

AN INTEGRATED MODEL OF DESTINATION ADVOCACY AND ITS DIRECT AND MEDIATING EFFECTS ON DESTINATION REVISIT INTENTION

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Abstract. *Purpose* – Purpose of the study is to build an integrated model of tourist destination advocacy explaining how tourists' revisit intention is affected by its direct and mediating effects, integrated with destination experience, tourist satisfaction, and destination image.

Design/methodology/approach – Data is collected online using a self-administered structured questionnaire tool, and the survey is hosted in a Google Doc. SPSS and SEM-Amos are used to analyze the data (443 samples) after successful data cleaning and outlier elimination.

Findings – All of the hypotheses were shown to be true in this investigation, with the exception of two. The findings confirmed that tourists' destination experiences improve tourists' satisfaction, destination advocacy and destination image but not destination revisit intention. The likelihood of revisit intention is significantly influenced by destination satisfaction and image. Furthermore, destination satisfaction, destination advocacy and destination image significantly mediate the link between destination experience and revisit intention.

Originality/value – This study contributes to the existing literature on consumer behavior in tourist destinations, and would guide practitioners towards effective destination management.

Research limitations – Due to the lack of control factors on the relationship between all predecessors, destination revisit intentions, and all of the data gathered from domestic visitors, the current study may have limited the applicability of its findings. Therefore, additional research is necessary to validate these results across a variety of samples in order to draw generalizations.

Keywords: destination experience, destination satisfaction, destination advocacy, destination image and destination revisit intention.

JEL Classification: M370, M10, M3.

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Introduction

Tourism is one of the significant contributors and foremost cornerstones in the formation of wealth, livelihoods, and income of the country (Abbasi et al., 2021). Despite the foundation of the country's economy, the tourism industry fears competition to attract global tourists and retain domestic visitors (Afshardoost & Eshaghi, 2020). To cope with those fears of competition, the creation of tourist revisit intention through satisfaction of tourist, destination image, and tourist destination advocacy is the immense dominating strategy (Afshardoost & Eshaghi, 2020; Chen et al., 2020; Elahi et al., 2020). Because tourist satisfaction can be worked as a destination's success indicator and is measured by comparing expected performance to perceived performance which has the motivating power to make a tourist's revisit decision (Jumanazarov et al., 2020); the sum of a person's ideas, thoughts, and perceptions of a location is referred to as the destination image. Destination image (Lee & Xue, 2020) is seen to be an efficient way to increase visitor loyalty, which also influences the likelihood of a revisit intention (Lv & McCabe, 2020). Tourist destination advocacy is the positive tongue of tourists about their experience destinations visited (Nomm et al., 2020) and would recommend the goal to others, as like a ambassador of brand, and usually these are repeat visitors for high engagement with the destination (Kumar & Kaushik, 2020).

Fostering the tourist revisit intention through the ways mentioned above is currently the pathway to profitability of tourist destinations in Bangladesh; hence it can reduce marketing and promotion costs (Abbasi et al., 2021). Even though Bangladesh is a queen of beauty with full of sea beaches and river coasts, religious places, archaeological sites, waterfalls, hills, forests, tea gardens, etc. still failed to gain familiarity as a tourist destination, lower number of foreign tourists visited the country compares to neighboring countries, and has unexplored destinations due to negligent government and private initiatives (Kumar, 2020; Hasan, 2014). Furthermore, due to the issues of security, infrastructure, cuisine, natural calamities, and culture, foreign visitors are likely to ignore visiting Bangladesh (Karim et al., 2018). Moreover, because of the affordability, only a particular group of people are expected to do the tour for recreational purposes, the lower-income group is struggling only to meet their basic needs, which they could not think of traveling for pleasure. As a result, creating repeat or revisiting the intentions of experienced tourists should be one of the prime strategies for the growth of tourism in Bangladesh. Therefore, research on approaching the tourists' revisit intention is a timely issue for academics.

On the other hand, in the heart of researches, the psychological factors (Chen et al., 2020), destination image (Elahi et al., 2020), a desire for variety, the environment, infrastructure, recreation and entertainment, local food, mobility, and price value, and atmosphere (Giao et al., 2020), destination attributes including cognitive and affective evaluation (Jumanazarov et al., 2020), destination brand engagement factors (Kumar & Kaushik, 2020), sustainability and environmental awareness (Kusumawati et al., 2020), quality of service, corporate image, and customer satisfaction (Khoo, 2022), etc. have explored to create the revisit intention in the different destinations rather than Bangladesh. The above-mentioned studies have discovered that destination image, customer satisfaction, tourist's recommendation regarding the revised benefits in the same destination can influence the revisit intention.

In addition, in light of study in the context of Bangladesh, Polas et al. (2020) established a favorable and substantial association between quality of service, environment, and pricing and intention to revisit, as well as customer satisfaction's mediating effects between the environment and price insight and customer return intention. Additionally, Hasan et al. (2020) based on the theory of planned behavior, conducted a study to investigate tourists' revisit intentions to seaside tourism destinations in Bangladesh and discovered that perceived value significantly affects both tourists' attitudes and intention to revisit, however service quality only affects tourists' attitudes. Moreover, Karim et al. (2018) investigated six push elements (escape, self-respect, relaxation, relationship, knowledge, and novelty) as well as six pull factors (culture and history, safety, sightseeing, service quality, lodging, and natural attractions). They demonstrated that travel behavior, including internal reasons (push factors) and external motives of destination qualities (pull factors), influenced their future return to that location. Furthermore, Haider et al. (2018) attempted to assess the recreational services of four tourist spots: Mozaffar Garden, Shat Gombuj mosque, Chandramahal Eco-park and Niribili tourist point in the southwest part of Bangladesh, using the travel cost method (TCM) to estimate recreational values and then the contingent valuation method (CVM) to value willingness to pay (WTP) for the development these sites. Their results revealed that these place make a consumer surplus worth 1.24–3.64 USD per tourist in a year and, thus yield a gross recreational value 0.06–0.84 million USD per year in this region. The scholars, Rahman et al. (2021), examined the destination's brand equity and tourists' revisit intention toward health tourism. Their analysis indicated that destination brand equity affects a traveler's revisit intention for medical tourists through destination brand association, and that a traveler's perceived trust, reliability, and soft concerns moderate the link between destination brand equity and destination brand association, as well as a significant moderation impact on the link between destination brand association and intention to revisit of a traveler to a health tourism destination. Therefore, even though some studies in the context of Bangladesh have been conducted on divergent issues, there is a shortage of studies on the strategy of revisiting intention through the destination image, tourist satisfaction, and tourist destination advocacy. Thus, research on the comprehensive model consisted of destination experience, destination image, tourist satisfaction, tourist destination advocacy, and tourist revisit intention is very crucial, which was not examined yet (Hasan et al., 2020).

As a result, considering the practical and theatrical aspects of making the bridge in the gaps of prior literatures, this study attempts to develop an integrated model using the constructs of destination experience, destination image, tourist satisfaction, tourist destination advocacy, and tourist revisit intention for further study purposes. Doing those, this research searches the answer of the questions; RQ1: Does tourist destination experience improve tourist satisfaction, tourist destination advocacy, destination image, and tourist revisit intention? And RQ2: How does tourist destination advocacy, satisfaction and destination image endorse direct and mediating effects on the tourist revisit? To address these research questions, this study proposes a comprehensive model of tourist destination advocacy and its direct and serial mediating effects on tourist revisit intention, integrated with destination experience, tourist satisfaction, and destination image. To establish and test the model for creating tourist revisit intentions, 395 respondents were interviewed through the

self-administered questionnaire, who had visited the sea beaches of Cox's Bazar and Saint Martin at least twice each.

Cox's Bazar sea beach is the world's extended beach, located in the south portion of Bangladesh, also known as the tourism hub of Bangladesh, with 125 kilometers of longstraight, uninterrupted beach of white sand, where around 5 million tourists – local and foreign – visit each year (Hasan et al., 2020). Another one is Saint Martin, also known as “Narikel Jinjira” Bengali, which means “Coconut Island”, the only coral reef island in Bangladesh. A convenience sampling technique has been used to collect the data; as it has a scarcity of lists of tourists (population) for this study. The structural equation modeling (SEM) approach is used in the analysis.

This study, therefore, subsidizes in two ways: theoretically to the existing literature on tourism management and practices for managing tourist destinations. Additionally, the established and tested comprehensive model would guide scholars to fill the research gaps in tourist destination management (TDM). Eventually, this study will be a cornerstone in bridging the research gap in the context of TDM in Bangladesh. In practice, evaluating a complete model as a maiden study will help TDM managers and decision-makers to have clear understandings into creating tourist revisit intention effectively through tourist satisfaction, destination image, and tourist destination advocacy. Moreover, by assessing the mediating properties in the model, it will be evidenced that only confirming the desired services as enjoyable experiences in the tourist destination solely is challenging to fostering tourist revisit intention. Finally, this study can be substantial to other similar tourist destinations, suggesting the managers create revisit intentions for their tourists.

The next section provides an explanation of the theoretical underpinnings of previous research reviews, conceptualizes hypothesized directions, and creates the research model. The data collection method, measurement information for each variable, and data analysis process will all be noted as part of the methodology. Following that, empirical findings are discussed together with data appropriateness and hypothesis outcomes. After evidence of results, the conclusions, limits, and future directions of studies are described.

1. Literature review

1.1. Destination experience

The sector “tourism” acts as a commendable instance of sagacity in the economy (Dann, 1977) and experience is real feelings or behavior that comes from actual activities. According to Addis and Holbrook (2001), a company's service offerings and the user's encounters with them create the customer's experience. Tourists travel to a location to satisfy their need for new experiences (Prebensen et al., 2013). In tourism, tourists go to a favorable destination for time passing, relaxation, enjoyment, refreshment, etc., and they get emotions, perceptions, and ideas that constitute destination experiences that are distinctive, emotionally resonant, and have a high level of self-value (Ekinici et al., 2013; McIntosh & Siggs, 2005). Recently, consumer experience has been characterized as a multifaceted assessment, according to a consensus (Hsu et al., 2009). So, much research has been done regarding tourist

experiences at various destinations from various perspectives (Li, 2000), namely experiences in nature, heritage (Schänzel & McIntosh, 2000), risky adventures, and leisure (Hsu et al., 2009). Tourists' first experiences lead them to further activities such as referring the destination to others, returning intentions, loyalty, etc. So, tourist experiences are becoming a basic concern for marketers who need to understand what makes them unique globally, and they try to provide customer services with unique, satisfying, even remarkable experiences (Nikolova & Hassan, 2013; Perdue, 2002). Therefore, researchers find experience influences ability on various post-travel performance, particularly satisfaction, image, advocacy, and return intention (Rosid et al., 2020; Mittal et al., 1999; Chi & Qu, 2008; Severt et al., 2007).

1.2. Destination advocacy

One of the most efficient as well as reliable promotion method is word of mouth (WOM) that automatically comes from consumer satisfaction or dissatisfaction. The research of word-of-mouth pre destination commenced in the early 1960s. While Arndt (1967) defines WOM as a non commercial oral conversation between people, the other side (receiver) believes the giver about that specific product or service. George Silverman was the leader of WOM marketing in the pre-1970s. When people promote a brand, goods, services, or event without earning a profit, it is called "WOM". Since it is personal compared to other promotions, there is no profit, so people think it is more trustworthy (Brysha, 2013). Simpson and Sigauw (2008) also define WOM as a highly powerful means of communication that has a great effect on the brands of tourist destinations, where it urges people to describe them positively. Besides, Akhtar et al. (2019) segment WOM into two groups: positive and negative. When a tourist has a positive or negative experience with a destination, he or she will share and recommend it to others. However, Liu and Lee (2016) delve into their study and find WOM works as a medial variable that affects revisit intention. But, before it works as intervening, it is influenced by other variables to illustrate the quality of the service, monetary cost, and behavioral cost. According to Rosid et al. (2020), visitors' perceived value is influenced by WOM, and perceived value has a big impact on tourists' desire to return. Hence, WOM influences tourist revisit intention significantly.

Generally, the WOM tool for any tourist destination may be considered as destination advocacy because when someone advocates or supports others on behalf of a destination that he/she has experienced, which is congruent with WOM. Destination advocacy has an important impact on tourist behavior, because it sways consumer or tourist attitude also revisit intention. Tanford and Jung (2017) describe revisit intention as a result of promotion, whereas, Brodie et al. (2013) discover a positive influence of destination brand engagement on destination brand advocacy and revisit intention. In this case, frequent tourists positively advocate more than others about a destination (Bilro et al., 2019). Relatively, Kumar and Kaushik (2020) uncover from their empirical investigation that destination brand engagement is affected by sensory, affective, intellectual, as well as behavioral dimensions of brand experience, and it plays quite important role in increasing tourist brand advocacy and inclination to return. It is quite important.

1.3. Destination satisfaction

As a consequence of cognitive reactions to an event, satisfaction results in an emotional reaction (Smith, 2020). Oliver (1980) states the topicality of satisfaction through the confirmation and disconfirmation examples, where satisfaction levels are measured by comparing the real experience with past and expected experience. In the tourism sector, destination satisfaction plays a crucial role in exploring widely about destination information, and Jarvis et al., (2016) say customer satisfaction affects customer loyalty. Over the past few decades, though satisfaction has been more significant in the tourism and hospitality industry since peak tiers of satisfaction may steer to a variety of good behaviors, which in turn can affect the profits of a destination (Shavanddasht & Schänzel, 2019). WOM is influenced by destination satisfaction; however, Chen et al. (2014) show indirect impacts of satisfaction on WOM rather than direct effects.

Moreover, effective destination branding relies heavily on customer satisfaction since it impacts the choice of location as well as the desire to come back (Yoon & Uysal, 2005; Aliman et al., 2016). Demonstrate from tourism-related study where satisfaction has a major impact on tourists' favorable return intentions (Hasan et al., 2019; Breiby & Slåtten, 2018). Therefore, An et al. (2019) explore the positive stimulation of tourist satisfaction on revisit intention.

1.4. Destination image

Image comprises aggregate cognition in some impulsive situations (Oxenfeldt, 1974). From the conclusion (Dobni & Zinkhan, 1990), image is a perceptible thing which is shaped by the consumer's emotional explanation with cognitive as well as affective elements. In 1970s, researcher Hunt raises that perceived image from tourist aspects (Hunt, 1975). Then, Crompton (1979) defines perceived image as tourist's thoughts, feelings, attitudes, and affections (Lai & Li, 2016; Marine-Roig, 2015). Other researchers (Jenkins, 1999; Min et al., 2013; Zeugner-Roth & Žabkar, 2015) state that a destination image anticipates a person's or group's impression of a specific place or destination, and it is considered as an interactive way of thinking, views, ideas, visions, impressions as well as intentions toward a certain destination or place (Költringer & Dickinger, 2015; Tasci & Gartner, 2007). Scholars further mention the multidimensional subsection for deep research (Marine-Roig & Ferrer-Rosell, 2018; Martín-Santana et al., 2017; Michaelidou et al., 2013), those dimensions are considered as a cognitive and emotional image (Baloglu & McCleary, 1999). Multifaceted (Zeugner-Roth & Žabkar, 2015) and intangible (Fakeye & Crompton, 1991) features of tourism product or service, make the measurement complicated to construct destination image.

However, the perceived image or destination image mitigates the perceived risk and it tries to keep the trust of tourists, which stimulates tourist intention, behavior as well. If a customer gains a better image, they easily recommend it to others (Shankar et al., 2003), which is similar to the research of Abbas et al. (2018), that suggests a perceived image is effective for WOM (Ifie et al., 2018). Hosany and Prayag (2013) delve into how the tourist place selection process and revisit intention affect by destination image in the near future. Correspondingly, from the findings (Wu, 2016) image of a destination influences destination loyalty positively and consumer satisfaction, which insists tourists return.

1.5. Destination revisit intention

In general, revisit intention comes from satisfaction. Um et al. (2006) consider revisit intention as an expansion of satisfaction rather than the pioneering of the revisit idea generation process. Tourists assess various risk factors before making decisions owing to the distinction of geographic, demographic, cultural, psychological, and travel experiences (Aqueveque, 2006; Reisinger & Mayondo, 2005; Kozak et al., 2007) that may stimulate tourist behavioral tendencies in different ways (Quintal & Polczynski, 2010). In fact, sustainable tourism industries depend on the repetition of tourist that past literature establishes (Kozak, 2001; Hung et al., 2016; Quintal & Polczynski, 2010; Stylos et al., 2017) which demonstrates that repeat tourism is less expensive than the first time visiting, so the enhancement of the tourism sector highly depends on tourist (Um et al., 2006). There are some factors that greatly influence destination revisit intention for instance destination experience (Zhang et al., 2018) satisfaction (Nguyen Viet et al., 2020) image (Abbasi et al., 2021; Baloglu & McCleary, 1999; Hussein, 2016) perceived risk (Hasan et al., 2017) and WOM (Kusumawati et al., 2020) respectively. That's why, tourist behavioral intention or revisit intention negatively influenced by perceived risk, in contrast, positively influenced by destination image (Nazir et al., 2021). Additionally, revisit intention is significantly affected by destination image and satisfaction (Abbasi et al., 2021) and extremely satisfied tourists have more eagerness to come back (Seetanah et al., 2020). Through structural equation modeling Song et al. (2021) unearth the effectiveness of destination attractiveness, which may enrich the identity of the place and increase travel revisit intention as well as WOM recommendation. Even, increasing WOM may improve revisiting (Liu & Lee, 2016).

1.6. Destination experience, satisfaction, advocacy, revisit intention, and image

In case of relationship between destination experience and satisfaction, satisfaction is used to assess previous customer experiences, goods and service quality, the impressions of the physical surroundings, including community or tourist attraction (Ekinci et al., 2013). Mittal et al. (1999) they get past experience of a destination influence tourist satisfaction also loyalty. Wu (2016) also finds the same as Mittal et al. (1999) that previous experience of tourists has a positive sway on satisfaction. On the other hand, better experience has high advocacy tendencies, Hudson and Ritchie (2008), say tourist's branding that is kind of WOM of destination come from experience; destination brand engagement is affected by some factors of brand experience which in turn increases destination brand advocacy (Kumar & Kaushik, 2020). Besides, revisit intention is the tourist behavioral action when the gain positive experience. Sirakaya-Turk et al. (2015) and Kim et al. (2012a) reveal the relationship of travel experience with future visitation. Thus, tourist's experience amplifies of tourist intention for revisiting the location. Lastly, Zeugner-Roth and Žabkar (2015) state that a destination image anticipates a person's or group's perception of a particular destination, that means tourist thinking, views, intentions etc. are created after getting experience. Studies illustrate that satisfied tourists who get charming experience are interested to come more often with the intention of referring the destination to other people since they have a positive image of that

(Chi & Qu, 2008). According to Della Corte et al. (2015), tourist experiences may produce return intention, advocacy, and satisfaction that take part in loyalty of a products or services. After summarizing past literature, this study gets to know that (Rosid et al., 2020) destination experience directly affects revisit intention, satisfaction (Mittal et al., 1999), advocacy and image (Chi & Qu, 2008; Severt et al., 2007). The following are the offered hypotheses:

Hypothesis 1: Destination experience has a significant positive influence on destination satisfaction (H1a), destination advocacy (H1b), destination revisit intention (H1c) and destination image (H1d).

1.7. Destination advocacy, satisfaction, and image

Tourist destination advocacy is the positive voice about the location tourist visited (Nomm et al., 2020), and they would recommend to others like a brand ambassador, and they consider frequent visitors for brand engagement (Kumar & Kaushik, 2020). Mujihestia (2018) investigate how city branding influence visitors and they find the positive influence which this study consider advocacy. In addition, playing two roles, a promotion mechanism and a repression mechanism, destination branding differentiates the location from any other that attract the people who have intention to visit and it influence the satisfaction also destination image.

The tourism industry is highly related to tourist or consumer attitude toward their intention, for example, consumer eagerness to recommend other visitors (Chen et al., 2019) where behavioral tongue, or WOM, or destination advocacy influences destination satisfaction and image positively as well (Siang et al., 2020; Prayogo et al., 2017). Jalilvand et al. (2012) find the positive influence of WOM on destination image in Teheran, whereas the effect of destination advocacy toward destination satisfaction, Yoo et al. (2015) find positive influence and it's because of positive advocacy disclose the facilities, beauty, nature etc. to others that make strong their thinking of tourist and also their satisfaction. Therefore, the proposed hypotheses are:

Hypothesis 2: Destination advocacy has a significant positive influence on destination satisfaction (H2a) and destination image (H2b).

1.8. Destination satisfaction, advocacy, image, and revisit intention

Satisfaction refers a feeling that arise from happiness or joy of someone coming from comparing the estimated worth of a service or product against the expectations (Kotler & Keller, 2009), and then when tourist's expectation meets their expectation is destination satisfaction, it can measure the destination's success and it has the power to motivate tourist's return decision (Jumanazarov et al., 2020); destination advocacy is positive tongue about the destination tourist has experienced (Nomm et al., 2020) which has the ability to transfer information to the actual person; destination image is the views, ideas, visions, impressions, and desire to a certain place or destination (Költringer & Dickinger, 2015); revisit intention is tourist's judgment of likeness and eagerness referring the place to others (Khasawneh & Alfandi, 2019). Normally, satisfied tourist who has good image regarding destination then they try

to recommend it to others, because they have positive views, they may return the same destination. Several researchers find the effect of some variables like satisfaction, advocacy, image on tourist revisit intention (An et al., 2019; Song et al., 2021; Elahi et al., 2020; Abbasi et al., 2021; Nguyen Viet, 2020; Prayogo et al., 2016; Atmari & Putri, 2021). The following are the offered hypotheses:

Hypothesis 3: Destination satisfaction (H3a), destination advocacy (H3b) and destination image (H3c) have a significant positive influence on destination revisit intention.

1.9. Mediating effects of destination satisfaction, destination advocacy and destination image

Tourist decision-making is significantly influenced by destination experience. Kim et al. (2012b) say experience is a main and valuable thing for the tourism industry. Some scholars study the relationship between destination experience and revisit intention via the role of many mediating variables. Experience is usually accompanied by satisfaction, so tourists will be more likely to revisit a location after having a positive experience, due to a greater degree of satisfaction (Kim, 2018). Studies unveil that tourism or destination experience influences revisit behavior through the mediation of destination satisfaction (Sharma & Nayak, 2019) in which revisit or return intention affect by perceived value through destination satisfaction (Khuong & Duyen, 2017). Along with, Battour et al. (2012) explore in their empirical study about the satisfaction's mediating role and Atmari and Putri (2021) say there is an impact of experience on destination revisit intention through satisfaction. So that, destination satisfaction works as a mediating variable between destination experience and the tourist's revisit intention.

WOM plays an important mediating role between travel experience or perceived value or information on tourist revisit behavior (Xu et al., 2020; Trung & Khalifa, 2019). In accordance, some researchers demonstrate the significant mediating role of WOM between quality of service and revisit behavior (Gholipour Soleimani & Einolahzadeh, 2018; Laksana & Ekawati, 2020) and they suggest enlarging service quality for magnify the positive influence of WOM on tourists return intention. However, this study considers WOM as destination advocacy. So that, WOM works as a mediator then destination advocacy also could mediate the relationship between experience and revisit of tourist. Furthermore, experiences are the memories of the person's subjective judgment of the entire events that construct the destination vision that are stored when they have pleasant impressions (Dagustani et al., 2018) which indicate that image has a connection with experiences. Destination image is another mediating variable (Loi et al., 2017; Nazir et al., 2021) that mediates revisit intention. According to Kim (2018) experience affect revisit intention via the mediator destination image. Atmari and Putri (2021) also show mediating effect of destination image between experience and return intention. The following are the offered hypotheses:

Hypothesis (H4a): Destination satisfaction (H4a), destination advocacy (H4b) and destination image (H4c) significantly mediate the relationship between destination experience and revisit intention.

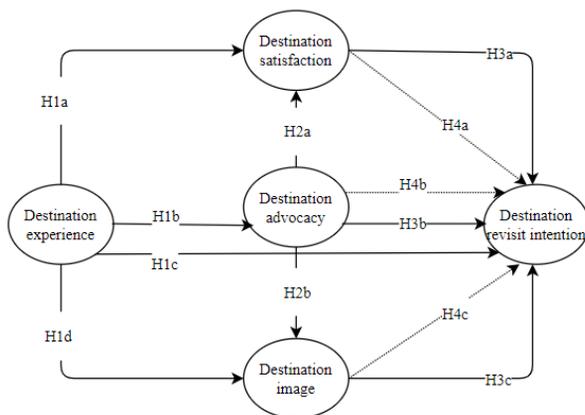


Figure 1. Authors conceptual research model

2. Research methodology

2.1. Sample and data

Basically, this study emerges on conclusive research where we show the relationship between variables using various hypotheses. We gathered information from Saint Martin, the sole island in this nation, and Cox’s Bazar, one of the world’s largest sea beaches. Every year in November to February many tourists from inside or outside come to visit those places.

In this study, using structured questionnaire, we collect data via online survey within two weeks in the month of April, 2021. Here 25 respondents take part for pilot study due to ensure the relevancy, consistency as well as order of the designed questionnaire and 25 measurements are items finally placed after modification and changes. A seven-point Likert scale which started from strongly disagree (1) to strongly agree (7) are used in this research, and there two parts in the questionnaire one is respondent demographic history and other one is their opinion. Initial sample size was 462, where 19 is incomplete. So, the utmost sample size was 443 for analysis. Questionnaire link with detail instructions randomly send to the respondents through online, and there is attached acknowledgement that respondents provided information would be kept secret.

According to the demographic characteristics, male respondents are 62.3% and female respondents are 37.6% approximately. More than 69% respondents are between 18–28 years old. The respondents of bachelor degree are higher 53% where the lower degree is below SSC 2%. For occupation, 58.8% respondents are students, private employees, govt. employees are 9.3%, 8.6% respectively. Most of the respondents nearly 62% stay 3 nights or less than 3 nights.

Table 1. Demographic characteristics ($n = 443$) (source: survey data)

Variable	Items	Percentage	Variable	Items	Percentage
Gender	Male	62.3%	Occupation	Govt. employed	8.6%
	Female	37.6%		Private employed	9.3%
Age range	18–28 years	69.3%	Length of stay	Self-employed	5.8%
	29–39 years	11.7%		Student	58.8%
	40–50 years	5.3%		Others	5.9%
	51–60 years	5.5%	3 nights or less	62.1%	
	More	8.2%		4–6 nights	22.6%
Educational qualification	Below SSC	2%	7–10 nights	8.4%	
	SSC or equivalent	4.5%		More	6.1%
	HSC or equivalent	10.8%			
	Bachelor	53.3%			
	More	29.3%			

2.2. Measures

A quantitative survey is completed among tourists who have visited Cox's Bazar sea beach and Saint Martin in Bangladesh. The uses of all the measurement instruments are adopted from previous literatures. Destination experience with five items is adapted from the research of Meng and Cui (2020), Kumar and Kaushik (2020), Kusumawati et al. (2020). Similarly, destination image with six items is based on the research of Abbasi et al. (2021). Items for destination advocacy are taken from the study of Kusumawati et al. (2020), Kumar and Kaushik (2020). Destination satisfaction with four items are taken from Abbasi et al. (2021) research. In addition, measures of tourists' destination revisit intention are adopted from the research of Abbasi et al. (2021), Meng and Cui (2020), Song et al. (2020). We show all the variables with respective items in the Appendix.

2.3. Common method bias or variance

We applied procedural approaches and statistical techniques to remedy common method bias (CMB). As procedural approaches, (1) we used set questions from authentic sources, (2) pre-test and pilot-test were applied using directed samples, (3) to encourage objective reflection of the respondents before responding, thereby generating a psychological separation in response, we randomized the questionnaire and used two types of scales. As a statistical measures, we used (1) Harman's single-factor test, (2) common latent factor test and (3) correlation method. The results of the Harman's single-factor test shows that first factor explained 37.14% of the variance, which is below of its critical value of 50% (Podsakoff et al., 2012; Hair et al., 1998). Common latent factor test results shows that there is no path difference >0.20 between the standardized factor loads with latent factor and without latent factor (Archimi et al., 2018). Furthermore, the highest correlation value is 0.75, which is less than 0.90. Overall, our perceived statistical measures support procedural approaches to establish that CMB is not a serious issue in this study.

3. Empirical results

3.1. Reliability and validity analysis

For testing convergent validity, it requires to measure composite reliability (CR) and the average variance extracted (AVE) (Hair et al., 1998). So, this study test convergent validity by investigating CR and AVE. In accordance to Fornell and Larcker (1981), acceptable CR is 0.7 or above and AVE is about 0.5. From the table 2, CR ranges from 0.836 to 0.929 and AVE ranges from 0.564 to 0.699 which meet the standard value refer by Fornell and Larcker (1981). In case of reliability analysis, this study selects Cronbach's (Lee et al., 2017). Results revel that Cronbach's values range from 0.843 to 0.928 that means all the values are greater than 0.7 (Table 2). Fornell and Larcker (1981) also state that square root of the AVE value of each variable need to be greater than the correlation between those variables and all the other variables then it would be considered good discriminant validity. From the Table 3, the discriminant validity meets the criterion of the dimension.

Table 2. Reliability and validity statistics

Variables	Estimate	S.E.	<i>t</i> -value	C.R	AVE	Cronbach's
Destination experience	0.855			0.929	0.629	0.928
	0.856	.040	23.445			
	0.840	.041	22.684			
	0.839	.040	22.645			
	0.860	.039	23.682			
Destination image	0.796			0.920	0.659	0.923
	0.756	.054	17.469			
	0.795	.053	18.683			
	0.878	.050	21.424			
	0.829	.051	19.753			
	0.811	.050	19.160			
Destination advocacy	0.870			0.921	0.699	0.920
	0.853	.041	23.883			
	0.831	.041	22.774			
	0.803	.047	21.428			
	0.823	.042	22.372			
Destination satisfaction	0.857			0.871	0.629	0.871
	0.756	.047	18.621			
	0.757	.050	18.660			
	0.799	.044	20.259			
Destination revisit	0.782			0.836	0.564	0.843
	0.806	.060	18.269			
	0.786	.062	17.860			
	0.613	.064	13.194			

Table 3. Discriminant validity

Variables	Mean	Std. deviation	1	2	3	4	5	VIF
1. Destination experience	5.52	1.34	0.79					3.11
2. Destination image	5.30	1.31	0.74	0.81				3.65
3. Destination advocacy	5.22	1.32	0.77	0.74	0.83			2.84
4. Destination satisfaction	5.46	1.34	0.77	0.77	0.67	0.79		2.25
5. Destination revisit intention	5.49	1.28	0.63	0.63	0.73	n/a	0.75	
X ² /df. = 2.643, AGFI = 0.87, CFI = 0.96, TLI = 0.95, RMSEA = 0.061.								

3.2. Hypothesis testing

Table 4 shows the essence findings of hypotheses testing. Here seven hypotheses are accepted ($p < 0.001$) among nine hypotheses. Destination experience highly influence destination satisfaction ($\beta = 0.678, p < 0.001$), destination advocacy ($\beta = 0.788, p < 0.001$) and destination image ($\beta = 0.474, p < 0.001$). Similarly, tourist satisfaction ($\beta = 0.147, p < 0.05$) and image ($\beta = 0.476, p < 0.001$) regarding destination are positively influence by destination advocacy, therefore hypotheses H1a, H1b, H1d, H2a, H2b are accepted. Moreover, destination revisit intention is significantly predicted by destination satisfaction and destination image. Thus, hypotheses H3a ($\beta = 0.655, p < 0.001$) and H3c ($\beta = 0.282, p < 0.001$) are accepted. On the other hand, there is no significant impact in this study of destination experience and advocacy on destination revisit intention. Consequently, hypotheses H1c and H3b are rejected.

Table 4. Hypothesis results

Hypothetical paths		Estimate	S.E.	t-value	p-value	Decision
Destination experience	---> Destination satisfaction	0.678	.069	9.665	***	Accept
Destination experience	---> Destination advocacy	0.788	.043	17.232	***	Accept
Destination experience	---> Destination revisit intention	0.110	.066	1.380	.168	Reject
Destination experience	---> Destination image	0.474	.050	8.645	***	Accept
Destination advocacy	---> Destination satisfaction	0.147	.069	2.231	**	Accept
Destination advocacy	---> Destination image	0.476	.053	8.678	***	Accept
Destination satisfaction	---> Destination revisit intention	0.655	.054	10.102	***	Accept
Destination advocacy	---> Destination revisit intention	-0.029	.058	-4.29	.668	Reject
Destination image	---> Destination revisit intention	0.282	.074	3.454	***	Accept

End of Table 4

Hypothetical paths	Estimate	S.E.	t-value	p-value	Decision
Variance explained: Destination advocacy: 61% Destination satisfaction: 63% Destination image: 70% Destination revisit intention: 60% $X^2/df = 2.701$, AGFI = 0.86, CFI = 0.95, TLI = 0.94, RMSEA = 0.062					

Note: *** $p < 0.001$, ** $p < 0.05$.

3.3. Mediation testing

For testing mediation effect of destination satisfaction, destination advocacy and destination image, the method of the product of coefficient and bootstrapping use in this study (Hayes, 2009). The absolute value of Z needs to compare with value of 1.96 for measuring significant effect of mediating variables by product coefficients. To ascertain the mediating significant effect, it requires determining if the confidence interval for the mediating impact contains zero using bootstrapping method. According to Table 5, the absolute value of destination satisfaction of mediating effect is higher than the value of 1.96 and the confidence interval of destination satisfaction also does not contain zero. It means that tourist’s destination satisfaction (from Cox’s Bazar and Saint Martin) mediate the relationship between the destination experience and revisit intention significantly. Thus, the result exists hypothesis H4a. Additionally, the absolute value for destination advocacy of mediating effect is higher than value of 1.96 and the confidence interval of destination advocacy also does not contain zero. It illustrates that tourist’s destination advocacy of Cox’s Bazar and Saint Martin mediate the relationship between the destination experience and destination revisit intention significantly. Thus, the result accepts H4b. Furthermore, the absolute value for destination image of mediating effect is higher than 1.96 and the confidence interval of destination image also does not contain zero. This indicate that tourist’s destination image of Cox’s Bazar and Saint Martin mediate the relationship between the destination experience and destination revisit intention significantly. Thus, the result accepts H4c.

Table 5. Mediation results

Variables	Estimate	SE	Z	Bootstrapping			
				Bias-corrected		Percentile	
				95% CI		95% CI	
Indirect effect				Lower	Upper	Lower	Upper
Destination satisfaction	0.560***	0.058	9.65	0.452	0.681	0.451	0.678
Destination advocacy	0.138**	0.059	2.33	0.029	0.262	0.027	0.260
Destination image	0.405***	0.103	3.93	0.220	0.626	0.224	0.629

Note: *** $p < 0.001$, ** $p < 0.05$, process is repeated at 5000 times.

5. Discussion

Despite the fact that tourism research recognizes the importance of researching destination experience (Kim, 2018; Prentice et al., 2021; Yang et al., 2021; Li et al., 2021; Zhang et al., 2019), previous research does not adequately illuminate the direct effects of destination experience on tourists’ revisit intention. As a result, the present study is driven by a need for research to create an integrated destination experience model that connects destination experience, destination satisfaction, destination advocacy, destination image, and tourist intents to return to a destination as well as the mediating roles of destination satisfaction, destination advocacy, and destination image in the proposed model.

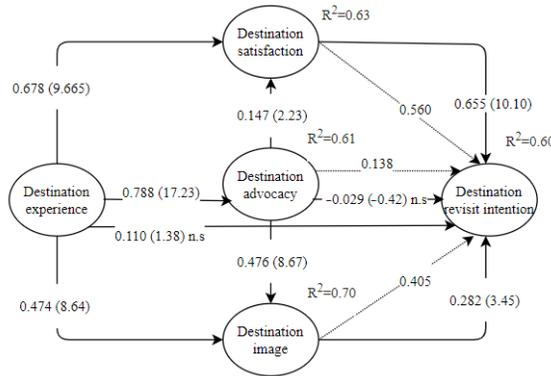


Figure 2. Structural model

The empirical results suggest that destination experience has a substantial impact on destination satisfaction (H1a), destination advocacy (H1b), and destination image (H1d), with the exception of destination revisit intention (H1c). It is most likely to be found that those tourism destinations which are given good experiences by tourists enhance their destination satisfaction and create a good image of the destination in the tourism world. This boosts the destination’s advocacy, but experience may not directly augment the return intention of tourists. This is in tune with earlier research on the beneficial impact of tourists’ destination experiences on satisfaction (Sangpikul, 2018; Stavrianea & Kamenidou, 2021), on destination advocacy (Hossain et al., 2021), on destination image (Kim, 2018). On the other hand, the findings of (H1c) contradict the findings of Kim (2018), who found that a memorable travel experience in the destination directly influences the revisit intentions of the tourist.

In accordance with prior findings (Baloglu & McCleary, 1999; Prayogo et al., 2017), the findings of the current study revealed that destination advocacy has a vital role in enhancing tourists’ destination satisfaction (H2a) as well as the image of the destination (H2b). The connection between destination advocacy and destination image, as well as destination advocacy and destination pleasure, may, however, be generalized across a variety of sectors. Destination satisfaction is derived from the destination’s advocacy, and tourists are satisfied because they have more information about the destination from diverse sources. This is explained by destination advocacy in the tourism industry, which has a direct impact on destination satisfaction and image.

Furthermore, the outcome demonstrate that destination satisfaction considerably increased the formation of tourists' destination revisit intentions (H3a), and destination image enhanced tourists' destination revisit intentions (H3c), supporting the current conceptual framework and earlier research findings (e.g., Hossain et al., 2021; Kim, 2018; Nguyen Viet et al., 2020). For example, Hossain et al. (2021) revealed that in the nature-based destination of Bangladesh, tourists' satisfaction positively affects tourists' destination revisit intentions.

Remarkably, Table 5 shows that destination satisfaction, advocacy and image have noteworthy mediation effects on the link between destination experience and destination revisit intentions (H4a-c). Previous study has shown that destination satisfaction, advocacy, and image all play important mediating roles in the connection between experience and behavioral intentions such as revisiting (Moon et al., 2013; Kim, 2018; Kanwel et al., 2019). For example, Sangpikul (2018) discovered that in the perspective of island sites, tourist satisfaction appears to be an imperative variable mediating the effects of site seeing experiences on site loyalty, inferring that the relationship between tourism experiences and tourism site loyalty is mediated by tourist satisfaction. As a consequence of these findings, it is likely to identify the indirect impacts of destination experience on destination revisit intentions via the mediating effects of satisfaction with the destination, destination advocacy, and destination image. To summarize, it is possible to construct the following relationships: destination experience → destination satisfaction → destination revisit intentions; destination experience → destination advocacy → destination revisit intentions; and destination experience → destination image → destination revisit intentions. As a result, the present research offers a complete perspective on the connections between destination experience, destination image, destination advocacy, and destination satisfaction, as well as their relative impacts on visitors' inclinations to return and find multiple mediating roles in the proposed model.

Conclusions, implication, limitations and future research scope

The current study was one of the first to conceptualize a comprehensive model that combined tourist satisfaction, advocacy, and image with destination experience, advocacy, and image in a single model. It also developed hypotheses about the mediating roles of tourist satisfaction, advocacy, and image in the relationship between destination experiences and intentions to revisit. This study might add to the current body of literature in tourism in two ways: theoretical implications and practical consequences. The findings confirmed that tourists' destination experiences improve tourists' satisfaction, destination advocacy, destination image and there is an exception in the link between destination experience and intention to return. Tourists' satisfaction, advocacy and image are compatible factors that play a key mediating role on links between destination experience and destination revisit intentions.

Implications of the study

The theoretical, methodological, and empirical contributions of research in an area can be used to assess its relevance (Summers, 2001). This study's theoretical contribution is that it presents empirical evidence about the relationship between destination experience,

destination advocacy, destination satisfaction, and destination image on a visitor's intention to return to a tourist site in the setting of emerging economies. Destination satisfaction and image have a direct and mediating effect on the rapport between destination experience and destination revisit intentions, and destination advocacy has a mediating effect on the aforementioned link but no direct effect was found, refereeing to the fact that destination satisfaction and image are inevitable concerns for enhancing revisit intentions in today's tourism destinations. On the other hand, destination advocacy is not a precursor of revisiting intention but plays a mediating role. The research as well extends the body of knowledge on the mediation of destination satisfaction, advocacy, and image on the connection between destination experience and intentions to return to the tourism site. Ultimately, in the tourism sector, the interaction between destination experience and destination revisit intentions is neither simple nor linear, although destination satisfaction, advocacy, and image have a significant impact on this relationship.

In addition, this study provides service providers, destination marketing organizations, and practicing destination managers with useful practical insights into managing tourists' experiences, destination image, satisfaction, and advocacy in tourist destinations in order to increase revisiting intentions. For example, managers may utilize the information gained from this study to gain competitive advantages over competitors in strategy formulation for destination management. As previously said, one of the major competitive advantages of a destination is its travel experience, and the quality of a tourist's travel experience is an essential element in attracting visitors to that location (Sangpikul, 2018). Managers should focus on the advancement of the location attributes in order to increase visitor satisfaction, advocacy, and improve the destination's image, all of which contribute to repeat visits.

Limitations and future research

Despite the fact that this research bestow on the tourism field, it has certain shortcomings that need to be addressed for succeeding research possibilities. First, the research did not look at the moderating effects of gender, age, visit purpose, visit time and season on the link between all the predecessors and destination revisit intentions. Second, the cross-sectional method used in this research, as well as all of the data collected from domestic visitors, restrict knowledge and limit the universalizability of the findings. To address the study's flaws, future research should incorporate longitudinal studies of domestic and international visitors. Additionally, further research is needed to identify and evaluate the moderating factors that may affect the connection between the constructs studied in order to get useful insights.

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APPENDIX

Constructs and Items

Destination experience (Meng & Cui, 2020; Kumar & Kaushik, 2020; Kusumawati et al., 2021).

The basic amenities provided by Cox's Bazar and Saint Martin were sufficient.

Availability of food and accommodation facilities provided as promised.

I found these destination interesting in a sensory way.

These destination makes a strong impression on my senses, visually and in other ways.

The tourist services at the destination provide good value for money.

Destination image (Abbasi et al., 2021).

Cox's Bazar and Saint Martin are safe and secure.

Cox's Bazar and Saint Martin offers exciting and interesting places to visit.

Cox's Bazar and Saint Martin have beautiful scenery and natural attractions.

Cox's Bazar and Saint Martin have a pleasant climate.

The city has appropriate facilities.

The behavior of the people of the host city is appropriate and friendly.

Destination advocacy (Kusumawati et al., 2021; Kumar & Kaushik, 2020).

I intent to talk the positive aspects on my visit and recommend to others.

These destinations are likely to be my next traveling destination.

I would share my experiences of this trip on social media.

I often consult other tourists' online travel reviews to help choose an attractive destination.

I would tell my relatives, friends, and colleagues about the advantages of these places.

Destination Satisfaction (Abbasi et al., 2021).

I am fully satisfied with the trip to Cox's Bazar and Saint Martin.

I am satisfied with my decision to visit Cox's Bazar and Saint Martin.

I was excited about having a new experience.

Compared to other things I could have done, the time spent traveling was enjoyable.

Destination Revisit Intention (Abbasi et al., 2021; Meng & Cui, 2020; Song et al., 2021).

I predict I will visit Cox's Bazar and Saint Martin in the future.

If everything goes as I think, I will plan to visit Cox's Bazar and Saint Martin in the future.

I have the knowledge and the ability to look for interesting destination to visit.

Taking my past experience with a good quality of service into account affects my willingness to travel again.

I would more frequently visit Cox's Bazar and Saint Martin.