteristics are, are not available in literature. Therefore, the number of tourists visiting these beaches is infinite and unknown. Thus, a convenient sampling technique was used to select a sample unit among tourists who had visited the sample beaches during the survey period. In tourism literature, a number of studies (e.g., Tosun, Dedeoğlu, and Fyall 2015, Hsu and Huang 2012, Tsai 2010, Lam and Hsu 2006) used convenient sampling techniques to achieve similar research objectives in various tourism contexts.

4.8.3 Determination of Sample Size

Since the population is indefinite and infinite, determining the sample size was a major concern for this study. Although a convenient sampling technique was used, the number of respondents to be interviewed had to be finalised before commencement of data collection. A widely used reference is that to achieve a 95% confidence level and a 5% sampling error, the required sample size should be a minimum of 385 (Burns and Bush 1995). McNamara (1992) recommend that a sample size of 384 is sufficient, no matter how large the population to be investigated. Hair Jr et al. (1998) suggest a minimum ratio of at least 5 respondents for each variable as suitable for multivariate data analysis. If the estimated variables for a study are 60, the sample size would be 60×5 , or approximately 300.

In many social science studies, minimum sample size is the most often stated reasons for applying PLS-SEM (Hair Jr et al. 2017, Henseler, Ringle, and Sinkovics 2009). As a result, researchers (e.g., Reinartz, Haenlein, and Henseler 2009) are more likely to apply PLS-SEM, instead of CB-SEM, when they have a small sample size. These researchers believe there is some “magic” in the PLS-SEM approach that allows them to use a very small sample to obtain results representing the effects that exist in a population of several million elements or individuals (Hair Jr et al. 2017). However, it is probably one of the most abused arguments for using low sample sizes in PLS-SEM (Goodhue, Lewis, and Thompson 2012, Hair Jr et al. 2017). PLS-SEM, or even any multivariate analysis technique, does not have such “magic” capabilities (Hair Jr et al. 2017). These misrepresentations often misdirect researchers using PLS-SEM because inadequate sample size in PLS-SEM may lead to results that highly differ from those of other samples (Hair Jr et al. 2017).

Researchers argued that the PLS - related rule of thumb might be effective in some instances but it might fail miserably in others. Therefore, it is necessary to confirm that the sample size is large enough to fulfil the requirements of the result conclusions (Henseler, Ringle, and Sinkovics 2009). Based on the above, confidence interval approach (Burns and Bush 1995), a widely used approach in literature, was used as reference to calculate the sample size for this study. According to this formula, the minimum sample was determined at 385 at 95% confidence level with 95% desired accuracy. Considering the higher response rate of on-site survey, approximate response 75%, and 10% of unusable rate, a total of 592 ($385/0.65$) respondents could be approached for the survey. However, the researcher of this study targeted 650 respondents for conducting this survey (Burns and Bush 1995, Chi and Qu; Hossain et al., 2013). For this study, 650 respondents as a sample is deemed as very small compared to a large population size. Nevertheless, prior studies also considered similar samples dealing with such a large population (Žabkar, Brenčič, and Dmitrović 2010, Ranjbarian and Pool 2015, Allameh et al. 2015, Kim, Holland, and Han 2013, Quintal and Polczynski 2010).

4.9 Data Collection Procedure

Once the population and sample sizes were determined, next, the researcher proceeded to contact the target sample, administer the field work, and turn in the completed questionnaires for processing. To do so, a personal-administered survey was conducted using a typical questionnaire with tourists who had visited the study areas during the survey period. Nowadays, the survey method has proven itself as a large influential tool in behavioural science for data collection from populations, whether they are large or small in number (Creswell and Creswell 2017).

To collect data, primarily, respondents were approached to participate in this survey. A respondent information sheet containing a brief introduction of the researcher, objective of the study, and consent options were given to each respondent prior to being offered the questionnaire to fill up. Through these documents, participants were informed that a survey was being undertaken and they were being requested to participate in the survey. The final questionnaires were distributed only when the respondents expressed their positive consent to participate willingly. Respondents were interviewed at bus stations, train stations, and airports on their way back home or moving to other destinations after visiting the sample destinations. At these places, it was assumed that tourists may have time to complete the questionnaire while waiting for their transport. According to Manfreda, Driver, and Tarrant (1996), a survey should be administered immediately after completing the trip to determine the experience an individual has had. Hui, Wan, and Ho (2007) argued that different results may be produced if data is collected from tourists at different locations who may have not completed their visit to the destinations. So, tourists' perceptions might be varied regarding experiences and satisfactions because of non-experienced visitor involvement in the study. Taking this into account, the current study targeted tourists as respondents who had just completed their visit to the sample destinations.

The required data were collected from the sample beach destinations of Cox's Bazar Beach, Saint Martin Beach, and Kuakata Beach from 10.00 AM to 6.00 PM during the study period. First, data collection commenced at Kuakata Beach from 10 November 2016 to 08

December 2016, and then, Cox's Bazar Beach from 21 December 2016 to 28 January 2017, and finally, Saint Martin's Beach from 09 February 2017 to 25 February 2017. Ball pens and candy were given as incentives to encourage respondents to participate in the survey. After collecting the final questionnaire from the respondents, the researcher thanked them for their cordial cooperation.

A total of 650 from three beach locations was targeted as sample for this study to ensure sustainable results of data analysis as well as to comply with the requirements of the principles of Structural Equation Modeling (SEM). Therefore, the data collection process was continued until the target sample size was reached. A total of 650 questionnaires was distributed in which 225 were at Cox's Bazar Beach, 220 at Saint Martin's Beach, and 205 at Kuakata Beach. Out of 650, 631 (219 from Cox's Bazar Beach, 217 from Saint Martin's Beach, and 195 from Kuakata Beach) were returned. Once tourists returned the questionnaires, a field screening was conducted on the spot to check the completeness of the questionnaires at a glance. In this process, 25 sets of questionnaires were found to have major sections incomplete, and 606 sets were found to be duly filled up. The final questionnaires included 211 from Cox's Bazar Beach, 211 from Saint Martin Beach, and 184 from Kuakata Beach. The actual rate of response was about 97.07% for this study which is highly acceptable for a pen - and - paper survey (Sekaran 2003).

4.10 Data Processing and Analysis Procedure

Once data collection was finished, incomplete questionnaires were sorted out manually. After sorting out the questionnaires, the collected data were coded, computed, and analysed with the Statistical Package for Social Sciences (SPSS) and Smart PLS 3. Quantitative methods such as both univariate and multivariate techniques were applied to analyse the data and test the proposed hypotheses of the study.

4.10.1 Data Analysis Techniques

The current study undertook a series of steps to process and analyse the collected data. To begin with, data screening was carried out to check the accuracy of the data. Secondly, descriptive statistics of different variables were analysed to have a preliminary understanding of the data. Thirdly, exploratory factor analysis (EFA) was conducted to examine the initial reliability of the instruments and dimensionality of the constructs. Finally, Partial Least Square-based Structural Equation Modeling (PLS-SEM) was used to evaluate both measurement and structural model, and to test the proposed hypotheses. The reason for using Structural Equation Modeling (SEM) was that this technique enables estimating all direct and indirect relationships in a model simultaneously, and provides estimation of multiple regression equations in a single framework.

4.10.2 Data Screening

At this stage, the collected data were screened prior to performing formal data analysis. According to Tabachnick and Fidell (1996), once data has been collected and coded, possible errors should be checked to maintain their accuracy prior to commencement of the data analysis. From the beginning of the data collection to the final coding and entry, there are many possible sources of data errors that could be found within research (Stevens 1996).

Table 4.2: Survey Response Rate

Respondents	Number	Percent (%)
Total survey population	650	100
Total responses	631	97.07
Unusable samples	25	3.84
Total coded samples	605	93.07
Missing value	02	0.30
Unengaged response	02	0.30
Total usable samples	601	92.46

Therefore, it is necessary to reduce such errors to a minimum level. Moreover, data screening ensured that the collected data were appropriate for subsequent analysis, and the data did not significantly violate the normal assumptions of structural equation modelling (SEM). Since the researcher intended to employ SEM, it is suggested that a number of practical issues such as sample size, missing data, and data outliers be scrutinised before conducting SEM analysis (Ullman 2001). The results of data screening are discussed below.

Missing data in rows

After primary spot screening, 606 sets of data were put in the computer for the subsequent analysis. Next, during the software-based data processing it was detected that two sets of data (Cox 180 and Saint Martin's 107) had over 20% missing values. As such, data sets belonging to these two rows were removed from the sheet.

Unengaged responses

The rate of respondents engaged with the collected data is an issue that affects the results of data normality. Thus, due to not being fully engaged, three cases were removed (Cox. 20, Kuakata 01 & 75) from the data set based on low standard deviation < 0.5 because respondents answered 'somewhat agree' to every next 6 or 7 Likert scale items.

Outliers (on continuous variables)

Since the questionnaire did not contain any continuous variables except respondents' demographic and travel characteristics such as age, income, duration of stay, and frequency of visit, and these variables were not used to analyse data for any latent construct or indicators, therefore, no issue exists in outliers for the data set. Moreover, data relevant to age, income, duration of stay, and frequency of visit were transformed into coding that were replaced by different discrete variables rather than continuous variables.

Missing data in column

Missing value with a particular variable is a drawback when applying a particular method to analyse data for a research. Some missing values were observed in different columns of the data set. Sequentially, 5 missing values were observed in service quality, 3 values in perceived risk, 2 values in subjective norms, and 3 values in satisfaction separately. To impute the missing values in the data sets, the researcher thoroughly looked at the surrounding values of the other indicators for those latent factors, and used mode value for those respondents in the missing positions.

Data Normality

Normality test is a parametric test used to ensure that data are from normal distribution (Thode Jr 2002). The normal distribution of sample leads to ensure the random selection of samples, representations of the population, and test for outliers (Thode Jr 2002, Ghasemi and Zahediasl 2012). Typically, structural equation modelling (SEM) requires data to be from normal distribution. Byrne (2016) recommend that there are two key assumptions associated with SEM analysis. First, it is required to check whether data are of a continuous scale. Secondly, data should not extremely violate the assumption of normality. However, PLS-SEM is more lenient when dealing with non-normal data (Hair Jr et al. 2017). In this study, Skewness and Kurtosis analysis were conducted to test data normality using a widely used statistical software package, SPSS, and the results (Chapter 5: section 5.2) showed that data were non-normal.

4.10.3 Descriptive Analysis

In general, descriptive statistics are used to provide an enclosing summary of the data so that the data can be comprehended easily (Patten and Newhart 2017). Moreover, Kline (2005) suggests that preliminary information about scale reliability, mean, and standard deviation have to be reported prior to applying SEM in any study. In the current study, descriptive statistics such as mean, standard deviation, and t-test were used to provide an

overview of the sample profile, preliminary understanding of frequency properties, and fulfil the necessary requirements of preliminary data analysis. Moreover, descriptive statistics were used to summarise the respondents' socio-demographic and travel characteristics profile included in the final questionnaire.

4.11 Model Assessment and Hypotheses Testing

The current study developed a hypothetical model to investigate tourists' revisit intention. Hypotheses were proposed to examine the relationship among the latent unobserved constructs used in the proposed model. The constructs in the model; perceived value, perceived service quality, tourist satisfaction, perceived destination image, tourist attitudes, perceived social influence, perceived behavioural control, perceived destination risks and tourist revisit intention are all unobserved concepts that were both dependent and independent on manifest indicators. The model evaluation and hypotheses testing process are discussed in the subsequent stages.

4.11.1 Structural Equation Modeling (SEM)

This study applied Structural Equation Modeling (SEM) to evaluate the proposed model and to test the proposed hypotheses. Social science researchers often use the first generation regression-based statistical methods (Table 4.3) to identify data patterns and relationships or confirm a priori established theories (Hair Jr et al. 2017, 30). However, over the past 20 years, a large number of researchers have been turning to second-generation techniques referred to as structural equation modeling (SEM) to overcome the weaknesses found in the first-generation methods.

Indeed, Structural Equation Modeling (SEM) encompasses an entire family of multivariate statistical techniques that is used to examine the hypothetical structured linkage among the variables as well as evaluate the linkage that exists between independent and dependent

variables in a framework (Gefen, Straub, and Boudreau 2000, Urbach and Ahlemann 2010).

Table 4.3: The Evolution of Statistical Methods

Evolution	Primarily Exploratory	Primarily Confirmatory
First generation techniques (FGT)	<ul style="list-style-type: none"> • Exploratory factor analysis • Cluster analysis • Multidimensional scaling 	<ul style="list-style-type: none"> • Logistic regression • Multiple regression • Analysis of Variance • Confirmatory factor analysis
Second generation techniques (SGT)	<ul style="list-style-type: none"> • Partial least squares structural equation modeling (PLS-SEM) 	<ul style="list-style-type: none"> • Covariance-based structural equation modeling (CB-SEM)

In addition, SEM can estimate multiple direct and indirect regression equations simultaneously in a single framework where the dependent variable in one equation can be an independent variable in other equation (Hair et al., 1998, p. 586). As a result, researchers can get better advantages over the first generation analysis techniques when using SEM properly. Hair Jr et al. (2017) summarised major benefits of using SEM in a multi-construct model. First, it allows researchers to investigate whether a hypothesised cause does actually have an effect by computing path coefficients between the exogenous variables and the endogenous variables. Second, it allows researchers to measure mediating effects by easily creating additional paths in the hypothesised model. Third, SEM provides information about goodness of fit of the hypothesised model, which allows researchers to compare competing models.

Generally, two main approaches within SEM are commonly used by researchers: a covariance-based SEM approach (CB-SEM) and partial least square-based SEM approach, (PLS-SEM) (Hair Jr et al. 2017). These two approaches play quite different roles in producing statistical assumptions and the nature of statistical fit (Gefen, Straub, and Boudreau 2000, Hashim 2012).

4.11.2 PLS-SEM or CB-SEM: Rules of Thumb for Selection

Comparative understanding of the assumptions of various statistical methods may guide researchers to choose the appropriate method. In general, CB-SEM mostly relies on the maximum likelihood (ML) function to minimize the differences between the covariance explained by the sample and the covariance predicted by the theoretical model. In this approach, the observed variables must be independent of one another and follow a normal distribution (Urbach and Ahlemann 2010, Hair Jr, Ringle, and Sarstedt 2011). In contrast, PLS-SEM tends to maximise the co-variance between the dependent latent variable and the predictor latent variable (Sosik, Kahai, and Piovoso 2009).

CB-SEM and PLS-SEM are two SEM approaches confined to a deferent set of assumptions needed to be fulfilled before applying any of them. Hair et al. (2011) stated that the underlying determinants of the selection between CB-SEM and PLS-SEM highly rely on a number of factors such as objective of research, nature of measurement model specification, the formation of the structural model, characteristics of data, and the process of model evaluation. The useful rules of thumb suggested by the authors can be used as guidelines to select which method between PLS-SEM or CB-SEM is appropriate to be used for the current research.

Table 4.4: Rules of Thumb for Choosing PLS-SEM or CB-SEM

Key Areas	PLS-SEM	CB-SEM
Research goal	Predicting key target constructs Exploratory of an extension of an existing structural theory	Theory testing, theory confirmation, or the comparison of alternative theories.
Measurement model	Formatively measured constructs are part of the structural model.	Error terms require additional specification, such as the covariation.
Structural model	The structural model is complex (many constructs and many indicators).	The structural model has circular and non-recursive relationships.
Data characteristics and algorithm	The sample size is small and/or the data are non-normally distributed.	Data meet normal distributional assumptions and /or large sample size consideration

Model evaluation	The plan is to use latent variable scores in subsequent analyses.	The research requires a global goodness-of-fit criterion.
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Adapted from Hair Jr et al. (2017)

To select the appropriate method to use, the researcher should look at the objective of the research. PLS-SEM is a soft modelling technique that is more appropriate if the research objective is for prediction and theory development, focusing on maximising the amount of co-variance between the predictor latent variables to increase model interpretation (Sosik, Kahai, and Piovosio 2009). Meanwhile, if the objective of a research is to test or confirm a theory, CB-SEM is an appropriate method because testing a theory requires the ability to show how well a theoretical model fits the observed data, focusing on minimising the co-variance matrix (Barclay, Higgins, and Thompson 1995).

According to SEM, latent variables can be modelled using either reflective or formative indicators. Reflective indicator refers to a construct that is affected by the same underlying construct, which uses parallel measures that co-vary (Jarvis, MacKenzie, and Podsakoff 2003). For a reflective construct, the arrow direction starts from the latent variable points to reflective indicators. In contrast, a formative construct refers to the measures (indicators) which have an impact on the underlying construct (Jarvis et al., 2003). The arrow direction of formative construct flows from indicators to latent variable (Jarvis, MacKenzie, and Podsakoff 2003). PLS-SEM allows researchers to analyse a research model consisting of either reflective or formative or both constructs at the same time (Chin 1998). On the other hand, CB-SEM can be used to analyse research models which are limited to the use of reflective constructs.

Further, CB-SEM software requires fulfilment of a set of assumptions such as data multivariate normality, large sample size, independent observations, and variable metric uniformity (Sosik, Kahai, and Piovosio 2009). The violation of any one of the assumptions for CB-SEM cause results to be highly imprecise (Hair Jr, Ringle, and Sarstedt 2011). In contrast, PLS-SEM is a more robust method for data characteristics such as non-normal

data, minimum sample size, and scale measurement (Hair Jr et al. 2017). Therefore, researchers should be cautious when applying two complementary SEM approaches and should apply the best one that suits their research objective, data characteristics, and model specification. Taking the above rules of thumb into consideration, researcher should find whether CB-SEM or PLS-SEM is more appropriate.

4.11.3 Partial Least Square-based SEM (PLS-SEM): Reasons to Choose as Appropriate Method

PLS-SEM is a statistical modeling technique that is primarily used to develop theories in exploratory research by explaining the variance in the dependent variables of a theoretical model (Hair Jr et al. 2017). Partial Least Square-PLS was first developed in the '60s and '70s by an econometrician named Herman Wold. Since then, many introductory studies across a variety of disciplines (e.g., Hair Jr, Ringle, and Sarstedt 2011, Rigdon 2012, Nitzl 2016) have been using the PLS-SEM method. Although there is criticism where PLS-SEM is deemed as unsuitable and less rigorous when examining relationships between latent variables (Rouse and Corbitt 2008), the application of PLS-SEM has been increasing in different disciplines of business and marketing (Henseler, Ringle, and Sinkovics 2009).

Over recent decades, PLS-SEM has received much attention by scholars and is now being widely accepted as a more robust method of structural model estimation (Henseler, Ringle, and Sinkovics 2009). PLS-SEM is now also considered as an appropriate alternative method when the required distributional assumptions of CB-SEM cannot be met (Hair Jr, Ringle, and Sarstedt 2011). In addition, CB-SEM requires the informational and distributional assumption to be met and that is viewed as unrealistic in many social sciences research (Wold 1982). Whereas, PLS-SEM is more lenient when the distributional assumption explaining the latent variables is violated. Hence, taking the aforementioned rules of thumb into consideration as well as based on the following reasons, PLS-SEM is adopted for this study as a statistical method to assess the research model.

- The main focus of the analysis involved in this study is on prediction of factors related to tourist revisit intention, instead of measuring invariance for theory testing. Therefore, the scores of latent variables are important to examine the relationships between the underlying latent variables of PLS-SEM.
- The conceptual model of this study contains a number of latent variables and complex modelling pertaining to direct and indirect indications. Henseler, Ringle, and Sinkovics (2009) argued that using PLS is more suitable than CB-SEM for large complex models with many latent variables. PLS-SEM can deal with a large complex model that has 100 constructs and 1,000 indicators (Urbach and Ahlemann 2010).
- The current study focuses on testing the latent variables and their relationships according to prior theoretical knowledge. PLS-SEM is recognised as an appropriate technique to estimate the correlations between the residuals, and an effective approach to examine their impacts on the model.
- The conceptual model of this study consists of constructs, particularly reflective in nature. PLS-SEM is more lenient in dealing with a research model that consists of either reflective or formative or the combination of both at the same time.
- As a part of social science research, to some extent, the collected data in the current study violated the normality assumption. PLS-SEM can be used as a more robust approach to analyse data with such non-normality distribution.
- As the current study deals with a satisfactory sample size (e.g., over 600), it quite relies on the PLS-SEM approach to analyse data. With large data sets, PLS-SEM and CB-SEM results are almost similar to measure the latent construct (Hair Jr, Ringle, and Sarstedt 2011).

4.12 PLS-SEM: Assessment of Measurement and Structural Models

As a first step of SEM application, the current study prepared a path diagram that displays the constructs relationships, illustrates research hypotheses, and connects the constructs based on the underpinning theory and prior empirical findings. In SEM, path model consists of two sets of linear equations well-known as; measurement model and structural model (Hair Jr et al. 2017). For this study, measurement and structural model validation were assessed to determine whether both models fulfil the requirement criteria for empirical work (Urbach and Ahlemann 2010), by following the guidelines discussed in the subsequent stages.

4.12.1 Measurement Model Assessment

The measurement models in the path diagram represents the relationships between unobserved latent constructs and their corresponding indicators or measures referred to the outer models in PLS-SEM (Hair Jr et al. 2017). Hair Jr et al. (1998) stated two assumptions for path diagrams: i. all causal relationships should be supported by theories, ii. casual relationships are assumed to be linear. In PLS-SEM, reflective measurement models assess the reliability and validity of the construct measures in the model.

4.12.1.1 Reliability of Measurement Model

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made on the characteristics (Malhotra 2007). Reliability is determined by the test of internal consistency that refers to an assessment of the degree of consistency between multiple measurements of variables (Hair Jr et al. 1998). The reliability of internal consistency of a measurement model is evaluated by the Cronbach's alpha and Composite reliability. True internal consistency reliability lies between the lower bounds of Cronbach's alpha and the upper bounds of Composite reliability (Hair Jr et al. 2017).

Internal Consistency Reliability by Cronbach's alpha

The internal consistency of a measurement item is typically evaluated using Cronbach's alpha which provides estimation results for the reliability based on the indicators' inter-correlations in a latent construct. In marketing research, the internal consistency reliability value of 0.7 is considered as threshold for Cronbach's alpha (Hair Jr et al. 2006, Nunnally and Bernstein 1994). Cohen (1988) expounded that Cronbach's alpha value of 0.6 is commonly acceptable in social science research. However, it must be noted that Cronbach's alpha is a little conservative measure of reliability that is more sensitive to the number of items in the scale (Hair Jr et al. 2017). Due to some limitations of using Cronbach's alpha, technically, an alternative measure of internal consistency reliability referring to composite reliability is more appropriate to be used in the same aspect.

Internal Consistency Reliability by Composite Reliability

In PLS-SEM, composite reliability (Chin 1998) tends to overestimate the internal consistency reliability. Although the Cronbach's alpha and the composite reliability are both used to measure internal consistency, composite reliability takes into account the actual factor loadings instead of assuming each item in the composite load determination (Chau and Hu 2001). Composite reliability value of at least 0.7 is considered as satisfactory in the early stages of research followed by values above 0.8 or 0.9 in more advanced stages, and values below 0.6 represent a lack of reliability (Nunnally and Bernstein 1994), while values above 0.95 are not desirable because high value represents all indicators measuring as the same phenomenon (Hair Jr et al. 2017).

4.12.1.2 Validity of Measurement Model

Validity is the extent to which a scale or set of measures adequately exemplifies the concept of interest (Hair Jr et al. 1998). In addition, validity test measures the level of truthfulness of responses, or the accuracy of the measurement (Burns and Bush 1995, 319). Perfect

validity requires that there be no measurement error. In the measurement model, two types of tests are applied to examine validity: convergent validity and discriminant validity.

4.12.1.2 (i) Convergent Validity

Convergent validity measures the extent to which the scale correlates positively with other measures of the same constructs (Malhotra 2007). It reflects how an individual item represents a construct converging in comparison to items measuring different constructs (Urbach and Ahlemann 2010). Convergent validity is measured at both the indicator and construct level.

Convergent Validity by Indicator Reliability

In the measurement model, indicators of a reflective construct are required to be converged or share a high proportion of variance (Hair Jr et al. 2017). Indicator reliability refers to the evaluation of the extent to which a variable or a set of variables is consistent with what it intends to measure (Urbach and Ahlemann 2010). The size of the outer loadings of indicators of reflective constructs is commonly considered as indicator reliability. Indicator loadings greater than 0.7 and at least at the 0.05 level are said to be significant and accepted (Chin 1998). However, the decision to eliminate any indicators should be taken cautiously if the indicator's reliability demonstrates low loading and the possibility to increase the composite reliability goes up as a result of eliminating the indicator (Henseler, Ringle, and Sinkovics 2009).

Convergent Validity by average variance extracted (AVE)

The average variance extracted (AVE) is a commonly used measure to establish convergent validity for a reflective construct. In PLS, if the AVE value of a construct is at least 0.50 or higher, the construct is said to have achieved a sufficient convergent validity (Hair Jr et al. 2017). Besides, an AVE value of less than 0.50 indicates that the error of the items poses more variance than the variance explained by the construct.

4.12.1.2 (ii) Discriminant Validity

In PLS-SEM model estimation, it is necessary to ensure that measures of every latent construct are statistically unique and different from other constructs in the model. Discriminant validity is generally used to test how measures of a construct are different from one another. In PLS, cross-loading (Chin 1998), Fornell-Larcker's criterion (Fornell and Larcker 1981), and Heterotrait-Monotrait ratio (Henseler, Ringle, and Sarstedt 2015) are the commonly used measures of discriminant validity.

In the *cross-loading* approach, the outer loading of an indicator on the respected construct must be higher than any of its cross-loadings on other construct. If the indicator's loading for its designated construct is higher compared to other constructs, it is assumed that the different constructs' indicators are not interchangeable. Whereas, in *Fornell-Larcker's* criterion, a latent variable is required to show higher variance with its assigned indicators than with any other latent variable in the model. It compares whether the square root of each construct's AVE values is greater than its highest correlation with any other constructs in the model.

However, recent researches criticize the reliability of both cross-loadings and Fornell-Larcker Criterion to detect discriminant validity issues (Henseler, Ringle, and Sarstedt 2015). This is due to the fact that if two constructs are perfectly correlated, cross-loadings are likely unable to show the lack of discriminant validity, which makes this approach ineffective for empirical research. Besides, the performance of Fornell-Larcker criterion is very poor when the values of indicator loadings of the constructs differ slightly (e.g., 0.60 and 0.80) (Hair Jr et al. 2017). As a remedy, Henseler, Ringle, and Sarstedt (2015) proposed a new approach named *Heterotrait-Monotrait ratio (HTMT)* that assesses the ratio between-trait correlations to the within-trait correlations. In PLS-SEM, the HTMT criterion is recommended to assess discriminant validity (Hair Jr et al. 2017), in which the value of 0.85 is considered as upper threshold of discriminant validity.

Therefore, considering the above evaluation criteria, the current study took the following standards into account to evaluate the measurement model:

- i. For internal consistency reliability, Cronbach's Alpha value should be above 0.70, while Composite reliability should be between the lower bounds of 0.70 and the upper bounds of 0.95.
- ii. For convergent validity, outer loadings of each indicator should be higher than 0.70, and the AVE value of each construct should be 0.50 and above.
- iii. For discriminant validity, outer loadings of an indicator on a construct should be higher than all its cross-loadings with other constructs in the Fornell-Larcker criterion. The square root of the AVE of each construct should be higher than its highest correlation with any other construct in the HTMT criterion.

4.12.2 Structural Model Evaluation

Once it has been confirmed that the constructs and their indicators in the measurement model are reliable and valid, the next step is to address the evaluation of the structural model results. Successfully reliable and validated measurement models help the researcher to evaluate accurately whether the proposed hypotheses stated in the structural model are supported by the data (Urbach and Ahlemann 2010). Therefore, the validity of the measurement model must be ensured prior to analysing the structural model. In PLS-SEM, the most important criteria for structural model evaluation are the significance of the path coefficients, R^2 values (coefficients of determination), f^2 (the effect size), Q^2 (predictive relevance), and q^2 (quality of the PLS path model estimations), which are discussed below.

4.12.2.1 Collinearity for Structural Model

Before going on to assess the major criteria for structural model evaluation, researcher first needs to examine the collinearity for the structural model (Hair et al., 2016). The main objective of the collinearity assessment is to determine whether there are critical levels of collinearity between each set of predictor variables in the structural model as the path coefficients estimation results might be biased as a result (Hair Jr et al. 2017). Therefore, the decision to either eliminate constructs or merge predictors into a single construct or create higher-order constructs to be considered if each indicator's tolerance values is below 0.20 or VIF value above is 5, is critical.

4.12.2.2 Coefficient of Determination (R^2)

The coefficient of determination (R^2) for a latent variable is measured to find the relationship of the variance explained by each endogenous latent variable to its total variance. This is the first criteria of assessing the PLS structural model that shows the strength of the latent variables. Chin (1998) stated that the values of R^2 0.19 and below are considered weak, values around 0.33 are average, and values of around 0.67 are considered as substantial relationship. In marketing research R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables can be described as substantial, moderate, or weak (Hair Jr et al. 2017, Henseler, Ringle, and Sinkovics 2009, Hair Jr, Ringle, and Sarstedt 2011). In consumer behaviour studies such as customer satisfaction or loyalty, R^2 values of 0.20 are considered high (Hair Jr et al. 2017).

4.12.2.3 Significant of Path Coefficient

The path coefficient of the structural model shows the strength of the relationship between two latent variables. This statistic helps researchers determine the values of path coefficients, algebraic sign, magnitude and significance. The path coefficients estimation close to +1 represent strong relationships whereas estimated coefficients close to 0

represent weaker relationships at a certain statistically significant level. The path coefficients value in the structural model should be over 0.100 at least at the 0.05 significance level to represent a certain impact within the model (Hashim 2012).

4.12.2.4 The f^2 Effect Size and Q^2 Value

Later, it is recommended to assess an exogenous variable's contribution to an endogenous latent variable's R^2 value if a specified exogenous construct is omitted from the model, referred to as the f^2 effect size. Recommending f^2 values of 0.02, 0.15, and 0.35 respectively represent small, medium, or large effect of an exogenous construct on an endogenous construct (Hair Jr et al. 2017, Cohen 1988). After that, researchers should also examine Q^2 value (Geisser 1974, Stone 1974), for measuring the model's predictive relevance or out-of-sample predictive power. In the structural model, Q^2 values larger than 0 for a reflective endogenous variable indicate that the path model has predictive relevance for the endogenous construct.

4.12.2.5 The Effect Size q^2

Finally, the effect size q^2 is a relative measure of predictive relevance that represent how well the path model can predict the observed values. This measure allows for the assessment of an exogenous construct's impact on an endogenous construct's Q^2 value. The q^2 values of 0.02, 0.15, and 0.35 indicate small, medium, or large predictive relevance of an exogenous construct for a certain endogenous construct.

Therefore, taking the above rule of thumb into account, the current study considered the following criteria to evaluate the structural model:

- i. Coefficient of determination (R^2) should be above 0.19.

- ii. Path coefficient between latent variables should be at least 0.1 at the 0.05 significant level.
- iii. The minimum f^2 effect size of an exogenous construct on an endogenous construct should be 0.02.
- iv. Q^2 values larger than 0 for an endogenous variable should be considered as the path model's predictive relevance for a specific exogenous construct.
- v. The minimum q^2 values of 0.02 would be taken into account as predictive relevance of an independent construct for a respective dependent construct.

4.13 Summary of the Chapter

This chapter detailed the methodological issues employed in the study. To begin with, this study chose the positivistic paradigm as its research philosophy. The current study is empirical in nature and quantitative in focus. Cox's Bazar, Saint Martin's and Kuakata beaches in Bangladesh were selected purposefully as study areas. Research instruments were adopted from prior research to develop a questionnaire. Primary data were collected using convenient sampling technique from a sample of 631 tourists. Subsequently, the collected data were processed and analysed with SPSS and SmartPLS 3 software. Descriptive statistics (DS) and Exploratory Factor Analysis (EFA) were used to verify the primary data, data distribution, and dimensionality of measurers. Finally, PLS-SEM was used to examine the reliability and validity of the model, find the best-fitted model, and test the proposed hypotheses.

DATA ANALYSIS RESULTS

This chapter largely focuses on the analysis of the collected data and their results in this study. It primarily reports the respondents' profiles, including demographic and travel characteristics. Then, the results of the data normality test and other descriptive analyses in understanding the nature of the data as well as the standard of tourists' facilities in the study areas are presented. Afterwards, it reports the outcome of the PLS-SEM applications which was conducted to examine the reliability and validity of the measurement model, evaluate the structural model, and test the proposed hypotheses. Finally, the chapter ends with a summary of the analyses and their findings.

5.1. Respondents' Profile

5.1.1 Respondents' Demographic Characteristics

To begin with, the demographic profile of tourists who participated in this survey are reported (*Appendix 5*). A total of 601 questionnaires were considered as valid responses for subsequent analyses. In summary, out of the 601 respondents, 482 (80.2%) were male and 119 (19.8%) were female. Most of the respondents (69%) were aged between 18 and 34, followed by about one-quarter (23%) who were 36-49 years old, and only .4% were over 65 years of age. Additionally, 58.7% respondents were married and 41.3% were unmarried. Education levels of the respondents were found to be quite high, where over

half of the respondents (57.4%) were graduates (Bachelor, Masters and others), while 42.6% had up to college level education. About 37% of the respondents were from the service sectors, followed by students (30.4%), self-employed (14.1%), and other professionals, such as doctors and lawyers (4.3%). Around 43% of the respondents had a monthly income (BDT) below 20,000, while 33.8% had income between 21,000 and 40000, and 14% had income of 41,000 to 60000, and only 4.2% earned above 81000.

The respondents' demographic profile indicates that the survey participants were represented by male, young, married, educated, and moderately white-collared service participants. Additionally, respondents belonging to the lower income group were also found representative in this survey.

5.1.2 Respondents' Travel Characteristics

The respondents' travel profiles indicate that nearly two-third (64%) had repeat visiting experience of the beach destinations while about 22% were first-time travellers. Interestingly, 4.3% had made more than ten trips to the beach destinations. Fairly two-thirds of the visitors (66.4%) stayed from 2 to 5 days, while about 26% stayed for only a day, followed by over 6% for 5 to 10 days, and only 1% for over 10 days at the beach destinations. Nearly half of the respondents (43%) travelled with their family members, 39% travelled with friends or relatives, and 13% travelled with colleagues. Very few of them (3%) travelled by themselves and only 2% travelled with others such as travel groups, business associates etc.

Most respondents (66.2%) used friends and relatives as sources of information to visit the destinations, and the rest of them (33.8%) used the official tourism website of Bangladesh Parjatan Corporation (BPC), tour operators, tourism fairs, and other websites. About 56% of the respondents stayed in medium class hotels at nearby beach areas, while 28% stayed at luxury hotels and holiday resorts. Two thirds of the respondents (66.8%) travelled using

public transportation from their source of origin, 14.4% by personal vehicles, while others by train and rented cars (Appendix 6).

5.2 Data Normality Test Results

Since the violation of normality assumption result is a serious statistical problem (Weston and Gore Jr 2006, Huang and Hsu 2009), researchers are likely to be more conscious to ensure data normality in all aspects of research. To check whether the collected data are from a normal distribution, skewness and kurtosis coefficients are usually considered as widely used normality assessment methods (Mertler and Vannatta 2004). These two methods were used to test the normality of collected data for this study.

Table 5.1: Normality Test Results (47 items; n=601)

Factors	Measurement Item	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Perceived Destination Image					
PDI 01	Scenery and natural attractions of the beach	-2.418	.100	5.636	.199
PDI 02	Climate and weather of the beach	-2.573	.100	6.751	.199
PDI 03	Unpolluted and unspoiled environment	-1.244	.100	.539	.199
PDI 04	Beach-based sports facilities	-.293	.100	-1.365	.199
PDI 05	Local people' hospitability and friendliness	-.977	.100	-.343	.199
PDI 06	Reputation of the beach to tourists	-1.859	.100	2.833	.199
PDI 07	This beach is an exciting and interesting place to visit	-2.173	.100	4.448	.199
Perceived Service Quality					
PSQ 01	Cleanness of the beach and near areas	-.423	.100	-1.318	.199
PSQ 02	Accommodation quality	-.766	.100	-.797	.199
PSQ 03	Food and beverage quality	-.607	.100	-.916	.199
PSQ 04	Hygiene and cleanliness standard of services	-.405	.100	-1.142	.199
PSQ 05	Neat and cleanness of service employees	-.365	.100	-1.169	.199

PSQ 06	Courtesy and respectfulness of service employees	-.821	.100	-.511	.199
PSQ 07	Available public transportations to arrive	-.483	.100	-1.369	.199
PSQ 08	Transportation service quality	-.373	.100	-1.446	.199

Perceived Value

PV 01	I think visiting this destination is affordable	-.342	.100	-1.510	.199
PV 02	The price I paid for services is acceptable and reasonable	-.222	.100	-1.482	.199
PV 03	Compared to expenses, I got high quality services	-.321	.100	-1.423	.199
PV 04	The value of visiting this beach is more than what I expected	-.432	.100	-1.142	.199
PV 05	Visiting this destination made me feel better	-1.365	.100	.922	.199
PV 06	Visiting this destination gave me pleasure	-1.819	.100	3.129	.199

Attitudes to Visiting Beach Destination

ABD 01	For me, visiting beach destination is always extremely desirable	-1.801	.100	2.449	.199
ABD 02	For me, visiting beach destination is always extremely enjoyable	-1.720	.100	2.340	.199
ABD 03	For me, visiting beach destination is always extremely funny	-1.512	.100	1.497	.199
ABD 04	For me, visiting beach destination is always extremely pleasant	-1.195	.100	.453	.199
ABD 05	For me, visiting beach destination is always extremely positive	-1.303	.100	.942	.199

Perceived Destination Risks

PDR 01	I am afraid of a terrorist attack during the trip	.851	.100	-.710	.199
PDR 02	I am afraid of suffering any disease or infection	.502	.100	-1.246	.199
PDR 03	I am afraid of any kind of accident, snatch and robbery	.667	.100	-.987	.199
PDR 04	I am afraid of any political or social violence	.933	.100	-.438	.199
PDR 05	I am afraid of suffering a natural disaster	.532	.100	-1.109	.199
PDR 06	I think, this beach is safe and secure place to visit	-1.095	.100	-.046	.199

Perceived Behavioural Control

PBC 01	Whether or not I visit this beach is completely up to me.	-2.270	.100	4.422	.199
PBC 02	I am confident if I want I can come to visit this beach any time	-1.143	.100	-.171	.199
PBC 03	I have resources, time, and opportunities to visit this beach	-.924	.100	-.408	.199

Perceived Social Influence

PSI 01	Most of my friends encourage me to visit the beach	-1.608	.100	1.802	.199
PSI 02	Most of my family members prefer me to visit the beach	-1.319	.100	.775	.199
PSI 03	Most people who are important to me want me to visit the beach	-1.378	.100	1.056	.199

Tourist Satisfaction

TS 01	I truly enjoyed to visit this beach	-1.943	.100	3.460	.199
TS 02	Visiting this beach has met my needs	-1.355	.100	.974	.199
TS 03	This tour has exceeded my expectations	-.560	.100	-.944	.199
TS 04	I am satisfied with this tour considering the money and time I spent	-.776	.100	-.615	.199
TS 05	Overall, I am fully satisfied with this tour	-1.134	.100	.209	.199

Tourist Revisit Intention

TRI 01	I have intention to revisit the beach	-1.581	.100	1.524	.199
TRI 02	I am willing to revisit this beach	-1.591	.100	1.553	.199
TRI 03	I will make effort to revisit the beach in the near future.	-1.572	.100	1.644	.199
TRI 04	I am willing to spend time and money to revisit the beach.	-1.364	.100	.878	.199

According to the normality test results in Table 5.1, a fairly normal distribution in all indicators of latent variables in terms of skewness results is observed. Most of the absolute values of skewness were less than 2 and no one of them exceeded the more relaxed +/-3 rule suggested by Sposito et al. (1983), and +/-2 by George (2011) as the upper threshold for normality. Moreover, it is also observed that kurtosis for some indicators ranged from 0.00 to 6.75 that absolutely violates the strict rules of normal distribution. Since the data did not substantially come from normal distribution, and data normality assumption was violated in some cases, the justification for using PLS-SEM as a more robust method for dealing with non-normal data (Hair Jr et al. 2017) is strongly supported.

5.3 Descriptive Statistics

Basic descriptive statistics were performed with the sample data to examine the value of mean, standard deviation, and one sample t-test. First, mean and standard deviation of all items with total sample (n=601) were examined to present the respondents' agreement or disagreement with the items. Next, t-test was performed to compare whether the mean values of all items and the grand mean values of each factor were significantly higher than the mid-scale point of 4 for each factor. In a 7-point Likert-type scale, a value of 4 (Huang 2007), and even 3.5 (Lee 2009) is considered an average level. In this study, a value of 4 was considered as mid-scale point on a 7-point Likert-type scale which was compared with the factor mean values. The factors which had significantly higher values than the mid-scale point were considered as the initial influencing factors for tourist destinations' success (Ranjbarian and Pool 2015).

The mean values of the overall sample in Table 5.2 showed that all items of perceived destination image obtained values above the mid-scale point. The highest values of the perceived destination image items were PDI 1, scenery and natural attraction (M=6.35), PDI 2, climate and weather (M=6.34), and PDI 7, exciting and interesting place to visit (M=6.18), indicating that the respondents were more inclined towards these items than others. These results indicate that natural scenery and attraction is the most important item representing destination image for the sample destinations. Moreover, t-test results showed that the grand mean values of destination image were 5.73 which was above the mid-scale level, and the differences were statistically significant ($t=39.575$; $p<0.001$).

The highest values for service quality were in item PSQ 6, courtesy of employees (M=5.09); PSQ 2, accommodation quality (M=4.97); and PSQ 3, food and beverage quality (M=4.81); whereas PSQ 8, transportation quality (M=4.44) scored lowest on the list. In addition, the grand mean value of perceived service quality was 4.69 which was significantly higher ($t=10.598$, $p<0.001$) than the average level. Similarly, visitors received the highest values from item PV 6, visiting the beach gave pleasure (M=6.06), followed by PV 5, greater value than expectation (M=5.72), and PV 4, more benefits than expectation

(M=4.63). The grand mean of perceived value (M=4.89) also showed statistically significant differences ($t=14.834$, $p<0.05$) compared to mid-scale value. The findings showed that tourists had evaluated service quality and perceived value of beach destinations to be desirable. Subsequently, the grand mean value of satisfaction was 5.40 ($t=23.382$, $p<0.001$) and the values of all items of satisfaction were significantly higher than the average level, indicating tourists visiting beach destinations in Bangladesh had a higher level of satisfaction.

Table 5.2: Mean, Standard Deviation, and t-test Results (n=601)

Factors	Measurement Items	Mean	SD	t-value	p-value
Perceived Destination Image (Grand Mean)		5.732	1.073	39.575	.000
PDI 01	Scenery and natural attractions of the beach	6.35	1.305		
PDI 02	Climate and weather of the beach	6.34	1.279		
PDI 03	Unpolluted and unspoiled environment	5.63	1.716		
PDI 04	Beach-based sports facilities	4.33	2.228		
PDI 05	Local people' hospitability and friendliness	5.24	2.003		
PDI 06	Reputation of the beach to tourists	6.06	1.498		
PDI 07	This beach is an exciting and interesting place to visit	6.18	1.416		
Perceived Service Quality (Grand Mean)		4.690	1.596	10.598	.000
PSQ 01	Cleanness of the beach and near areas	4.47	2.197		
PSQ 02	Accommodation quality	4.97	2.033		
PSQ 03	Food and beverage quality	4.81	1.985		
PSQ 04	Hygiene and cleanliness standard of services	4.57	2.016		
PSQ 05	Neat and cleanness of service employees	4.50	2.018		
PSQ 06	Courtesy and respectfulness of service employees	5.09	1.931		
PSQ 07	Available public transportations to arrive	4.67	2.328		
PSQ 08	Transportation service quality	4.44	2.311		
Perceived Value (Grand Mean)		4.892	1.475	14.834	.000
PV0 1	I think visiting this destination is affordable	4.39	2.384		

PV 02	The price I paid for services is acceptable and reasonable	4.18	2.262		
PV 03	Compared to expenses, I got high quality services	4.38	2.262		
PV 04	The value of visiting this destination is more than what I expected	4.63	2.097		
PV 05	Visiting this destination made me feel better	5.72	1.713		
PV 06	Visiting this destination gave me pleasure	6.06	1.400		
Attitudes to Visiting Beach Destination (G/ Mean)		5.812	1.309	33.936	.000
ABD 01	For me, visiting beach destination is always extremely desirable	5.99	1.613		
ABD 02	For me, visiting beach destination is always extremely enjoyable	5.98	1.510		
ABD 03	For me, visiting beach destination is always extremely funny	5.88	1.565		
ABD 04	For me, visiting beach destination is always extremely pleasant	5.56	1.760		
ABD 05	For me, visiting beach destination is always extremely positive	5.66	1.641		
Perceived Destination Risks (Grand Mean)		3.312	1.396	-12.077	.001
PDR 01	I am afraid of a terrorist attack during the trip	2.65	2.054		
PDR 02	I am afraid of suffering any disease or infection	3.13	2.181		
PDR 03	I am afraid of any kind of accident, snatch and robbery	2.93	2.113		
PDR 04	I am afraid of any political or social violence	2.61	1.999		
PDR 05	I am afraid of suffering a natural disaster	3.08	2.110		
PDR 06	I think, this beach is safe and secure place to visit	5.46	1.921		
Perceived Behavioural Control (Grand Mean)		5.699	1.462	28.492	.000
PBC 01	Whether or not I visit this beach is completely up to me.	6.27	1.474		
PBC 02	I am confident if I want I can come to visit this beach any time	5.51	2.057		
PBC 03	I have resources, time, and opportunities to visit this beach	5.32	1.951		
Perceived Social Influence (Grand Mean)		5.743	1.401	30.493	.000
PSI 01	Most of my friends encourage me to visit the beach	5.87	1.640		
PSI 02	Most of my family members prefer me to visit the beach	5.67	1.752		
PSI 03	Most people who are important to me want me to visit the beach	5.69	1.705		

Tourist Satisfaction (Grand Mean)		5.402	1.469	23.382	.000
TS 01	I truly enjoyed to visit this beach	6.06	1.452		
TS 02	Visiting this beach has met my needs	5.65	1.657		
TS 03	This tour has exceeded my expectations	4.77	2.029		
TS 04	I am satisfied with this tour considering the money and time I spent	5.10	1.961		
TS 05	Overall, I am fully satisfied with this tour	5.43	1.812		
Tourist Revisit Intention (Grand Mean)		5.793	1.623	27.072	.000
TRI 01	I have an intention to revisit the beach	5.83	1.751		
TRI 02	I am willing to revisit this beach	5.82	1.758		
TRI 03	I will make an effort to revisit the beach in the near future	5.88	1.672		
TRI 04	I am willing to spend time and money to revisit the beach.	5.64	1.791		

p<0.05

Test Value 4.00 in a 7-point Likert scale

Tourists showed fairly favourable attitudes towards visiting beach destinations. All items of attitudes obtained mean scores ranging from 5.56 to 5.99, and the values were consistent in terms of their standard deviation, indicating tourists' positive attitudes towards visiting the beach destinations. Moreover, the grand mean value for attitude was 5.81 and t-value was 33.936 ($p < 0.001$) and the differences were significant. In addition, the results of perceived behavioural control indicate that tourists have the ability to visit beach destinations. The values of these items and the grand mean were weighted above the average ($M=4.00$), and the differences were also significant ($t=28.492$, $p < 0.001$). Moreover, the values of all items for perceived social influence showed that tourists had strong support from their friends, family, colleagues, and others to visit the beach destinations (grand mean=5.74; $t=30.493$, $p < 0.001$).

For perceived destination risks, it is revealed that all risk items except PDR 6 displayed mean values below the mid-scale level. Tourists who were interviewed opined that the destinations are safe and secure places to visit as tourist destinations ($M=3.31$). Moreover, the difference between the obtained grand mean value and average mean value from the destinations was significant ($t=-12.077$; $p=0.001$), indicating low risk perceptions of tourists towards the destinations. Finally, for tourists' revisit intention, the highest value

with the items was TRI 3 (M=5.88) followed by item TRI 1 (M=5.83), and TRI 2 (M=5.82). The obtained grand mean value 5.79 for this factor was greater than the mid-point level. These findings suggest that tourists expressed high agreement with the items of revisit intention to beach destinations.

5.4 Factor Analysis Results

5.4.1 Initial Solutions for First Round Factor Analysis

In the current study, exploratory factor analysis (EFA) was conducted to obtain a measurable and significant solution because items with low weight and possessing weight to multiple factors at the same manner necessitate removal through this process (Hair Jr et al. 1998). To do so, a total of 47 items in the scale were examined using principal component analysis with varimax to determine initial factor solution, factor structures and dimensionality.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.931
Bartlett's Test of Sphericity	Approx. Chi-Square	17518.93
	df	1081
	Sig.	.000

Initially, the varimax rotation identified a nine - factor solution that explained 64.88 variance with the Bartlett Test of Sphericity result of 1081 at *p-value 0.000*, the Approx. Chi-Square of 17518.934, and the Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy statistics of .93. Also, data with eigenvalue 1 or above 1 were taken into account for factor structure. The results of factor ranking, eigenvalue, and the percentages of variance explained in the first round factor analysis are reported in Table 5.3.

Table 5.3: The First Round Results of Factor Analysis

Factors	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1. Perceived Service Quality	14.827	31.546	31.546
2. Attitudes to Visiting Beach Destination	3.735	7.947	39.493
3. Tourist Revisit Intention	2.950	6.277	45.770
4. Perceived Destination Risks	2.091	4.450	50.220
5. Perceived Destination Image	1.806	3.843	54.062
6. Perceived Social Influence	1.512	3.217	57.280
7. Perceived value	1.298	2.762	60.042
8. Tourist Satisfaction	1.159	2.465	62.507
9. Perceived Behavioural Control	1.118	2.379	64.885

According to the ground rule, items with a factor loading below .50 and items which were cross-loaded with another one were eliminated and not taken into consideration for subsequent analysis (Hair Jr et al. 1998). The rotation process was iteratively conducted eliminating all items loaded lower than 0.50, items showing minimal cross-loading among the factors, and ensuring all factors were independently structured.

5.4.2 Treatment with the Low loading and Cross-loading issues

In the item deletion process, a number of items were removed from the list containing the extracted factors. The values obtained by the deleted items in the final survey data were in question for subsequent analyses even though these items possessed values over the expected level during the pilot study. In the first round, 4 items such as PDI 4, PDI 05, PV 04, and PDR 06 were deleted due to posing low loading (loading <0.40), and TS 01 was deleted for showing overlapping weight to multiple factors, attitudes, perceived destination image, and tourist satisfaction. These items were removed because they could influence

the emergence of the underlying factor structure individually in succession. After removing these items, it was shown that the variance explained by the nine factors increased from 64.88 to 67.60 with almost similar KMO and Bartlett test values. However, items such as PDI 03 and PDI 06 were still posing loading below 0.40, whereas PV 05 and PV 06 were found having cross-loading issue with attitudes. After each of the mentioned items were removed, a factor analysis was run again including only the remaining items. The process was iteratively continued until items PSQ 07 and PSQ 08 were also removed and low loading was subsequently displayed.

Table 5.4: The Results for Deleted Items at Step by Step Iteration Process

Iteration Process	Measurement Item	Mean	Loading	Communalities	Reasons to remove	
1 st Round	PDI 04	Beach based sports facilities	4.33	.379	.309	LL, LC
	PDR 06	I think, this beach is safe and secure place to visit	5.46	.274	.200	LL, LC
	PDI 05	Local people' hospitability and friendliness	5.24	.312	.395	LL, LC
	PV 04	The value of visiting this beach is more than what I expected	4.63	.309	.538	LL
	TS 01	I truly enjoyed to visit this beach	6.06	.355	.614	CL
2 nd Round	PDI 06	Reputation of the beach to tourists	6.06	.394	.384	LL, LC
	PSQ 07	Available public transportations to arrive	4.67	.401	.321	LC
	PSQ 06	Courtesy and respectfulness of service employees	5.09	.450	.435	LC
3 rd Round	PDI 03	Unpolluted and unspoiled environment	5.63	.394	.358	LL
	PV 05	Visiting this destination made me feel better	5.72	.572	.457	CL
4 th Round	PSQ 08	Transportation service quality	4.44	.411	.383	LC
	PV 06	Visiting this destination gave me pleasure	6.06	.760	.553	CL

Note: *LL=Low loading; *LC= Low communalities; *CL= Cross-loading

In Table 5.4, out of 11, 4 items were deleted because of low loading and low communalities. The loading of deleted items ranged between .274 and .394, and the communality were .200 and .395. Two items, PV 4 and PDI 03, were deleted because of loading lower than .40, and 3 items such as PSQ 07, PSQ 06, and PSQ 08 were also removed due to communalities value below .50. According to Hair Jr et al. (1998), items in a factor with loading below .40, communalities less than .50, and cross loading over .40 or higher on multiple factors should be removed. Accordingly, three items such as PV 06 and PV 05 with factor 2, attitude, and TS 01 with both the factor 2, attitudes and factor 5, destination image had higher cross-loading ranging between .572 and .760. Thus, these items were removed due to above .40 loadings in more than one factor.

5.4.3 Final Exploratory Factor Analysis (EFA) Results

After a four - round deletion process, nine factors were extracted through the factor analysis showing 72.75% total variance. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy value was .919, which indicate that the data were at satisfactory level as required for factor analysis appropriateness. The value of Bartlett's test of Chi-square Sphericity was 13104.641, and the p value was .000 at the significant level of $p < 0.001$, also indicating that there was significant enough correlation among the variables for factor analysis. Likewise, the matrix results showed that the factor loading of all items to measure latent constructs were loaded on the expected underlying factors. All items pertaining to the underlying factors exhibited a loading ranging between .54 and .93 on their respective latent constructs which were above the generally agreed-upon lower value of .50, indicating the reliability of these items (Table 5.5).

At this stage, "Attitude to visiting beach destination" was extracted as the first factor explaining 32.04% variance with the eigenvalue of 11.21, indicating tourists' favourable attitudes towards visiting beach destinations in Bangladesh. All item scales with this factor also had good loading ranging from .69 to .92, and a strong reliability of Cronbach's alpha value .90. The second factor was "Perceived Service Quality" explaining 10.14% variance

with the eigenvalue of 3.54 and the scale reliability was .86. This factor contained five items which were loaded between .84 and .62, meaning that tourists were quite concerned about the quality of services offered at the destinations. Likewise, “Tourist Revisit Intention” explained 6.85% of the variance with the eigenvalue of 2.39. Based on both the variance and the eigenvalue results, it is assumed that tourists had a tendency to revisit beach destinations in Bangladesh. Factor four “Perceived Risk” was composed of five items ($\alpha=.88$) that explained 5.37% of the variance with the eigenvalue of 1.88. This outcome showed that destination risk relating to political, social, and others also had a role in tourists’ decision making to visit beach destinations.

Table 5.5: Results of Exploratory Factor Analysis

Factors	Measurement Item	Factor Loading	Eigen-Value	Variance explained	Cronbach’s alpha (α)
Factor 1: Attitudes to Visiting Beach Destination			11.216	32.045	.903
ABD 01	For me, visiting beach destination is always extremely desirable	.692			
ABD 02	For me, visiting beach destination is always extremely enjoyable	.867			
ABD 03	For me, visiting beach destination is always extremely funny	.923			
ABD 04	For me, visiting beach destination is always extremely pleasant	.698			
ABD 05	For me, visiting beach destination is always extremely positive	.693			
Factor 2: Perceived Service Quality			3.549	10.140	.867
PSQ 01	Cleanness of the beach and near areas	.754			
PSQ 02	Accommodation quality	.624			
PSQ 03	Food and beverage quality	.756			
PSQ 04	Hygiene and cleanliness standard of services	.848			
PSQ 05	Neat and cleanness of service employees	.759			
Factor 3: Tourist Revisit Intention			2.398	6.851	.949
TRI 01	I have an intention to revisit the beach	.905			

TRI 02	I am willing to revisit this beach	.937			
TRI 03	I will make an effort to revisit the beach in the near future.	.933			
TRI 04	I am willing to spend time and money to revisit the beach.	.835			
Factor 4: Perceived Destination Risk			1.881	5.375	.880
PDR 01	I am afraid of a terrorist attack during the trip	.816			
PDR 02	I am afraid of suffering any disease or infection	.750			
PDR 03	I am afraid of any kind of accident, snatch and robbery	.857			
PDR 04	I am afraid of any political or social violence	.821			
PDR 05	I am afraid of suffering a natural disaster	.642			
Factor 5: Perceived Value			1.692	4.835	.812
PV 01	I think visiting this destination is affordable	.845			
PV 02	The price I paid for services is acceptable and reasonable	.841			
PV 03	Compared to expenses, I got high quality services	.610			
Factor 6: Perceived Destination Image			1.333	3.806	.746
PDI 01	Scenery and natural attractions of the beach	.619			
PDI 02	Climate and weather of the beach	.845			
PDI 07	This beach is an exciting and interesting place to visit	.657			
Factor 7: Tourist Satisfaction			1.250	3.571	.869
TS 02	Visiting this beach has met my needs	.729			
TS 03	This tour has exceeded my expectations	.908			
TS 04	I am satisfied considering the money and time I spent here	.703			
TS 05	Overall, I am fully satisfied with the destination	.576			
Factor 8: Perceived Social Influence			1.111	3.174	.765
PSI 01	Most of my friends encourage me to visit the beach	.542			

PSI 02	Most of my family members prefer me to visit the beach	.771		
PSI 03	Most people who are important to me want me to visit the beach	.815		
Factor 9: Perceived behavioural Control			1.036	2.960
PBC 01	Whether or not I visit this beach is completely up to me.	.566		
PBC 02	I am confident if I want I can come to visit this beach any time	.723		
PBC 03	I have resources, time, and opportunities to visit this beach	.664		

Extraction Method: Principal Component Analysis
 Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy=.919
 Bartlett's Test of Sphericity: Chi-square=13104.641, p<.000

The percentage of variance explained by factor 5 “Perceived Value” was 4.83. Similarly, factor six “Perceived Destination Image” explained 3.80% of variance, and the eigenvalue was 1.33 along with the Cronbach’s alpha value of .76. These findings also revealed that the beach destinations of Bangladesh apparently hold an image as exciting and interesting places to visit with beautiful scenery and natural attractions, and pleasant climate and weather to attract tourists. The next factor “Tourist Satisfaction” reported that tourists who had visited the beach destinations were satisfied in terms of having their needs, expectations, and overall experiences fulfilled. This factor comprised four items and explained 3.57% of the variance, and an eigenvalue of 1.25. Lastly, two factors “Perceived Social Influence” and “Perceived Behavioural Control” explain a variance of 3.17 and 2.96 percentages respectively. Although these two factors explained somewhat low variances, the eigenvalue and Cronbach alphas values were also above the cut-off point that exposed the extent to which tourists have social influence and ability to visit the beach destinations.

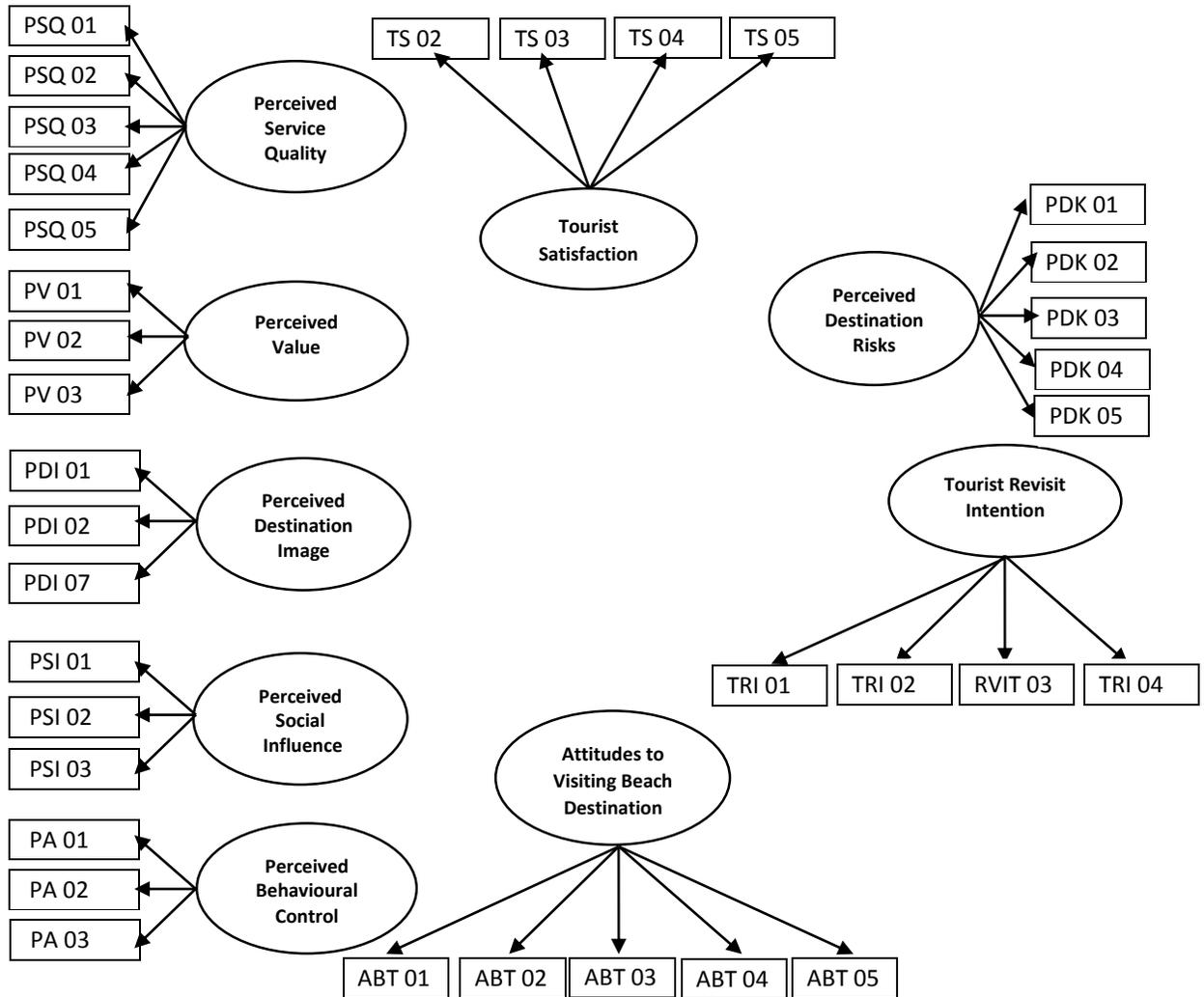
5.5 Model Assessment: Partial Least Squares Structural Equation Modeling (PLS-SEM)

Partial Least Squares (PLS) based Structural Equation Modeling (SEM) is a soft modelling technique that is used for predicting key target constructs, maximising the amount of variance between the predictor latent variables, and developing the existing theory (Sosik, Kahai, and Piovoso 2009). The PLS-SEM based measurement and structural models results focus on metrics indicating the model's predictive capabilities. To assess the predictive capabilities of the model, Smart PLS 3.0 (Ringle et al., 2015) was used for this study. Smart PLS 3.0 is more likely to assess the properties of the measurement model and estimate the parameters of the structural model using a systematic process.

5.5.1 Overall Measurement Model Assessment

The PLS-SEM model first deals with the assessment of measurement models. The first step of assessing measurement models is to make sure whether the model consists of reflectively measured constructs or formatively measured constructs (Hair Jr et al. 2017). The path model in the current study is referred to as a reflective measurement model because it contains reflectively measured constructs, indicating the arrow direction starting from the latent variable points to the reflective indicators. In PLS-SEM, the reliability of the internal consistency of primary reflective measurement models is evaluated by Cronbach's alpha and Composite reliability; and validity by convergent validity and discriminant validity.

Figure 5.1: Overall Measurement Model



5.5.1.1 Internal Consistency Reliability

The traditional criterion widely used to evaluate internal consistency reliability is Cronbach’s alpha, which provides reliability estimations based on the inter-correlations of the variable and its observed indicators. Due to the limitations of using Cronbach’s alpha as discussed in Chapter 4, technically an alternative measure of internal consistency reliability referring to composite reliability is more appropriate to be applied (Hair Jr et al. 2017). Composite reliability results present the internal consistency of measured items

which tends to overestimate internal consistency reliability. Indeed, the true reliability of a measures' internal consistency usually hides in between the Cronbach's alpha and the composite reliability (Hair Jr et al. 2017). The internal consistency reliability values are kept in between the lower bounds of Cronbach's alpha and the upper bounds of composite reliability. Thus, it is required to consider and report both criteria (Hair Jr et al. 2017).

In marketing research, the internal consistency reliability value of 0.7 is considered as threshold value for both composite reliability and Cronbach's alpha (Hair Jr et al. 2017, Nunnally and Bernstein 1994). Therefore, if the value of each construct exceeds the cut-off point of 0.7, the measurement model is then considered as satisfactory of internal consistency reliability. Table 5.6 presents the internal consistency reliability values of Cronbach's alpha and composite reliability.

Table 5.6: Cronbach's Alpha and Composite Reliability Results

Constructs	Cronbach's Alpha (α)	Composite Reliability
Attitudes to Visiting Beach Destination	0.904	0.929
Perceived Destination Image	0.763	0.864
Perceived Behavioural Control	0.701	0.833
Perceived Service Quality	0.868	0.904
Perceived Value	0.812	0.887
Tourist Revisit Intention	0.926	0.950
Perceived Social influences	0.764	0.863
Tourist Satisfaction	0.871	0.912

Table 5.6 shows that the Cronbach's alpha reliability coefficient values of five of eight constructs - perceived service quality, perceived value, tourist satisfaction, tourist attitudes, and revisit intention - are between 0.81 and 0.95, and the remaining three constructs - perceived destination image, perceived behavioural control, and perceived social influence - have values ranging from 0.70 to 0.76. Therefore, Cronbach's alpha reliability coefficient values for all constructs are above 0.70, indicating satisfactory internal consistency of the

measurements. Similarly, the composite reliability (CR) values of all constructs range from 0.83 to 0.95 which are clearly above the suggested threshold value of 0.7. Hair Jr et al. (2017) stated that the composite reliability values below 0.60 and above 0.95 are not to be considered because low value represents a lack of internal consistency reliability and high value represents all indicators measuring as the same phenomenon. Thus, it can be claimed that the measure items used to represent the constructs in the current study have satisfactory composite reliability values for internal consistency reliability.

5.5.1.2 Convergent Validity

In the measurement model, indicators of a reflective construct are required to converge or share a high proportion of variance (Hair Jr et al. 2017). In order to evaluate convergent validity of reflective constructs, researchers usually consider the outer loadings of the indicators called indicator reliability and the average variance extracted (AVE).

5.5.1.2 (i) Indicator Reliability

Indicator reliability of each item in the measurement model is measured by examining the items' loadings of measured indicators. The size of the outer loadings of the indicators of reflective constructs is also commonly considered as indicator reliability. Higher outer loadings on a reflective construct indicate that the associated indicators of that construct have much in common (Hair Jr et al. 2017). The standardised outer loading values of each indicator should be at least 0.70, and the loading values of all indicators should be statistically significant at least at the level of 0.05. The outer loadings for each indicator and its t-statistic on their respective constructs are given in Table 5.7.

Table 5.7: Indicator Reliability Results

Constructs	Indicators	Indicator loadings	t-value	p-value
Attitudes to Visiting Beach Destination	ABT_01	0.782	32.863	0.000
	ABT_02	0.864	57.784	0.000
	ABT_03	0.908	86.133	0.000
	ABT_04	0.855	44.937	0.000
	ABT_05	0.843	43.214	0.000
Perceived Destination Image	PDI_01	0.888	59.343	0.000
	PDI_02	0.821	31.878	0.000
	PDI_07	0.760	22.022	0.000
Perceived Service Quality	PSQ_01	0.754	30.927	0.000
	PSQ_02	0.817	51.028	0.000
	PSQ_03	0.816	43.840	0.000
	PSQ_04	0.838	54.671	0.000
	PSQ_05	0.817	44.390	0.000
Perceived Value	PV_01	0.810	35.396	0.000
	PV_02	0.858	52.122	0.000
	PV_03	0.881	94.156	0.000
Tourist Satisfaction	TS_02	0.839	48.352	0.000
	TS_03	0.834	51.161	0.000
	TS_04	0.861	63.358	0.000
	TS_05	0.863	63.906	0.000
Perceived Behavioural Control	PBC_01	0.657	14.413	0.000
	PBC_02	0.850	46.152	0.000
	PBC_03	0.855	48.715	0.000
Perceived Social Influences	PSI_01	0.839	44.063	0.000
	PSI_02	0.822	30.600	0.000
	PSI_03	0.806	29.280	0.000
Tourist Revisit Intention	TRI_01	0.932	83.744	0.000

TRI_02	0.953	84.214	0.000
TRI_04	0.914	69.269	0.000

Based on the analysis results in Table 5.7, the loadings of all indicators of the measurement model except PBC 01 range between 0.75 and 0.95, and significant at the level of 0.001, which exceeds the recommended threshold of 0.70. It is noted that indicators showing outer loadings between 0.40 and 0.70 should be considered for removal if deleting leads to improved composite reliability (CR) or average variance extracted (AVE) values (Hair Jr et al. 2017). An indicator should always be deleted if it has very low outer loadings, <0.40 (Hair Jr, Ringle, and Sarstedt 2011). Although the outer loading of PBC 01 is 0.657, indicating below the threshold but the deletion of this item does not have significant impact to improve either CR or AVE values. However, TRI 03 was deleted due to high collinearity-outer VIF value. Therefore, the statistical results contend that all items have satisfactory indicator reliability.

5.5.1.2 (ii) Average Variance Extracted (AVE)

In the measurement model, the average variance extracted (AVE) is a commonly used measure to establish convergent validity of a reflective construct.

Table 5.8: Average Variance Extracted (AVE) Results

Constructs	Average Extracted Variance (AVE)
Attitude to Visiting Beach Destination	0.725
Perceived Destination Image	0.680
Perceived Behavioural Control	0.628
Perceived Service Quality	0.654
Perceived Value	0.723
Tourist Revisit Intention	0.871
Perceived Social influences	0.677
Tourist Satisfaction	0.721

If a construct has an AVE value of at least 0.5 or more, it is considered as adequate for convergent validity. Table 5.8 reveals that the AVE statistics for all constructs in the measurement model are between 0.628 and 0.881, which are certainly above the recommended threshold value of 0.5. Therefore, the results pinpoint that the measurement model of this study has an adequate convergent validity.

5.5.1.3 Discriminant Validity

Discriminant validity represents how a construct is truly distinct from other constructs in the model by empirical standards. Typically, researchers rely on two common measures of discriminant validity. The first one is cross-loadings that refers to the outer loading of an indicator on the respective construct being higher than any of its cross-loadings on other constructs. The second is Fornell-Larcker criterion that compares whether the square root of each construct's AVE values is greater than its highest correlation with any other construct. The discriminant validity of the measurement model is satisfactory if the indicators' outer loadings exceed their respective construct compared to other constructs, and the square root of each construct's AVE exceeds the correlations between the measure and all other measures.

5.5.1.3 (i) Discriminant Validity: The Cross-loading criterion

The analysis outputs of indicators' cross loadings were produced by the SmartPLS algorithm function. The results of cross-loading between indicators and constructs are presented in Table 5.9. The results show that the cross-loading values of all measurement indicators are higher against their respective latent variables when comparing to other variables. The loading of all indicators together of a respective construct is also higher than any of the other constructs in the same columns and rows. Moreover, the cross-loading of each latent variable clearly separates them from others as theorised in the conceptual model, meaning the cross - loading results possess satisfactory discriminant validity.

Table 5.9: The Cross-loading Results

Indicator	Attitudes to Visiting Beach Destination	Perceived Destination image	Perceived Behavioural Control	Perceived Service quality	Perceived value	Revisit intentions	Tourist Satisfaction	Perceived Social Influence
ABT_01	0.781	0.353	0.231	0.350	0.311	0.480	0.509	0.315
ABT_02	0.864	0.390	0.273	0.411	0.347	0.534	0.580	0.333
ABT_03	0.908	0.452	0.275	0.451	0.388	0.576	0.622	0.368
ABT_04	0.855	0.349	0.311	0.470	0.463	0.499	0.659	0.361
ABT_05	0.843	0.395	0.286	0.430	0.409	0.529	0.584	0.370
PDI_02	0.367	0.821	0.285	0.263	0.124	0.330	0.303	0.239
PDI_07	0.329	0.760	0.215	0.323	0.233	0.218	0.337	0.194
PDI_01	0.427	0.888	0.247	0.197	0.142	0.352	0.343	0.264
PBC_01	0.249	0.239	0.720	0.125	0.114	0.199	0.170	0.216
PBC_02	0.269	0.243	0.843	0.251	0.326	0.279	0.319	0.336
PBC_03	0.251	0.236	0.810	0.271	0.402	0.293	0.341	0.423
PSQ_01	0.350	0.249	0.170	0.761	0.334	0.255	0.394	0.262
PSQ_02	0.455	0.262	0.192	0.815	0.488	0.343	0.507	0.221
PSQ_03	0.360	0.262	0.227	0.813	0.435	0.289	0.425	0.239
PSQ_04	0.424	0.270	0.270	0.840	0.436	0.290	0.463	0.234
PSQ_05	0.412	0.209	0.245	0.814	0.467	0.296	0.445	0.235
PV_01	0.339	0.139	0.308	0.336	0.815	0.301	0.365	0.270
PV_02	0.322	0.138	0.286	0.422	0.855	0.271	0.372	0.262
PV_03	0.464	0.209	0.314	0.571	0.880	0.380	0.528	0.326
RI_01	0.560	0.342	0.312	0.318	0.317	0.924	0.513	0.338
RI_02	0.590	0.414	0.326	0.336	0.346	0.952	0.543	0.364
RI_03	0.590	0.343	0.284	0.369	0.366	0.948	0.534	0.361
RI_04	0.554	0.271	0.288	0.343	0.394	0.905	0.535	0.384
TS_02	0.615	0.410	0.269	0.421	0.345	0.474	0.838	0.328
TS_03	0.510	0.295	0.306	0.458	0.380	0.411	0.834	0.328
TS_04	0.574	0.298	0.353	0.511	0.531	0.508	0.862	0.383
TS_05	0.656	0.343	0.265	0.493	0.463	0.531	0.862	0.354
PSI_01	0.376	0.249	0.417	0.254	0.296	0.367	0.371	0.827
PSI_02	0.304	0.243	0.310	0.246	0.257	0.314	0.310	0.818
PSI_03	0.328	0.208	0.275	0.223	0.285	0.270	0.329	0.826

Thus, the measurement model of the current study is satisfactory in terms of its discriminant validity.

5.5.1.3 (ii) Discriminant Validity: Fornell and Larcker criterion

The second assessment of measurement model’s discriminant validity is to examine whether the square roots of a construct’s AVE values are higher than the squared correlation with any other construct in the model. Based on the results of the Fornell-Larcker criterion, it is seen that the values of all square roots of AVE exceeded the other constructs in their corresponding rows and columns. The values of all off-diagonal elements- non-bolded values - are lower than the square roots of AVE - bolded elements in Table 5.10.

Table 5.10: Fornell and Larcker Criterion Results

Constructs	Attitudes to Visiting Beach Destination	Perceived Destination Image	Perceived Behavioural Control	Perceived Service Quality	Perceived Value	Tourist Revisit Intentions	Perceived Social influence	Tourist Satisfaction
Attitudes to Visiting Beach Destination	0.851							
Perceived Destination Image	0.457	0.824						
Perceived Behavioural Control,	0.324	0.302	0.793					
Perceived Service Quality	0.498	0.310	0.273	0.809				
Perceived Value	0.453	0.197	0.356	0.538	0.850			
Tourist Revisit Intentions	0.616	0.369	0.325	0.366	0.381	0.932		
Perceived Social influence	0.411	0.284	0.411	0.293	0.341	0.388	0.823	
Tourist Satisfaction	0.696	0.396	0.350	0.555	0.510	0.570	0.411	0.849

Note: Values on the diagonal (bolded) are square root of the AVE while the off-diagonal are correlation.

5.5.1.3 (iii) Discriminant Validity: Heterotrait-Monotrait (HTMT) criterion

Henseler, Ringle, and Sarstedt (2015) proposed a new approach named Heterotrait-Monotrait ratio (HTMT) that estimates what would be the true correlation between two constructs if they are perfectly reliable and measured, between-trait correlations to the within-trait correlations - HTMT approach. In PLS-SEM, HTMT value of 0.85 is considered the upper threshold (Hair Jr et al. 2017). Table 5.11 summarises the results of Heterotrait-Monotrait ratio (HTMT) analysis for discriminant validity

Table 5.11: Heterotrait-Monotrait (HTMT) Criterion Results

Constructs	Attitudes to Visiting Beach Destination	Perceived Destination Image	Perceived Behavioural Control	Perceived Service Quality	Perceived Value	Tourist Revisit Intentions	Perceived Social influence
Attitude to Visiting Beach Destination	0.546						
Perceived Destination Image	0.546	0.414					
Perceived Behavioural Control	0.406	0.414	0.349				
Perceived Service Quality	0.557	0.390	0.349	0.614			
Perceived Value	0.512	0.248	0.469	0.614	0.425		
Tourist Revisit Intentions	0.665	0.426	0.398	0.401	0.425	0.457	
Perceived Social influence	0.490	0.368	0.553	0.361	0.424	0.457	0.499
Tourist Satisfaction	0.779	0.488	0.448	0.634	0.583	0.623	0.499

Table 5.11 revealed that all HTMT values of latent constructs lie between the lower bounds of 0.248 and upper bounds of 0.779, which are clearly lower than the threshold value of

0.85. Therefore, the measurement model does not have any discriminant validity problems because it did not detect any multi-collinearity problems among the latent constructs according to the HTMT's criterion.

5.5.2 Evaluation of the Structural Model

Once the measurement model is reliable and valid, the next step is to evaluate the structural model results. Generally, various Goodness-of-fit measures and indices (e.g., χ^2 , RMSEA, GFI, NFI, and CFI) are used to assess the model fit for CB-SEM model. However, these types of fit indices are not fully transferable to PLS-SEM. Instead of assessing goodness-of-fit, primarily the structural model is assessed by the model's predictive capabilities. Here, the model is assessed in terms of how well it predicts the endogenous variables (Sarstedt et al. 2014).

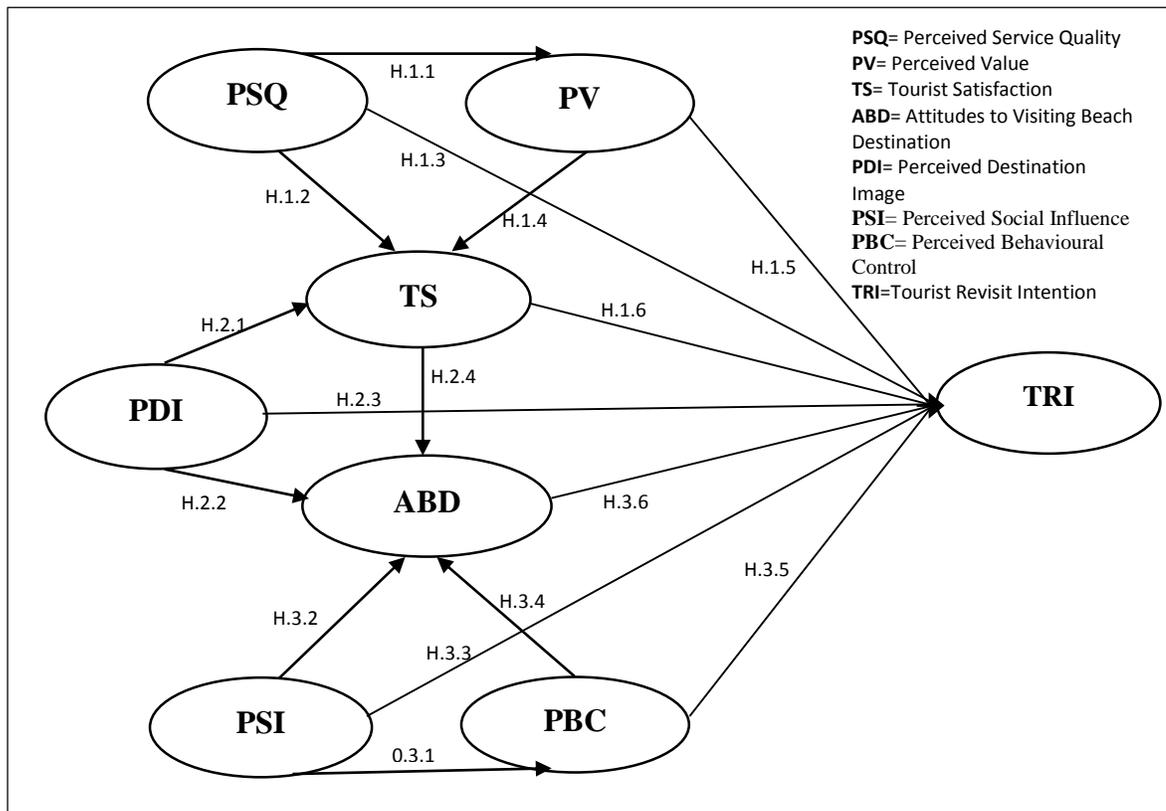


Figure 5. 2: Initial Structural Model's Path Diagram

In PLS-SEM, the recommended criteria for structural model evaluation is the significance of the Path Coefficients, R^2 values (coefficients of determination), f^2 (the effect size), Q^2 (predictive relevance), and q^2 (quality of the PLS path model estimations). However, before going on to assess the major criteria for structural model evaluation, researchers first need to examine the collinearity for the structural model (Hair Jr et al. 2017). The statistical tests used to assess the structural model for this study are presented in the following subsections.

5.5.2.1 Collinearity Assessment for the Structural Model

The main objective of the collinearity assessment is to examine whether there are critical levels of collinearity between each set of predictor variables in the structural model. The path coefficients estimation results might be biased if there are critical levels of collinearity among the predictor constructs (Hair Jr et al. 2017). Therefore, the decision to either eliminate constructs, or merge predictors into a single construct, or create higher-order constructs is to be considered only if each indicator's tolerance value is below 0.20 or VIF value is above 5, which is considered as critical levels of collinearity.

Table 5.12: Collinearity Assessment Results for Structural Model

Constructs	Attitudes to Visiting Beach Destination	Perceived Value	Perceived Behavioural Control	Tourist Satisfaction	Tourist Revisit Intentions
Attitudes to Visiting Beach Destination					2.228
Perceived Destination Image	1.238			1.107	1.344
Perceived Service Quality		1.000		1.503	1.709
Perceived Value				1.414	1.671
Perceived Behavioural Control	1.314				1.397
Perceived Social Influences	1.360		1.000		1.401
Tourist Satisfaction	1.382				2.351

The collinearity results for latent constructs are presented in Table 5.12. The inner VIF values of all endogenous constructs are in the columns and exogenous constructs in the rows. Here, the following sets of constructs are assessed for collinearity: 1. Perceived destination image, perceived behavioural control, perceived social influence, and tourist satisfaction as predictors of attitudes; 2. perceived service quality as a predictor of perceived value, satisfaction, and revisit intentions; 3. Perceived social influence as a predictor of attitudes, perceived behavioural control, and tourist revisit intention; 4. Perceived destination image, perceived service quality, and perceived value as predictors of tourist satisfaction; 5. Tourist attitudes to beach tourism, perceived destination image, perceived service quality, perceived value, perceived behavioural control, perceived social influence, and tourist satisfaction as predictors of revisit intentions. The collinearity test results in Table 5.12 revealed that all inner VIF values are below the recommended threshold of 5. Therefore, it can be concluded that the issue for collinearity among the constructs in the structural model is not critical, and the examination of results report to be continued.

5.5.2.2 Structural Model Path Coefficients

In the structural model, the path coefficients represent the hypothesised relationships among the constructs. Path coefficient relation between two latent constructs, exogenous and endogenous, allow researchers to understand the strength of the relationship between them, and also allow to confirm or disconfirm each hypothesis based on this relation. Here, using the SmartPLS algorithm and bootstrapping outputs, the relationships between two latent constructs and the significant level of their relationships were determined. The path coefficients estimation close to +1 represents strong positive relationships while close to 0 represents weaker relationships at a statistically significant level. This path assessment results determine whether the proposed hypotheses are to be accepted or rejected. Table 5.13 shows the path coefficients results, t-statistics, and significance level of each hypothesised path.

Table 5.13: Path Coefficients Results for the Structural Model (n=601)

Path Direction	Std. β Value	BC UL*	BC LL*	t- Value	p- Value
H 1.1 Perceived Service Quality → Perceived Value	0.540	0.487	0.589	17.229	0.000
H 1.2 Perceived Service Quality → Tourist Satisfaction	0.327	0.260	0.390	8.081	0.000
H 1.3 Perceived Service Quality → Tourist Revisit Intention	0.040	0.118	0.024	1.050	0.154
H 1.4 Perceived Value → Tourist Satisfaction	0.286	0.222	0.349	7.346	0.000
H 1.5 Perceived Value → Tourist Revisit Intention	0.051	0.028	0.134	1.050	0.147
H 1.6 Tourist Satisfaction → Tourist Revisit Intention	0.225	0.132	0.326	3.898	0.000
H 2.1 Perceived Destination Image → Tourist Satisfaction	0.239	0.177	0.300	6.333	0.000
H 2.2 Perceived Destination Image → Attitude to Visiting Beach Destination	0.196	0.121	0.264	4.502	0.000
H 2.3 Perceived Destination Image → Tourist Revisit Intention	0.070	0.007	0.138	1.742	0.041
H 2.4 Tourist Satisfaction → Attitude to Visiting Beach Destination	0.568	0.496	0.632	14.036	0.000
H 3.1 Perceived Social Influence → Perceived Behavioural Control	0.427	0.356	0.492	10.432	0.000
H 3.2 Perceived Social Influence → Attitude to Visiting Beach Destination	0.119	0.056	0.187	3.140	0.001
H 3.3 Perceived Social Influence → Tourist Revisit Intention	0.097	0.023	0.184	2.026	0.021
H 3.4 Perceived Behavioural Control → Attitude to Visiting Beach Destination	0.007	0.054	0.071	0.179	0.429
H 3.5 Perceived Behavioural Control → Tourist Revisit Intention	0.072	0.006	0.139	1.770	0.038
H 3.6 Attitude to Visiting Beach Destination → Tourist Revisit Intention	0.356	0.261	0.454	6.186	0.000

Confidence Intervals: *BCUL= Bias Corrected Upper Level, *BCLL= Bias Corrected Lower Level.

Table 5.13 reported all path coefficient (β) values in the structural model. The results indicated that perceived service quality and perceived value both had a positive influence on their satisfactions, β values for perceived quality and perceived value are 0.327 and 0.286, and tourists' satisfaction had significant impact on their revisit intentions ($\beta=0.225$, $t=03.898$, $p<0.001$). The findings indicate that service quality and greater value can ensure tourist satisfactions, and satisfied tourists are likely to pose positive intention to revisit the destinations. Additionally, perceived service quality showed a strong influence on perceived value ($\beta=0.540$, $t=17.229$, $p<0.001$), while perceived quality and perceived value did not have significant influence on tourist revisit intentions ($\beta=0.040$, $t=1.050$, $p=0.154$; $\beta=0.051$, $t=1.050$, $p=0.147$).

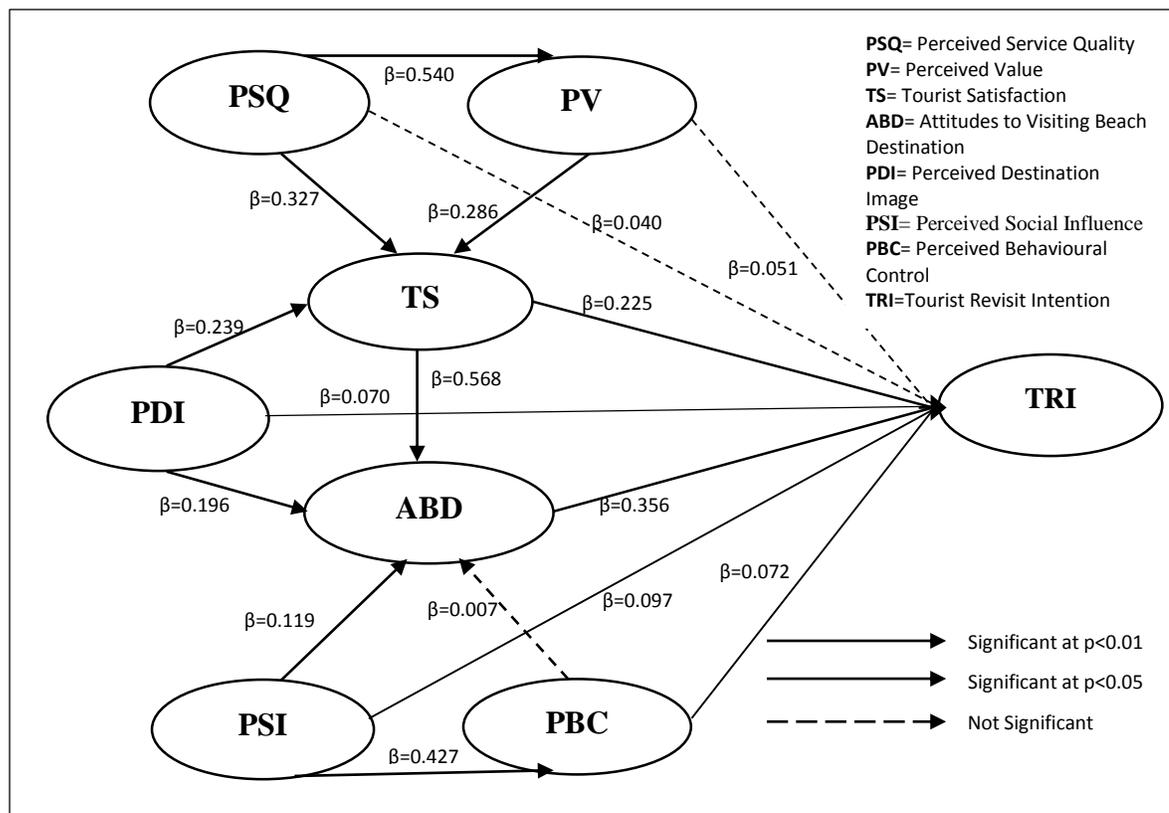


Figure 5. 3: Structural Model's Path Coefficient

Similarly, perceive destination image had significant influence on tourist satisfaction ($\beta=0.239$, $t=6.333$, $p<0.001$), tourist attitudes ($\beta=0.196$, $t=4.502$, $p<0.001$), and tourist revisit intention to beach destinations ($\beta=0.070$, $t=1.742$, $p=0.041$). Additionally, tourist

satisfaction showed a significant influence on tourist attitudes to beach destinations ($\beta=0.568$, $t=14.036$, $p<0.001$). The integrated relationship between perceived destination image, satisfaction, and revisit intention indicates that favourable image enhances tourist satisfaction and positive attitudes towards beach destinations. If tourists are satisfied, it would enhance their favourable attitudes towards visiting beach destinations. Positive destination image - being satisfied with the facilities, and showing favourable attitudes - indicates that tourists have a strong tendency to revisit beach destinations.

The path coefficient results between perceived social influence and tourist attitudes was found to be positive ($\beta=0.119$, $t=3.140$, $p=0.001$), and perceived social influence also had significant effect on tourists' revisit intention at the significant level of 0.05, ($\beta=0.097$, $t=2.026$, $p=0.021$). Likewise, tourist perceived behavioural control had strong influence on their revisit intention ($\beta=0.072$, $t=1.770$, $p=0.038$), while it did not have significant influence on tourist attitudes ($\beta=0.007$; $t=0.179$; $p=0.429$). In addition, perceived social influence demonstrates a significant direct effect on tourist perceived behavioural control ($\beta=0.427$; $t=10.432$; $p<0.001$). Moreover, tourist attitude to visiting beach destinations also significantly influence their revisit intention to beach destinations ($\beta=0.356$; $t=6.186$; $p<0.001$). The findings specify that tourists who had strong social support and perceived behavioural control are more likely to have positive intention towards revisiting beach destinations. Moreover, tourists' favourable or unfavourable attitudes towards visiting beach destinations do not depend on their personal abilities and constraints to travel.

5.5.2.3 Coefficient of Determination (R^2 Value)

Coefficient of determination (R^2) represents the structural model's predictive strength by examining the combined effects of exogenous variables on endogenous variables (Hair Jr et al. 2017). This result represents the amount of variance of an endogenous construct explained by the exogenous constructs belonging to it. In marketing research, R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables could be described as substantial, moderate, or weak (Hair Jr et al. 2017, Hair Jr, Ringle, and Sarstedt 2011, Henseler, Ringle, and Sinkovics 2009), even though R^2 value of 0.20 is also considered as high in consumer

behaviour studies such as customer satisfaction or loyalty (Hair Jr et al. 2017). In the current study, SmartPLS algorithm and bootstrapping functions were used to obtain R^2 value and the t-statistics values. The R^2 results of the structural model are summarised in Table 5.14.

Table 5.14: Coefficient of Determination (R^2) Results (n=601)

Construct	R^2	t-Values	p-Values
Attitude to Visiting Beach Destination	0.536	16.132	0.000
Perceived Value	0.292	8.594	0.000
Perceived Behavioural Control	0.182	5.187	0.000
Tourist Revisit Intention	0.436	10.448	0.000
Tourist Satisfaction	0.422	12.096	0.000

Table 5.14 reports that tourist attitudes to visiting beach destination as an endogenous construct explained the highest of 53.6% variance by its related exogenous constructs, followed by tourist revisit intention 43.6%, tourist satisfaction 42.20%, perceived value 29.20%, and perceived behavioural control 18.20%. The results also showed that tourist attitudes, perceived value, perceived behavioural control and satisfaction all together are able to explain 43.6% of variance for tourist revisit intention. Individually, perceived service quality explains 29.20% variance in perceived value while perceived service quality, perceived value, and perceived destination image collectively explain 42.20% of variance in tourist satisfaction. Meanwhile, perceived social influence explains only 18.20% of variance in tourist perceived behavioural control. The highest 53.60% of variance in tourist attitude is explained by perceived social influence, perceived behavioural control, perceived destination image, and tourist satisfaction.

According to the rule of thumb, R^2 values of tourist attitudes to beach tourism (0.536), tourist revisit intention (0.436), tourist satisfaction (0.422), and perceived value (0.292) can be considered moderate, whereas the R^2 values of perceived behavioural control (0.182) rather weak (Hair Jr et al. 2017). The R^2 value for existing model constructs are

consistent with the findings of contemporary studies in tourism literature (e.g., Allameh et al. 2015, Ranjbarian and Pool 2015, Huang and Hsu 2009, Teng, Wu, and Liu 2015).

5.5.2.4 The f^2 Effect Size

The effect size of f^2 represents the changes of R^2 value of an endogenous construct if a specified exogenous construct is omitted from the model. In PLS, f^2 effect size is evaluated using the PLS Algorithm in which f^2 values of 0.02, 0.15, and 0.35 respectively are considered small, medium, or large effects of exogenous constructs on an endogenous construct (Hair Jr et al. 2017, Cohen 1988), while f^2 values of less than 0.02 indicates that there is no effect. Table 5.15 displays f^2 values of all endogenous constructs in the columns and corresponding exogenous constructs in the rows.

Table 5.15: The f^2 Effect Size Results

Construct	Attitudes to Visiting Beach Destination	Perceived Behavioural Control	Perceived Value	Tourist Satisfaction	Tourist Revisit Intention
Attitude to Visiting Beach Destination					0.101
Perceived Destination Image	0.067			0.090	0.007
Perceived Behavioural Control	0.000				0.007
Perceived Value				0.100	0.003
Tourist Satisfaction	0.502				0.038
Perceived Social Influence	0.023	0.223			0.012
Perceived Service Quality			0.412	0.123	0.003

Table 5.15 shows that tourist satisfaction has a large effect size of 0.502, and perceived destination image and social influence have small effect size of 0.067 and 0.023 on tourist attitudes to visiting beach destinations whereas tourist perceived behavioural control has no effect on tourist attitudes (0.000). Perceived service quality has a large effect on

perceived value, and a small effect on tourist satisfaction but has no effect on tourist revisit intention. Although perceived service quality, perceived value, and perceived destination image have a small effect size of 0.123, 0.100, and 0.090 respectively on tourist satisfaction, they have no significant effect on tourist revisit intention. Finally, among all the exogenous driver constructs of revisit intention, only tourist attitudes and satisfaction have small effect but other variables do not have any significant effect on tourist revisit intention.

5.5.2.5 Model's Predictive Relevance (Q^2 value)

The Q^2 is a relative measure of a model's predictive relevance. In PLS, Q^2 value for a specified omission distance D is measured by using the blindfolding procedure. Omission distance D must not be an integer and D values should be in between 5 and 10. In PLS, blindfolding procedure produces a set of outcomes in which the focusing results is only the Construct Cross-validated Redundancy estimates. Q^2 values larger than 0 for a reflective endogenous construct is considered as the model's predictive relevance for the respective endogenous construct.

Table 5.16: Structural Model's Predictive Relevance (Q^2) Results

Constructs	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude to Visiting Beach Destination	3,005.000	1,912.892	0.363
Perceived Destination Image	1,803.000	1,803.000	---
Perceived Behavioural Control	1,803.000	1,610.657	0.107
Perceived Value	3,005.000	3,005.000	0.192
Tourist Revisit Intentions	1,803.000	1,456.832	0.356
Tourist Satisfaction	1,803.000	1,161.219	0.285
Perceived Social Influence	1,803.000	1,803.000	---
Perceived Service Quality	2,404.000	1,719.631	---

Table 5.16 presents the summary of outcomes of the blindfolding procedure in which SSO represents the sum of the squared observations, SSE the sum of the squared prediction errors, and finally (i.e., $1 - \text{SSE}/\text{SSO}$) the Q^2 value. It is seen in the table that the Q^2 values of all endogenous constructs in the model are considerably above zero. Nevertheless, tourist attitudes to visiting beach destination and tourist revisit intention have the highest Q^2 values (0.363; 0.356), followed by tourist satisfaction (0.285), perceived value (0.192), and perceived behavioural control (0.107). Therefore, these results clearly support the model's predictive relevance with regards to endogenous latent variables.

5.5.2.6 The q^2 effect sizes

The final assessment of the structural model is to address the q^2 effect sizes. The q^2 effect size is a relative measure of predictive relevance that represents the contribution of an exogenous construct to the Q^2 value of an endogenous latent variable. The q^2 values are generally computed manually based on the Q^2 output because the SmartPLS software does not have any option to calculate this statistic. The formula of computing q^2 effect size is $q^2 = \frac{Q_{\text{included2}} - Q_{\text{excluded2}}}{1 - Q_{\text{included2}}}$.

The $Q_{\text{included2}}$ is obtained from the previous PLS blindfolding Q^2 results and the $Q_{\text{excluded2}}$ value is calculated by the model re-estimation after deleting an exogenous variable of that endogenous latent variable. Let's say, the endogenous variable tourist satisfaction has a Q^2 value of 0.285 ($Q_{\text{included2}}$). If the model is re-estimated after deleting perceived service quality from the path model, the Q^2 value of satisfaction drops to 0.236 ($Q_{\text{excluded2}}$). The values of these two constructs are the inputs for q^2 effect size calculation. The q^2 values of 0.02, 0.15, and 0.35, respectively are considered as small, medium, or large predictive relevance of an exogenous construct for a certain endogenous construct.

Table 5.17: Relative Measure of Predictive Relevance (q^2) Results

Constructs	Attitudes to Visiting Beach Destination	Tourist Satisfaction	Tourist Revisit Intention
Attitudes to Visiting Beach Destination			0.0714
Perceived Destination Image	0.0313	0.0475	0.0046
Perceived Behavioural Control	0.0000		0.0046
Perceived Value		0.0545	0.0015
Tourist Revisit Intention			
Tourist Satisfaction			0.0263
Perceived Social Influence	0.0094		0.0077
Perceived Service Quality		0.0685	0.0000

Table 5.17 summarises the q^2 effect size results with respect to all the relationships between exogenous constructs in the first column and endogenous constructs in the first row. According to the rules of thumb, the q^2 effect size for all the relationships between the exogenous and endogenous constructs in the model, except the relationship between perceived behavioural control, and perceived service quality and revisit intention are considered small. Perceived service quality has the largest q^2 effect size compared to other exogenous constructs of tourist satisfaction, and perceived destination image also has a larger q^2 effect size on tourist attitudes than other exogenous constructs. However, tourist attitudes to visiting beach destination and tourist satisfactions have larger q^2 effect than other latent constructs on tourist revisit intention.

5.6 Mediator and Moderator Analysis

In the PLS path models, alongside the direct cause-effect relationships between exogenous and endogenous constructs, another third variable can change the nature of the model relationship (Hair Jr et al. 2017). Henseler et al. (2009) argued that the evaluation of a structural model requires the assessment of both the direct and indirect relationships between exogenous and endogenous variables. The two prominent approaches, mediation and moderation, are usually used to examine both the direct and indirect relationships.

5.6.1 Mediation (Indirect Effect) Analysis

At this stage, special attention has been given to examine the mediating effect of satisfaction and attitude in some relationships in the proposed model. Generally, when a variable intervenes between the relationship of two other related constructs, mediation occurs resulting in a change in the value of the endogenous construct in the path model (Hair Jr et al. 2017). Examining the meaningful mediating effect requires having prior conceptual or theoretical support. Once this support is present, mediation can be carried out as a useful statistical analysis. Mediation analysis for this study is performed because it has theoretical and empirical supports for particular relations, especially for satisfaction and attitude.

Researchers in the past used Baron and Kenny (1986)'s method to examine mediation analysis. However, due to gross criticism of the aforementioned approach, researchers recommend Preacher and Hayes (2004, 2008)'s method to examine the mediating relationship between predictor and outcome variables. In this method, two approaches, namely segmentation and transmittal, can interchangeably be used to develop hypothetical relationships for mediation (Rungtusanatham, Miller, and Boyer 2014). The hypothetical test for segmentation approach should be: predictor variable (X) to mediator variable (M), mediator variable (M) to outcome variable (Y), and the indirect effect of predictor variable (X) on outcome variable (Y) through mediator (M), while only a single path for the indirect effect of X on Y through Mediator (M) for transmittal approach.

For this study, transmittal approach is used for mediation analysis (indirect effect) because this approach is considered as a powerful method to detect mediation (Rungtusanatham, Miller, and Boyer 2014, Ramayah 2018). Moreover, direct hypothetical relationships between the exogenous and endogenous variables proposed in the model were already examined to look into the strength of their relations as well as support the proposed hypotheses. Thus, only the mediating effects - the indirect effect of predictor variables (X) on outcome variable (Y) through mediation - were examined to support the proposed hypotheses in this study. The mediation effects associated with the path model of this study are discussed step by step in the subsequent stages.

5.6.1.1 Indirect Effect of Perceived Service Quality and Perceived Value on Tourist Revisit Intention through Satisfaction as a Mediator.

Based on theoretical consideration and prior empirical findings, it is presumed that tourist satisfaction mediates the relationship between perceived service quality and revisit intention, and perceived value and revisit intention. In PLS-SEM, the bootstrapping approach is the recommended rule of thumb to test the mediating effect. This approach is perfectly suited for the PLS-SEM and is also applied in the SmartPLS 3 software. In the transmission approach for theorising mediation, the indirect effect of perceived service quality and perceived value on tourist revisit intention through satisfaction as a mediation were examined.

Figure 5.4: Mediation Path via Satisfaction

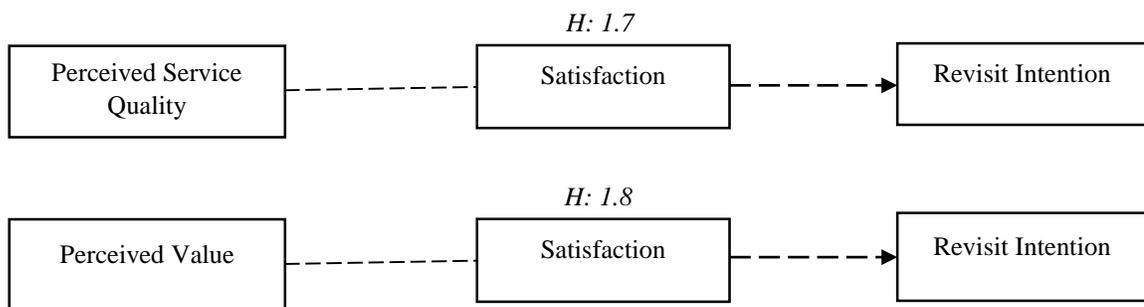


Table 5.18: Mediation Analysis Results (I)

Path Direction	Type of Effect	(β) values	Confidence Interval Bias Corrected		<i>t-value</i>	p-value
			LL	UL		
PSQ→TS→TRI	Indirect	0.199	0.146	0.257	7.053	0.000
PV→TS→TRI	Indirect	0.150	0.102	0.206	5.671	0.000

**PSQ=Perceived service quality, PV= Perceived value, TS=Tourist satisfaction, TRI=Tourist revisit intention.*

The results revealed that perceived service quality has a significant indirect effect on tourist revisit intention through satisfaction ($\beta=0.199$; $t=7.053$; $p<0.001$). The indirect effects 95% Boot Confidence Interval Bias Corrected, [LL= 0.146, UL=0.257], do not straddle a 0 in between lower level and upper level, meaning satisfaction significantly mediates the relationship between perceived service quality and tourist revisit intention (Preacher and Hayes 2008, 2004). Similarly, satisfaction mediates the relationship between perceived value and tourist revisit intention ($\beta=0.150$; $t=5.671$; $p<0.001$). These results significantly support the theorization of the mediating role of tourist satisfaction between perceived service quality and tourist revisit intention, and perceived value and tourist revisit intention in the context of beach tourism.

5.6.1.2 Indirect Effect of Destination Image on Tourist Revisit Intention through Satisfaction and Attitude as Mediators.

Researchers in tourism literature argued that destination image significantly influence tourist satisfaction as well as behavioural intention to visit, revisit, and loyalty. This implies that tourist satisfaction could play a mediating role in the relationship between destination image and behavioural intention. Similarly, destination image also significantly affects tourist attitude towards a destination and behavioural intention to visit a destination. Studies in tourism literature also highlight the link between destination image and tourist behavioural intention through attitude in the behavioural intention process. Hence, the indirect effects for the path directions, PDI→TS→TRI and PDI→ABD→TRI, were

examined to look into the strength of indirect relation of destination image with tourist revisit intention through tourist satisfaction and attitude to visiting beach destinations.

Figure 5.5: Mediation Path via Satisfaction and Attitude

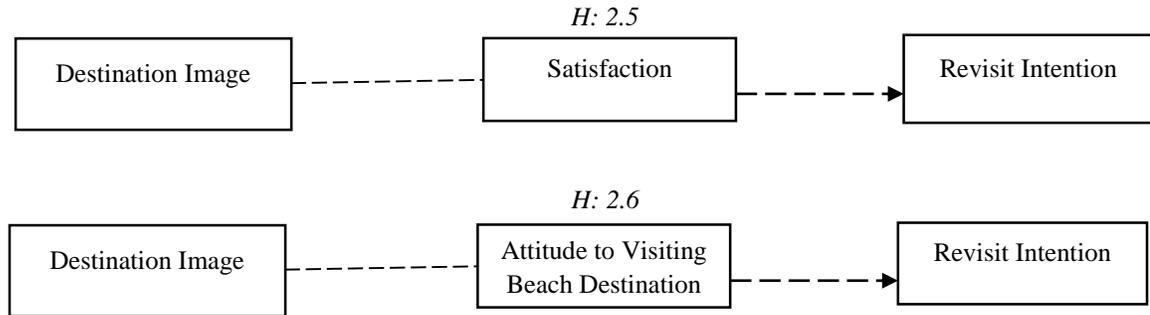


Table 5.19: Mediation Analysis Results (II)

Path Direction	Type of Effect	(β) values	Confidence Interval Bias Corrected		t-value	p-value
			LL	UL		
PDI→TS→TRI	Indirect	0.054	0.029	0.083	3.248	0.001
PDI→ABD→TRI	Indirect	0.070	0.038	0.106	3.388	0.000

*PDI=Perceived destination image, ABD=Attitude to visiting beach destination, TS=Tourist satisfaction, TRI=Tourist revisit intention.

PLS indirect path coefficient results revealed that destination image indirectly influences tourist revisit intention through satisfaction ($\beta=0.054$; $t=3.248$; $p=0.001$), meaning that satisfaction mediates the relationship between destination image and revisit intention. Besides, the relationship between destination image and revisit intention is also mediated by tourist attitude to visiting beach destinations. The indirect path coefficient results for perceived destination image → attitude → revisit intention is significant ($\beta=0.070$, $t=3.388$, $p<0.001$).

5.6.1.3 Indirect Effect of Perceived Social Influence and Perceived Behavioural Control on Tourist Revisit Intention through Attitude as a Mediator.

The empirical findings of prior studies and theoretical assumption indicate that tourist attitude mediates the relationships between its predictors and outcome variables. Therefore, the path coefficients for the indirect effects were examined from perceived social influence to tourist revisit intention (PSI→ABD→TRI), and perceived behavioural control to tourist revisit intention (PBC→ABD→TRI) via tourist attitude to visiting beach destination.

Figure 5.6: Mediation Path via Attitude

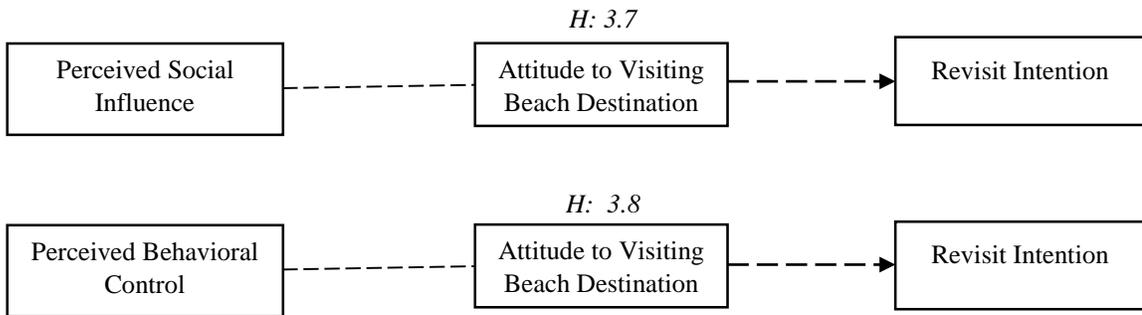


Table 5.20: Mediation Analysis Results (III)

Path Direction	Type of Effect	(β) values	Confidence Interval Bias Corrected		t-value	p-value
			LL	UL		
PSI→ABD→TRI	Indirect	0.043	0.018	0.071	2.623	0.004
PBC→ABD→TRI	Indirect	0.001	0.008	0.011	0.175	0.431

* PSI=Perceived social influence, PBC=Perceived behavioural control, ABD=Attitude to visiting beach destination, SAT=Satisfaction, TRI=Tourist revisit intention.

The path coefficients results revealed that the indirect effect for the path relations of perceived social influence → attitude → revisit intention are significant ($\beta=0.043$, $t=2.623$, $p=0.004$), where neither of the 95% confidence intervals includes zero. However, the indirect effect for the path relation, perceived behavioural control → attitude → revisit intention is insignificant ($\beta=0.001$; $t=0.175$; $p=0.431$), with 95% Boot Confidence Interval

Bias Corrected, indicating that tourist perceived behavioural control does not have significant indirect effect on tourist revisit intention via tourist attitude to visiting beach destination.

5.6.2 Moderation Analysis

Moderation effect explains that the relationship between two variables may vary, depending on the nature of a third moderating variable. The moderating variable changes the strength of a relationship or even changes the direction of a relationship between two variables in a model. There are different types of approaches such as product indicator, two stage, and orthogonalising approaches used to create moderate interaction (Hair Jr et al. 2017). This study used the orthogonalising approach because it maximises prediction through minimising the estimation bias of the endogenous variable as well as quantifying the strength of the moderating effect (Henseler and Chin 2010). In addition, the moderator and target modified variables such as perceived risks, attitude, destination image, satisfaction, and revisit intention are unobservable traits containing reflective indicators instead of observable traits such as gender, age, or income. Thus the orthogonalising approach is employed as a method of choice (Hair Jr et al. 2017).

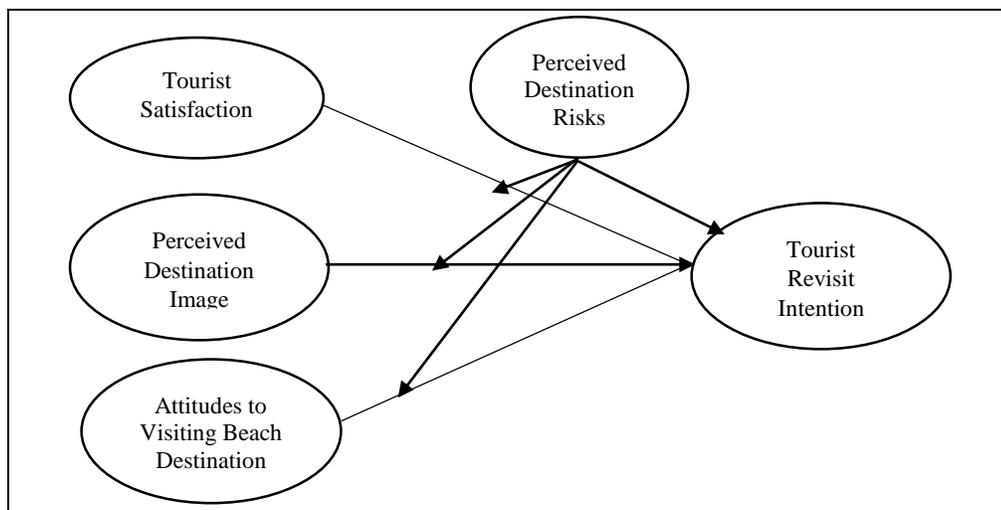


Figure 5.7: Path Interaction for Moderating Model

In the context of moderation for the reflective measurement models, the newly added moderator variable must meet all relevant criteria for reliability and validity (Hair Jr et al. 2017). Besides, the standard criteria for structural model assessment especially the f^2 effect size of the interaction effect must be considered. Therefore, the first task is assessing the reliability and validity of the moderating variable.

The measurement model results for perceived destination risks as moderating variable showed that the construct measures are reliable and valid (Table 5.20). All indicators loadings are between 0.724 and 0.907, which are above 0.70, and the AVE value is of 0.652, indicating sufficient convergent validity of the moderator variable. The Cronbach's alpha and composite reliability are of 0.881 and 0.903 respectively, providing support for internal consistency reliability. For discriminant validity, HTMT values for the moderator construct are 0.141 which is below the threshold of 0.85, and it does not even change the HTMT values of other constructs.

Table 5.21: Reliability and Validity of Moderator Variable

Moderator	Items	Items loadings	(α)	CR	AVE	HTMT
Perceived Destination Risks	PDR 01	0.756	0.881	0.903	0.652	<0.85
	PDR 02	0.857				
	PDR 03	0.907				
	PDR 04	0.779				
	PDR 05	0.724				

After assessing the reliability and validity of the moderator construct, comparison between the changes of beta (β) values before adding the moderation (main effect model) and after adding the moderation effect (Interaction effect model) is important for moderation (Hair Jr et al. 2017). In PLS-SEM, the beta (β) values between exogenous and endogenous construct differ for models with and without the moderator. So, interpreting the results requires the beta value results between the main effect and interaction effect model to be differentiated (Hair Jr et al. 2017). Table 5.21 summarises the results before (main effect) and after inclusion of a moderator (interaction effect).

Table 5.22: Path Coefficient Results

Path Interaction	Main Effect Model	Interaction Effect Model
	(β)	(β)
Attitude to Visiting Beach Destination → Tourist Revisit Intention	0.381	0.394
Perceived Destination Image → Tourist Revisit Intention	0.092	0.093
Tourist Satisfaction → Tourist Revisit Intention	0.267	0.252

Results show that the relationship between exogenous and endogenous constructs in the main effect model has been changed a bit for the model moderated by a third variable - perceived destination risks. The strength of coefficient between tourist attitudes and revisit intention, and destination image and revisit intention are increased while the strength is decreased for the satisfaction and revisit intention relationship.

After assessing the strength of path coefficient, another important issue for moderation analysis is to make a comparison between the changes of R^2 values between the main effect model and interaction effect model (Ramayah 2018, 278). The results in Table 5.22 show that after including moderating interaction, the R^2 value has been changed 0.01, indicating the change of 1% of variance in the interaction model.

Table 5.23: R^2 Values

Path Interaction	Main Effect Model	Interaction Effect Model
	R^2	R^2
Tourist Revisit Intention	0.419	0.428

In addition, moderation analysis requires addressing the moderator's f^2 effect size as a part of complete results presentation. The f^2 effect size can be calculated by filling in the two R^2 values found from the main effect model and interaction model (Ramayah 2018, 278), using the following formula.

$$f^2 = \frac{R^2 \text{ included moderator} - R^2 \text{ excluded moderator}}{1 - R^2 \text{ included moderator}}$$

$$f^2 = \frac{0.428 - 0.419}{1 - 0.428}$$

$$f^2 = 0.0157$$

According to the effect size guidelines for moderation given by Kenny (2016), f^2 values of 0.005, 0.01, and 0.025 are considered small, medium, or large effect respectively. Thus, based on f^2 of 0.0157, it can be concluded that the effect size of moderating variable is medium. Here, medium effect size even if small effect size could be meaningful if the beta value changes are meaningful. Therefore, this condition needs to be taken into consideration (Ramayah 2018, 279).

Finally, for a significant moderation, it is necessary to determine the size of the moderating interaction and its significance. If the effect of interaction is significant on the endogenous construct, it means that the variable has a significant moderating effect on the relationship between exogenous and endogenous constructs. Table 5.23 shows that the relationship between tourist attitudes and revisit intention is significantly moderated by the perceived destination risks ($\beta=-0.033$; $t=1.944$; $p=0.026$). However, the moderation effect of perceived destination risks on the relationship between satisfaction and revisit intention ($\beta=-0.001$; $t=0.078$; $p=0.469$), and perceived destination image and tourist revisit intention ($\beta=-0.004$; $t=0.199$; $p=0.421$) are not statistically significant.

It is seen that the interaction effect size of perceived destination risk as a moderator is negatively significant only in the relationship between tourist attitudes to beach destinations and revisit intention. Therefore, the relationship between tourist attitudes to visiting beach destination and revisit intention would be weakened due to negative moderating effect of perceived destination risks.

Table 5.24: Interaction (Moderator) Effect Results

Path Interaction	Std. Beta	t-Values	p-Values
Attitude to Visiting Beach Destination *Perceived Destination Risks → Tourist Revisit Intention	-0.033	1.944	0.026
Perceived Destination Image* Perceived Destination Risks → Tourist Revisit Intention	-0.004	0.199	0.421
Tourist Satisfaction* Perceived Destination Risks → Tourist Revisit Intention	-0.001	0.078	0.469

As a rule of thumb, the higher level of moderator effect is a sum of the path coefficient of interaction effect model ($\beta=-0.394$) plus the interaction effect size, while the lower level of moderator is a sum of path coefficient of interaction effect model minus the interaction effect size (Hair Jr et al. 2017). Therefore, for higher level of perceived risk, if the perceived risk is increased by one standard deviation unit, the relationship between tourist attitudes and revisit intention decreases by the size of its negative interaction (i.e., $0.394-0.033=0.36$). In contrast, for lower levels, if the perceived risk is decreased by one standard deviation unit, the relationship between attitudes and revisit intention becomes $0.394+0.033=0.427$.

5.7 Hypotheses Testing Results

Once it is confirmed that the structural model fits the observed data satisfactorily and the statistical significance of the path coefficients have been examined properly, the next step is to proceed to justify the proposed hypotheses. The proposed hypotheses in the path model were analysed to decide whether they were supported or not. The results of the hypotheses testing are summarised in Table 5.24.

5.7.1 The Relationships between Perceived Service Quality, Perceived Value, Tourist Satisfaction, and Tourist Revisit Intention

Hypothesis 1.1 dealt with the relationship between perceived service quality and perceived value. It was hypothesised that the service quality perceived by tourists has a positive influence on perceived value received at beach destinations. The path coefficient results showed that perceived service quality had a significant direct influence on perceived value ($\beta=0.540$; $t=17.229$; $p<0.001$). Therefore, ***hypothesis 1.1 is supported.***

Hypothesis 1.2 posited a relationship between perceived service quality and tourist satisfactions. It was hypothesised that higher level of service qualities would lead to higher level of tourist satisfactions at beach destinations. Path coefficient results indicated that the effect of perceived service quality on tourist satisfaction was highly significant with a beta (β) value of 0.327 at 0.05 significant level. Thus, it could be inferred that the higher the service quality, the higher the satisfaction, therefore, ***hypothesis 1.2 is supported.***

Hypothesis 1.3 postulated that tourists' perceptions of quality of service offered at the destinations have direct effect on their intention to revisit beach destinations. The path coefficient results from perceived service quality to tourist revisit intention was found to be insignificant ($\beta=0.040$; $t=1.050$; $p=0.154$). This means that tourists' service quality perceptions do not directly affect their revisit intentions, and thus ***hypothesis 1.3 is not supported.***

Hypothesis 1.4 posited the relationship between perceived value and tourist satisfaction. It was hypothesised that the higher the perceived value, the higher the tourist satisfaction. ***This hypothesis is supported,*** as the path coefficient values for this relation was of 0.286 and significant at the 0.01 level.

Hypothesis 1.5 dealt with the relationship between perceived value and tourist revisit intention. It postulated that tourist perceived value would positively influence revisit intention. However, the path coefficient results from perceived value to revisit intention

was not found significant ($\beta=0.051$; $t=1.050$; $p=0.147$). Thus, *hypothesis 1.5 is not supported*.

It was proposed in **Hypothesis 1.6** that tourists' satisfaction with visiting beach destination would have a positive effect on their revisit intention. Model test results reported that the effect of tourist satisfaction on intention to revisit beach destination was found to be direct and significant ($\beta=0.225$; $t=3.898$; $p<0.001$). Therefore, it was confirmed that the higher the satisfaction, the higher the revisit intention, and the *hypothesis is supported*.

5.7.2 The Relationships between Perceived Destination Image, Tourist Satisfaction, Tourist Attitudes to Visiting Beach Destination, and Tourist Revisit Intention

Hypothesis 2.1 speculated a relationship between perceived destination image and tourist satisfaction. Here, it was hypothesised that a favourable image of beach destinations has a positive effect on tourist satisfaction. The path coefficient results indicated that tourists' perceived destination image had a significant direct effect ($\beta=0.239$; $t=6.333$; $p<0.001$) on their satisfaction. It argued that the more favourable the destination image, the more positive the tourist satisfaction with beach destinations. Therefore, *hypothesis 2.1 is supported*.

Hypothesis 2.2 posited that favourable destination image would have a positive effect on tourist attitudes towards visiting beach destinations. More specifically, the more favourable the destination image, the more favourable the tourist attitudes. This *hypothesis is supported*, with path coefficient values of 0.196 and significant at the .01 level.

Hypothesis 2.3 dealt with the relationship between destination image and tourist revisit intention towards beach destinations. It posited that favourable destination image would positively influence tourist revisit intention. The path analysis results between destination image and revisit intention was found to be significant at 0.05 level ($\beta=0.070$; $t=1.742$; $p=0.041$), meaning that *hypothesis 2.3 is supported*.

Table 5.25: Hypothetical Statement Results (Direct)

	Hypothesis	Std. Beta (β)	t-Value	Remarks
H 1.1	Service quality perceived by tourists has a direct effect on perceived value.	0.540	17.229**	Supported
H 1.2	Service quality perceived by tourists has a direct effect on their satisfaction with beach destinations.	0.327	8.081**	Supported
H 1.3	Service quality perceived by tourists has a direct effect on their revisit intention to beach destinations.	0.040	1.054	Not supported
H 1.4	Value perceived by tourists has a direct effect on their satisfaction with beach destinations.	0.286	7.346**	Supported
H 1.5	Value perceived by tourists has a direct effect on their revisit intentions to beach destinations.	0.051	1.050	Not supported
H 1.6	Tourists' satisfaction has a direct effect on their revisit intentions to beach destinations.	0.225	3.898**	Supported
H 2.1	Tourists' perceived destination image has a direct effect on their satisfaction with beach destinations.	0.239	6.333**	Supported
H 2.2	Tourists' perceived destination image has a direct effect on their attitudes to visiting beach destinations.	0.196	4.502**	Supported
H 2.3	Tourists' perceived destination image has a direct effect on their revisit intentions to beach destinations.	0.070	1.742*	Supported
H 2.4	Tourists' satisfaction has a direct effect on their attitudes to visiting beach destinations.	0.568	14.036**	Supported
H 3.1	Social pressure perceived by tourists has a direct effect on their perceived behavioural control to revisit beach destinations.	0.427	10.432**	Supported
H 3.2	Social pressure perceived by tourists has a direct effect on their attitudes to visiting beach destinations.	0.119	3.140*	Supported

H 3.3	Social pressure perceived by tourists has a direct effect on revisit intention to beach destinations.	0.097	2.026*	Supported
H 3.4	Tourist perceived behavioural control has a direct effect on their attitude towards visiting beach destinations.	0.007	0.179	Not supported
H 3.5	Tourist perceived behavioural control has a direct effect on their revisit intentions to beach destinations.	0.072	1.770*	Supported
H 3.6	Tourists' favourable attitudes to visiting beach destination has direct effect on their revisit intention to beach destinations.	0.356	6.186**	Supported

**significant at the .01 level; *significant at the .05 level

It was assumed in **Hypothesis 2.4** that there was a positive relationship between tourist satisfaction and tourist attitudes. Satisfied tourists hold more favourable attitudes toward a destination. *This hypothesis is supported*, where the path coefficient results between two endogenous variables, namely satisfaction and attitude was found positive and highly significant at 0.01 level.

5.7.3 The Relationships between Perceived Social Influence, Perceived Behavioural Control, Tourist Attitudes to Visiting Beach Destination, and Tourist Revisit Intention

It was proposed in **Hypothesis 3.1** that perceived social influence positively affect tourists' perceived behavioural control to visit beach destinations. It was hypothesised that perceived social pressure from the referents would have positive influence on their perceived behavioural control to visit a destination. *This hypothesis is supported*, with a larger path coefficient of 0.427 with t-values 10.432 at the significant of 0.01 level.

The influence of perceived social influence on tourist attitudes towards beach destinations was postulated in **Hypothesis 3.2**, assuming that perceived social influence has positive effect on individual's attitudes towards visiting beach destinations. The path analysis

results revealed that individual's perceived social influence positively affect their attitudes towards beach destinations ($\beta=0.119$; $t=3.140$; $p=0.001$). This provided a strong evidence that *hypothesis 3.2 is supported*.

Hypothesis 3.3 dealt with the relationship between perceived social influence and tourist revisit intention. It was hypothesised that social pressure perceived by tourists would positively influence their revisit intention to beach destinations. The path coefficient results from the perceived social influence to revisit intention indicated a positive and significant effect at 0.05 level in which beta (β) value and t-value were 0.097 and 2.026 respectively. Thus, *the hypothesis is supported*.

For **Hypothesis 3.4** it was postulated that tourists' perceived behavioural control influences their attitudes towards visiting beach destinations. It is assumed that people's travel attitudes towards a destination are strongly influenced by their time, money and other resources. However, the hypothesis test results did not confirm the assumption since the path coefficient result was insignificant ($\beta=0.007$; $t=0.179$; $p=0.429$). Therefore, *hypothesis 3.4 is not supported*.

Hypothesis 3.5 proposed that tourists' perceived behavioural control affect their intention to revisit beach destinations. The path coefficient results from perceived behavioural control to revisit intention were found to be significant at 0.05 level with a β value of 0.072, and t-value of 1.770. This result provided strong evidence that *hypothesis 3.5 is supported*.

It was posited in **Hypothesis 3.6** that tourists' attitudes to visiting beach destinations has a significant positive effect on their revisit intention. The hypothetical relationship between two variables, namely attitudes to beach destinations and revisit intention was found to be direct and highly significant ($\beta=0.356$; $t=6.186$; $p<0.001$). It justified the strong effect of tourist attitudes to visiting beach tourism on their revisit intention, thus, *hypothesis 3.6 is supported*.

5.7.4 Mediating Effect (Indirect Effect) of Tourist Satisfaction and Attitude

It was proposed in **Hypothesis 1.7** that perceived service quality has an indirect effect on tourist revisit intention through satisfaction (PSQ→TS→TRI). PLS bootstrapping results revealed that perceived service quality had an indirect effect on tourist revisit intention through satisfaction ($\beta= 0.199$; $t=7.053$; $p<0.001$), giving the view that satisfaction plays a mediating role between perceived service quality and tourist revisit intention. Besides, a mediating role was played by satisfaction between the relationship of perceived value and revisit intention (**Hypothesis 1.8, PV→TS→TRI**). The reason being that perceived value had indirect effect on tourist revisit intention through satisfaction ($\beta=0.150$; $t=5.671$; $p<0.001$). These results imply that tourist satisfaction is a strong mediator between the relationship of perceived service quality and tourist revisit intention, and perceived value and tourist revisit intention. This means that the proposed **Hypotheses 1.7 and 1.8 are supported.**

Hypothesis 2.5 dealt with the indirect effect of perceived destination image on tourist revisit intention through satisfaction (PDI→TS→TRI), meaning that satisfaction mediates the relationship between perceived destination image and tourist revisit intention to beach destinations. The path coefficient results for the indirect effect of perceived destination image on tourist revisit intention through their satisfaction indicated a positive and significant effect at 0.01 level in which beta (β) value and t-value were 0.054 and 3.248 respectively. Similarly, it was hypothesised that perceived destination image has indirect effect on tourist revisit intention through their attitude to visiting beach destinations (**Hypothesis 2.6, PDI→ABD→TRI**). PLS bootstrapping indirect results reported that the indirect effect of perceived destination image on tourist revisit intention through tourist attitude to visiting beach destinations was found to be significant ($\beta= 0.070$; $t=3.388$; $p<0.001$). Thus, the above results supported the proposed **Hypotheses, H 2.5 and H 2.6.**

Table 5.26: Hypothetical Statement Results (Mediation)

Hypothesis	Std. Beta (β)	t-Value	Remarks
H 1.7 Perceived service quality has an indirect effect on tourist revisit intention through satisfaction as a mediator.	0.199	7.053**	Supported
H 1.8 Perceived value has an indirect effect on tourist revisit intention through satisfaction as a mediator.	0.150	5.671**	Supported
H 2.5 Perceived destination image has an indirect effect on tourist revisit intentions through satisfaction as a mediator.	0.054	3.248**	Supported
H 2.6 Perceived destination image has an indirect effect on tourist revisit intentions through their attitudes to visiting beach destination as a mediator.	0.070	3.388**	Supported
H 3.7 Tourists' perceived social influence has an indirect effect on their revisit intentions through attitude to visiting beach destinations as a mediator.	0.043	2.623*	Supported
H 3.8 Tourists' perceived behavioural control has an indirect effect on their revisit intentions through attitude to visiting beach destinations as a mediator.	0.001	0.175	Not supported

**significant at the .01 level; *significant at the .05 level

It was hypothesised that social pressure perceived by tourists would indirectly affect their revisit intention through their attitude to visiting beach destinations (H3.7; PSI→ABD→TRI). The indirect effect results for **Hypothesis 3.7** posited that perceived social influence has significant indirect effect on tourist revisit intention through their attitudes to visiting beach destinations, and the hypothesis is supported, with path coefficient values of 0.043 and significant at the .01 level. However, **Hypothesis 3.8**, the indirect effect of perceived behavioural control on tourist revisit intention through their attitudes to visiting beach destinations (PBC→ABD→TRI) is not supported. The indirect path coefficient results for the relation, perceived behavioural control → attitude → revisit

intention, is insignificant ($\beta=0.001$; $t=0.175$; $p=0.431$), meaning that the proposed hypothesis (H 3.8) is not supported.

5.7.5 Moderating Effect of Perceived Destination Risks

Hypothesis 4.1 proposed that perceived destination risks significantly moderate the relationship between perceived destination image and tourist revisit intention. Moderating effect was tested to support the hypothesis, and the results showed that the effect of perceived risk on the relationship between destination image and revisit intention was not statistically significant ($\beta=-0.004$; $t=0.199$; $p=0.421$). *This result did not support hypothesis 4.1.*

Table 5.27: Hypothetical Statement Results (Moderation)

Hypothesis	Std. Beta (β)	t-Value	Remarks
H 4.1 Tourists' perceived risks at beach destinations moderate the relationship between destination image and their revisit intention to beach destinations.	-0.004	0.199	Not supported
H 4.2 Tourists' perceived risks at beach destinations moderate the relationship between their satisfactions and revisit intention to beach destinations.	-0.001	0.078	Not supported
H 4.3 Tourists' perceived risks at beach destinations moderate the relationship between their attitudes to visiting beach destinations and revisit intention to beach destinations.	-0.033	1.944*	Supported

**significant at the .05 level*

It was postulated that perceived destination risks have a moderating effect on the relationship between tourists' satisfaction and revisit intention. Therefore, moderating effect of perceived destination risks on the relationship between tourist satisfactions and revisit intention was proposed in **Hypothesis 4.2**. Extended path model analysis results

revealed that the perceived destination risks did not have significant negative effect on the relationship between tourist satisfactions and revisit intention ($\beta=-0.001$; $t=0.078$; $p=0.469$). Therefore, *hypothesis 4.2 is not supported*.

Hypothesis 4.3 posited that perceived destination risks has a significant negative effect on the relationship between tourist attitudes and revisit intention. Moderation analysis results ($\beta=-0.033$, $t=1.944$, $p=0.026$) revealed that perceived risk significantly moderate the relationship between tourist attitudes and revisit intention. Therefore, *hypothesis 4.3 is supported*.

5.8 Summary of the Chapter

Data analysis results following the systematic approach designed in the methodology chapter are reported in this chapter. First, data normality test results reported that the collected data are non-normal. The descriptive analysis results showed that the quality of services and facilities are quite good, tourists are satisfied, and hold favourable attitudes towards visiting beach destinations. The Exploratory Factor Analysis (EFA) results explored the underlying structure for the latent construct and nine factors were extracted with the highest at 73% variance. Next, attention was given to examine the reliability and validity of the measurement model, and it was found that all constructs and their underlying indicators are statistically reliable and valid. Also, attempts were made to examine the strength of path coefficients relationships between exogenous and endogenous variables in the structural model. Direct and indirect effects were reported to examine the mediating and moderating effects. Lastly, a summary of proposed hypotheses was listed to justify whether or not they were statistically supported. The model testing results showed that 14 of the 25 hypotheses were supported at 0.01 significant level, 5 were supported at 0.05 level, and the remaining 6 hypotheses were not supported at all. Since the proposed hypotheses were developed on the basis of prior literature, the consistency of pairwise relationships among the variables further justified the validity of the structural model.

DISCUSSIONS OF FINDINGS

This chapter presents a detailed interpretation and discussion of the major findings obtained from the results of the data analysis. It primarily discusses the findings of the results of the tested hypotheses in light of existing literature from the relevant field. It then elaborates the consistency and inconsistency of the findings of the current study with prior studies, their empirical supports from the previous literature, and the policy implications for the concerned tourism industry. Lastly, this chapter summarises the discussion presented in the subsequent stages.

6.1. Perceived Service Quality, Perceived Value, Tourist Satisfaction, and Tourist Revisit Intention

To answer the first research question as well as to support the relevant research objectives, a number of research hypotheses were proposed and tested in the previous chapters. These hypotheses dealt with finding of the strength of the statistical relationships between exogenous and endogenous variables such as perceived service quality and perceived value (H1.1), perceived service quality and tourist satisfaction (H1.2), perceived service quality and tourist revisit intention (H1.3), perceived value and tourist satisfaction (H1.4), perceived value and tourist revisit intention (H1.5). The statistical results of these hypotheses along with their theoretical supports are discussed in the following sections.

6.1.1 The Effect of Perceived Service Quality on Perceived Value (H 1.1)

Perceived service quality in tourism literature is defined as “tourist’s assessment of the standard of the dimensions of a service package and its delivery process” (Chen and Tsai 2007, Allameh et al. 2015). This means that tourists’ perceptions of service quality are influenced by both what is delivered (outcome), and how it is being delivered (process) during the interaction between service providers and receivers (Priporas et al. 2017). Besides, perceived value is narrated as tourists’ overall perceptions of utility received from and what is given for a product or service during the said service encounter (Ranjbarian and Pool 2015). Service quality is customer assessment of attributes of a product whereas perceived value is the overall assessment of the utility of a product (Hu, Kandampully, and Juwaheer 2009, Allameh et al. 2015). In marketing, quality-related factors are considered to represent the benefit drivers of customer value (Hu, Kandampully, and Juwaheer 2009, Pham et al. 2015), meaning that favourable service quality perceptions ultimately lead to higher perceived value.

The PLS-based statistical results of this study revealed an important outcome to support the causal relationship between perceived service quality and perceived value. The path coefficient results demonstrated the significant effect of perceived service quality on perceived value ($\beta=0.540$; $t=17.229$; $p<0.001$) at the beach destinations. This finding is similar to prior studies (e.g., Chen and Tsai 2007, Chen and Chen 2010, Moon et al. 2013, Hu, Kandampully, and Juwaheer 2009, Allameh et al. 2015, Ranjbarian and Pool 2015), which confirmed that high level of service quality at a tourist destination leads to superior perceived value. Moreover, some of those studies (e.g., Allameh et al. 2015, Ranjbarian and Pool 2015) also found service quality influences perceived value, which then influences tourist satisfaction and behavioural intention. It implies that destination marketers should focus on enhancing tourists’ perceptions of service quality dimensions which have a strong relationship with perceived value creation.

In today’s competitive market, service quality and perceived value at a travel destination are considered as tourists’ fundamental expectations because tourists first concentrate on

their initial expectations and then they go for fulfilment of upper level demands (Allameh et al. 2015, Kim, Holland, and Han 2013). Higher level of competitiveness is associated with providing better quality and greater value than competitors (Hu, Kandampully, and Juwaheer 2009, Ranjbarian and Pool 2015). Therefore, the findings would help destination managers to improve tourists' overall service quality perceptions to ensure greater value prior to focusing on tourists' upper level of expectations. Managers must set quality service standards over tourist sacrifices, especially for accommodations, food and beverage, and employee hospitality that would guarantee higher value of services in the tourism industry. Beach destinations in Asian countries particularly Bangladesh have been in identity crisis due to lack of tourist confidence about the beach tourism-based facilities and entertainments. Therefore, unless focusing on service quality, perceived value cannot be guaranteed to attract tourists to these destinations, and the results in positive behavioural intentions would be in question (Chen and Tsai 2007, Ranjbarian and Pool 2015).

6.1.2 The Effect of Perceived Service Quality on Tourist Satisfaction (H 1.2)

Tourists' perceptions of services offered at a destination are important to successful destination marketing in the tourism industry (Kim, Holland, and Han 2013, Sangpikul 2018). Tourists' perceived service quality influences selection of travel destinations and consumption of goods and services at a destination (Kim, Holland, and Han 2013, Priporas et al. 2017). It has also been considered as one of the critical predictors of tourist satisfaction (Ranjbarian and Pool 2015, Forgas-Coll et al. 2017).

In this study, PLS-based path coefficient results confirmed a strong relationship between perceived service quality and tourist satisfaction ($\beta=0.327$; $t=8.081$; $p<0.001$), indicating significant influence of service quality on tourist satisfaction at beach destinations. These findings are in agreement with prior studies (e.g., Forgas-Coll et al. 2017, Priporas et al. 2017, Kim, Holland, and Han 2013, Allameh et al. 2015, Hossain, Quaddus, and Shanka 2015b, Ranjbarian and Pool 2015) in the quality-satisfaction models. Kim, Holland, and Han (2013) revealed a direct positive effect of service quality on tourist satisfaction and

destination loyalty which is proved and supported in this study. Additionally, these findings also uphold the empirical results of another study conducted by Hossain, Quaddus, and Shanka (2015b) at Cox's Bazar beach, one of the leading beach destinations in Bangladesh, in which they found positive relationship between perceived service quality and tourist satisfaction.

However, there were some exceptions found by Lee, Petrick, and Crompton (2007) in festival tourism, and Chen and Tsai (2007) in beach tourism settings, which revealed no significant relationship between destination service quality and tourist satisfaction. However, significant positive effect of service quality as one of the antecedents of satisfaction is reinforced in various tourism settings like; beach destination (Hossain, Quaddus, and Shanka 2015b, a), forest tourism (Lee, Graefe, and Burns 2007), sports tourism (Allameh et al. 2015), visiting museums (Forgas-Coll et al. 2017), quality of accommodation (Priporas et al. 2017), heritage tourism (Chen and Chen 2010), and general tourism attractions (Žabkar, Brenčič, and Dmitrović 2010, Ranjbarian and Pool 2015). Therefore, the relationship between perceived service quality and tourist satisfaction is further confirmed in this study.

In the tourism industry, from a customer point of view, service quality is regarded as a bundle of dimensions and attributes offered at a destination that meets the expected standards set by tourists (Hossain 2013, Allameh et al. 2015, Quintal and Polczynski 2010). Therefore, the findings of this study imply that destination managers should provide full attention to a wide range of destination attributes to make their destination offerings attractive to tourists. Since, service quality is viewed as a bundle of destination attributes and dimensions, destination managers should make the effort to increase the quality of tourism products and services offered at the destinations to ensure higher level of tourist satisfaction. Moreover, the measures used in this study to represent service quality such as cleanliness of beach areas, accommodations, food and beverage, hygiene and services, and hospitality indicate that these items influence perceived service quality in the tourist satisfaction process. Thus, destination marketers are encouraged to focus on both the

tangible and intangible aspects of service attributes in their delivery process to create visible differentiation from competitors' offerings.

6.1.3 The Effect of Perceived Service Quality on Tourist Revisit Intention (H 1.3)

With regard to the effect of perceived service quality on tourist revisit intention, the PLS based path coefficient results (Table 5.13, Chapter 5) provided somewhat surprising findings. The effect of perceived service quality on tourist revisit intention was found statistically insignificant ($\beta=0.040$; $t=1.050$; $p=0.154$), failing to prove the positive relationship between the two variables, and also being inconsistent with the findings of prior studies (e.g., Kim, Holland, and Han 2013, Allameh et al. 2015, Ranjbarian and Pool 2015, Priporas et al. 2017), which found the direct relationship of perceived service quality with tourist revisit intention and loyalty. However, the insignificant direct effect of perceived service quality on tourists' revisit intention of this study are also supported by a number of prior studies in both general consumer behaviour and tourism literature (e.g., Quintal and Polczynski 2010, Hossain, Quaddus, and Shanka 2015b, Chen and Tsai 2007, Chen and Chen 2010, Hu, Kandampully, and Juwaheer 2009, Kim, Jin-Sun, and Kim 2008, Pham et al. 2015).

The insignificant effect of perceived service quality on tourist revisit intention is unexpected in the behavioural intention process because customers who experienced quality services are normally believed to return to the service encounter (Kim, Jin-Sun, and Kim 2008). A possible reason for the insignificant relation between the two may be the involvement of other antecedent factors in the model that cause an inconsistent link between service quality and revisit intention. Satisfaction and other factors as mediation in service quality and the behavioural intention process may have caused the indirect effect of judgement of behaviour through satisfaction and others to revisit intention. This finding concludes the sequential interrelated link between perceived service quality and tourist attitudes with regards to satisfaction in the process. Another explanation might be that the individual judgment of service quality is so fundamental that it is no longer enough to

ensure tourists return to the same destination (Hossain, Quaddus, and Shanka 2015b). Likewise, the direct relationship between perceived service quality and tourist revisit intention may not always be consistent, instead somewhat disintegrated and complicated borne from such other factors especially socio-demographic characteristics that influence tourists' decision to revisit a destination in third world countries like Bangladesh (Hossain 2013).

Additionally, it was reported in the results that the effect of perceived service quality on tourist revisit intention was largely mediated by tourists' satisfaction, meaning service quality has an indirect effect on tourist revisit intention rather than direct effect. The indirect relationship between perceived service quality and tourist revisit intention is also analogous to the findings of prior studies (e.g., Rajaratnam et al. 2015, Chen and Tsai 2007, Chen and Chen 2010, Quintal and Polczynski 2010) in which significant direct relationship between these two variables were not found. These studies revealed that service quality had a significant influence on tourist satisfaction; satisfaction mediated the relationship between service quality and behavioural intention. This means that service quality is not guaranteed to lead to tourist revisit intention as long as tourist satisfaction is ensured. Similar sentiments were also echoed by tourists during the field work. Therefore, an integrated approach is needed to set a standard to guarantee and improve the quality of services as an ongoing process based on tourist perceptions of service attributes. Moreover, in this process, destination managers should consider destination offerings as an actual product rather than a bundle of attributes that should continuously be monitored through integrated marketing efforts. Destination managers must ensure proper vigilance to guarantee that tourists have smooth access to services at all levels that will result in creating tourist satisfaction, revisit intention and loyalty towards particular destinations.

6.1.4 The Effect of Perceived Value on Tourist Satisfaction (H 1.4)

Favourable perceptions of service value enhance tourists' overall satisfaction with the provided services (Quintal and Polczynski 2010). The PLS-based path coefficient analysis result reported that the relationship between perceived value and tourist satisfaction was significantly positive ($\beta=0.286$; $t=7.346$; $p<0.001$) in the context of beach destinations in Bangladesh. This finding reinforces the strong effect of perceived superior value on tourists' satisfaction, and is consistent with the previous studies (e.g., Hu, Kandampully, and Juwaheer 2009, Ranjbarian and Pool 2015, Kim, Holland, and Han 2013, Allameh et al. 2015, Chen and Tsai 2007, Quintal and Polczynski 2010) in examining tourist behavioural intention in various tourism settings. Generally, perceived value is viewed from a financial sacrifice aspect of providing value for money (Um, Chon, and Ro 2006, Quintal and Polczynski 2010). Therefore, customer benefits received from a product or service should be worth the money over the sacrifice they made, and this does not always mean that customers consistently want services with low prices, rather they expect value for their money. The sacrifice made by tourists can be in both monetary and non-monetary entities over the value, and non-monetary objects might be more important in some cases especially for time and effort constraints than the monetary cost (Martín-Ruiz, Castellanos-Verdugo, and de los Ángeles Oviedo-García 2010, Hossain 2013). Thus, the perceived value, considering both the monetary and non-monetary aspects, is one of the strongest predictors of tourists' satisfaction at destination level.

From the descriptive analysis results (Table 5.2, Chapter 5), it was reported that the level of perceived value and satisfactions was fairly above the average level, indicating that tourists experienced high level of value as well as satisfaction. Moreover, respondents during the field study also mentioned that they would be satisfied if they perceived the value of services to be worthy. Therefore, destination managers should make comprehensive efforts to offer additional benefits with the existing offerings that tourists would perceive as important and beneficial. Special attention needs to be paid to key service areas particularly accommodation, food and beverage, hygiene and cleanliness, and hospitality with a view to ensure unique value for tourists visiting the beach destinations.

In conjunction with the core benefits, additional supporting services such as a general information centre, guidelines for key sightseeing attractions, safety and security information, and special care for tourists and their belongings must be ensured to increase perceived benefits that would lead to higher level of tourist satisfaction. Since a number of studies in tourism literature have suggested that perceived value is a leading predictor of tourist satisfaction, focusing on key aspects of the value creation process is essential to find which perceived value attributes could help enhance tourist satisfaction. Destination managers must keep in mind that unless perceived value is increased, other factors may not actively lead to tourist satisfaction that will in turn reduce behavioural intention.

6.1.5 The Effect of Perceived Value on Tourist Revisit Intention (H 1.5)

Perceived value is customers' perceptual evaluations of monetary and non-monetary benefits received over the sacrifice, that also influences tourists' travel decision making process (Martín-Ruiz, Castellanos-Verdugo, and de los Ángeles Oviedo-García 2010, Quintal and Polczynski 2010). It was expected that value perceived by tourists at beach destinations would influence their revisit intention. The PLS-SEM path coefficient analysis of this study provided a very interesting result showing that the relationship between perceived value and tourist revisit intention was not significant ($\beta=0.051$; $t=1.050$; $p=0.147$), and the proposed hypothesis was not supported. This outcome failed to prove the significant effects of perceived value on travellers' revisit intention, and is inconsistent with the findings of previous studies (e.g., Lee, Petrick, and Crompton 2007, Hu, Kandampully, and Juwaheer 2009, Allameh et al. 2015, Ranjbarian and Pool 2015, Chen and Chen 2010) in which the researchers empirically found a significant positive relationship between the two constructs.

Although the findings on the relationship between perceived value and tourist revisit intention in this study is not in line with some prior studies, the findings also support other studies (e.g., Moon et al. 2013, Petrick and Backman 2002, Chen and Tsai 2007), which claimed the relationship between perceived value and behavioural intention is indirect and

inconsistent. Petrick and Backman (2002) affirmed that golf travellers' perceived acquisition value did not directly affect their revisit intention. Chen and Tsai (2007) revealed that tourists' perceived value received from a coastal-based destination does not affect their behavioural intentions to revisit and recommend to others. Rather, the perceived value has a significant indirect effect on behavioural intentions through tourist satisfaction. The findings of this study also support that of Kim, Holland, and Han (2013), which empirically established the indirect relationship, perceived value → satisfaction → loyalty. Similarly, Quintal and Polczynski (2010) averred that perceived value did not produce a direct effect on tourists' revisit intention to a holiday destination, and satisfaction mediated the relationship between perceived value and revisit intentions. Perceived value was found insignificantly related to behavioural intentions to a road race-based sports event (Moon et al. 2013). Their study claimed a rather indirect relationship between perceived value and behavioural intention, and mediating relations through destination image to behavioural intention.

The findings on the relationship between perceived value and tourist revisit intention in literature are inconsistent and contradictory. Besides, the current study also found significant indirect relationship between perceived value and tourist revisit intentions in the context of beach destinations in Bangladesh. One of the possible explanations might be the influence of other factors mediating a role between perceived value and tourist revisit intentions. In this study, perceived value had a direct relation with tourist satisfaction, and satisfaction mediated the relationship between perceived value and tourist revisit intention, indicating tourists' indirect effect of judgement of perceived value through satisfaction to behavioural intention. Therefore, the indirect relationship between perceived value and tourist revisit intention in this study is in line with the interrelated link perceived value – satisfaction - behavioural intention process.

From a managerial standpoint, this outcome implies that offering quality services and better value are not enough to ensure tourist intentions to revisit unless they are satisfied with the products and services (Hu, Kandampully, and Juwaheer 2009, Kim, Holland, and Han 2013). Therefore, destination managers should focus more on tourist service quality and

value perception to ensure tourist satisfaction with the services and facilities provided at the destinations. Since perceived value was found as a strong predictor of tourist satisfaction in this study, managers must convince tourists that they are receiving higher value in terms of costs they sacrificed. Once tourists perceived that they have obtained valuable travel experiences, their level of satisfaction would increase resulting in positive behavioural intention emerging. Moreover, tourists in developing countries likely view perceived value as value for money (Kim, Holland, and Han 2013, Quintal and Polczynski 2010), and they are mindful of the costs of getting service benefits which relate to their satisfaction. Thus, destination managers have to endeavour to monitor and balance trade-offs between benefits provided and money received for the key services at the beach destinations.

6.1.6 The Effect of Tourist Satisfaction on their Revisit Intentions (H 1.6)

Over the past couple of decades, the concept of tourist satisfaction has been widely used in tourism literature as one of the key determinants of tourist behavioural intention (Priporas et al. 2017, Sohn, Lee, and Yoon 2016). It is considered as a strategic driver in destination marketing because it influences destination choice, consumption of destination offerings, frequency of revisit, word-of-mouth creation, and destination loyalty (Sangpikul 2018). Considering the significant relationship of satisfaction with tourist behavioural intention in literature, the current study proposed a hypothesis where tourist satisfaction has a significant influence on their revisit intention to beach destinations. The statistical results of PLS-SEM path coefficient analysis (Table 5.13, Chapter 5) provided a very significant finding to support the proposed hypothesis. The finding proved a strong positive relation of tourist satisfactions with their revisit intentions ($\beta=0.225$; $t=3.898$; $p<0.001$).

Similar to the findings of this study, the significant positive relationship between tourist satisfaction and tourist revisit intentions is globally acknowledged in the destination loyalty process. Therefore, the finding on the relationship between tourist satisfaction and tourist revisit intentions in this study is in agreement with prior studies conducted by Sangpikul

(2018) in island tourism, Priporas et al. (2017) in holiday accommodation, Brown, Smith, and Assaker (2016) in event tourism, Sohn, Lee, and Yoon (2016) in festival tourism, Thiumsak and Ruangkanjanases (2016) in countryside tourism, Hossain, Quaddus, and Shanka (2015b) in coastal tourism, Allameh et al. (2015) in sports tourism, Ranjbarian and Pool (2015) in religious destinations, and Chen and Chen (2010) in heritage tourism. These studies empirically examined and found significant positive relationship between tourist satisfaction and tourist revisit intention and recommendation to others. Moreover, the findings of the current study based on f^2 effect size and q^2 effect size (Table 5.15, 5.17, Chapter 5) suggested that tourist satisfaction is one of the strong predictors of tourist revisit intentions that make it meaningful for beach destinations in Bangladesh as well as other Asian countries.

Additionally, tourist satisfaction had higher coefficient values than the other constructs especially perceived service quality and perceived value on tourist revisit intentions. Satisfaction is one of the important drivers in planning marketable tourism products and services (Hossain, Quaddus, and Shanka 2015b). Moreover, it is highlighted in the literature that the functions and activities of satisfied tourists to choose a destination, consume tourism products, revisit and recommend a destination to others are the hidden keys to profitable tourism business. The finding of this study also advance the support and proof of this statement. Therefore, destination marketers should pay keen attention to improve the quality of destination offerings to create high level of satisfaction that would enhance tourist revisit intention. Marketers should have basic understanding of tourists' satisfaction parameters to be used to evaluate the performance of products and services offered at the destinations. Tourists' needs and expectations should be respected and given enough attention. Marketers have to monitor the level of tourist satisfaction with the key services offered at the destinations.

Destination managers should pay special attention to various tourist satisfaction indicators, especially the natural attractions of beach areas, accommodation facilities, hospitality, food and beverage, and other ancillary services to understand which indicators are really influencing their satisfaction in revisiting beach destinations in Bangladesh. In this regard,

one of the important tasks for destination managers is to conduct regular satisfaction surveys to get feedback and identify the reasons that cause tourist dissatisfaction which may also have a negative impact on tourist revisit intention. Alongside improving the services that cause tourist dissatisfaction, marketers need to offer quality services that match world standards to draw attention from more international visitors. Besides, promotional programmes highlighting key attractions at beach destinations, facilities, and previous visitors' positive opinions could be effective ways for improving tourists' positive perceptions about the destinations, leading to satisfaction, and revisit intention. It has been suggested by the researcher that providing previous visitors' satisfaction data to potential visitors could help them be more loyal to the destinations, resulting in willingness to revisit the destinations and spread positive word-of-mouth messages to others. Therefore, this strategy could also be applicable for promoting beach destinations in Bangladesh.

6.2. Perceived Destination Image, Tourist Satisfaction, Tourist Attitudes to Visiting Beach Destination, and Tourist Revisit Intention

Destination image is one of the major factors for tourists in travel decision making, destination choice, and also for destination marketers to make their destination business successful (Chen and Tsai 2007, Lepp, Gibson, and Lane 2011). Considering the significant role of destination image in tourism marketing as well as to address the research question of how perceived destination image influences tourists' attitudes, satisfaction, and revisit intentions to beach destinations, a number of research hypotheses were proposed which are discussed in the following sections.

6.2.1 The Effect of Perceived Destination Image on Tourist Satisfaction (H 2.1)

In tourism literature, destination image is narrated as tourists' overall belief and impressions towards a travel destination which are formed based on their perceptions of a destination's tangible and intangible attributes (Chiu, Zeng, and Cheng 2016, Tosun,

Dedeoğlu, and Fyall 2015). In destination marketing, it is believed that tourists holding favourable destination image tend to be more satisfied with the destination, and are more likely to revisit and recommend the destination (Allameh et al. 2015, Assaker and Hallak 2013, Jalilvand et al. 2012). Taking this statement into account, the current study proposed the hypothesis that the more favourable the destination image, the higher the level of tourist satisfaction with beach destinations.

The PLS based statistical result in this study revealed that the relationship between destination image and tourist satisfaction was significantly positive ($\beta=0.239$; $t=6.333$; $p<0.001$). This implies that favourable destination image influences tourist satisfaction in the context of beach destinations in Bangladesh. There were some mainstream studies on the tourist behavioural process (e.g.,Chen and Tsai 2007, Kim, Holland, and Han 2013) which failed to support the significant positive relationship between destination image and tourist satisfaction and, thus, the finding of the current study is inconsistent with those findings. However, the finding is in line with prior studies (e.g.,Assaker and Hallak 2013, Allameh et al. 2015, Chiu, Zeng, and Cheng 2016, Assaker, Vinzi, and O'Connor 2011, Lee 2009, Enrique Bigné, Sanchez, and Andreu 2009, Chi and Qu 2008), which found a significant effect of destination image on tourist satisfaction in various tourism settings. Additionally, the descriptive statistics results of this study (Table 5.2, Chapter 5) showed that tourists hold favourable image of beach destinations in Bangladesh. Since destination image was found as one of the important factors that could lead to tourist satisfaction in beach tourism settings, destination managers should proactively handle the issues involved in developing favourable destination image to influence tourists' feelings and perceptions.

Alongside the current study, various studies in the tourism contexts showed that nature lovers are more likely to visit coastal or island-based destinations when their main intention is to enjoy natural attractions of the destinations. Therefore, destination marketers should focus on the natural attractions of beach destinations to enhance tourists' positive perceptions. In planning tourism facilities, biodiversity of the beach areas must be considered since tourists pay more attention to the natural views at beach destinations. Future infrastructure development should be properly planned to avoid negative impacts

on the natural beauty of beach areas. In order to improve the image of the destinations, pragmatic initiatives such as forestation, monitoring beach littering activities, having regular beach cleaning activities, and environment-friendly entertainments should be undertaken to increase tourist satisfaction with regards to destination image.

6.2.2 The Effect of Perceived Destination Image on Tourist Attitudes to Visiting Beach Destination (H 2.2)

Destination image influences tourist attitude formation and decision making process at each stage of travel (Chen and Funk 2010). Tourists holding a favourable image form positive attitudes towards a destination (Jalilvand et al. 2012, Deng and Li 2014), and the relationship between positive image and future attitudes increases the possibility to return to a destination and recommend it to others (Hernández-Lobato et al. 2006, Prayag 2008). Therefore, the current study proposed and predicted that the more favourable the destination image, the higher the tourists' positive attitudes towards beach destinations. It is also evident from the analysis of this study that destination image has a significant positive effect on tourists' attitudes towards beach destinations ($\beta=0.196$; $t=4.502$; $p<0.001$). This finding posits that positive visitor perceptions of a destination image would increase favourable attitudes towards the beach destinations.

There were but a few studies in tourism literature (e.g., Jalilvand et al. 2012, Deng and Li 2014, Hernández-Lobato et al. 2006) that examined destination image as an antecedent of tourist attitudes towards a destination. The findings of these studies revealed a positive relationship between destination image and travellers' attitudes towards a tourism destination which is analogous to the finding of the current study. Therefore, managers and policy makers must have fair knowledge on how to form destination image and what determines the process of image formation in the context of beach tourism. Most of the participants in this survey were from different parts of the country as well as from neighbouring countries. They know beach destinations like Cox's Bazar for their unique beauty and natural attractions which play an important role in creating a favourable image that could lead tourists to form positive attitudes towards beach destinations in the country.

Therefore, destination managers must put efforts into the development of favourable image that would make the destinations desirable, favourable and pleasant to tourists.

Cleanliness of beach areas is another important issue in image formation by tourists while visiting the destinations. Therefore, alongside regular cleaning activities, tourists' awareness should be created about beach littering and its negative effects on beach water quality, climate and overall natural environment which are the key requirements of the image formation process. Illegal lodgings and mobile shops adjacent to the beach areas should be properly controlled by the law with the view to enhance the holistic experience of the destinations for tourists that would in turn create positive attitudes towards beach destinations. Making water-based activities and entertainment available and ensuring easy access to them may help tourists form good impressions about the beach destinations and make their trip more enjoyable. Therefore, destination managers should proactively manage these areas to develop tourists' positive attitudes towards beach destinations through improving the current image of beach destinations in the country.

6.2.3 The Effect of Perceived Destination Image on Tourist Revisit Intention (H 2.3)

The PLS based SEM path coefficient result demonstrated a significant positive relationship between the two constructs, perceived destination image and revisit intention ($\beta=0.070$; $t=1.742$; $p=0.041$). The direct relationship between perceived destination image and tourist revisit intention in this study indicates that the degree of tourist revisit intention is generally greater if tourists have positive perceptions of beach destinations. This outcome is in agreement with the outcome of Allameh et al. (2015) in water sports destinations, Deng and Li (2014) in mega-event destinations, Moon et al. (2013) in sports event destinations, Jalilvand et al. (2012) in religious destinations, Assaker, Vinzi, and O'Connor (2011) and Rodríguez Molina, Frías-Jamilena, and Castañeda-García (2013) in sun, sea, and sand destinations, Chi and Qu (2008) in community event destinations, and Chen and Tsai (2007) in coastal destinations. All of these studies found direct relationship between overall

destination image and tourist behavioural intention including revisit, recommend, and word-of-mouth.

In addition, there are some studies in travel and tourism literature (e.g., Li et al. 2010, Hallmann, Zehrer, and Müller 2015, Tosun, Dedeoğlu, and Fyall 2015, Chiu, Zeng, and Cheng 2016) which split destination image into cognitive and affective clusters. Hallmann, Zehrer, and Müller (2015) found a significant effect of both the cognitive and affective image while other researchers (e.g., Li et al. 2010, Tosun, Dedeoğlu, and Fyall 2015, Chiu, Zeng, and Cheng 2016) found no significant effect of cognitive image, only affective image on tourists' intention to revisit a destination. However, the current study targeted an overall image covering both the cognitive and affective image components and found positive relation with tourist revisit intention. This study noted that visitors' feelings towards beach destinations of Bangladesh are favourable and enjoyable. Thus, tourists having positive impression is important for destination managers in terms of promoting and branding a destination as preferred travel destination.

Additionally, the influence of overall destination image on travellers' future visit intention is globally accepted which is also true in the context of beach destinations of Bangladesh. Therefore, to achieve the goal of ensuring tourists return to beach destinations, destination marketers should offer broad marketing and promotional programmes highlighting the natural and scenic beauty of the beaches, associated site tour attractions, favourable weather conditions, local people's hospitality, and reputation as being one of the world's longest uninterrupted beaches. Destination marketers should be aware of any adverse activities by locals or others that might be perceived by tourists as humiliating, resulting in a negative image. They should keep and maintain statistics on the number of tourists visiting each of the beach destinations every year and provide this record to current visitors as part of their promotional activities, which could stimulate travellers in their decision making to revisit whilst also recommend to others.

6.2.4 The Effect of Tourist Satisfaction on Tourist Attitudes to Visiting Beach Destination (H 2.4)

Customer satisfactions with a product or service positively influence their attitudes, and in turn attitudes enhance their post-purchase intention (Harris and Goode 2004, Johnson, Garbarino, and Sivadas 2006, Ekinci, Dawes, and Massey 2008). However, despite assuming the conceptual similarity between satisfaction and attitude constructs in some literature (Huang 2007), a significant causal relationship may exist between them (Ekinci, Dawes, and Massey 2008, Huang and Hsu 2009, Choi and Choo 2016, Huang 2007). Therefore, the current study made a proposition that tourist satisfaction had a positive influence on tourist attitudes towards beach tourism. The PLS-based statistical analysis for this study revealed significant positive results ($\beta=0.568$; $t=14.036$; $p<0.001$) to support the relationship between tourist satisfaction and attitudes towards visiting beach destinations.

There are some studies both in consumer behaviour and tourism literature (e.g.,Huang 2007, Huang and Hsu 2009, Suh and Pedersen 2010, Hernández-Lobato et al. 2006, Choi and Choo 2016) that found a positive relationship between customer satisfaction and attitudes, which are similar to the findings unearthed in the current study. These studies claimed that the higher the satisfaction, the more positive the consumer attitudes and, subsequently, the higher the loyalty. Since tourist satisfaction is found to be a strong predictor of tourist attitudes towards visiting beach destination in this study, destination managers should strive to ensure tourists have positive experiences and satisfaction with the destination offerings to create positive attitudes towards beach destinations. Perceived service quality and perceived value are important factors among many that could influence tourist satisfaction. Therefore, destination managers must make the effort to ensure tourist satisfaction through providing quality services and greater value that would in turn develop tourist attitudes towards visiting beach destination in Bangladesh.

Finally, destination managers should bear in mind that the key to destination success lies in better understanding of tourist satisfaction and attitudes, and in offering the products and services that match expectations and needs. They should reinforce their efforts to design

destination offerings especially for improving the quality of infrastructure, enhancing tourists' value perceptions, and making the destination enjoyable to meet the needs and expectations of tourists. Ensuring tourist experiences that exceed expectations of the destination's offerings leads to their satisfaction, and satisfied tourists are more likely to hold positive attitudes towards a destination that would result in sharing positive travel experience with friends and relatives, and even willingness to recommend the destination to other people.

6.3. Perceived Social Influence, Perceived Behavioural Control, Attitudes to Visiting Beach Destination, and Tourist Revisit Intention

An individual's perceived social pressure as well as perceived ease or difficulty to perform a behaviour may affect his or her attitudes and behavioural intention. A number of hypotheses to address the research question of how tourists' perceived behavioural control and social influence affect their attitudes and revisit intention to beach destinations were proposed in this study. The hypotheses included the effect of perceived social influence on tourist perceived behavioural control (H3.1), perceived social influence on tourist attitudes (H3.2), perceived social influence on tourist revisit intention (H3.3), perceived behavioural control on tourist attitudes (H3.4), perceived behavioural control on tourist revisit intention (H3.5), tourist attitudes on their revisit intention (H3.6), which are discussed subsequently.

6.3.1 The Effect of Perceived Social Influence on Tourist Perceived Behavioural Control (H 3.1)

An individual's perceptions of ease or difficulty to perform a particular behaviour are affected by his or her perceived social influence or pressure (Kim and Karpova 2010). If a consumer notices that significant others may not support the purchase of a product, it may negatively affect his or her ability or create psychological obstacles when making purchase decisions (Nam, Dong, and Lee 2017, Kim and Karpova 2010). Generally people tend to seek information, knowledge, experience from their family, friends, and others who may

influence their perceptions about the amount of control in terms of ease or obstacles prior to performing a behaviour (Paul, Modi, and Patel 2016, Kim and Karpova 2010). Taking the positive relationship between the two terms into account in literature, this researcher assumed that tourists' abilities and constraints (money, time and other resources) to travel to beach destinations is significantly influenced by others who are important to them. The PLS-based path coefficient analysis provided significant results regarding the relationship between perceived social influences and perceived behavioural control, and the proposed hypothesis was supported ($\beta=0.427$; $t=10.432$; $p<0.001$). This finding indicates a very strong positive relationship between perceived social influence and tourists' perceived behavioural control to visit beach destinations in Bangladesh.

Although the scarcity of empirical findings on the relationship between perceived social influence and perceived behavioural control to visit or revisit is evident in tourism literature, the finding regarding the relationship between the two constructs in this study is in line with previous studies in consumer behaviour and tourism literature (e.g., Kim and Karpova 2010, Paul, Modi, and Patel 2016, Quintal, Lee, and Soutar 2010a, Nam, Dong, and Lee 2017) which revealed the positive effect of social influence on a customer's ability to purchase products and services. Therefore, if a tourist believes that significant others approve a visit to a destination, it reduces the level of difficulty and persuades him or her to go forward with making the travel plans. It was reported during the field study that about 80% of tourists visit beach destinations in a group with their family, friends, relatives, and others close and important to them. In responding to a question about their feelings visiting the destinations in a group, tourists anonymously replied that it was quite difficult to manage the trip unless others encouraged them to visit the destination. Thus, it can be argued that social pressure from people who are important to visitors have significant influence on whether or not to visit beach destinations.

As the opinions of significant others have a strong social influence on tourists' abilities and constraints to visit beach destinations, destination managers should design practical marketing programmes to influence tourist group behaviour. In achieving the organizational objective to increase social influence among tourists visiting beach

destinations, managers can offer various group package programmes that would create peer motivation to make group travel plans to the destinations. Similarly, proper monitoring is needed to improve service quality and expected level of satisfaction which can be effective in creating a positive impression about the destinations. Tourists play the role of social influencers through spreading positive information, proper knowledge, and experience to others. This approach would bridge the information and knowledge gaps about the destinations among potential visitors who are still in two minds about making travel plans to beach destinations due to perceived ability or constraint issues.

6.3.2 The Effects of Perceived Social Influence on Tourist Attitudes to Visiting Beach Destinations (H 3.2)

Social pressure received from others may have greater impact on an individual's attitudes towards the promising behaviour (Kim and Karpova 2010). In marketing, if customers believe that people who are significant to them may not approve of them buying a particular product, and purchasing or using the product may create unfavourable impression, they are more likely to show negative attitudes towards buying the product (Kim and Karpova 2010, Nam, Dong, and Lee 2017). In tourism, tourist attitudes to visiting a destination or not are highly affected by their significant others (Han and Kim 2010, Teng, Wu, and Liu 2015). Thus, the current study proposed that social pressure perceived by tourists had a significant impact on their attitudes towards visiting beach destinations, and the hypothesis was supported because the PLS-based path coefficient result for the relationship between perceived social pressure and tourist attitudes revealed a strong support ($\beta=0.119$; $t=3.140$; $p=0.001$). This means that social pressure plays a significant role in influencing tourists' attitudes about visiting beach destinations in Bangladesh.

The finding on the positive relationship between perceived social pressure and tourist attitudes in this study also supports prior studies in both consumer behaviour and tourism contexts (e.g., Teng, Wu, and Liu 2015, Han and Kim 2010, Quintal, Lee, and Soutar 2010a, Nam, Dong, and Lee 2017, Kim and Karpova 2010, Paul, Modi, and Patel 2016, Han, Hsu, and Sheu 2010) which found that customers are more likely to show positive attitudes

towards buying a company's products or services if they have enough support from their important others. The notion is that visitors' favourable or unfavourable attitudes to visiting beach destinations depend on their family, friends, or co-workers' positive or negative views (Teng, Wu, and Liu 2015). It is also noted from the tourists' travel profile that a large portion of tourists visiting the beach destinations in Bangladesh were from different parts of the country and most of them arrived with their friends, family, colleagues, and other referents. Therefore, the information about increasing social influence on tourists' travel behaviour may act as an influential tool for marketing promotion for generating and enhancing tourists' attention, interest, desire and action towards beach destinations. The promotional programme highlighting the social influence on visiting beach destinations would acknowledge and increase the relevance of social support in travelling to beach tourism destinations in the Asian context. Thus, promotional programmes portraying the positive opinions or endorsements of opinions leaders or role models from the target groups, such as parents, teachers, peers, colleagues, can be an effective way of persuading tourists to choose beach tourism destinations.

Destination marketers should highlight the benefits of visiting beach destinations by spotlighting on the exclusive opportunity to commune with nature and participate in green and various adventure activities. Focusing on these aspects in their public advertising, publicity, brochures, and street display would enhance people's positive attitudes towards travel beach tourism destinations. If these messages are conveyed through the various promotional programmes to family, friends, and relatives, they will exert influence on others that would in turn create potential visitors' favourable attitudes towards beach tourism. Here, destination managers should actively seek proper methods to attract people's attentions as well as to improve their perceptions of beach tourism with a view to create positive attitudes towards beach destinations.

6.3.3 The Effects of Perceived Social Influence on Tourist Revisit Intention (H 3.3)

Social influence referring to subjective norm in TPB has appeared to be one of the important predictors of tourist behavioural intention to purchase or repurchase tourism products and services in many researches. Social influence refers to the opinions and endorsements from significant referents which influence and enhance tourist intention to visit a destination (Teng, Wu, and Liu 2015). Hence, it was expected in this study that perceived social influence from significant others would have positive effect on tourist revisit intention towards beach destinations. The empirical results for the proposed hypothesis on the relationship between perceived social influence and tourist revisit intention revealed a significant positive relationship between the two constructs in the context of beach tourism in Bangladesh and, thus, the hypothesis was supported ($\beta=0.097$; $t=2.026$; $p=0.021$). This finding indicates that tourists who receive positive opinions and endorsement from significant others about visiting beach destinations are more likely to revisit the destinations.

The relationship between perceived social influence and tourist revisit intention explains the high level of social influences in the context of the current research particularly in Eastern cultures, meaning travellers in Eastern cultures tend to be influenced more by their referents when making revisit decisions about a destination. This finding is also aligned with prior studies in the field of travel tourism (e.g., Teng, Wu, and Liu 2015, Quintal, Lee, and Soutar 2010a, Han and Kim 2010, Han, Hsu, and Sheu 2010, Hsu and Huang 2012, Choo, Ahn, and F. Petrick 2016, Pan and Truong 2018) which implied that an increase in perceived social influence will result in an increase in likelihood of revisiting beach destinations. Since tourists' intention to revisit beach destinations is associated with perceived social pressure or influence from significant referents, destination managers should take social influences within the group into consideration in dynamic way to address travellers' behavioural intention.

It is evident that if a tourist finds significant others talking or sharing about visiting beach destinations, it inspires him or her to be involved in their decisions. Similarly, if other

companions in a group share a common interest in revisiting the destination, and they identify themselves with the group, they will more likely be in accordance (Choo, Ahn, and F. Petrick 2016). From the field study, it was noted that visitors expressed their affirmative expression to follow suit if their companion visitors revisit the destinations. Likewise, many of them opined that they had plans to visit the destination before but they could not manage the trip due to lack of proper information as well as not having enough support from others. Therefore, the impact of perceived social influence on tourists' revisiting beach destinations has been one of the key cues for destination marketers. Destination managers, thus, should properly understand the level of perceived social influence that enhances tourist revisit intention. After that, different types of group package programmes can be offered to attract group tourists who will make travel plans to the destinations under small, medium, or large groups and consequently, they would spread positive word of mouth as referents to potential visitors.

6.3.4 The Effects of Perceived Behavioural Control on Tourist Attitudes to Visiting Beach Destination (H 3.4)

An individual's ability or constraint to perform a particular act is one of the powerful factors that influences his or her attitudes or behaviour change towards the action (Armitage and Talibudeen 2010). It can also positively affect customer attitudes towards a product or services as well as purchase intention (Nam, Dong, and Lee 2017, Armitage and Talibudeen 2010). Therefore, it was hypothesised in this study that tourists' perceived behavioural control have a direct influence on their attitudes to visiting beach destinations. In supporting the assumption, the PLS-based path coefficient analysis provided a surprising outcome ($\beta=0.007$; $t=0.179$; $p=0.429$), showing that tourists' perceived behavioural control did not have direct influence on their attitudes to visiting beach destinations in Bangladesh. Additionally, the influence of tourists' perceived behavioural control on their attitudes was significantly lower than the other predictors of attitudes in the proposed model.

The relationship between customers' perceived behavioural control and attitudes is inconclusive and contradictory in literature. Moreover, it is notable that there are few

studies in consumer behaviour. However, there is no prior evidence in travel and tourism contexts which empirically investigated the relationship between customers' perceived behavioural control and attitudes. Apparently, the finding of the current study is inconsistent with prior studies (e.g., Armitage and Talibudeen 2010, Roberts 1996, Gopi and Ramayah 2007, Kang, Liu, and Kim 2013, Yeon Kim and Chung 2011) which argued that perceived behavioural control significantly influence customer attitudes and purchase intention. In contrast, the finding on the insignificant relationship between these two constructs in the current study is also in line with the findings of Nam, Dong, and Lee (2017), and Mandese (1991). Mandese (1991) argued that consumer purchasing decision might not always be influenced by their perceived behavioural control unless it has strong sway to create positive attitudes towards the products. Likewise, Nam, Dong, and Lee (2017) argued that customers' perceived behavioural control pertaining to their abilities and constraints did not have any significant positive influence on their attitudes to purchase green sportswear.

In order to discover the reasons why tourists' perceived behavioural control did not influence their attitudes towards visiting beach destinations, the stand of the current study is with the explanation given by Nam, Dong, and Lee (2017) that when purchasing special products, customers care less about money, time, and capabilities, but rather on other factors. To illustrate, it is indisputable that beach destinations are the main tourist attractions and are very popular in Bangladesh. Moreover, there are few alternative visiting places in the country for tourists except beach destinations (Hossain 2013). Beach destinations come first to tourists' minds once they think of making a travel plan. Therefore, tourists are less likely to bother with their abilities and constraints if there is a scope for visiting beach destinations. Likewise, if tourists notice that significant others are making travel plans to beach destinations, they are willing to join others and deliberately manage time, money, or other supports. Thus, tourists' attitudes towards beach destinations are not dependent on their abilities to visit, but more so on other factors especially social influence, satisfaction, and destination image.

Tourists' perceived behavioural control especially time, money, and other capabilities to visit a destination is one of the less controlled elements for marketers. So, destination marketers have to make efforts to identify and manage other influencing factors that have strong effect on tourists' attitudes towards beach tourism. Attention should be given to factors especially social influence because it has direct and indirect effect through perceived behavioural control on tourists' attitudes. Moreover, higher level of tourist satisfaction and favourable destination image can work to reduce constraints of time, money, and efforts for revisiting the destinations.

6.3.5 The Effects of Tourist Perceived Behavioural Control on Tourist Revisit Intention (H 3.5)

A customer's ability to perform an action not only influences his or her attitudes towards a product or service but also purchase intention (Nam, Dong, and Lee 2017, Paul, Modi, and Patel 2016). The perceived ease or difficulty to perform a behaviour serves as direct antecedent of an individual's intention to carry out that behaviour (Choo, Ahn, and F. Petrick 2016). This means that due to unavailability of resources such as time, money, and other supports, individuals might have little control over carrying out a certain behaviour (Hsu and Huang 2012). In travel and tourism, tourists' plans to revisit a particular destination are affected by their perceived abilities or constraints (Han and Kim 2010, Teng, Wu, and Liu 2015). Therefore, it was expected that tourists' perceived behavioural control would have a direct effect on their revisit intentions towards beach destinations. The PLS-based SEM path coefficient result revealed that the effect of tourists' perceived ability on revisit intention was direct and significantly positive ($\beta=0.072$; $t=1.1770$; $p=0.038$).

Individual perceived behavioural control and behavioural intention have been used as interdisciplinary concepts in TPB to predict behavioural intention in various disciplines including travel and tourism. With regard to the relationship between tourists' perceived behavioural control and behavioural intention to visit a destination, researchers found inconclusive and contradictory results in their studies. Generally, researchers support the

argument that perceived behavioural control is negatively related to tourist visit intention (e.g., Quintal, Lee, and Soutar 2010a, Han and Kim 2010, Teng, Wu, and Liu 2015), while some researchers (e.g., Nam, Dong, and Lee 2017, Choo, Ahn, and F. Petrick 2016) argue that perceived constraints do not necessarily lead to less participation intention. Moreover, the empirical findings on the relationship between tourists' perceived behavioural control and revisit intention are still limited in tourism literature. Nevertheless, the current study found a significant relationship between the two constructs, meaning that tourists' intention to revisit beach destinations is affected by their perceived abilities and constraints. This outcome is also in agreement with the findings of prior studies (e.g., Quintal, Lee, and Soutar 2010a, Teng, Wu, and Liu 2015, Choo, Ahn, and F. Petrick 2016, Han and Kim 2010, Kim and Han 2010) which revealed that tourists' perceived abilities or constraints significantly influenced their revisit intention towards a destination.

Therefore, tourists' perceived abilities or constraints in this study have been established as strong predictor of their revisit intention towards beach destinations in Bangladesh. Since tourists' time, money, and other capabilities are important concerns when visiting beach destinations, destination marketers should make further efforts to trace the abilities and constraints that cause less intention to revisit. It was reported by tourists during the field study that accommodation costs are very high during the peak season when service providers do not control the rates. So, marketers should strictly monitor the accommodation price setting policy to make the services worth the money for tourists. Regarding the tourists' time constraint, promotional offers to attract tourists should be targeted during public holidays and other special occasions so that these offers stimulate tourists to manage their time and other resources to make travel plans to the destinations. Moreover, marketers must provide proper information through the mass media about the availability and variety of facilities, mode of access and acquisitions, and various beach-based activities and entertainments especially during the peak season so that the initial behaviour of travellers can be encouraged.

6.3.6 The Effects of Tourist Attitudes to Visiting Beach Destination on Tourist Revisit Intention (H 3.6)

In tourism literature, attitude - behaviour relation has extensively been examined in various studies applying the theory of planned behaviour (e.g., Hsu and Huang 2012, Ajzen and Driver 1992, Teng, Wu, and Liu 2015), and a strong relationship between the two constructs has generally been found. However, the relationship between tourist attitudes and their revisit intentions has not received much research attention. Taking the empirical findings on the relationship between tourist attitudes and revisit intention in recent studies into account, the current study hypothesised that tourists' favourable attitudes towards beach destinations affect their revisit intention. The PLS-based path coefficient analysis result in this study found tourist attitudes as a significant predictor of their revisit intention ($\beta=0.356$; $t=6.186$; $p<.001$), meaning that tourists holding favourable attitudes towards beach tourism have a stronger revisit intention towards beach destinations in Bangladesh.

Tourist attitudes have been one of the key determinants of tourist revisit intention in this study and the finding is also consistent with prior studies (e.g., Teng, Wu, and Liu 2015, Han and Kim 2010, Huang 2007, Huang and Hsu 2009) which justified its positive relation with revisit intention in various tourism settings. Customers' attitudes towards behaviour is a positive function of their behavioural belief (Kim and Han 2010). If customers' attitudes are positive and they are more concerned about social influence and other constraints, they are more willing to make effort towards behavioural action (Paul, Modi, and Patel 2016). Therefore, destination marketers must strive to develop and maintain tourists' positive attitudes towards the beach destination. They can consider the use of promotions to convey previous visitors' positive attitudes as a marketing strategy to create potential favourable attitudes towards beach tourism in the country. The government especially BPC should liaise with both the public and private bodies to develop a standard beach tourism friendly environment to invigorate positive attitudes among domestic and international visitors towards beach destinations.

As it is found that social pressure and satisfaction are two strong indicators of tourists' attitudes, these two factors should be given priority when formulating marketing strategies

to create positive attitudes among tourists that will in turn enhance their revisit intention. Marketers should take proper steps to pursue quality services and facilities that induce tourists' positive evaluation and satisfaction, and stimulate the formation of favourable attitudes towards visiting beach destinations. If tourists are satisfied, they are more likely to convey positive attitudes about the destination to friends and relatives as well as become repeat visitors. From general observation, beach tourism in a third world Muslim - majority country like Bangladesh is not able to foster positive attitudes among international tourists to visit its destinations. Therefore, alongside highlighting sea, sand, and sun-based facilities, special focus on water-based activities and entertainments in the beach areas must be given priority in any tourism-related promotional programmes. Focusing on facilities and entertainments highly pertinent to beach tourism can create positive attitudes among tourists that will result in increased tourist revisit intention towards beach tourism destinations.

6.4. Mediating Effect of Tourist Satisfaction and Attitude in the Tourist Revisit Intention Process

Satisfaction and attitude are two key role playing factors in the behavioural intention process in tourism literature. They play multiple roles as exogenous as well as endogenous drivers in this process. Taking the multiple role of satisfaction and attitude into consideration in the behavioural intention process, the current study proposed and empirically examined the mediating effect of these two variables in the tourist revisit intention process in the context of beach tourism.

6.4.1 Indirect Effect of Perceived Service Quality, Perceived Value on Tourist Revisit Intention through Satisfaction as a mediator (H: 1.7, H: 1.8)

A review of extant literature indicates that tourist perceptions of quality of tourism offerings and value received from the products and services significantly influence their satisfaction as well as their behavioural intention – revisit, recommend, and word-of-

mouth. However, the direct effect of perceived service quality and perceived value on tourist revisit intention (H: 1.3, H: 1.5) were found insignificant in the current study. The current study also attempted to look into the indirect effect of perceived service quality and perceived value on tourist revisit intention through satisfaction as a mediator. The PLS based indirect path coefficient results in this study revealed a significant indirect effect of perceived service quality on tourist revisit intention through satisfaction (H 1.7; $\beta=0.199$; $t=7.053$; $p<0.001$). Similarly, perceived value has an indirect effect on tourist revisit intention through satisfaction (H 1.8, $\beta= 0.150$; $t=5.671$; $p<0.001$). These findings imply that tourist satisfaction strongly mediated the relationship of perceived service quality, and perceived value with tourist revisit intention in the context of beach tourism. A number of studies in tourism literature (e.g., Allameh et al. 2015, Ranjbarian and Pool 2015, Quintal and Polczynski 2010) examined tourist behavioural intention with integrated models including service quality, perceived value and satisfaction. These studies empirically established the integrated relationship between service quality, perceived value, satisfaction and behavioural intention. Concurrent with the findings of prior studies, the current study has also empirically established the integrated and indirect relationship in the behavioural intention process; perceived service quality \rightarrow satisfaction \rightarrow repeat visit behavioural intention, and perceived value \rightarrow satisfaction \rightarrow repeat visit behavioural intention.

It is confirmed by the results that perceived service quality has an indirect effect on tourist revisit intention and the effect of perceived service quality on tourist revisit intention is largely mediated by tourist satisfaction. The indirect relationship between perceived service quality and tourist revisit intention through satisfaction is also in agreement with the findings of prior studies (e.g., Rajaratnam et al. 2015, Chen and Tsai 2007, Chen and Chen 2010, Quintal and Polczynski 2010). These studies revealed that service quality had a significant influence on tourist satisfaction; satisfaction mediated the relationship between service quality and revisit intention. Besides, satisfaction also mediates the relationship between perceived value and revisit intention since perceived value has indirect effect on tourist revisit intention through satisfaction. The findings are also in line with the findings of prior studies of Kim, Holland, and Han (2013), Quintal and Polczynski

(2010), and Chen and Tsai (2007) which claimed an indirect relationship between perceived value and behavioural intention, and mediating relations through satisfaction to behavioural intention.

The findings regarding the indirect effect of perceived service quality and perceived value on tourist revisit intention through satisfaction provide a clear message to service providers that unless tourist satisfaction is ensured, service quality and perceived value are not guaranteed to lead to tourist revisit intention (Hu, Kandampully, and Juwaheer 2009, Kim, Holland, and Han 2013). Therefore, it implies that offering quality services and better value are not enough to ensure tourist intentions to revisit unless they are satisfied with the products and services offered at beach destinations in Bangladesh. These findings push destination managers to ensure that tourists' needs and expectations should be respected and given enough attention at all levels that will result in creating tourist satisfaction, revisit intention and loyalty towards beach destinations. The findings will also help marketers to gain knowledge of basic understanding of tourists' satisfaction parameters / indicators that would connect tourists' needs and wants as well as to be used to evaluate the performance of products and services offered at the destinations.

6.4.2 Indirect Effect of Perceived Destination Image on Tourist Revisit Intention through Satisfaction and Attitude as mediators (H: 2.5, H: 2.6)

It is reported in tourism literature that favourable destination image positively affects travellers' satisfactions, which in turn affects their revisit intention (Bigne, Sanchez, and Sanchez 2001, Chi and Qu 2008). A number of studies in tourism literature (e.g, Enrique Bigné, Sanchez, and Andreu 2009, Assaker, Vinzi, and O'Connor 2011, Assaker and Hallak 2013) confirmed the destination image, satisfaction, and travellers' revisit intention relationship. Image of a destination affects the quality of offerings, value perceptions, satisfaction, and tourist revisit intentions (Kim, Holland, and Han 2013, Allameh et al. 2015, Stylos et al. 2016). These findings are consistent with the outcomes of Lee (2009), Prayag (2009), Chen and Tsai (2007), and Rodríguez Molina, Frías-Jamilena, and Castañeda-García (2013) who established the direct relationship between destination

image, satisfaction and tourist revisit intentions. Taking the integrated empirical findings of previous studies into account, the current study looked into the indirect effect of destination image on tourist revisit intention through satisfaction as a mediator (H: 2.5). The PLS bootstrapping indirect effect results revealed that destination image has significant indirect effect on tourist revisit intention through satisfaction ($\beta=0.150$; $t=5.671$; $p=0.001$), meaning tourist satisfaction mediates the relationship between destination image and tourist revisit intention in the context of beach tourism destinations. These findings are also consistent with the findings of previous studies in various tourism contexts (Kim et al., 2013; Molina et al. 2013; Chen and Tsai (2007).

Besides, destination image also influences tourists' attitudes formation and decision making process at each stage of travel (Chen and Funk 2010). Tourists' holding favourable images form positive attitude towards a destination (Jalilvand et al. 2012, Deng and Li 2014), and the relationship between positive image and future attitudes increases the possibility of returning to a destination (Hernández-Lobato et al. 2006, Prayag 2008). Tourists' overall attitudes towards a destination and their behavioural intention are significantly influenced by the destination image (Jalilvand et al. 2012, Deng and Li 2014). Here, tourists' overall attitudes and their behavioural intention are considered as two key consequences of destination image, and these findings also support the previous study conducted by Kim and Richardson (2003), and Phillips and Jang (2008), who argued that destination image influences tourism products and services - related attitudes and behaviour. Taking these findings into account, the current study also proposed and examined the indirect effect of destination image on tourist revisit intention through tourist attitude to visiting beach destinations (H: 2.6). The findings disclosed that tourist attitude significantly mediates the relationship between destination image and revisit intention ($\beta=0.070$; $t=3.388$; $p<0.001$).

The findings of indirect effect of destination image on tourist revisit intention through tourist satisfaction and attitude imply that the presence of tourist satisfaction and positive attitude in behavioural intention process can enhance the strength of destination image and revisit intention relationships. Moreover, the indirect effect of destination image on tourist

revisit intention through satisfaction and attitude (H: 2.5; H: 2.6) is stronger than the direct effect of destination image on revisit intention (H: 2.3). This evidence indicates that destination managers must put efforts into the development of favourable image with the view of creating positive attitude as well as ensuring tourist satisfaction that will in turn enhance tourist repeat visit intention to beach destinations in Bangladesh.

6.4.3 Indirect Effect of Perceived Social Influence, Perceived Behavioural Control on Tourist Revisit Intention through Attitude as a mediator (H: 3.7, H: 3.8).

According to travel and tourism literature, tourist behavioural intention to visit a tourism destination is significantly influenced by perceived ease or difficulty to perform the behaviour as well as perceived social pressure from significant referents. Similarly, researchers also argued that perceived social influence and perceived behavioural control significantly influence tourist attitude to visit a destination as well as revisit intention. Taking the empirical findings of prior studies into consideration, the current study proposed the hypotheses: tourists' perceived social influence indirectly affect their revisit intention through their attitude to visiting beach destinations (H: 3.7), tourists' perceived behavioural control indirectly affect their revisit intention through their attitude to visiting beach destinations (H: 3.8). The PLS indirect path coefficient results revealed that perceived social influence has significant indirect effect on tourist revisit intention through their attitude to visiting beach destination (H 3.7; $\beta=0.0043$; $t=2.623$; $p=0.004$), meaning that tourist attitude mediates the relationship between perceived social influence and tourist revisit intention.

The empirical findings of this study established a link, tourist perceived social influence → attitude → revisit intention in different tourism and cultural contexts. The findings are also analogous with the findings of studies conducted in various tourism and cultural contexts. Subjective norms referring to social influence significantly affect travellers' attitudes towards green hotels and their revisit decision process (Han and Kim 2010, Han, Hsu, and Sheu 2010). Similarly, perceived social influence significantly affect customers'

attitudes, and purchase intention towards green sportswear (Nam, Dong, and Lee 2017), green product consumption (Paul, Modi, and Patel 2016), and fashion counterfeits (Kim and Karpova 2010). Therefore, if tourists believe that their referents may approve of visiting beach destinations, it would affect their attitudes, and revisit intention. The findings provide and contribute to the body of knowledge in beach tourism settings by emphasising the role of attitude in perceived social influence and tourist revisit intention relationship. This means that alongside the direct effect of perceived social influence (H: 3.3), creating favourable attitude to visiting beach destination can enhance tourist revisit intention to beach destination in Bangladesh.

However, the indirect path coefficient results for the effect of perceived behavioural control on tourist revisit intention through attitude (H: 3.8) is not statistically significant ($\beta=0.0001$; $t=0.175$; $p=0.431$). The indirect effect for the path relation, perceived behavioural control \rightarrow attitude \rightarrow revisit intention is weaker than the direct relationship of perceived behavioural control with tourist revisit intention (H: 3.5; $\beta=0.072$; $t=1.177$; $p=0.038$). However, the findings are in line with the findings of Nam, Dong, and Lee (2017), and Mandese (1991), which dealt with similar insignificant relationships in the behavioural intention process. This finding implies that creating favourable attitude may not be an important issue in augmenting tourist revisits to beach destinations rather than managing tourist perceived behavioural control in this process. Despite having significant direct influence of perceived behavioural control on tourist revisit intention, the insignificant indirect effect of perceived behavioural control through attitude on revisit intention could be explained in various ways. The current study revealed that the direct effect of perceived behavioural control on tourist attitude to visiting beach destination is insignificant (H: 3.4), meaning that tourists are less likely to bother with their abilities and constraints if there is a scope for visiting beach destinations. Since beach destinations are the main tourism attraction in Bangladesh, it comes first to tourists' minds once they think of making a travel plan. Therefore, tourists' attitudes towards beach destinations are not dependent on their abilities and constraints to visit. The absence of significant relationship between perceived behavioural control and attitude can cause the indirect effect of perceived behavioural control through attitude on revisit intention. Therefore, destination

managers should focus more on the direct relationship between perceived behavioural control and tourist revisit intention rather than the indirect effect of perceived behavioural control on tourist revisit intention through attitude to visiting beach destination.

6.5 Moderating Effect of Perceived Destination Risks

It was discerned in travel and tourism literature that tourists' risk perceptions of a travel destination affect their behavioural intention to revisit a destination. One of the research questions of this study was how perceived destination risks moderate the relationship of destination image, tourist satisfaction, and attitudes with their revisit intention to beach destinations. In this regard, it was expected that tourist destination risk perceptions of the beach destinations in Bangladesh could significantly moderate the relationship between destination images and revisit intention (H4.1), tourist satisfactions and tourist revisit intention (H4.2), tourist attitude to visiting beach tourism and revisit intention (H4.3). The proposed hypotheses and their relevant empirical findings are discussed below.

6.5.1 The Moderating Effects of Perceived Destination Risks on the Relationship between Perceived Destination Image and Tourist Revisit Intention (H 4.1)

Tourist perceived risks is one of the pertinent influencing factors of destination image (Sönmez and Graefe 1998, Roehl and Fesenmaier 1992, Lepp, Gibson, and Lane 2011) that affects tourist travel behaviour and repeat visit intention (An, Lee, and Noh 2010, Sohn, Lee, and Yoon 2016). In travel and tourism literature, a number of studies examined the effects of tourists' perceived risks on destination image and their revisit intention (e.g., Sohn, Lee, and Yoon 2016, Çetinsöz and Ege 2013, Lepp, Gibson, and Lane 2011, Lehto, Douglas, and Park 2008), and the empirical results found significant effects of perceived risks on destination image and tourist revisit intention. Therefore, the current study expected that tourists' perceived risks of the beach destinations moderate the relationship between perceived destination image and their revisit intention to beach destinations (H 4.1). In supporting the moderating effect of perceived risks, the PLS based

statistical analysis result showed that tourists' perceived risks do not have significant effect on the relationship between destination image and their revisit intention ($\beta=-0.004$; $t=0.199$; $p=0.421$). This finding states that tourists' perceived risks of the beach destinations in Bangladesh are not a substantial issue for managing the destination image as well as revisit intention.

The direct effect of tourists' perceived risks on destination image as well as tourists' revisit intention has been examined in a number of studies in tourism research. However, the moderating effect of perceived risks on the relationship between destination image and revisit intention is still under investigation. The outcome of the current study regarding the moderating effect of perceived risks on the relationship between destination image and revisit intention does not support those studies (e.g., Sohn, Lee, and Yoon 2016, Çetinsöz and Ege 2013, Lepp, Gibson, and Lane 2011) which claimed risks pertaining to a destination negatively affect its overall image and lower tourists' revisit intention. However, the finding of the effect of perceived risks on destination image and revisit intention in this study is partially consistent with prior studies (e.g., Chew and Jahari 2014, Becken et al. 2017, Moreira 2008) which empirically found insignificant effect of various risk factors on destination image and tourist behavioural intention.

Chew and Jahari (2014) found that perceived physical risks do not influence the cognitive image of Malaysian tourists who had visited Japan before. Likewise, Becken et al. (2017) revealed that neither the cognitive image of inbound tourists arriving in China nor their intention to visit are affected by their risks perceptions of hygiene, food, transportation, safety and air quality. Similarly, the current study also found insignificant effects of perceived risks on destination image and revisit intention. The absence of significant moderating effects of perceived risks on destination image and revisit intention in this study could be explained in different ways. Firstly, tourists' demographic characteristics such as age, marital status, and motivation could influence tourists to mitigate the risk issues (Fuchs and Reichel 2011, Chew and Jahari 2014). From the field study it was observed that most of the visitors (69%) were young and aged between 18 and 34, and perhaps care less about the risk issues associated with the destinations. Additionally, there are very few available

alternatives for travellers in Bangladesh except visiting beach destinations (Hossain, Quaddus, and Shanka 2013). As a result, beach destinations are the first choice for visitors, especially families and newly married couples.

Beach destinations in the country especially Cox's Bazar beach are highly renowned (Hossain, Quaddus, and Shanka 2015b). It is noted that when visitors intend to make travel plans, they firstly think about beach destinations as their favourable image. Favourable destination image reduces travellers' risk perceptions and increases their visit intention to a travel destination. Therefore, destination managers should be more concerned about improving the destination image with a view to reducing tourists' risk perceptions as well as increasing their revisit intention. Although perceived risks did not have significant effect on destination image and revisit intention, it showed negative indication to these factors. Thus, managers should pay keen attention and monitor the probable risk factors that may lead to decline in destination image as well as tourist revisit intention to beach destinations in Bangladesh.

6.5.2 The Moderating Effects of Perceived Destination Risks on the Relationship between Tourist Satisfaction and Tourist Revisit Intention (H 4.2)

Customers' risk perceptions of products and services influence their satisfaction and purchasing behaviour negatively, meaning that if the perceived risks decrease, satisfaction and behavioural intention increase (Meng and Elliott 2008, Jin, Line, and Merkebu 2016, Johnson, Garbarino, and Sivadas 2006). It is argued that in a low risk situation, satisfaction alone can be a strong predictor of loyalty compared to other determinants (Paulssen, Roulet, and Wilke 2014). Taking these empirical findings into account, the current study hypothesised that the effect of tourist satisfaction on revisit intention is moderated by their risk perceptions of the destinations. However, the PLS analysis result surprisingly indicated that perceived destination risks had no moderating effect on the relationship between tourist satisfaction and their revisit intention to beach destinations in Bangladesh ($\beta = -0.001$; $t = 0.078$; $p = 0.469$). This finding provides a message to policy makers and destination managers to put less effort in destination risks issues even though the outcome is fairly

inconsistent with the argument of prior studies which justified the significant moderating effect of perceived risks on customer satisfaction and behavioural intention (e.g.,Tavitiyaman and Qu 2013, Casidy and Wymer 2016). These studies argued that customers attributing higher level of perceived risk to a product or service had tendency for low satisfaction, repurchase intention and recommendation to others.

The moderating effect of tourist perceived risks on the relationship between tourist satisfaction and their revisit intention has not widely been investigated in literature. Most studies investigated the effect of perceived risks on tourist satisfaction as well as tourist revisit intention (e.g.,An, Lee, and Noh 2010, Paulssen, Roulet, and Wilke 2014, Jin, Line, and Merkebu 2016). However, the findings of this study vis-a-vis the effect of perceived destination risks on tourist satisfactions are in line with Quintal and Polczynski (2010), Hossain, Quaddus, and Shanka (2015b), and revisit intention with Artuğer (2015), and Sohn, Lee, and Yoon (2016) who revealed that tourists' perceived risks had no significant effect on their satisfaction and revisit intention. The insignificant effect of perceived risks on the relationship between tourists' satisfaction and their revisit intention in this study could be justified in several ways. Firstly, there are various stimulus factors such as past travel experience, familiarity, and peer motivation that may influence tourists' risk perceptions of a destination (Chew and Jahari 2014, Fuchs and Reichel 2011, Beerli and Martin 2004, Quintal and Polczynski 2010). Beach destinations, being the main tourist attractions in Bangladesh, are very familiar especially to domestic tourists, and many of them have past visit experiences. Visitors who have had past visit experiences are likely to revisit familiar destinations despite risks contained within the particular destination (Rittichainuwat and Chakraborty 2009, Quintal and Polczynski 2010). Additionally, sometimes tourists desire to explore unknown or past unsatisfactory experiences which motivate them to visit a destination in spite of the perceived risks and that may also not likely affect their satisfaction or revisit intention (Crompton 1992).

Since tourists' perceived risks did not have significant effect on the relationship between tourist satisfaction and their revisit intention, destination managers should emphasise other factors especially destination image and tourist attitudes which have significant influence

on tourists' satisfaction as well as revisit intention. Favourable destination image and positive attitudes may lead to higher level of satisfaction among tourists that in turn influence revisit intention. If the revisiting intention becomes actual behaviour, the number of visiting experiences will increase and the destination will become familiar to tourists. Therefore, this could act as a risk mitigating strategy for destination managers.

6.5.3 The Moderating Effects of Perceived Destination Risks on the Relationship between Tourist Attitudes to Visiting Beach Destination and Revisit Intention (H 4.3)

Since risk factors cause an expectation of a probable loss, they influence individual attitudes towards a behaviour negatively (Quintal and Polczynski 2010). An individual's perceived risks towards a behaviour would influence his or her attitudes towards the behaviour as well as intent to engage in that behaviour (Faqih 2013, Chi, Yeh, and Hung 2012). Perceived risks play an important role in attitude formation towards a product in which higher level of risks are associated with a more negative attitude towards the products (Han and Chung 2014). Considering the conceptual and empirical findings in previous studies, it was expected that perceived risks would have a moderating effect on the relationship between tourist attitudes and their revisit intention. The PLS-based bootstrapping analysis result showed that the relationship between tourist attitudes and revisit intention is significantly moderated by the perceived destination risk ($\beta=-0.033$, $t=1.944$, $p=0.026$). This finding evidenced a negative strength of perceived destination risks on tourist attitudes towards beach tourism and their revisit intention to beach destinations in Bangladesh, meaning that higher level of perceived risks is associated with more negative attitudes and revisit intention.

There are quite a number of studies in both consumer and tourist behaviour literature (e.g.,Tingchi Liu et al. 2013, Han and Chung 2014, Lobb, Mazzocchi, and Traill 2007, Quintal, Lee, and Soutar 2010a) which discuss the effect of perceived risk on customers' attitudes and purchase intention. However, very few studies (e.g.,Campbell and Goodstein 2001, Lu, Yeh, and Chen 2016, Ahmed et al. 2013) investigated the moderating effect of

perceived risks on customer attitudes and future behavioural intention. These studies found a significant negative effect of perceived risk on the interaction between customer attitudes and behavioural intention. Therefore, these findings are in line with the finding of the current study which empirically justified the significant negative effect of tourists' perceived destination risks on the relationship between their attitudes and revisit intention.

The empirical evidence regarding the moderating effect of tourists' perceived risks on the relationship between their attitudes and revisit intention supports the concept that considering only developing positive attitudes may not be enough to increase tourist revisit intention unless tourist risk perceptions of the beach destination are positive. Referring to this finding, there are a number of studies (e.g., Teng, Wu, and Liu 2015, Han and Kim 2010, Huang 2007, Huang and Hsu 2009) in tourism literature, including the current study, arguing that developing positive attitudes among tourists is one of the key factors for enhancing tourist revisit intention. However, the finding with the moderating effect of tourist perceived risks on the relationship between their attitudes and revisit intention to beach destinations argued that creating favourable attitudes may fall in question when trying to enhance tourist revisit intention especially in the presence of risks with the destinations.

Destination managers must be aware of the factors that make travelling to beach destinations risky and be cautious when applying risk mitigating strategies to strengthen the attitudes and behavioural intention relationship. Ensuring adequate safety and security can be a measure for reducing risks at the destination level. Apart from natural attraction, various water - based adventure activities and entertainments are some of the main attractions of beach tourism that are also considered quite risky. Therefore, providers of those services should be more careful while operating these adventure activities. Additionally, in this study, visitors reported that the safety and security conditions at the beach areas were far better than before but the emergency supports especially lifesaving equipment, rescue supports, and fast aid supports were inadequate in the beach areas. Therefore, destination managers are advised to make sure the availability of these support systems to create favourable attitudes among tourists as well as enhance their revisit

intention towards beach destinations. Additionally, managers should come forward to liaise with the responsible authorities to ensure physical safety and security of tourists. Moreover, creating positive word-of-mouth among existing tourists about safety can be a way to decrease the perceptions of risks for potential tourists.

6.6 Summary of the Chapter

The findings corresponding to the research questions, objectives, and hypotheses statements with their interpretation and probable effects in implications have been discussed in this chapter. The findings report that tourist revisit intentions to beach destinations are directly influenced by their satisfaction, attitudes, and destination image. A significant relationship between perceived social influence, perceived behavioural control and tourist attitude has been presented which has not been proved in prior tourism literature. Similarly, the effect of perceived destination image on tourist satisfaction and attitudes, and the relationship between satisfaction and attitudes in a single framework are exclusively established in this study. Additionally, tourists' satisfactions mediated the relationship between perceived service quality, perceived value, and revisit intention. Meanwhile, the relationship between tourist attitudes and revisit intention was significantly moderated by tourist risks perceptions of the destinations. The findings relating to the major structural relations in the revisit intention model of this study are largely consistent with the findings of prior studies. In accordance with the major findings of this study, an overall summary, theoretical and managerial contribution, and the concluding remarks are presented in the next chapter.

CONCLUSIONS

This concluding chapter begins with a presentation of an overview of the research problems, research methods and procedures, and empirical findings discussed in each of the previous chapters of this study. Next, the conclusion of how the findings of this study answer the underlined research questions as well as achieve the research objectives are reported. Afterwards, it presents a detailed explanation of how this study contributes to enriching the existing body of knowledge in the theoretical and practical aspects. Finally, this chapter highlights the limitations of this study as well as the directions for future research.

7.1 Overview of the Study

Coastal or island-based beach tourism is one of the popular sea, sand and sun-based natural tourist attractions in the tourism industry (Onofri and Nunes 2013, Houston 2008, Sangpikul 2018). Over the years, it has become the leading tourist hub in many countries, particularly in the Southeast Asian region, and the economies of these countries are highly reliant on revenues generated from coastal-based tourism attractions and recreational activities (Phillips and House 2009, Sangpikul 2018, Sardá et al. 2009). Bangladesh is a country in the South-Asian region holding high potential for beach tourism (Mamun, Hasan, and Hossain 2013). Beach destinations are the main tourist attractions of Bangladesh and have been significantly contributing to the socio-economic development

of local communities through generation of economic activities, employment creation, and foreign exchange earnings for the country (Hasan and Rabbani 2016). Every year a significant number of tourists visit the beach destinations of Bangladesh. However, there is no statistical and empirical findings on who and how many of them are revisiting, and which factors influence them to revisit these destinations even though this information is vital for concerned authorities, policy makers, and destination managers to make their destination businesses successful. The relationship between economic profitability and regular tourist flow through enhancing of tourist repeat visitation has been discussed in many tourism literature (e.g., Çetinsöz and Ege 2013, Marinkovic et al. 2014). Despite the significance of the issue in the tourism industry, lack of research knowledge is still evident especially in relation to tourist revisit intention towards beach destinations.

In tourism literature, it is reported that perceived service quality, perceived value, perceived destination image and tourist satisfactions are the key influencing factors for tourist revisit intentions, which in turn increases the financial performance of tourism and its related businesses (Allameh et al. 2015, Myagmarsuren and Chen 2011). Besides, literature on coastal and inland-based tourism indicate that destination image, tourist satisfaction, travel motivation, and past experience could play a vital role for tourists' revisiting beach destinations (Sangpikul 2018, Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013, Triantafillidou and Petala 2016). In addition, current literature revealed that risks associated with travel destinations (e.g., Chew and Jahari 2014, Sohn, Lee, and Yoon 2016), tourist attitudes (e.g., Choo, Ahn, and F. Petrick 2016, Han and Kim 2010), perceived behavioural control (e.g., Han and Kim 2010, Teng, Wu, and Liu 2015), social influences (e.g., Choo, Ahn, and F. Petrick 2016, Pan and Truong 2018) also have significant influence on tourist revisit intention in various tourism settings.

However, empirical studies containing the integrated relationships among the aforementioned factors including tourist attitudes, perceived behavioural control, and perceived social influence have yet to be conceptualised in a single framework let alone in beach tourism. Researchers investigating tourist revisit intention use the key determinants of the theory of planned behaviour (Ajzen 1991) such as attitudes, subjective norms and

perceived behavioural control. Nevertheless, it is noticed that no extended model based on the theory of planned behaviour including tourist perceived service quality (PSQ) and perceived value (PV) has yet been developed to examine tourist revisit intention in tourism literature. Furthermore, there were very few studies in tourism literature (e.g., Teng, Wu, and Liu 2015, Han and Kim 2010, Quintal, Lee, and Soutar 2010a) which investigated the direct relationship between social influence and tourist attitudes in behavioural aspects. The scarcity of empirical findings on the relationship between tourists' perceived behavioural control and attitudes is still evident in tourism literature. Taking these issues into account, this study is aimed at developing a structural model explaining tourist revisit intention, and empirically examining the interrelationships among various behavioural constructs as a whole to determine the direction and significance of these relationships in the context of beach tourism destinations in Bangladesh.

In order to address the research questions as well as achieve the research objectives, a precise research process was followed in this study. To begin with, a thorough literature review on various theoretical and empirical aspects of research problems, research questions, and research objectives was performed and presented successively (Chapter 2). Having deliberated on the relevant literature review, a behavioural model for tourist revisit intention with the support of an underpinning theory was developed, and different hypotheses within the model were proposed (Chapter 3). It is noted that a total of 25 hypotheses were proposed illustrating the interrelationship among the constructs in the structural model of this study. Attention then was given to set upon the appropriate research methodology and methods to carry out the field work, data collection, and data analysis (Chapter 4). The current study relied on positivist ontology, epistemology followed by methodology and methods. Here, quantitative research methods were employed because these methods have greatly benefited from the positivist approach, and are justifiable when it comes to providing objective information where statistical analysis is required (Robson 2002, Gray 2013).

Within Chapter 4, the reliability and validity of various measurement items which were initially adopted from prior literature were examined to match the relevance of the items

in the current research context. A draft questionnaire was developed including the adopted measures to test the initial validity of the measurement items based on face and content validity. A few changes were made to best fit the measurement items with the context of beach tourism setting in Bangladesh. After entertaining all the comments and queries, the draft questionnaire was revised for a pilot study which was conducted among 34 respondents who had visited the sample beach destinations. Based on the pilot study data, it was concluded that the proposed measurement items were reliable and did not violate any assumption of requirements. A total of 650 questionnaires were distributed at the sample destinations and 631 were returned. After conducting the required data screening procedures, 601 set of questionnaires were confirmed for final analysis. Descriptive data were analysed using SPSS 22 for Windows and the proposed structural model was evaluated using the partial least square based structural equation modeling (PLS-SEM).

The reliability, validity, and the fitness of the measurement and structural models were assessed and evaluated with SmartPLS 3 software (Chapter 5). It was found that all measurement items met the adequate internal consistency of reliability. The outer loading of each item and the average variance extracted (AVE) results justified the discriminant validity of both the items and the construct level for the measurement model. For the structural model, the PLS bootstrapping analysis produced the standardised loading of each path relation and their significance to support the proposed hypotheses. These results identified the positive/negative as well as significant magnitude of the influence of exogenous variables on their respective endogenous variables in the study. A total of 19 out of 25 hypotheses were fully supported at different significant levels of path coefficient results. Additionally, the coefficient of determination (R^2) values of all endogenous constructs met the criteria of the structural model's predictive strength. The overall model explained about 45% of the variance on tourist revisit intention which was satisfactory as a behavioural model in the context of beach destinations in Bangladesh (Hair Jr et al. 2017). The empirical results prove that tourists revisit intention is a function of multidimensional constructs that encompasses a fully functional model of tourist revisit intention applied to beach destinations of Bangladesh.

In Chapter 6, a detailed discussion focussing on the consistencies and inconsistencies of findings of the current study with prior studies were made. Finally, in the conclusion chapter, the achievements and the contributions of the study are presented in accordance with the research questions and objectives. This chapter ends by providing a concluding remark as well as future research directions.

7.2 Achievement of Research Objectives

The current study was conducted with a view to achieving specific research aims and objectives discussed in Chapters 1 and 6. In this section, the researcher reviews the achievement of the research objectives and determines whether all the research questions have properly been answered according to the research findings.

The first objective of this study was to address the research question - examining the effect of perceived service quality, perceived value on tourist satisfactions and revisit intentions to beach destinations. This objective was reached by examining and testing the direct and indirect path coefficients in the structural model, and the outcome showed that perceived service quality and perceived value both had significant influence on tourist satisfaction, while they had no significant effect on tourist revisit intention to beach destinations. Besides, satisfaction significantly mediated the relationship between perceived service quality and revisit intention, as well as perceived value and revisit intention. These findings are in line with the conclusions of prior studies (e.g., Priporas et al. 2017, Hossain, Quaddus, and Shanka 2015b, Ranjbarian and Pool 2015) conducted which achieved similar objectives in various tourism settings.

The second objective of this study was to examine the effect of perceived destination image on tourist attitudes, satisfaction, and revisit intention, and this objective was set to address research question 2 (I & II). The bootstrapping results in the structural equation modeling showed that perceived destination image positively affected tourist attitudes towards visiting beach destinations, satisfactions, and their revisit intention to beach destinations.

In addition, tourist satisfaction and attitude also significantly mediated the relationship between perceived destination image and tourist revisit intention. This outcome supports and strengthens the findings of previous studies (e.g., Chiu, Zeng, and Cheng 2016, Allameh et al. 2015, Deng and Li 2014) in which a significant positive relationship was found between perceived destination image, tourist satisfaction, tourist attitudes, and revisit intention. Therefore, this objective was fully supported by the second research question of this study.

The third objective addressed research question 3 (I &II) - the effect of perceived social influence and perceived behavioural control on tourist attitudes and revisit intention to beach destinations. This objective was achieved through testing the path coefficient in the structural model. The path coefficient results showed that tourist perceived behavioural control did not have significant influence on their attitudes towards visiting beach destinations even though it had positive influence on tourist revisit intention. Likewise, perceived social influence had a strong influence on tourist attitudes and their revisit intention to beach destinations. Moreover, tourist attitude to visiting behaviour significantly mediated the relationship between perceived social influence and revisit intention, as well as perceived behavioural control and revisit intention. These findings are in agreement with the findings of prior studies in both the tourism and general consumer behaviour settings (e.g., Paul, Modi, and Patel 2016, Choo, Ahn, and F. Petrick 2016, Nam, Dong, and Lee 2017).

Table 7.1: The Summary of Research Questions, Objectives, and Hypotheses

RO.1	Examining the effect of perceived service quality, perceived value on tourist satisfactions and revisit intentions to beach destinations.		
	RQ.1 (i)	Do perceived service quality, and perceived value have direct effect on tourist satisfaction and revisit intentions to beach destinations in Bangladesh?	
		<i>H1.1 (PSQ→PV)</i>	Perceived service quality has a significant direct effect on perceived value

		<i>H1.2 (PSQ→TS)</i>	Perceived service quality has a significant direct effect on tourist satisfaction
		<i>H1.3 (PSQ→TRI)</i>	Perceived service quality does not have significant effect on tourist revisit intention
		<i>H1.4 (PV→TS)</i>	Tourists' perceived value has significant effect on their satisfaction
		<i>H1.5 (PV→TRI)</i>	Tourists' perceived value has no significant effect on their revisit intentions
		<i>H1.6 (TS→TRI)</i>	Tourists' satisfaction has a positive effect on their revisit intentions
	RO.1 (ii)	Do perceived service quality, and perceived value have indirect effect on tourist revisit intentions through satisfaction as a mediator?	
		<i>H1.7 (PSQ→TS→TRI)</i>	Perceived service quality has an indirect effect on tourist revisit intention through satisfaction as a mediator
		<i>H1.8 (PV→TS→TRI)</i>	Perceived value has an indirect effect on tourist revisit intention through satisfaction as a mediator.
RO.2	Examining the effect of destination image on tourist attitudes, satisfaction, and revisit intentions to beach destinations		
	RQ.2 (i)	Does perceived destination image have direct effect on tourists' attitudes, satisfaction, and revisit intentions to beach destinations in Bangladesh?	
		<i>H2.1 (PDI→TS)</i>	Favourable destination image directly influences tourists satisfaction with beach destinations
		<i>H2.2 (PDI→ABD)</i>	Favourable destination image directly affect tourists positive attitudes towards visiting beach destinations

		<i>H2.3 (PDI→TRI)</i>	Favourable destination image directly affect tourists revisit intentions to beach destinations
		<i>H2.4 (TS→ ABD)</i>	Tourists' satisfaction positively affect their attitudes to visiting beach destinations
	RQ.2 (ii)	Does perceived destination image have indirect effect on tourist revisit intentions to beach destinations through their attitudes and satisfaction as mediators?	
		<i>H 2.5 (PDI→TS→TRI)</i>	Perceived destination image has an indirect effect on tourist revisit intentions through satisfaction as a mediator.
		<i>H 2.6 (PDI→ABD→TRI)</i>	Perceived destination image has an indirect effect on tourist revisit intentions through their attitudes to visiting beach destination as a mediator.
RO.3	Examining the effect of tourists' perceived behavioural control and perceived social pressure on their attitudes towards beach tourism and revisit intentions to beach destinations.		
	RQ. 3 (i)	Do tourist perceived behavioural control and perceived social influence have direct effect on tourist attitudes and revisit intention to beach tourism destinations?	
		<i>H3.1 (PSI→PBC)</i>	Perceived social influence positively affects tourists' perceived behavioural control to visit a destination
		<i>H3.2 (PSI→ABD)</i>	Perceived social influence positively affects tourists' attitudes to visiting beach destinations

		<i>H3.3 (PSI→TRI)</i>	Perceived social influence positively affects tourists' revisit intention to beach destinations
		<i>H3.4 (PBC→ABD)</i>	Perceived behavioural control does not have significant effect on tourists' attitudes to visiting beach destinations.
		<i>H3.5 (PBC→TRI)</i>	Perceived behavioural control positively influence tourists' revisit intentions to beach destinations
		<i>H3.6 (ABD→TRI)</i>	Tourists' attitudes to visiting beach destination positively affect their revisit intention
	RQ. 3 (ii)	Do tourist perceived behavioural control, and perceived social influence have indirect effect on tourist revisit intention to beach tourism destinations through their satisfaction as a mediator?	
		<i>H 3.7 (PDI→ABD→TRI)</i>	Tourists' perceived social influence has an indirect effect on their revisit intentions through attitude to visiting beach destinations as a mediator.
		<i>H 3.8 (PDI→ABD→TRI)</i>	Tourists' perceived behavioural control does not have significant indirect effect on their revisit intentions through attitude to visiting beach destinations as a mediator.
RO.4	Examining the moderating effect of perceived destination risks on the relationship between tourist attitudes, satisfaction, destination image, and revisit intention.		
	RQ. 4	Do tourists' perceived destination risks moderate the relationships of destination image, attitudes, and satisfactions with their revisit intention to beach destination?	

		<i>H4.1 (PDI* PDR →TRI)</i>	Tourists' perceived destination risks does not significantly moderate the relationship between destination image and tourist revisit intention
		<i>H4.2 (TS*PDR→TRI)</i>	Tourists' perceived destination risks does not significantly moderate the relationship between their satisfaction and revisit intention
		<i>H4.3 (ABD*PDR→TRI)</i>	Tourists' perceived destination risks significantly moderate the relationship between their attitudes to visiting beach destination and revisit intention

Objective 4 was to examine the extent to which perceived destination risks moderate the relationship between destination images and revisit intention, tourist satisfaction and revisit intention, and tourist attitudes and revisit intention. The PLS bootstrapping results revealed that perceived destination risks significantly moderate only the relationship between tourist attitudes and revisit intention, meaning that high levels of risks negatively influence tourist positive attitudes and behaviour relationship. On the other hand, perceived destination risks did not have significant moderating effect on the relationship between tourist satisfaction and revisit intention as well as perceived destination image and revisit intention. A number of studies in general consumer behaviour and tourism contexts (e.g., Chew and Jahari 2014, Becken et al. 2017, Sohn, Lee, and Yoon 2016) have revealed similar results which support the findings of this study.

7.3 Implications of the Study

The current study has made a substantial theoretical and managerial contribution to the existing body of knowledge in tourist behaviour literature, especially in tourist revisit intentions in the context of beach tourism.

7.3.1 Theoretical Implication

In travel and tourism literature, little research has examined tourist revisit intention including destination evaluative factors such as destination image, service quality, perceived value, satisfaction and tourists' psychological, personal and social factors such as attitudes, personal abilities and constraint, and social influence in a single framework. Therefore, the current study has developed an integrated conceptual revisit intention model incorporating the aforementioned factors, and empirically examined their structural relationships. This provides substantial theoretical implications for tourist behaviour research, especially in coastal tourism settings.

First, empirical studies on factors affecting tourists' revisiting coastal and inland-based destinations pointed out that destination image, tourist satisfactions, travel motivation, trip quality and perceived value are the key determinants for revisiting a destination (Chen and Tsai 2007, Rodríguez Molina, Frías-Jamilena, and Castañeda-García 2013, Sangpikul 2018). In addition, prior research also revealed that tourist attitudes as well as risks associated with travel destinations (Çetinsöz and Ege 2013, Chew and Jahari 2014, Sohn, Lee, and Yoon 2016) also have significant influence on tourist revisit intention in various tourism settings. However, the integrated relationship of destination image, tourist satisfaction, and revisit intention including perceived destination risks and tourist attitudes has yet to be conceptualised in a single framework in literature. Moreover, some relationships especially destination image with satisfaction, and satisfaction with tourist attitudes in this model have not previously been examined in any revisit intention model in tourism literature unlike this study. The findings of this model clarify and provide more variance when expounding tourist revisit intention especially in beach tourism settings, thus augmenting tourism literature.

Second, the theory of planned behaviour (TPB) is a widely used theory to explain tourist behavioural intention in various tourism settings. Researchers empirically examined the generability of TPB in various tourism contexts and extended it by adding new variables such as past experience, destination image, and satisfaction. In response to researchers' calls for more studies based on TPB, the current study has added service quality and perceived value - two fundamental concepts in consumer behaviour - to TPB to examine tourist revisit intention. The application of these two concepts in the attitude-behaviour paradigm has created a new path in literature whilst also explaining a significant variance when examining tourist revisit intention in a new research context, beach tourism. Therefore, an empirical study with an extended TPB model in different tourism and cultural contexts is another theoretical contribution of this study.

Third, it was observed that the relationship of tourist perceived service quality (H 1.3) and perceived value (H 1.5) with revisit intention was inconsistent and contradictory in tourism literature. A number of studies found direct relationship of perceived service quality and perceived value with tourist revisit intention. However, others reported an inverse trend. In this study, the PLS-based SEM results revealed that there was no significant direct relationship of perceived service quality and perceived value with tourist revisit intention. The indirect relationship of perceived service quality and perceived value with tourist revisit intention via tourist satisfaction was statistically significant in this study. These findings have confirmed the indirect relationship of perceived service quality and perceived value with tourist revisit intention in a different context, especially in a third world country like Bangladesh where tourists are more concerned about their satisfaction through quality products and monetary value. Therefore, this might be another theoretical contribution of this study.

Fourth, consumer perceived behavioural control and attitudes have been used as antecedents of behavioural intention in consumer behaviour literature for many years. Additionally, some product-based consumer behaviour studies also empirically tested the relationship between consumers' perceived behavioural control and their attitudes towards

the products and repurchase intention. Nevertheless, no such studies have been found in travel and tourism literature to justify the relationship between consumers' perceived behavioural control and attitudes towards particular tourism products and services. Taking this into account, the current study empirically investigated the relationship between these two constructs in a tourism context. Although the PLS-based path coefficient results in this study did not find a significant relationship between the two constructs in a beach tourism context (H 3.4), this finding can be considered as a new contribution to the body of knowledge in tourism literature.

Fifth, a number of studies in literature investigated the empirical relationship of perceived behavioural control and social influence with tourists' behavioural intention. However, the influence of perceived social pressure on perceived behavioural control to visit a destination was ignored in previous studies. The current study took into consideration this relationship and found a strong positive relationship between the two (H 3.1), meaning perceived social pressure strongly affects tourists' perceived behavioural control to revisit a destination. Moreover, the integrated relationship between tourists' perceived behavioural control, perceived social influence, and attitudes was scarcely found in previous tourism literature. The establishment of a new empirical relationship between perceived social influence and perceived behavioural control, and their integrated relationship as antecedents of tourist attitudes in revisit intention model could be another contribution of this study in the context of tourism studies. This finding has made a significant contribution to the body of tourism knowledge, especially for beach tourism in a third world country like Bangladesh.

Sixth, various studies in tourism literature separately reported that tourists' perceived destination risks affect their satisfactions (Jin, Line, and Merkebu 2016, Sohn, Lee, and Yoon 2016), destination image (Chew and Jahari 2014), and attitude (Lu, Yeh, and Chen 2016). However, the moderating effect of tourists' perceived destination risks on the relationship between perceived destination image and tourist revisit intention (H 4.1), tourist satisfaction and revisit intention (H 4.2), and tourist attitudes and revisit intention (H 4.3) has not been investigated either individually or integrated in tourism literature. The

current study investigated the moderating effect of perceived destination risks on the relationships of destination image, tourist satisfaction, and attitudes with revisit intention in a single framework. Although the perceived destination risks did not have significant moderating effect on the relationship between destination images and revisit intention (H 4.1), and satisfaction and revisit intention (H 4.2), it had a significant moderating effect on the relationship between tourist attitudes and revisit intention (H 4.3). Therefore, justifying the moderating effect of perceived destination risks on the relationship between major predictor factors and tourist revisit intention is another important contribution to tourist behaviour literature.

Finally, the relationships between perceived destination image and tourist satisfaction (H 2.1), perceived destination image and tourist attitudes (H 2.2), and tourist satisfactions and attitudes (H 2.4) in the proposed revisit intention model were least reported in tourism literature. By integrating perceived destination image into the proposed model and examining its relationships with tourist satisfactions, attitudes, and revisit intention, this study expanded the knowledge in these least researched relationships in tourism literature. Testing and identifying the integrated relationships among these constructs helped develop and verify a comprehensive behavioural intention model which contributed to the understanding of tourist behaviour.

7.3.2 Practical Implications

The current study aimed to assess tourist revisit intention to beach tourism destinations in Bangladesh by examining the structural relations of destination evaluative factors and tourists' inter-personal factors with tourist revisit intention. Most tourist destinations nowadays compete against each other locally and globally to acquire a lion's share of the market. Tourism literature indicate that repeat visitors supply more than half of customers, spread positive word-of-mouth at no cost, and hold favourable attitudes that in turn reduce marketing and promotion costs, contribute to the profitability of tourism business, and make a destination successful. So, from a managerial point of view, it is essential to have

clear knowledge of why and when tourists revisit a destination and the factors that influence their revisit intention. The findings of this study provide several important practical implications that could be of major use to policy makers, managers, and destination marketers of beach tourism in Bangladesh as well as similar destinations in other countries. It is high time beach tourism marketers in Bangladesh pay full attention to this promising market as repeat visitors help expand the market size and are the major sources of destination income and profitability. Therefore, the findings of this study can provide important guidance to destination managers, policy makers, and marketers to take beneficial and informed actions in their beach tourism businesses.

First, the empirical findings of this study revealed that tourist satisfactions had a direct positive effect on their revisit intention, meaning that higher level of satisfactions leads to higher revisit intention. This empirical evidence supports the widely applied assumption that satisfaction is a driver in the revisit intention process. These findings could help destination managers identify the influencing factors and the indicators contributing to the formation of tourist satisfactions and revisit intentions. Since tourist satisfactions is one of the most influential factors as a direct antecedent in the revisit intention model, destination managers should consider the role of satisfaction as priority when offering tourism products or services. Tourists' needs and expectations of various services offered at the destinations should be respected and given much attention. Destination marketers should make the effort to meet these expectations to create high level of satisfaction that would lead to tourists' revisit intention. As tourists are more concerned especially about accommodation services, cleanliness and hygiene, and emergency services, marketers have to monitor tourists' satisfactions with the key services offered at the destinations. Marketers especially accommodation and restaurant service providers must have basic understanding of tourist satisfactions parameters to evaluate the performance of products and services offered at the destinations. In order to increase tourist revisit intention through satisfaction, special incentives like loyalty cards can be offered to repeat visitors so that they can enjoy various privileges and benefits in their future visits. Using the loyalty card, visitors may get special rates and discounts in shopping, hotel and other hospitality services as VIP

customers and gain social and psychological recognition when revisiting beach destinations.

Second, perceived service quality and perceived value are considered as two important determinants in the tourist behavioural intention process. Conversely, the current study did not find any significant effect of these two factors on tourist revisit intention to beach destinations in Bangladesh. Although perceived service quality and perceived value in this study were not found as key indicators of tourist behavioural intention to revisit, they had an indirect effect on tourist revisit intention through satisfactions in the revisit intention process. Here, it highlights the essence of tourist satisfactions as an important mediator between perceived service quality, perceived value and revisit intention in beach destinations in Bangladesh. These results could help service providers deliver appropriate products and services and accommodate tourists' needs and expectations that would ensure maximum tourist satisfaction. Since the quality of services alone cannot ensure tourist revisit intention without satisfactions, destination managers should strive to ensure the quality of services as a bundle of destination attributes to enhance tourists' higher level of satisfaction at the destinations. So, in order to attract repeat visitors, beach tourism managers and marketers should work to ensure tourist satisfactions through focusing on the quality of service provisions. The measures of service quality such as overall cleanliness at the main beach, accommodation and food and beverage areas, strict hygienic services, and hospitality which significantly affect the tourist satisfaction process should be prioritised. Thus, destination marketers are recommended to focus on both the quality of tangible and intangible aspects of service attributes in their delivery process for enhancing travellers' value perceptions so as to give an upper hand over competitors.

Third, destination image was found as a direct antecedent of tourist revisit intention as well as satisfaction and attitudes to visit beach tourism destinations in Bangladesh. These results confirmed the role and importance of destination image to tourist revisit intention and supported the findings of previous studies which revealed significant relationships between the two constructs. Additionally, structural relationship of the direct path between destination image, satisfactions, and tourist attitudes has yet to be established in previous

literature. Therefore, the findings on the structural relationship between the three constructs in this study could help destination managers gain deeper understanding of destination image with tourist satisfactions and attitudes; and satisfactions with attitudes to visiting beach tourism destinations. Moreover, the coefficient of destination image was higher in tourist satisfactions than those of tourist attitudes and revisit intention in which all path relationships were statistically significant. These findings clearly provide an understanding of the role of destination image to other influencing factors in the revisit intention process. This suggests to policy makers and managers that destination image remains a powerful and strong indicator of traveller satisfactions, attitudes, and revisit intention to beach destinations. Therefore, destination managers and authorities concerned should implement proper strategies to manage the destination image with the view of ensuring traveller satisfactions, positive attitudes creation, and revisit intention. Since visitors tend to rely more on destination image for satisfaction evaluation and revisit intention, all efforts by tour operators especially TOAB – Tour Operator Association of Bangladesh should be aimed at improving these experiences. Destination managers must focus on the key measure items of destination image especially natural attractions and unique beauty of the beach areas to create a holistic impression in the minds of travellers during their visit to the destinations. Alongside the unique beauty of the destinations, site tour attractions, favourable weather, local people hospitality, and reputation as one of the world's longest beaches should be the focus of their promotional activities. Highlighting these attributes in promotional programmes may create more favourable attitudes among travellers towards the destinations. Image formation based on the relevant attributes, would become valuable investment for destination managers.

Fourth, customer attitude - behaviour relation has extensively been examined in various consumer behaviour studies. However, the relationship between tourist attitudes and revisit intentions has not received much attention in literature. In this study, tourist attitudes have been considered as a significant predictor of revisit intention in beach tourism settings and a direct relationship between the two was found. In addition, tourist attitude also mediated the relationship between perceived destination image and revisit intention, and perceive social influence and revisit intention. From a practical point-of-view, the findings

implied that forming favourable attitudes towards beach destinations can be an effective way to enhance visitors' revisit intention. The beach destinations in Bangladesh are very exciting, desirable and pleasant travel places for tourists (Table 5.2). So, destination marketers as well as other concerned authorities like BTB – Bangladesh Tourism Board and TDAB –Tourism Development Association of Bangladesh should promote the novel features of the beach attractions and distinguish them from other types of tourist attractions. For example, Cox's Bazar beach has a worldwide reputation of being the longest straight sea beach and Saint Martin is also known as the Coral Island in South Asian tourism. In order to create positive attitudes among repeat tourists, destination managers should highlight the unique images as well as beach-based amusements activities and entertainments at these destinations. Alongside these, social influence was found as a strong role playing factor in this study. This finding provides a significant implication that tourists' favourable/ unfavourable attitudes towards beach destinations largely depend on the positive/negative way in which their relevant referents (i.e., family/relatives, friends, and colleagues/co-workers) consider revisiting beach destinations. Moreover, what the results of this study suggest are that influence from significant others leads to increased tourist attitudes towards the beach destinations more than their intention to revisit beach destinations. These findings could be applicable to the development of effective marketing strategies for destination marketers and policy makers. Destination marketers should extend their marketing strategies targeting the significant referents to encourage word-of-mouth promotion to potential tourists. They should find a way to reach the referents and develop their favourable perceptions towards the destinations. Public relations and advertising in professional magazines and newspapers could be important gateways to reach important referent groups. Providing various information about the attractions, attributes, and services of the beach destinations may improve the referents' favourable perceptions of the destinations. People from a collective society like Bangladesh are more likely to travel to pleasurable destinations with friends and family. Therefore, opinions and interests of family members can play a vital role in making the decision to revisit beach destinations. Hence, destination managers should promote beach destinations as top picks for families, considering family members' interests and influences in the decision to travel to beach destinations.

Fifth, tourism literature has established that tourist risk perceptions of a travel destination affect their visit and revisit intention to a destination. The current study attempted to investigate the moderating effect of perceived risks on the relationship of various antecedent factors such as destination image, tourist attitudes and satisfaction with tourist revisit intention. To begin with, the empirical results of the moderating effect on the relationship between destination image and revisit intention revealed that perceived destination risks did not significantly modify the relationship between destination image and tourist revisit intention. Similarly, the relationship between tourist satisfactions and their revisit intention was not significantly moderated by their risk perceptions of destinations. Although the perceived destination risks did not have a significant moderating effect on both relationships, they had negative direction to their outcome factors. Since the moderating effect of perceived risks on the relationship between destination image, satisfaction, and revisit intention has not largely been investigated in prior tourism literature, these findings provide a message to destination managers to put comparatively less efforts to destination risk issues when managing destination image and tourist satisfactions with similar destinations. From the descriptive statistics results, it was reported that safety and security conditions in terms of physical hazards, terrorist attacks, political and social violence, and natural disasters at the beach areas are now far better than previously. Despite low ratings of perceived destination risks in this study, there is still some degree of perceived risks. Tourists were somewhat worried about the safety of their personal belongings that they carry outside their accommodations. Destination managers are advised to monitor the probable risk factors and their trends that could lead to any possible decline in destination image and tourist satisfactions, which would weaken tourist revisit intention to beach destinations in Bangladesh.

Sixth, it was also hypothesised that perceived destination risks have moderating effect on the relationship between tourist attitudes and their revisit intentions. The empirical results showed that the relationship between tourist attitudes and their revisit intention was significantly moderated by their risk perceptions of the destinations. From a practical point of view, this finding provides an important note to policy makers, destination

managers, and marketers that creating favourable attitudes may not be enough to enhance tourist revisit intention unless tourist risk perceptions of beach destinations are positive. This finding emphasises that creating favourable attitudes may fall in question with the presence of risks at beach destinations in Bangladesh. Although tourist attitude has been found as a strong predictor of revisit intention in this study, the existing level of risk may weaken the relationship between the two. Therefore, destination managers must identify those factors which may cause risks when visiting beach destinations. Destination managers have to ensure adequate safety and security of the various adventure activities and entertainments at the destinations. Even though it was reported that external safety and security conditions are satisfactory, destination managers should be vigilant towards tourism matters related to safety and security, especially lifesaving equipment, rescue supports, and fast aid supports at the beach areas. Sometimes, local people spread negative word-of-mouth sentiments if they notice their social and cultural values being destroyed in the name of night life and entertainment for tourists. Therefore, sentiments and beliefs of local people should be respected and strictly monitored. Tourism Education Association of Bangladesh (TEAB) should be proactive to provide ‘dos and don’ts education’ for both the local and tourists at the destinations. Unauthorised and uncontrolled entertainments such as drinking, gambling, prostitution at open places sometimes lead common people and tourists to embarrassing situations. On a more extreme note, killings and murders planned in other areas but committed in the nearby beach areas could create anxiety among tourists. So, these activities must be monitored and controlled to enhance positive perceptions of tourists towards the destinations. Tourists are somewhat worried about hygiene and cleanliness of food offered at hotels and restaurants. Thus, managers should formulate their marketing strategies to include various risk and safety issues and mitigating techniques that will result in creating favourable attitudes among tourists as well as enhancing their revisit intention to beach tourism destinations.

Finally, the current study provides general findings about the overview of beach destinations, key attractions and facilities, stakeholder views, community involvement, and government policies. Therefore, implementation of any strategic plans by the government and policy makers based on these findings to improve tourism facilities to increase tourist

arrivals in coastal areas would benefit in employment creation, economic activities mobilization, and enhancement of quality of life for the host community as well as larger society. Moreover, the findings of this study would be a source of information for future tourists about previous visitors' perceptions and experiences with various aspects of tourism in beach destinations, especially in third world countries like Bangladesh.

7.4 Limitations and Future Research Directions

The main aim of this study was to examine tourist revisit intention applying a behavioural intention model in the context of beach tourism in a third world country, Bangladesh. The behavioural model was developed and provided using revisit intention as a dependent variable along with its key antecedents to explain and predict tourists' repeat visit behaviour. However, due to time, fund and resource constraints this study only targeted behavioural intention rather than including actual behaviour. Ignoring tourist actual behaviour in the proposed model is a major limitation of this study as many TRA and TPB application studies in the field of behavioural science deliberate on the relationship between the two concepts. By not examining the actual behaviour of tourists as well as exclusion of this variable in the structural model, the explanatory power and general applicability of the proposed model is likely to be diminished and its potential effects may remain unclear. Therefore, future research should try to include actual behaviour of tourists into the model to improve the model's predictive power, explain more variance, and provide more in-depth knowledge about tourist revisit behaviour in the context of beach tourism settings. In order to test an extended revisit behaviour model integrating actual revisit behaviour, a two stage panel study should be carried out with the data collected from the same sample of respondents. First, data should be collected for the proposed revisit intention model at the first stage, and then the second stage data can be collected for actual behaviour at the probable time committed to revisit the first time survey. Finally, the extended model with actual behaviour could be tested by combining the actual behaviour data with the first stage data set. This longitudinal study checks if the constructs and their relationships are consistent over time, or if the impact of changes on continual intention need to be monitored further.

In the proposed revisit intention model, perceived service quality, perceived value, and destination image were studied as antecedents of tourist satisfaction. In the same way, perceived behavioural control, social influence, and destination image were also studied as antecedents of tourist attitudes. Tourist satisfactions and tourist attitudes lead to tourist revisit intentions in this process. However, prior research has considered other factors such as travel experience, motivation, community attachment, seasonal variation, and water-based experiences etc., which may influence and interact with the revisit intention process. Therefore, future researchers are encouraged to consider these variables as antecedents of revisit intention that may lead to the discovery of any misrepresentations or omissions of the relationships tested in this study. Similarly, destination image has been considered as an antecedent of tourist satisfaction, attitudes, and revisit intention in this study. However, the indicators used for destination image only represent cognitive image items. Destination image is a broader concept consisting of cognitive, affective, and conative components. Therefore, using only nature-based components as destination image may not cover and represent the concept meaningfully in a new context like beach tourism. Beach activities, sensory, and affective components are also important for an overall beach destination image. Moreover, destination image along with satisfaction and attitudes were used as reflective constructs pertaining to the particular items that may not be applicable and generalised in other contexts. Thus, the use of these constructs as formative including more items and variables in future studies may enhance the interpretation and prediction of their consequence factors.

Perceived destination risks were used in the current study as moderator and the effect of perceived destination risks on the relationship of destination image, satisfaction, attitudes with revisit intention has been examined using the orthogonal approach in PLS-SEM. Researchers tend to examine the moderating effect of perceived risk using multi-group analysis in which the total samples are divided into sub-samples, and the model estimates the significant comparison based on categorical moderator variable data by means of a multi-group analysis. Perceived risk construct used in this study as unobserved continuous moderator variable with multiple items instead of categorical moderator variable where the

effect of moderator variable on the relationship between two latent constructs, was examined to see the changes of their strengths. Here, it was not examined whether or not the effect of perceived risks significantly differs between high level and low level of perceived risk group. Thus, future researchers are advised to consider risk construct as categorical moderator, grouping them into high, medium, and low level of risks and significant difference between the sub-sample groups should be used to examine the moderating effect.

Lastly, in social science research, customers' demographic characteristics are usually used to segment the market as well as used as antecedent variables for designing effective advertising and promotion strategies. In addition, these variables are usually used as control variables that might affect outcome variables in a structural model. However, this study also collected tourists' demographic data such as gender, age, income, and education but did not use them as independent variables with other latent variables in the model to analyse tourist behavioural intention. The reason why the control variables were not considered is that the current study examined a number of direct, mediating, and moderating effects in a single model that are claimed as satisfactory to fill the scope of a behavioural intention based model like this. Therefore, this study encourages future researchers to conduct more studies considering tourists' demographic characteristics especially gender, age, and level of education that seem to be more justifiable for providing different results. Additionally, the sample population of this study included both domestic and international tourists who had visited the study areas. Destination marketers who are more likely to apply demographic segmentation for promotional programmes might consider this information to design their strategies in more effective ways. However, the current study did not categorise tourist as domestic or international and their effect on revisit intention process in separate. Therefore, future research should aim to consider multi-group analysis with different sets of data from domestic and international tourists visiting beach destinations in Bangladesh.

7.5 Summary of the Chapter

Scholars in tourist behaviour studies argued that tourist behaviour differs in many aspects from other types of consumer behaviour (Huang 2007). It is a fact that in most cases consumer behaviour studies pay attention to the consumptions of goods (motor car, laundry soap) and services (banking, nursing) in the living environment while tourist behaviour studies focus more on experience-oriented service consumption outside the living environment. Tourists are likely to perform a particular behaviour with the host community and other stake holders at a destination in such a way they do not normally do in their living environment. As very few pragmatic theories on tourist behaviour exist in literature, researchers (e.g., Pearce 2005, Huang 2007) are more likely to use “conceptual schemes” to discuss tourist behaviour themes and the lack of well-defined conceptual schemes is still evident in tourist behaviour research. Additionally, researchers call for working with more theoretical and conceptual innovation in Asia Pacific tourism research in which both theory building and conceptual development be given priority. The current study has, thus, developed a comprehensive model for examining tourist revisit intention to one of the least researched contexts, beach tourism.

Research on repeat visit intention and behaviour has been a significant focus in tourism literature over the last few years. Literature reports that repeat visitors are more likely to perform quite different behaviour than first time visitors which is why study on tourist repeat visit behaviour is highly pertinent in today’s tourism context. From an economic point of view, tourist repeat visitation is more profitable for tourism business than from first time visitations in the tourism industry. Taking this into consideration, the current study developed a comprehensive model to identify and evaluate the factors that influence tourist revisit intention to beach destinations. A number of possible role playing evaluative and behavioural constructs, especially perceived quality, perceived value, satisfaction, attitudes, destination image, and social influence were incorporated in the proposed model. Alongside the direct relation between exogenous and endogenous constructs, the mediating and moderating role of some variables were examined to address the research questions as well as to achieve the research objectives.

To begin with, a number of structural relationships of individual constructs with each other were hypothesised in the model based on the comprehensive literature review. A widely applied behavioural theory, the theory of planned behaviour (TPB), was taken into consideration as theoretical grounds for the proposed conceptual model. Partial least square-based structural equation modelling (PLS-SEM) was employed as a key method to examine the relationships in the model. The final structural model explained about 45% of the variance of revisit intention in which 43% of variance in satisfaction, 54% of variance in attitudes, and 29% of variance in perceived value as the key antecedents of revisit intention. Tourist revisit intention is directly influenced by their satisfaction, attitudes, destination image, perceived behavioural control, and social influences. As a key predictor of revisit intention, tourist satisfactions are also influenced by perceived quality and perceived value, and these two variables have been found as key drivers in forming tourist satisfactions. Moreover, tourist satisfactions fully mediate the relationship between perceived service quality, perceived value, and revisit intention. Likewise, tourist attitudes significantly influence their revisit intention, and the attitudes are also influenced by perceived social pressure but tourists' perceived behavioural control does not have significant influence on tourist attitudes.

Since the final structural model fairly poses good explanatory power, this study has significant theoretical and practical implications. Theoretically, the relationship between tourist attitudes, social influence, and perceived behavioural control are empirically tested and established for the first time by this study. Similarly, the integrated relationships between destination images, satisfaction, attitudes in a single framework in this study are quite new and have not been proved either in prior consumer behaviour or in tourism research. Therefore, re-examining the integrated relationships between these factors provide important findings to understand the antecedents of the tourist revisit intention process in the context of beach destinations in Bangladesh. Moreover, the empirical findings of the moderating effects of perceived destination risks on the relationship between satisfaction and revisit intention, destination image and revisit intention, and attitudes and revisit intention have been considered as another important contribution of

this study. Thus, these empirical relations need to be taken into account in order to conduct future studies on the tourist behavioural process in third world countries like Bangladesh.

From a practical point of view, the findings of this study provide an important guidance to destination managers, policy makers, and marketers to help them understand: i) how tourists perceive the quality and value of service provided, and evaluate their level of satisfaction when they visit the beach destinations, ii) how destination image influences the tourist revisit intention process in a beach tourism setting, and iii) how tourists' perceived behavioural control and social influence affect their attitudes and revisit intention to beach tourism destinations. Having a clear understanding of what and how these factors influence tourist revisit intention to beach destinations can be used as a source of reference and knowledge about consumers' opinions regarding products or services. These findings are important as they act as feeder for managers when planning new offerings and promoting the beach destination business. Moreover, the findings of this study provide an opportunity to channel consumers' ideas and suggestions into co-creating products and services in which they are interested. Furthermore, this study recommends that the findings would be meaningful for destination managers when it comes to making larger resource investments in their tourism destinations to enhance tourist revisits.

Finally, although the study of tourist revisit intention is increasing in importance in various tourism settings, not much research has been done to investigate its key antecedents and their structural relationships in a beach tourism setting. This study has confirmed the critical relationship among the major influencing factors such as perceived quality, perceived value, satisfaction, attitudes, destination image, and social influence with tourist revisit intention in a single framework. The findings additionally inferred that tourist revisit intention is enhanced by their positive attitudes and high level of satisfactions and which are consistent with the satisfaction, attitudes and behavioural intention structure that theoretically guided this study. To conclude, it is believed that this study has been enriched by more precise applications concerning tourist revisit intention to beach tourism destinations in Bangladesh.

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Appendix:

Appendix 1: Survey Questionnaire

(v) Name of the Destination

Questionnaire

Cox Bazar Beach
Saint Martin's Beach
Kuakata Beach

A SURVEY ON TOURISTS' REVISIT INTENTION TO BEACH DESTINATIONS IN BANGLADESH

INSTRUCTIONS

1. Please read the questions carefully and make sure you answer all the questions
2. Please note that your response will be regarded as strictly confidential and will only be used for research purposes.
3. Please indicate to what extent you agree with the following statement by putting tick (✓) mark in the box below.

SECTION A: This section contains statements about your feelings and impressions towards the destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
This sea-beach has beautiful scenery and natural attractions	<input type="checkbox"/>						
This sea-beach has a pleasant climate and weather	<input type="checkbox"/>						
This sea-beach offers unpolluted and unspoiled environment	<input type="checkbox"/>						
This beach offers good outdoor sports activities	<input type="checkbox"/>						
Local people are hospitable and friendly to tourists	<input type="checkbox"/>						
This beach has a good reputation to tourists	<input type="checkbox"/>						
This beach is an exciting and interesting place to visit	<input type="checkbox"/>						

SECTION B: This section contains statements about your services quality experience during visiting this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
The beach and near areas are very clean	<input type="checkbox"/>						
Accommodation quality is good	<input type="checkbox"/>						
Food and beverage quality is good	<input type="checkbox"/>						
Hygiene and cleanliness standard of services is good	<input type="checkbox"/>						

Service employees are neat and clean	<input type="checkbox"/>						
Service employees are courteous, polite and respectful	<input type="checkbox"/>						
Public transportations are available to arrive here	<input type="checkbox"/>						
Transportation service quality is good	<input type="checkbox"/>						

SECTION C: This section contains statements about the value you received from the services during visiting this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
I think visiting this beach is affordable	<input type="checkbox"/>						
The price I paid for services is acceptable and reasonable	<input type="checkbox"/>						
Compared to expenses, I got high quality services	<input type="checkbox"/>						
The value of visiting this beach is more than what I expected	<input type="checkbox"/>						
Visiting this beach made me feel better	<input type="checkbox"/>						
Visiting this beach gave me pleasure	<input type="checkbox"/>						

SECTION D: This section contains statements about your attitudes towards visiting beach destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
For me, visiting beach destination is always extremely desirable	<input type="checkbox"/>						
For me, visiting beach destination is always extremely enjoyable	<input type="checkbox"/>						
For me, visiting beach destination is always extremely funny	<input type="checkbox"/>						
For me, visiting beach destination is always extremely pleasant	<input type="checkbox"/>						
For me, visiting beach destination is always extremely positive	<input type="checkbox"/>						

SECTION E: This section contains statements about any type of risks you noticed during visiting this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
I am afraid of a terrorist attack during the trip	<input type="checkbox"/>						
I am afraid of suffering any disease or infection	<input type="checkbox"/>						
I am afraid of any kind of accident, snatch and robbery	<input type="checkbox"/>						
I am afraid of any political or social violence	<input type="checkbox"/>						
I am afraid of suffering a natural disaster	<input type="checkbox"/>						
I think, this beach is safe and secure place to visit	<input type="checkbox"/>						

SECTION F: This section contains statements about your perceived abilities and constraints to visit this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
Whether or not I visit this beach is completely up to me.	<input type="checkbox"/>						
I am confident if I want I can come to visit this beach any time	<input type="checkbox"/>						
I have resources, time, and opportunities to visit this beach	<input type="checkbox"/>						

SECTION G: This section contains statements about your social influence to visit this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
Most of my friends encourage me to visit the beach	<input type="checkbox"/>						
Most of my family members prefer me to visit the beach	<input type="checkbox"/>						
Most people who are important to me want me to visit the beach	<input type="checkbox"/>						

SECTION H: This section contains statements about your satisfaction with visiting this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
I truly enjoyed to visit this beach	<input type="checkbox"/>						
Visiting this beach has met my needs	<input type="checkbox"/>						
This tour has exceeded my expectations	<input type="checkbox"/>						
I am satisfied with this tour considering the money and time I spent	<input type="checkbox"/>						
Overall, I am fully satisfied with this tour	<input type="checkbox"/>						

SECTION I: This section refers statements about your intention to revisit this destination	Strongly Disagree(1)	Mostly Disagree (2)	slightly Disagree (3)	Neutral (4)	Slightly Agree (5)	Mostly Agree (6)	Strongly Agree (7)
I have an intention to revisit the beach	<input type="checkbox"/>						
I am willing to revisit this beach	<input type="checkbox"/>						
I will make an effort to revisit the beach in the near future.	<input type="checkbox"/>						
I am willing to spend time and money to revisit the beach.	<input type="checkbox"/>						
I will recommend my friends, relatives, and others to visit the beach	<input type="checkbox"/>						
I will spread positive word-of-mouth about the beach	<input type="checkbox"/>						
I would encourage others to visit this beach	<input type="checkbox"/>						

SECTION J :

This section contains few personal information about you, and your visit to this beach

How many times have you visited this beach?

Please state your expected period of stay in this beach

Who are the accompanying persons in your trip?

a.	Alone	b.	Family members	c.	Friends/ Relatives	d.	Travel group	e.	others
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From which source have you got information about this beach?

a.	Friends /Relatives	b.	TV/ Media	c.	Travel	d.	Govt. office	e.	others
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What type of accommodation have you used to stay here?

a.	1 st class Hotel	b.	Medium class Hotel	c.	Holiday Resort	d.	Apartment	e.	others
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What type of transportation have you used to arrive here from your town?

a.	Air	b.	Public Bus	c.	Private vehicle	d.	others
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Gender	Age (years)	Marital Status	Education Level	Occupation	Monthly Income	Nationality/ Residence

Thank You for your cordial cooperation

Appendix 2: Participant's Information Form

PARTICIPANT INFORMATION STATEMENT

HREC Number:	HRE 2016-0415
Thesis Title:	Tourists' Revisit Intention to Beach Destinations in Bangladesh
Principal Investigator:	Dr. Ahmed Rageh Ismail, Senior Lecturer, Department of Marketing, Curtin University, Sarawak, Malaysia
Version Number:	1
Version Date:	12 DEC 2014

I, Md. Kamrul Hasan, am conducting this research under Curtin Sarawak Postgraduate Scholarship. The results of this research will be used to obtain a Doctor of Philosophy (PhD) at Curtin University. I am looking for tourists who have just visited Cox's Bazar Beach/ Kuakata Beach/ Saint Martin Beach in Bangladesh. I will ask you few questions about your perceptions and experiences with this beach as a tourist destination and how these experiences influence you to revisit the destination. I will give you a questionnaire, and you should take about 6-8 minutes to complete it. After completing, you will return me it hands to hand.

In addition, taking part in this survey is voluntary, and you are free to withdraw at any stage. There will be no cost to you for taking part in this research and you will not be paid for taking part. There are no foreseeable risks from this research project. The information collected for this research will be treated as confidential. Dr. Ahmed Rageh Ismail, principle supervisor (ahmed.r@curtin.edu.my), Dr. Md. Faridul Islam, co-supervisor (mdfaridul.i@curtin.edu.my), and the Curtin University Ethics Committee will have access to the information in this research. The information I collect in this study will be kept under secure conditions at Curtin University for 7 years after the research has ended and then it will be destroyed.

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC approval number 2016-0415). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au. If you have any inquiries about this survey, please contact me via email md.kamrul@postgrad.curtin.edu.my or phone number +06 01133766141 for any other clarification.

Appendix 3: Participant's Consent Form

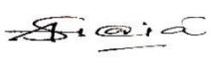
CONSENT FORM

HREC Number:	HRE 2016-0415
Thesis Title:	Tourists' Revisit Intention to Beach Destinations in Bangladesh
Principal Investigator:	Dr. Ahmed Rageh Ismail, Senior Lecturer, Department of Marketing, Curtin University, Malaysia.
Version Number:	1
Version Date:	12/DEC/2014

- I have read the information statement version listed above and I understand its contents.
- I believe I understand the purpose, extent and possible risks of my involvement in this thesis.
- I voluntarily consent to take part in this research thesis.
- I have had an opportunity to ask questions and I am satisfied with the answers I have received.
- I understand that this thesis has been approved by Curtin University Human Research Ethics Committee and will be carried out in line with the National Statement on Ethical Conduct in Human Research (2007) – updated March 2014.
- I understand I will receive a copy of this Information Statement and Consent Form.

Participant Name	
Participant Signature	
Date	

Declaration by the researcher: I have supplied an Information Letter and Consent Form to the participant who has signed above, and believe that they understand the purpose, extent and possible risks of their involvement in this thesis.

Researcher Name	Md. Kamrul Hasan
Researcher Signature	
Date	

Appendix 4: Pilot Survey Results

Table 4.2: Pilot Survey Results

Factors/ Measurement Items	Mean	STD*	Skewn- ess	Kurt- osis	(α)*
Perceived Destination Image					.823
This sea-beach has beautiful scenery and natural attractions	6.38	1.518	-2.966	8.474	
This sea-beach has a pleasant climate and weather	6.39	1.391	-2.996	9.100	
This sea-beach offers unpolluted and unspoiled environment	5.50	1.951	-1.237	.224	
This beach offers good outdoor sports activities	4.85	2.476	.013	-1.760	
Local people are hospitable and friendly to tourists	4.79	2.219	-.556	-1.346	
This beach has a good reputation to tourists	6.00	1.871	-2.134	3.320	
This beach is an exciting and interesting place to visit	5.71	1.993	-1.495	.923	
Perceived Service Quality					.879
The beach and near areas are very clean	4.97	2.236	-.739	-1.196	
Accommodation quality is good	5.63	1.773	-1.571	1.567	
Food and beverage quality is good	5.32	2.142	-1.117	-.192	
Hygiene and cleanliness standard of services is good	5.44	1.625	-.967	-.287	
Service employees are neat and clean	5.06	1.825	-.951	-.008	
Service employees are courteous, polite and respectful	5.35	2.122	-1.261	.122	
Public transportations are available to arrive here	5.94	1.560	-1.471	1.048	
Transportation service quality is good	5.72	1.727	-1.418	1.087	
Perceived Value					.835
I think visiting this destination is affordable	4.59	2.298	-.574	-1.221	
The price I paid for services is acceptable and reasonable	4.94	1.953	-.742	-.568	
Compared to expenses, I got high quality services	5.15	2.123	-1.045	-.417	
The value of visiting this beach is more than what I expected	5.35	1.773	-.990	.177	
Visiting this destination made me feel better	5.74	1.763	-1.579	1.688	
Visiting this destination gave me pleasure	6.09	1.254	-1.550	2.325	
Attitudes to Visiting Beach Destination					.897

For me, visiting beach destination is always extremely desirable	5.88	1.684	-1.828	2.711
For me, visiting beach destination is always extremely enjoyable	6.12	1.610	-1.823	2.086
For me, visiting beach destination is always extremely funny	6.15	1.395	-1.984	3.485
For me, visiting beach destination is always extremely pleasant	6.26	1.189	-1.930	3.989
For me, visiting beach destination is always extremely positive	5.88	1.665	-1.852	2.922
Perceived Destination Risks				.820
I am afraid of a terrorist attack during the trip	3.00	2.309	.894	-.722
I am afraid of suffering any disease or infection	3.39	2.304	.430	-1.496
I am afraid of any kind of accident, snatch and robbery	3.21	2.176	.601	-1.080
I am afraid of any political or social violence	3.19	2.264	.624	-1.124
I am afraid of suffering a natural disaster	3.22	2.106	.643	-.863
I think, this beach is safe and secure place to visit	5.62	2.015	-1.492	1.001
Perceived behavioural Control				.906
Whether or not I visit this beach is completely up to me.	5.53	1.926	-1.250	.273
I am confident if I want I can come to visit this beach any time	5.53	1.926	-1.250	.273
I have resources, time, and opportunities to visit this beach	5.39	2.106	-.986	-.553
Perceived Social Influence				.838
Most of my friends encourage me to visit the beach	6.15	1.372	-2.222	5.646
Most of my family members prefer me to visit the beach	5.72	1.591	-1.197	.316
Most people who are important to me want me to visit the beach	5.64	1.884	-1.494	.961
Tourist Satisfaction				.923
I truly enjoyed to visit this beach	6.03	1.487	-1.757	2.132
Visiting this beach has met my needs	5.94	1.476	-1.816	3.172
This tour has exceeded my expectations	5.53	1.674	-1.125	.442
I am satisfied with this tour considering the money and time I spent	5.88	1.610	-1.649	2.044
Overall, I am fully satisfied with this tour	6.29	1.031	-2.582	8.779
Tourist Revisit Intention				.946

I have an intention to revisit the beach	5.65	1.824	-1.413	1.016
I am willing to revisit this beach	5.94	1.669	-1.814	2.355
I will make an effort to revisit the beach in the near future.	5.88	1.737	-1.542	1.349
I am willing to spend time and money to revisit the beach.	5.94	1.391	-1.754	3.731

*STD=Standard Deviation, α =Cronbach's Alpha

Appendix 5: Demographic Characteristics of the Respondents (n = 601)

Respondents' Demographic Profile	Cox's Bazar Beach (n=209)		Saint Martin Beach (n=210)		Kuakata Beach (n=182)		Total (n=601)	
	Valid (n)	(%)	Valid (n)	(%)	Valid (n)	(%)	Valid (n)	(%)
Gender								
Male	171	81.4	160	76.9	151	82.5	482	80.2
Female	39	18.6	48	23.1	35	17.5	119	19.8
Total	210	100	208	100	183	100	601	100
Age								
18-34	137	68.2	127	65.1	130	74.3	394	69.0
35-49	48	23.9	55	28.2	28	16.0	131	22.9
50-64	16	8.0	13	6.7	15	8.6	44	7.7
65 Above	-	-	-	-	2	1.1	2	.4
Total	201	100	195	100	175	100	571	100
Marital Status								
Married	121	59.6	111	57.5	101	59.1	333	58.7
Unmarried	82	40.4	82	42.5	70	40.9	234	41.3
Total	203	100	193	100	171	100	567	100
Education Qualification								
Secondary	60	29.4	44	21.9	27	15.7	131	22.7
Higher Secondary	43	21.1	28	13.9	44	25.6	115	19.9
Bachelor	44	21.6	48	23.9	38	22.1	130	22.5
Masters	31	15.2	45	22.4	30	17.4	106	18.4
Others	26	12.7	36	17.9	33	19.2	95	16.5
Total	204	100	201	100	172	100	577	100

Occupation								
Student	56	28.0	56	27.9	62	36.0	174	30.4
House Keeping	20	10.0	19	9.5	16	9.3	55	9.6
Self employed	31	15.5	29	14.4	21	12.2	81	14.1
Govt. Job	69	34.5	86	42.8	57	33.1	212	37.0
Private Job	11	5.5	7	3.5	7	4.1	25	4.4
Others	13	6.5	4	2.0	9	5.2	26	4.5
Total	200	100	201	100	172	100	573	100
Monthly Income								
Below 20000 (BDT)	54	47.4	51	41.8	37	38.9	142	42.9
21000-40000 (BDT)	33	28.9	42	34.4	37	38.9	112	33.8
41000-60000 (BDT)	14	12.3	18	14.8	14	14.7	46	13.9
61000-80000 (BDT)	9	7.9	8	6.6	-	-	17	5.1
81000 Above (BDT)	4	3.5	3	2.5	7	7.4	14	4.2
Total	114	100	122	100	95	100	331	100

Appendix 6: Travel Characteristics of the Respondents (n = 601)

Respondents' Travel Profile	Cox's Bazar Beach (n=209)		Saint Martin's Beach (n=210)		Kuakata Beach (n=182)		Total (n=601)	
	Valid (n)	Valid (%)	Valid (n)	Valid (%)	Valid (n)	Valid (%)	Valid (n)	Valid (%)
Frequency of Visit								
First time	27	13.0	73	34.9	33	17.9	133	22.1
2-5 times	142	68.3	132	63.2	110	59.8	384	63.9
6-10 times	30	14.4	3	1.4	21	11.4	54	9.0
11-15 times	9	4.3	1	.5	16	8.7	26	4.3
16+ times	-	-	-	-	4	2.2	4	.7
Total	208	100	209	100	184	100	601	100
Duration of Stay								
1 day	21	10.0	109	51.9	27	14.7	157	26.0
2-5 days	165	78.6	96	45.7	140	76.1	401	66.4
6-10 days	18	8.6	4	1.9	16	8.7	38	6.3
11-15 days	6	2.9	1	.5	1	.5	8	1.3

Total	210	100	210	100	184	100	604	100.0
Composition of Group								
Alone	8	3.9	6	2.9	4	2.2	18	3.0
Family members	93	45.1	103	49.8	59	32.8	255	43.0
Friends & Relatives	74	35.9	63	30.4	93	51.7	230	38.8
Colleagues	29	14.1	27	13.0	22	12.2	78	13.2
Others	2	1.0	8	3.9	2	1.1	12	2.0
Total	206	100	207	100	180	100	593	100.0
Source of Information								
Friend & relatives	136	67.0	120	57.7	133	75.1	389	66.2
TV & Media	37	18.2	48	23.1	22	12.4	107	18.2
Travel Operators	-	-	4	1.9	1	.6	5	.9
Govt. Office	1	.5	2	1.0	3	1.7	6	1.0
Others	29	14.3	34	16.3	18	10.2	81	13.8
Total	203	100	208	100	177	100	588	100.0
Used Accommodation								
First Class Hotel	35	17.5	24	11.8	41	23.3	100	17.3
Medium Hotel	124	62.0	93	45.8	105	59.7	322	55.6
Holiday Resort	15	7.5	42	20.7	6	3.4	63	10.9
Apartment	13	6.5	5	2.5	2	1.1	20	3.5
Others	13	6.5	39	19.2	22	12.5	74	12.8
Total	200	100	203	100	176	100	579	100.0
Used Transportations								
Air	19	9.3	2	1.0	-	-	21	3.6
Public Transportation	140	68.6	146	70.9	109	60.2	395	66.8
Personal Vehicle	26	12.7	13	6.3	46	25.4	85	14.4
Others	19	9.3	45	21.8	26	14.4	90	15.2
Total	204	100	206	100	181	100	591	100.0