



## RESEARCH ARTICLE

## Tourism Experience and Tourist Satisfaction Impacted on Revisit Intention: A Case Study of Tongling Grand Canyon Scenic Area, Jingxi City, China

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ARTICLE INFO	ABSTRACT
Received: Aug 16, 2024	<p>The study focused on tourism experience and tourism satisfaction impacted on revisit intention by focusing on the Tongling Grand Canyon Scenic Area of Jingxi City in China. The Chinese tourism industry contributes heavily to the economic condition of the nation. In 2022, the Chinese tourism industry contribute nearly 580 Billion United States dollars to the total GDP value of the nation. Thus, focusing on this industry helps to improve the economic value of the nation as well as the particular geographical region of the tourist destination. The selection of respondents from social media respondents based on their convenience helps in the collection of required quantitative insights within a specific time frame. The results indicate that the factors of the tourism experience such as enjoyment, socialization, participation, study, relaxation, escape, novelty and challenge impacted, directly and indirectly, the revisit intention. The indirect way shows the mediating effect of tourism satisfaction, therefore, increasing the satisfaction rate of tourists by improving the service quality increases the revisit intention of visitors. Overall, improving the revisit intention of tourists helps to improve the economic condition of a region.</p>
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<b>Keywords</b>	
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### INTRODUCTION

Tourism is a popular culture which generally develops a positive vibe among people. Tourism placemaking helps to increase the attractiveness of a geographical region (Mansilla & Milano, 2022). Therefore, the presence of scenic beauty increases the attractiveness of a region which helps to make a popular tourist destination. According to Li et al. (2023), tourism experience shows a connection with the emotions of visitors. Therefore, focusing on the emotions of tourists increases their revisit intention. Moreover, the tourism market of China is showing a massive transformation as it has become the most watched inbound and outbound tourist market (Statista, 2024). Therefore, people may spend time enjoying the scenic beauty of the nation such as the Tongling Grand Canyon region.

According to LI and Mei (2021), regional tourism promoted in recent years by performing joint marketing such as “Western Guangxi Tourism Alliance”. The development of these establishments helps in the promotion of tourism in Jingxi city.

The study is based on the tourism industry of Jingxi city, especially by focusing on the Grand Canyon Scenic Area. Blazyte (2024) has identified that the tourism sector in China shows a contribution of 3.3% of the total GDP of China which is nearly 4 Trillion Yuan or 580 Billion United States dollars as in 2022. Hence, focusing on the tourism industry helps to develop the economic condition of a particular region. It has been analysed that past studies were completed by focusing on tourism in China (Chen et al. 2020; Peng et al. 2023), though there is a lack of studies focusing on specific tourist spots such as the Tongling Grand Canyon area. Moreover, the report published by You and Zhang (2019) indicated some famous tourist spots in China which do not mention the Tongling Grand Canyon Scenic Area. Thus, the popularity of this place hampers due to lack of promotion. Additionally, there is a lack of academic insights and poor statistical data which indicates that tourists do not get proper insights about this place which reduces their intention to visit this site. Overall, the lack of focus on the scenic regions of Jingxi city such as Tongling Grand Canyon negatively impacted the economic condition of this region which may hamper the experience and satisfaction of travellers.

The aim of the study is to determine the impact of tourism experience and tourism satisfaction on the revisiting intention of tourists by focusing on the Tongling Grand Canyon scenic area, Jingxi City, China

#### **Objectives:**

- To determine the impact of the tourism experience on the revisit intention of tourists
- To analyse the effect of tourist satisfaction on their revisit intention
- To identify the mediating role of tourist satisfaction between tourism experience and revisit intention

#### **Research questions:**

**RQ1:** How tourism experience impact the revisit intention of tourists?

**RQ2:** How does tourist satisfaction regulate the revisit intention of tourists?

**RQ3:** How does tourist satisfaction mediate the relationship between tourism experience and revisit intention?

## **2. LITERATURE REVIEW**

### **Revisit intention**

The representation of a favourable destination image helps to target previous and potential tourists to present in a destination (Luvsandavaajav et al. 2022). The likeliness or plan of visitors to revisit the same destination (Nguyen et al. 2020; Khairi & Darmawan, 2021) or recommend the place to other potential tourists (Zeng & Yi Man Li, 2021), shows revisit intention among tourists. However, Quintal and Polczynski (2010), have identified revisit intention has to be connected with judgement and likeliness of visitors to revisit a specific place. Hence, the representation of a good image and focus on service quality helps to improve the revisit intention of visitors. Pratminingsih et al. (2014) identified revisit intention as a behavioural intention which represents the stronger intention of visitors to visit a place repetitively. Revisit intention increases by getting effective service and due to the presence of scenic beauty of a particular region. Thammadee & Intravisit (2015) have identified that the attitude and self-motivation of tourists are also impacted by the revisit intention of visitors. Hence, changing the attitude of visitors towards a particular space and service increases their revisit intention. Therefore, the following hypothesis is proposed:

H9: Tourist satisfaction has a significant positive impact on revisit intention

### **Pleasure and Socializing During Tourism**

The concept of pleasure and socialization can be associated with fun activities (Van Leeuwen & Rietveld, 2011). Increasing fun activities impacted the involvement rate of visitors with a particular place. However, remembering the good experiences and mental and physical experiences can be determined as pleasure (Hakoköngäs & Puhakka, 2023). Thus, increasing the interaction of an individual with a particular space helps to get pleasure through it. Fennell (2009) the concept of pleasure allows travellers to stay away from the hassle of everyday life. Additionally, pleasure allows one to get leisure during their non-working time. Sihvonen and Turunen (2022), have identified that the performance and experience of visitors generate pleasure among them. Alongside, Lu et al. (2021) have stated making onsite social interactions allows tourists to immerse themselves in the local community. Therefore, socialization plays a significant role in providing a better experience to visitors. Cavagnaro et al. (2021) indicated that travellers are getting positive motivation through socialisation. Thus, increasing their interactions with the people of the tourist spots helps them to stay motivated which increases their intention to visit the place repetitively. However, Lee and Kwon (2021) have identified socialization allows interaction with others which acts as an attraction dimension of involvement. Overall, pleasure and socialization motivate travellers to revisit a place. Hence, the following hypothesis is proposed:

**H1:** Pleasure and socializing have a significant positive impact on revisiting intention

### **Participation and Learning in Tourism**

The interest of tourists increases by getting proper knowledge which motivates them about a place (Carvalho, 2023). Some travellers take part in creative tourism activities which increases their level of achievement and promotes a sense of unique learning (Hu & Xu, 2021). Therefore, increasing interactive actions promotes the connectivity of tourists to a specific place. Taking part in different activities in tourism provides a positive experience and psychological satisfaction among tourists (Torabi et al. 2022; Jeong & Shin, 2020). Therefore, the creation of memorable and valuable experiences by providing them with a satisfying environment increases their revisit intention at a particular destination. Pai et al. (2021) have identified that learning new information improves the experience of visitors. Therefore, providing a valuable experience creates a positive memory in the mindset of visitors which provokes their intention to revisit the particular place. Past studies (Santos-Roldán et al. 2020; Park & Yoon, 2009; Ballantyne et al. 2011) have identified that participating in activities develops experiences which increase greater involvement with a particular action such as revisiting a particular place. However, Zhou et al. (2022) have stated that the participation of visitors in different activities creates an unforgettable experience. Providing this kind of unique experience increases the revisit intention of tourists as they get a unique experience during their previous visit. Based on the above section following hypothesis is formed:

**H2:** Participation and learning have a significant positive impact on revisit intention

### **Relaxation and Escape**

The idea of wellness tourism triggers social circumstances which include the reduction of stress among the working population (Seow et al. 2024). The presence of a few factors such as escape, flexibility and freedom motivate travellers to continue their travel (Yang, 2021; Osman et al. 2020). However, Zhang & Zhang (2022) have stated the concept of escape helps a person to stay away from a boring life. Therefore, the arrangement of proper enjoyment for travellers increases their intention to visit this kind of place multiple times. Kastenholtz et al. (2020) have identified the relaxation experience act as a stimulating experience. Thus, the development of a relaxing environment increases the willingness of visitors to visit a place multiple times. Tourists also can escape from the

stress of their daily life by enjoying a relaxed vacation. Yin et al. (2020) have identified that tourism promotes subjective well-being which allows mental relaxation to mitigate mental stress. The promotion of a relaxed environment for travellers increased their willingness to revisit the destination to stay away from mental stress. However, the promotion of relaxing tourism promotes the feeling of being physically and mentally detached (Su et al. 2020). Promotion of this feeling impacted the emotional factors based on the actions performed by a tourist. Hence, the following hypothesis is proposed:

**H3:** Relaxation and escape have a significant positive impact on revisit intention

### **Novelty and challenge**

Novelty is an essential concept that enhances the experience of tourists to create a memorable experience which provokes the revisit intention of tourists (Tiwari et al. 2024). Additionally, Blomstervik et al. (2021) have stated novelty is a core concept of tourism which allows visitors to experience something new. Conversely, Agustina and Artanti (2020) have stated in some cases exploration of new areas or locations is more challenging for different types of tourist attractions. Suhud et al. (2022) also highlighted that travellers who are always excited to visit new places may face challenges while visiting the same tourist villages. Increasing the concept of novelty sometimes causes challenges as focusing on novelty provokes visitors to focus on new practices. Therefore, reducing the focus on the existing places also impacted the revisit intention of tourists. Chen et al. (2020) have also identified that novelty can be considered a critical factor that impacts the motivational factors of tourists which brings changes in their emotional and decision-making factors. Hence, the novelty has to be managed carefully as it may cause challenges for revisiting intention. Therefore, the hypothesis formed as:

**H4:** Novelty and challenge experience have a significant positive impact on revisit intention

### **Tourism Satisfaction**

The context of satisfaction acts as a mediating variable which impacts the revisit intention of visitors (Agustina & Artanti, 2020). However, Altunel and Erkurt (2015) have stated that satisfaction plays a mediating role between tourism experiences such as novelty and the revisit intention of travellers. Additionally, Anggraini et al. (2023) have also stated that customer satisfaction shows a mediating effect between tourism experience and revisit intention. Therefore, tourism satisfaction explains the relationship between tourism experience and customer satisfaction. Conversely, Thipsingh et al. (2022) have stated that customer satisfaction represents the positive loyalty of customers which promotes the repurchase intention of customers. Therefore, the promotion of satisfaction rate increases the revisit intention of customers. Thus, hypotheses are formed as:

**H5:** Tourist satisfaction plays a mediating role in the relationship between pleasure, socialization and revisit intention.

**H6:** Tourist satisfaction plays a mediating role in the relationship between participation, learning and revisit intention.

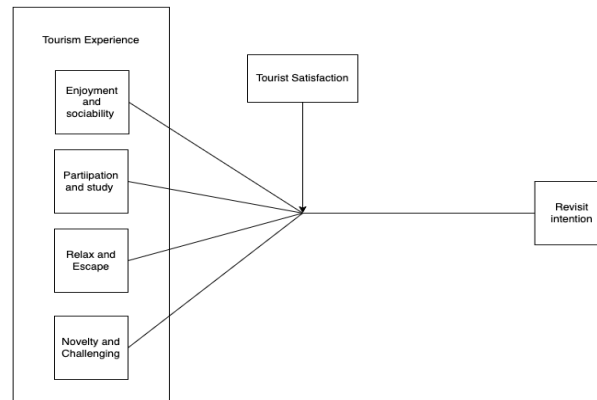
**H7:** Tourist satisfaction plays a mediating role in the relationship between relaxation and escape and willingness to revisit.

**H8:** Tourist satisfaction plays a mediating role in the relationship between novelty and challenge experience and revisits intention.

### **Theoretical underpinning**

Revisit intention of tourists is a part of the behavioural response, thus drawing on the theory of Cognitive Appraisal Theory (CAT) helps to determine the external stimuli that impact on visitors' responses (Zhou et al. 2020). The implication of CAT focuses on the emotional aspects of visitors as

revisit intention is a psychological factor. Chen et al. (2023) also stated that the experience of visitors along with their psychological state is connected with their behaviour, which is related to the process of cognition. Additionally, CAT expressed that the emotional experience of tourists is directly related to the appraisal of the experience; however, emotions also can be raised due to appraisal response (Tiwari et al. 2023; Shoukat and Ramkissoon, 2022). Therefore, the experience of tourists is impacted by their satisfaction level which is also connected with their revisit intention. Based on this concept the conceptual model has been developed which is presented below in Figure 1:



**Figure 1: Conceptual Framework**

Past studies have intense research related to the field of tourism and have identified the impact of different factors on revisit intention (Zhou et al. 2022; Torabi et al. 2022; Tiwari et al. 2024). However, some of the studies were completed by focusing on different geographical locations rather than China which shows a psychological differentiation in research results. Additionally, past studies also do not make a clear focus on the factors of tourism experience as different factors may impact differently on the mindset of visitors. The connection between novelty and related challenges was described in past studies though those are not connected with the revisit intention of tourists. The current examines the impact of the tourism experience and tourist satisfaction on their revisit intention.

### 3. METHOD

The study is based on the tourism experience, tourist satisfaction and their revisit intention. Based on the current aim of the study following the primary quantitative method helps in the collection of required numerical insights. According to Sürücü and Maslakci (2020), following the quantitative method allows for the development of objective base results which are developed by the use of measuring instruments. Moreover, following the quantitative method helps in the selection of a large amount of data (Mohajan, 2020). Overall, quantitative method allowed the collection of numerical insights based on each measurement item.

Additionally, the selection of a large sample population helps to maintain the generalisability of insights. The study has selected 411 respondents based on a 95% confidence level. Wagner and Grimm (2023), expressed the importance of the 10-times rule which expressed that the sample size has to be 10 times than the arrowheads. The current study has a total of 6 arrowheads thus sample size should be greater than 60. Therefore, the selection of 285 respondents is appropriate for further analysis. The study collected data by following the convenience sampling method which allows the selection of samples based on their accessibility (Mujere, 2016). All the respondents were selected from social media platforms who lived in China.

Moreover, cross-sectional research helps to complete a survey at a single point in time (Rindfleisch et al. 2008). Overall, following the primary empirical method and cross-sectional research helps in the collection of required insights and completing the study within a specific time. This study uses a 5 Likert scale in a particular direction (1- Strongly Disagree to 5- Strongly Agree) to collect responses from the participants. Therefore, the study has collected quantitative insights which have been analysed by the use of statistical software such as SPSS (Abbasnasab Sardareh *et al.* 2021). Hence, the use of SPSS software allows the mediator regression model which can be done through quantitative insights. The whole study was completed by maintaining ethics as the data was collected without collecting any personal insights from respondents. The collected insight has been kept in a password-protected electronic device which enhances the ethical value of the study.

### Measurement scale

The items selected in the measurement scale have been selected from specific sources such as items of satisfaction are mainly designed based on scales provided by Park et al. (2018), Baker (2000), Wan (2004), Nan (2008). The measurement of tourism experience variables is based on the scales provided by Mannell et al. (1987), Dai et al. (2022), Shin et al. (2024), Hui et al. (2007), Kim et al. (2012), Seyiogilu & Atsiz (2024). The measurement items of tourism memory were adapted according to the scales provided by Kim (2010), Vincent Wing Sun Tung et al. (2018), Pan et al. (2016). Additionally, Measurement items of satisfaction are mainly designed based on scales provided by Deng Mei (2013), Dou Lu (2016).

## 4. RESULT

### Descriptive analysis

**Table 1: Demographic characteristics of respondents**

Name	Options	Frequency	proportion (%)
Gender	Male	190	46.23
	Female	221	53.77
Age	Under 18 years old	30	7.30
	18-30 years old	170	41.36
	31-45years old	97	23.60
	40-60years old	82	19.95
	Over 60 years old	32	7.79
Region	Guangxi	266	64.72
	Areas outside Guangxi	145	35.28
Educational background	Junior high school and below	35	8.52
	High school and technical secondary school	27	6.57
	Junior college	169	41.12
	Undergraduate	157	38.20
	Master's degree or above	23	5.60
Occupation	Student	30	7.30
	Public servants or staff in public institutions	46	11.19
	Employee of a private or foreign-owned company.	280	68.13
	Individual boss	18	4.38
	Professional (teacher, doctor, etc.)	17	4.14
	Retiree	14	3.41
	Other	6	1.46
Income	Less than 3,000 yuan ( Less than 15,000 baht)	28	6.81
	3,000-5,000 yuan (15,000-25,000 bath)	24	5.84
	5,001-8,000 yuan (25,001-40,000 bath)	126	30.66

Name	Options	Frequency	proportion (%)
	8,001-10,000 yuan (40,001-50,000 bath)	189	45.99
	More than 10,000 yuan (More than 50,000 bath)	44	10.71
Whether it is the first time to arrive	Yes	350	85.16
	No	61	14.84
Information Acquisition	Official website	68	16.55
	Social media platforms (Weibo, Tik Tok, etc.)	100	24.33
	Travel forums and travel apps (Ctrip, Qunar, etc.)	75	18.25
	Travel guides and books	74	18.00
	Travel agency	60	14.60
	Friends recommend	34	8.27
Total		411	100.0

As can be seen from the table 1, more than 50% of the samples of gender choose "female", and the proportion of male samples is 46.23%; In terms of age distribution, most of the samples were "18-30 years old", the proportion was 41.36%; From the perspective of region, "Guangxi" is relatively large among the samples, accounting for 64.72%, and 35.28% of the samples are from outside Guangxi. In terms of education level, the proportion of "junior college" is the highest 41.12%, and the proportion of undergraduate samples is 38.20%. More than 60% of the sample chose "private or foreign employees"; In terms of monthly income, the proportion of "8001-10000" is the highest 45.99%, and there are 30.66% samples of 5001-8000; 85.16% of the tourists in the sample came to the scenic spot for the first time; In terms of how to get to know the distribution of scenic spots, most samples are "social media platforms (Weibo, Tik Tok, etc.)", accounting for 24.33%.

**Table 2: Reliability**

	Scale (items)	Cronbach's Alpha	Number of Items
Pleasure and Socializing	T1, T2, T3, T4	0.847	4
Participation and Learning	T5, T6, T7, T8	0.850	4
Relaxation and escape	T9, T10, T11, T12	0.856	4
Novelty and Challenge	T13, T14, T15, T16	0.849	4
Tourism Satisfaction	S1, S2, S3	0.813	3
Revisit Intention	R1, R2, R3	0.856	3

Table 2 indicates that all constructs in the study exhibit high internal consistency, with Cronbach's alpha values exceeding the commonly accepted threshold of 0.8. Specifically, the scales measuring Pleasure and Socializing ( $\alpha = 0.847$ ), Participation and Learning ( $\alpha = 0.850$ ), Relaxation and Escape ( $\alpha = 0.856$ ), and Novelty and Challenge ( $\alpha = 0.849$ ) each consist of four items and demonstrate strong reliability. Similarly, the Tourism Satisfaction scale (3 items) has a Cronbach's alpha of 0.813, while the Revisit Intention scale (3 items) shows a reliability of 0.856. The reliability threshold is  $>0.7$ . here, all the constructs have achieved  $>0.8$ , suggesting constructs supporting the validity of the data (Kennedy, 2022)

**Inferential statistics**

**Table 3: Model summary**

<b>Model Summary</b>										
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Change Statistics</b>					
					<b>R Square Change</b>	<b>F Change</b>	<b>df1</b>	<b>df2</b>	<b>Sig. Change</b>	<b>F</b>
1	.636 <sup>a</sup>	.404	.398	.88970	.404	68.881	4	406	.000	
2	.657 <sup>b</sup>	.432	.424	.87019	.027	19.406	1	405	.000	
<b>a. Predictors: (Constant), TE4, TE1, TE3, TE2</b>										
<b>b. Predictors: (Constant), TE4, TE1, TE3, TE2, TS</b>										

Table 3 suggests that Pleasure and Socializing, Participation and Learning, Relaxation and Escape, and Novelty and Challenge explain 40.4% of Revisit Intention variance ( $R^2 = 0.404$ ,  $p < 0.001$ ). After adding the mediator, i.e. Tourism Satisfaction, the explained variation increased to 43.2% ( $R^2 = 0.432$ ,  $p < 0.001$ ). This is clearly showing an increase in the model fit. Hence, adding satisfaction it has a significant impact on revisit intention.

**Table 4: Direct and indirect Effects**

<b>Predictor</b>	<b>Model</b>	<b>Unstandardised Coefficient (B)</b>	<b>Standard Error</b>	<b>Standardised Coefficient (Beta)</b>	<b>t-value</b>	<b>p-value</b>
<b>Direct effects</b>						
Pleasure & Socializing	1	0.248	0.053	0.207	4.679	0.000
Participation and Learning	1	0.285	0.053	0.241	5.334	0.000
Relaxation and escape	1	0.258	0.052	0.218	4.926	0.000
Novelty and Challenge	1	0.231	0.053	0.193	4.322	0.000
Tourism satisfaction	2	0.220	0.050	0.204	4.405	0.000
<b>Indirect effects</b>						
Pleasure & Socializing	2	0.207	0.053	0.173	3.926	0.000
Participation and Learning	2	0.249	0.053	0.211	4.719	0.000
Relaxation and escape	2	0.201	0.053	0.170	3.803	0.000
Novelty and Challenge	2	0.172	0.054	0.144	3.186	0.002

Table 4 suggests on the direct effects between predictors and revisit intention. The direct effects show significant positive relationships between all tourism experience constructs and Revisit Intention. For instance, Pleasure and Socializing ( $\beta = 0.248$ ,  $p < 0.001$ ), Participation and Learning ( $\beta = 0.285$ ,  $p < 0.001$ ), Relaxation and Escape ( $\beta = 0.258$ ,  $p < 0.001$ ), and Novelty and Challenge ( $\beta = 0.231$ ,  $p < 0.001$ ) have all achieved a significant value of  $<0.05$ . Therefore, all these constructs have a direct positive relation with the revisit intention at a 95% confidence interval. Participation and learning have (0.285) the most substantial direct impact, whereas relaxation and escape (0.258) have the second highest. Pleasure and socialising (0.248) are the third most impacting factor, whereas Novelty and challenge (0.231) is the fourth. Therefore, when in direct terms, participation and learning are the most critical factors in revisiting intention.



## Indirect Effects

The indirect effects reveal that Tourism Satisfaction mediates the relationship between the tourism experiences and Revisit Intention. Pleasure and Socializing ( $\beta = 0.207$ ,  $p < 0.001$ ), Participation and Learning ( $\beta = 0.249$ ,  $p < 0.001$ ), Relaxation and Escape ( $\beta = 0.241$ ,  $p < 0.001$ ), and Novelty and Challenge ( $\beta = 0.172$ ,  $p = 0.002$ ) have significant indirect effects through Tourism Satisfaction. The direct effects of these tourism experience factors were also significant at a 95% confidence interval. As both the direct and indirect effects of tourism experience constructs are significant at a 95% confidence interval ( $p < 0.05$ ), tourism satisfaction partially mediates between tourism experience and revisit intention. This implies that all these tourism experience dimensions are somehow correlated with tourism satisfaction. The tourist revisit intention in Tonglin Grand Canyon is based on both, a good tourism experience and a good satisfaction. This mediation suggests that enhancing Tourism Satisfaction can increase the positive impact of these experiences on revisit intention.

## 5. DISCUSSION

The finding of the current study has identified that the predictor of pleasure and socialization significantly impacted directly ( $\beta = 0.207$  and  $p = 0.000$ ) and indirectly ( $\beta = 0.173$  and  $p = 0.000$ ) the revisit intention. The value represents that an increase of 1 unit of pleasure and satisfaction increased 0.207 units of revisit intention of tourists. Therefore, the significant value from both ways indicated that people looking for pleasure and socialization while travelling. The direct effect indicated that providing pleasure through travelling and improving socialization activity increases the willingness of tourists to visit a destination multiple times. However, the indirect beta value expressed that tourism satisfaction mediates the relationship between pleasure and socializing with revisit intention. Thus, pleasure and socialization impacted the satisfaction of visitors which also impacted the revisit intention of tourists.

Past studies indicated that the introduction of fun activities and increasing the interaction of people with space shows their willingness to stay connected with that spot (Van Leeuwen & Rietveld, 2011; Fennell 2009). Therefore, the arrangement of fun activities provided mental pleasure among the visitors. Goossens (2000), identified that pleasure-seeking activity is related to the emotion of tourists. Improvement of pleasure and socialization develops a positive emotional connection of tourists with a particular spot. Conversely, Malone (2017) has critiqued that pleasure is not acknowledged in tourism. However, this study focused on the impact of pleasure along with socialization which makes this study unique. Additionally, the result of the current study shows similarity with past studies which expressed the right direction of the study. Overall, pleasure and socialization show both direct and indirect effects on the revisit intention of tourists.

The result of the current study expressed that the predictor of participation and learning significantly impacted both in a direct ( $\beta = 0.214$  and  $p = 0.000$ ) and indirect ( $\beta = 0.211$  and  $p = 0.000$ ) manner. The value represents that an increase of 1 unit of pleasure and learning increased 0.214 units of revisit intention of tourists. The direct relationship indicated that enhancing engagement through learning new concepts increases the attraction of tourists to a particular space. Conversely, the indirect relationship expressed that tourists are satisfied by participating in learning activities which impacted on their revisit intention on a specific spot.

Tourists also focus on unique knowledge which motivates them to visit a place multiple times (Carvalho, 2023; Hu & Xu, 2021). Thus, the arrangement of different activities for respondents to increase their knowledge develops their interest in revisiting that place. The concept of creative tourism provides various opportunities to develop their knowledge through learning experiences (Richards 2012; Chang et al. 2014). Thus, the arrangement of different activities for tourists to increase their learning actions positively impacted on mindset as they showed their willingness to revisit a particular spot. Conversely, Van Winkle and Lagay (2012), have critiqued the impact of

learning is not explored properly, thus completing the current study highlights the impact of participation and learning on the revisit intention of tourists. Overall, the result of the current study and the findings of past studies show similarity which indicates that the current study goes in the right direction and explores the direct and indirect impact of participation and learning on revisit intention.

The predictor of relaxation and escape shows a significant impact on revisit intention both in a direct ( $\beta = 0.218$  and  $p = 0.000$ ) and indirect ( $\beta = 0.170$  and  $p = 0.000$ ) manner. The value represents that an increase of 1 unit of relaxation and escape increased 0.218 units of revisit intention of tourists. The significant value represents that tourist destinations have to provide a relaxing environment which helps to escape from daily routine. Thus, the direct relationship expresses that providing a relaxed environment in a tourist destination increases the revisit intention of travellers. Conversely, the indirect relationship expressed that the development of a relaxing environment enhances the satisfaction of tourists which mediates the relationship between relaxation and escape with revisit intention.

The concept of wellness tourism reduces the stress of travellers; additionally, the presence of factors such as escape motivates travellers to visit a place several times (Seow et al. 2024; Yang, 2021; Osman et al. 2020). Thereafter, the development of a proper relaxing environment for tourists impacted positively on their mindset. Van Vuuren and Slabbert (2011) have stated tourist wants to escape from their everyday routine through enjoying a relaxing holiday. Conversely, Chen et al. (2016) have critiqued that individuals dealing with high-strain jobs do not focus on relaxation during holidays. However, the arrangement of engaging activities keeps people away from their daily routine which helps to escape people from their stressful life. Thus, the result of the current study shows similarity with past findings which expressed that the study goes in the right direction.

The predictor of novelty and challenge shows direct ( $\beta = 0.193$  and  $p = 0.000$ ) and indirect ( $\beta = 0.144$  and  $p = 0.002$ ) effects on revisit intention. Thus, an increase of 1 unit of novelty and challenge increased 0.218 units of revisit intention of tourists. Therefore, providing a unique experience to the visitors increases their willingness to visit the place repetitively which indicates the revisit intention of travellers. The indirect impact of novelty and challenges improves the satisfaction of customers which enhances the revisit intention of tourists.

Past studies indicated that novelty provides a positive experience to visitors (Tiwari et al. 2024), thus the presence of novelty allows people to revisit a destination to gain new experiences. Conversely, visitors show their willingness to explore new places which stands as a challenge for revisit intention (Suhud et al. 2022). Thus, the novelty of a tourist place has to be developed as it provokes people to revisit the place to gain new experiences. Conversely, the unwillingness of people to visit the same place multiple times reduced revisit intention. The predictor of novelty also satisfied travellers as providing new experiences allows people to revisit a place. Therefore, the result of the current study shows similarity with past findings which indicated that novelty and challenges impacted directly and indirectly on revisit intention.

The predictor of tourism satisfaction mainly shows a direct ( $\beta = 0.204$  and  $p = 0.000$ ) impact on revisit intention. Factors of tourism experience impacted through tourism satisfaction which impacted on revisit intention of tourists. Additionally, different factors of tourism experiences impact revisit intention mediated through tourism satisfaction as mentioned in Figure 1.

Past studies indicated that tourism satisfaction plays a mediating role between independent variables and revisit intention (Zaitul et al. 2022; Altunel and Erkurt 2015). Providing a good and memorable experience to the visitors enhances their satisfaction rate which increases their revisit intention. Thipsingh et al. (2022) have stated that providing a satisfactory experience to people increases their re-engagement rate with that particular service. Therefore, improving a unique and

satisfying experience for the visitors has a direct impact on tourism satisfaction which increases their revisit intention to the place. Additionally, Yu and Goulden (2006), increasing tourism increases the economic value of a region. Henceforth, the findings of the current study and past studies go in a similar path as tourism satisfaction plays a mediating role between tourism experience and revisit intention which indicates that increasing tourism develops the economic condition of a region.

**Table 4: Hypothesis summary table**

Hypotheses	Description	Summary
1	Pleasure and socializing have a significant positive impact on revisiting intention	Accepted
2	Participation and learning have a significant positive impact on revisiting intention	Accepted
3	Relaxation and escape have a significant positive impact on revisiting intention	Accepted
4	Novelty and challenge experience have a significant positive impact on revisiting intention	Accepted
5	Tourist satisfaction plays a mediating role in the relationship between pleasure, socialization and revisiting intention	Accepted
6	Tourist satisfaction plays a mediating role in the relationship between participation, learning and revisiting intention	Accepted
7	Tourist satisfaction plays a mediating role in the relationship between relaxation and escape and willingness to revisit	Accepted
8	Tourist satisfaction plays a mediating role in the relationship between novelty and challenging experience and revisiting intention	Accepted
9	Tourist satisfaction has a significant positive impact on revisiting intention	Accepted

Table 4 expresses the hypotheses summary table which indicates that all hypotheses are accepted.

## 6. CONCLUSION

The study is based on tourism experience and tourism satisfaction on the revisit intention of travellers. Focusing on the Tongling Grand Canyon scenic area helps to focus on the revisit intention of visitors. Through the study, it has been identified that the experience of visitors plays an important role which mainly impacted on their revisit intention. Additionally, the predictors of the tourism experience such as pleasure and socialization, participation and learning, relaxation and escape, and novelty and challenge impacted the revisit intention mediated through tourism satisfaction. Henceforth, the arrangement of a relaxed and novel environment along with attractive games helps to stay away from daily stress. Conversely, the mindset of people to try new things may cause challenges which is managed by focusing on novelty, pleasure and socialization. Overall, focusing on these predictors helps to bring changes in the strategy development practice which increases revisit intention.

The theoretical framework of the study has been developed by focusing on the Cognitive Appraisal Theory (CAT) which has helped to focus on the emotions of tourists. Thus, focusing on the

psychological character of the tourists helps to understand the impact of the tourism experience such as pleasure, socialization, learning, relaxation, novelty and challenges. Additionally, the direct and indirect impact of tourist satisfaction has been analysed as it impacted revisit intention. Henceforth, the study indicated that bringing changes in the tourism strategy based on the predictors of tourism experience can help to increase the number of revisiting tourists.

As the result of the study identified bringing change in the tourism strategy of Jingxi city is highly required. Initially, the service quality of the tourism industry has to be developed by focusing on innovation management practices. Increasing the number of social activities and learning actions through tourism may help to improve the tourism sector. The development of a relaxing environment may help visitors to enjoy the scenic beauty prominently. Therefore, based on the empirical evidence of the study improving tourism practices helps to develop visitor satisfaction which also impacts on their revisiting intention.

The current study has been completed by following the quantitative method which collects numerical insights. Therefore, the lack of descriptive insights in the study stands as a limitation. Moreover, focusing on the specific region of Jingxi City impacted the generalisability of the research result.

Therefore, future studies can be done by following the qualitative method which will help in the collection of descriptive insights of the study. Additionally, focusing on other geographical regions of China can help to make a comparative study related to the mindset of people regarding different geographical locations.

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