

## **REVISIT INTENTION (RI) OF TOURISTS: A STUDY OF YOUNG BEACH-GOERS IN GOA, INDIA**

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### **Abstract**

*It is evident that inducing visitors to revisit the tourist destinations and resorts, where they stay, is an important way of smoothening out revenue generation for tourism firms rather than attracting new tourists using costly advertisement and marketing strategies. This revelation has paved the way for an array of Revisit Intention studies in the field of tourism. Many such studies regard the revisit intention (RI) of tourists as a binary variable that is with two outcomes viz—yes, having to revisit intention or No. Distinct from this, this study enquires into the revisit intention by categorizing this into three: Tourists with High Revisit Intention (HRI), Moderate Revisit Intention (MRI), and No Revisit Intention (NRI). Drawing on data collected from 120 College going students visiting Goa Beaches, the study reveals that most tourists have a revisit intention. Apart from this, the study also proves that the revisit intention of tourist is dependent on factors like cleanliness and unpolluted nature of the beaches, service quality of the staff in resorts, and the quality of accommodation, safety, and security (SnS) of beaches and resorts, and finally, the feeling of a consumers' surplus (Visitors' Surplus).*

**Keywords:** *Revisit Intention, Safety and Security (SnS), Visitors' Surplus, Accommodation, Service Quality*

**JEL Classification:** *Z30*

### **I. INTRODUCTION**

Tourist operators and resorts particularly engaged in destination tourism spend enormously on advertisement and marketing in an attempt to woo tourists in each and every season. This often leads to escalating the cost of operations, eating into their profits. It is here mouth publicity by the existing tourists and the revisit intention of tourists can be a succour to the tourists' operators to woo new tourists and also to induce the existing tourists to revisit the destination again besides encouraging others to visit the same spots through mouth publicity. Youngsters particularly college students who come to batches can become an active brand ambassador of these resorts when they spread the news about the destinations among their peers, friends, juniors, neighbours, and relatives. This is in fact the most costless and effortless way of advertising for these tour operators and resorts. Moreover, youths offer a potential future customer base for these resorts and destinations. As youths become employed and later get married, they tend to revisit the places that they have been to in their college days. It is against this background the present study has been done among the youth, especially the college-going students who have visited tourist destinations in Goa, India. Apart from analysing whether the revisit intention is dependent on different attributes of beaches and resorts, the study also intends to look into the extent of the revisit intention of college-going students.

### **II. OBJECTIVES OF THE STUDY**

The objective of the present study is twofold. First, to examine the extent of revisit intention of the College-going students, visiting the Beaches in Goa. Second, to analyse whether the revisit intention is dependent on factors like image of beaches reflected in cleanliness and unpolluted nature, service quality of the staff in resorts and the quality of accommodation, safety, and security (SnS) of beaches and resorts, and finally, the feeling of a consumers' surplus (Visitors' Surplus) among the tourist.

### **III. THEORETICAL UNDERPINNINGS**

It is quite imperative that the revisit intention of the tourists and its significance for the tourism industry needs to be looked into from different perspectives. One way is to delve into the significance of revisit intention in terms of its influence in substantially reducing the operational costs or the variable cost of the tourism industry and the firms engaged in the such industry (Loi L. , So, Lo, & Fong, 2017). As we know the tourism industry has to bear different kinds of costs in its business. Apart from the fixed costs, its running costs or variable costs are seemingly high particularly, in the aftermath of the Covid-19 crisis; the variable costs have been skyrocketing. An untoward hike in variable costs due to the escalating advertisement and marketing expenses often lands tourist operators in financial trouble. Moreover, stiff competition among the firms offering almost the same services like traveling and staying forces them to come out with non-price competitive methods to lure customers. It is here the revisit intention of the tourists can play a dominant role by ensuring a regular and incessant flow of tourists so that without sparing much money on

advertisement and marketing, the firms can go on sustaining their business. On account of this reason, it has been highlighted that revisit intention can be a prominent factor in shaping the volume and direction of the tourism business in the future (Ngoc & Trinh, 2015).

Safety and Security (SnS) of beaches play a vital role in attracting and creating interest in generating revisit intention among the visitors. As beaches are open, the general safety and security of visitors are at risk unless sufficient security and surveillance mechanisms are provided. In certain areas, separately recruited and trained security personnel have been appointed to ensure the security and safety of visitors. In this context, the revisit intention of tourists can be analyzed with the theory of 'Optimism-Pessimism' wherein it is asserted that those who happen to be optimistic about the safety and security are likely to revisit the destination in future.

Revisit Intention (RI) measures a visitor's intention to pay a revisit to a destination that he has already visited. It shows two things: First, the behaviour of tourists that is whether the tourists tend to return to the place or destination that he has already visited. There may be several reasons for the revisit. For instance, the tourists, after having visited the place might become familiar with the place which reduces the search cost in further visits. This considerably reduces the overall visit expenditure in subsequent visits. Secondly, revisit intention indicates the successful service delivery of different entities including hotels, tourist guides, and information service provided by the people who have been active in the places surrounding the destination. If visitors regularly frequent the places more than one time, it obviously reveals that the destination services have become successful in attracting not only new tourists but also encouraging the visitors to return to the destination again and again. All the above attributes pertaining to revisit intention have been put into three principal attributes viz. Perceived value, perceived quality, and the satisfaction. Based on these three attributes, a revisit intention model was developed (Ranjbarian & Pool, 2015).

#### IV. A BRIEF REVIEW OF LITERATURE

Based on the theory of 'Optimism-Pessimism' Preko (Preko, 2021) attempted to trace the prominent factors that determine the revisit intention of the tourist visiting Ghana. From a sample of migrant visitors randomly chosen from three beaches in Accra, Ghana, the study found a significant association between socio-economic factors and safety concerns of visitors. It is generally believed that attractions and infotainment activities offered by the tourist places and the quality of services rendered in the resorts and travel operators may have a lasting and positive influence on the tourists' preference, and their revisit intention of the places in the future. In contrast to this

generally held perception, the study shows that tourist preferences are not at all influenced by different kinds of attractions offered by the tourist sites.

In the case of heritage tourism, it has been shown that the authenticity of the destination appears to be an important factor in determining the Revisit Intention (RI) of the visitors. However, the study laments that it does not appear to be obvious how authenticity affects RI behaviour. Kolar and Zabkar (2010) proposed three kinds of authenticity in this respect, but for the lack of time and space, this paper does not intend to dwell deep into such an exercise.

Revisit Intention (RI) of visitors to beaches was deeply discussed in the case of Bangladesh by a study that came out in 2019 (Hasan, 2019). The study was done on the premise that revisit intention could reduce the marketing cost of the tour operators, increasing their profit substantially. The study identified that three factors, viz. service quality, the satisfaction level of visitors with the service provided by the operators, and the destination's image, were highly influential in determining the extent of RI of the visitors. The model used in the study found that the revisit intention of tourists was directly influenced by their attitudes, satisfaction, and their perception of the pictures of the location that they visited. The study claims that these elements have had a significant influence on the managerial attitude of resorts and destination managers and policymakers.

Using the theory of planned behaviour (TPB), a study attempted to uncover the factors that play a significant role in influencing the tourist's revisit intention behaviour (Abbasi, Kumaravelu, Goh, & Singh, 2021). The study found that destination image and the value of services offered in different destinations greatly influence the revisit intention of the tourists.

In contrast to revisit intention, interestingly, studies have also hinted at what is often called tourist hesitation to visit certain places. A study conducted to understand the issue of tourists' hesitation brings out the positive and significant relationship between tourists' knowledge and understanding of health risks with hesitation to visit tourist places (Polas, Saha, & Tabash, 2022).

The Covid-19 pandemic and the following mitigating measures have made an irreparable loss to the tourism industry particularly beach tourism destinations and tour operators. Considering the continuous loss beach tourism has had to confront, restrictions have been lifted soon after the slowdown in the Covid-19 crisis. Studies have been conducted to shed light on how the beach tourism industry has attempted to make a comeback after the Covid-19 crisis. Risk perception of beachgoers, environmental issues that have been erupted on account of the Covid-19 mitigating measures and the managerial initiatives to calm down the pressure created by the crisis have been a focal point of discussion and inquiry in many works (Zielinski & Botero, 2020).

It is well known that certain attractions that beaches showcase always have a long-lasting imprint in the minds of visitors, which indeed tempt visitors to frequent the places they once visited. Particularly, the sites that we have been to when we are young have the potential to create unfading memories and image construction which in the future may force us to visit such places again and again. In fact, studies have looked into understanding this attractiveness, especially of beaches that create required images in the minds of visitors which later on pave the way for subsequent visits (Setyoputri, Susilowati, & Restuti, 2020). A study has found such four types of attractiveness which may be reckoned as factors that also drive the revisit intention of tourists. These factors are: Site attractions including the look of the beach, length, and breadth of the beach; event attractions, referring to the associated events offered by the tourist operators; supporting amenities which include safe and secure comfort stations, hotels, travel facilities, security offered by the policy authorities; accessibility, which refers to the locational advantage of the beaches in terms of its reach to the airport, railway stations, and the entry fees of beaches.

It is indisputable that for a tourist event to be successful in a cost-effective manner, attracting permanent visitors' matters a lot rather than attracting new visitors, the latter being costlier compared to the former. That said, studies have pointed out that three things assume significance in inducing visitors to have a subsequent visit to the same place or the event that the place occasionally offers as a part of its tourism activity (Hussein, 2015). These three factors are: the awareness about the event or the place of the event; the second and perhaps the most important one is the quality of the event; and third one is the image that the event creates. Positive event image invariably creates an urge among visitors to revisit the place again and again.

Needless to say, for revisit intention to be generated what appears more important, notwithstanding all plausible theoretical expositions, is nothing but the happiness or the positive feeling of happiness that is created in the mind of a tourist after having visited a particular place or consumed a tourism product. In fact, this happiness is the sole factor that drives one's intention to revisit the place. Happiness, however, is something very difficult to be defined and objectively identifiable. Nonetheless, the feeling of happiness can be read along with certain kinds of expressions. Studies investigate this influencing element of happiness in determining the revisit intention, particularly in the case of cultural tourism destinations (Peng, Yang, Fu, & Huan, 2023). The study shows that it is the happiness that creates attachment to the place, which further and in turn induces the travellers to revisit the place in the future.

Rarely have studies focused on the importance of transportation in exercising its impact on the determination of the revisit intention of the tourists. It is

quite natural that if one confronts problems in reaching a destination safely, and with more undue delays in getting a vehicle at the proper time, it is unlikely on the part of the visitor to visit the place again and again. Moreover, he will seldom recommend the place for anyone to pay a visit even for an adventure. In a study on the quality of shuttles or transportation in explaining the tourist revisit intention, it has been shown that the destination image plays a dominant role in determining destination satisfaction which in turn can easily drive revisit intention (Loi L. T., So, Lo, & Fong, 2017). For the destination image to be enhanced proper shuttle service that features and ensures efficiency, punctuality, and safety is indispensable.

A philosophical contradiction that strikes at the root of revisit intention literature is the question that: should we regard revisit intention as a starting point of a decision-making process that eventually ends up in revisiting a particular place? Or, is revisit intention a mere extension of satisfaction that a visitor experiences after the visit to a particular place? These questions have been delved into in a study that attempts to explore the antecedents of revisit intention with a conclusion arrived at from a survey of pleasure tourists (Um, Chon, & Ro, 2006). The study unearths the fact that it is how much a place happens to be attractive to visitors rather than the mere feeling of being satisfied that unequivocally determines the revisit intention of tourists.

Towards the end of reviewing studies, it may be pertinent to note that rarely studies have incorporated time elements in the analysis of revisit intention of tourist destinations, although the incorporation of time element appears to be something not amenable to quantitative estimation in a direct way. But, a straightforward approach brings to the fore the fact time element plays a key role in determining the revisit intention of tourists. In a study, it has been explored that revisit intention needs to be measured in the short run, medium period, and long run, for which of course one needs to rely not on cross-sectional data but purely on panel data (Jang & Feng, 2007). The study shows that satisfaction as a determinant of revisit intention becomes relevant only in the short run whereas, in the medium and long period, novelty seeking appears to be important.

## V. METHODOLOGY

The present study makes use of primary data for analysis and interpretation of the revisit intention of the visitors of beaches in Goa. As this study is confined to the young visitors of beaches in Goa, data have been collected from College going students who come to the beaches either on study tours or on excursion trips. We choose randomly three resorts in different parts of Goa adjacent to beaches. The researcher paid a visit to beaches in Goa and resorts that are popular in accommodating college-going students who visit Goa. The researcher himself was part of such a group visiting different beaches in Goa. In spite of the resorts where the team stayed, the researcher randomly chose other resorts and hotels in Goa and met students and travel operators both in groups and individually to elicit their level of satisfaction with the services of the operators and revisit intention of the tourist. The information regarding resorts is obtained mainly from the travel tour operators who facilitate tour activities of college-going students, and these operators have long experience in the particular field. From three resorts where students stay, we collected information from students who stayed there in the month of December

2022. The study collected data from randomly selected 120 students. The study was conducted among the students purposively because young students are likely to offer a wide network of future customer bases for the resorts and beaches in Goa.

## VI. ANALYSIS AND INTERPRETATIONS

Having detailed the methodology adopted in this work, now we take up the analysis of data and its interpretations. As mentioned in the methodology session, the present study employed a well-structured interview schedule to unfold the minds of respondents. Questions were trimmed a lot as all questions aimed to elicit responses from an extremely homogenous group like the college-going students. Therefore, it follows that many of the variables reflecting the socio-economic features of respondents are rendered meaningless and not contextual.

Gender, however, appears to be a highly important variable. Gender-wise distribution clearly shows that the majority of college visitors are girls (59 percent) whereas male constitutes 41 per cent. As more girls prefer to study in colleges, this outcome does not necessarily appear to be a surprising one.

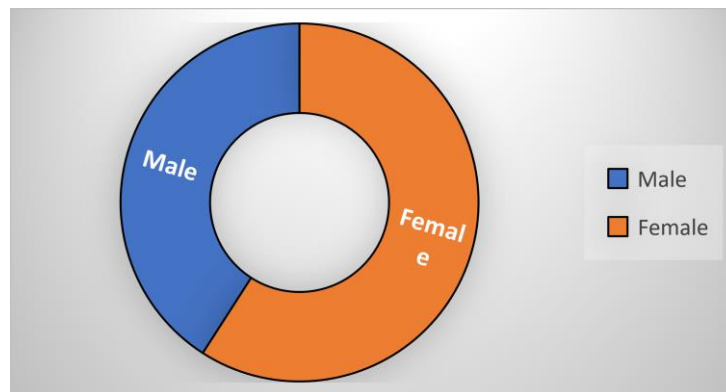


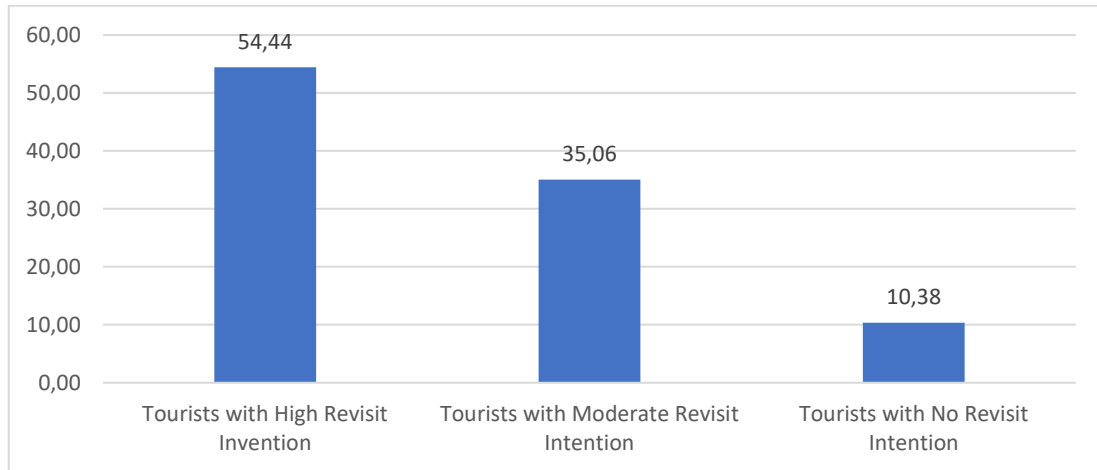
Figure 1 Gender Wise Distribution of Beachgoers

Source: Primary Survey, 2022

### Extent of Revisit Intention

Many studies on revisit intention (RI) have focused only on categorizing tourists into two: those with revisit intention and those with no revisit intention. Different from such studies, here our attempt is not of giving a binary outcome about the revisit intention but to provide a multinomial outcome. With this objective in mind, the present study proposes to introduce three outcomes for Revisit

Intention (RI) viz. Tourists with High RI (HRI), Tourists with moderate RI (MRI), and Tourists with no RI (NRI) (Figure No.2). It is obvious that 54.44 percent that is more than half of the tourists have a high revisit intention whereas 35.06 have moderate revisit intention, and only 10.38 opine that they do not want to visit the place again. It is curious to note than almost 90 percent of the young tourists like to visit the beaches again.



**Figure 2 Extent of Revisit Intention among the Tourists**

Source: Primary Survey, 2022

Earlier, before the advent of internet and social media, travel agents and mouth publicity were the main sources of information about different tourist destinations. But, today, the world of social media triggered by internet and smartphones has dramatically reduced the role of the above said conventional sources of information. The present study corroborates this point as it is evident that a little more than 40 percent of the beachgoers opine

that they received primary information about the beaches, and affordable and safer resorts from the social media (Table No.1 and Figure No.3). Friends and relatives also help them to connect with the tourist destinations (25.97 percent). Unsurprisingly, the travel agents and print media continue to be the source of primary information for a relatively less percent of tourists (20.13 and 13.64 respectively).

**Table 1 Primary Source of Information About the Gao Beaches and Resorts**

Source of Information	Percentage
Friends and Relatives	25.97
Social Media	40.26
Travel Agents	20.13
Print Media	13.64
Total	100.00

Source: Primary Survey, 2022



**Figure 3 Primary Source of Information About the Gao Beaches and Resorts**

Source: Primary Survey, 2022

**Gender and Revisit Intention (RI)**

As the college students are the cases that come under the present study, gauging into more socio

economic characteristics appears to be not important, and hence, the present study does not intend to focus on such variables. Although this is the case, one

important social variable, namely gender needs to be looked into. Gender in many studies appears as an important variable shaping the dependent variable in many ways. In the present study, we have to look at whether gender of the college students is associated with the extent of revisit intention expressed by the respondents. Among the students with high revisit intention (HRI), 55.95 percent are females whereas in the case of students with no revisit intention

(NRI)56.25 are women (Figure No.4). In order to know whether gender is associated with the extent of revisit intention, a Chi-square analysis has been down. The result of this test shows that the gender as a variable does not have any association with the extent of revisit intention. In other words, the gender of the visitors and the extent of revisit intention are independent of each other.

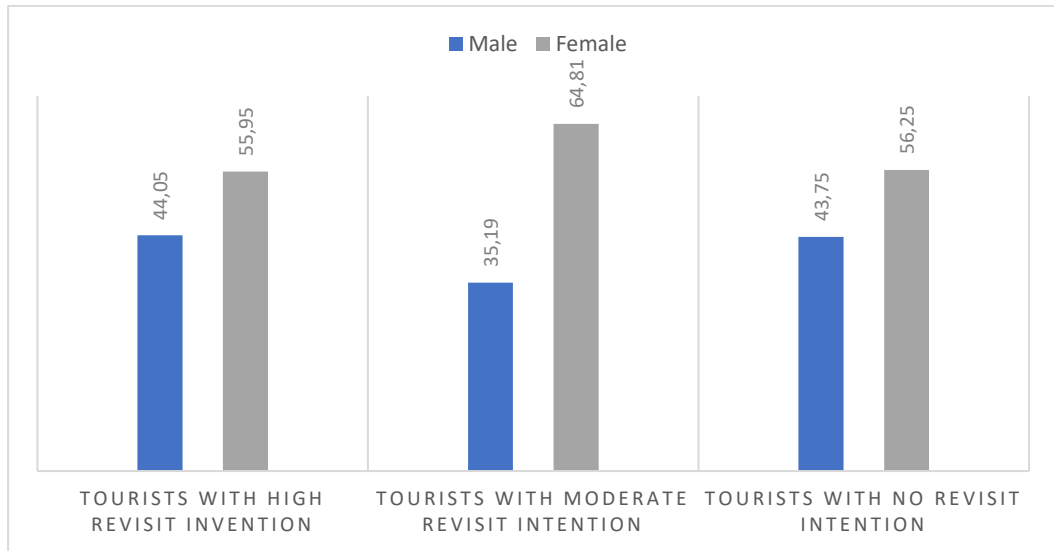


Figure 4 Gender and Extent of Revisit Intention

P value is .56 (Not Significant)

**Revisit Intention and the Opinion about beach with respect to Neatness and Unpolluted Nature**

Studies have also shed light on the fact that the opinion of tourists about the beaches in terms of its cleanliness, pollution etc. typically shape their revisit intention ( Dodds & Holmes, 2019). In the present study, it has been found that among the tourists with high revisit invention (HRI), 48.81 percent ‘Strongly Agree’ with the opinion that beaches in Goa largely remain neat, unpolluted and unspoiled whereas 42.86

‘Agree’ with it (Table No.2). On the contrary, among the tourists with no revisit intention (NRI), only 6.25 percent ‘Strongly Agree’ with the above put opinion while 25 percent ‘Strongly Disagree’ with it. It boils down to the fact the neatness, unpolluted nature of beaches Goa and the revisit intention of the tourists are dependent on each other (Chi-Square test of independent in this respect has been reported to significant at five percent level)

Table 2 Extent of Revisit Intention and opinion about beaches

Beaches are Neat, Unpolluted and unspoiled	Extent of Revisit Intention		
	Tourists with High Revisit Invention	Tourists with Moderate Revisit Intention	Tourists with No Revisit Intention
Strongly Agree	48.81	29.63	6.25
Agree	42.86	35.19	12.50
Neutral	3.57	16.67	43.75
Disagree	4.76	12.96	12.50
Strongly Disagree		5.56	25.00
Total	100	100	100

P value is .00

**Revisit Intention and the Quality of accommodation and Services offered at Resorts**

It is not doubtful that the quality of accommodation and the approach of employees

reflected in the quality of staff service can be a determinant of revisit intention of tourists (Kumar, Ahlawat, Aggarwal, Kumar, & Bhorla, 2022). Corroborating this point further, the present study has shown that among the tourist with revisit intention (HRI), 32.14 percent 'Strongly Agree' with the statement that 'Accommodation is good, and employees are more service oriented' while only 1.19 'Strongly Disagree' with this. In contrast to this,

among those with no revisit intention, while none 'Strongly Agrees' with the stated opinion, 43.75 'Disagrees' with it (Table No.3). The Chi-square test conducted to know whether the revisit intention and the opinion about the accommodation and employee service are independent of each other has turned out to be significant showing that both are dependent on each other.

**Table 3 Extent of Revisit Intention and opinion about accommodation employees service**

Accommodation is good, and Employees have service mind	Extent of Revisit Intention		
	Tourists with High Revisit Intention	Tourists with Moderate Revisit Intention	Tourists with No Revisit Intention
Strongly Agree	32.14	22.22	
Agree	54.76	40.74	6.25
Neutral	11.90	16.67	25.00
Disagree		14.81	43.75
Strongly Disagree	1.19	5.56	25.00
Total	100.00	100.00	100.00

P value is .00

#### Safety and Security (*SnS*) and Revisit Intention

Safety and Security (*SnS*) at beaches attract more visitors, and hence, it can be presumed that the revisit intention to a greater extent may depend on how far the beaches appear to be safe and secure (*SnS*) (Chauhan, 2007). Cementing the above argument, the present study makes it clear that among the tourists with high revisit intention (HRI), an overwhelming majority to the tune 47.62 percent 'Strongly Agree' with the view that Goa beaches that they have been to are Safe and Secure whereas among

the same category, only 2.38 percent 'Strongly Disagree' with it (Table No.4). Unsurprisingly, among the tourist with no revisit intention (NRI), while none appears to be 'Strongly Agreeing' with the statement that beaches are safe and secure, 38.50 percent of tourists 'Strongly Disagrees' with it. The Chi-square test of independence has also turned out to be significant at 5 percent level showing that the extent of revisit intention of tourists and the opinion that beaches are safe and secure are dependent on each other (Table No.4).

**Table 4 Extent of Revisit Intention and opinion about Safe and Secure Beaches**

Beaches are Safe and Secure	Extent of Revisit Intention		
	Tourists with High Revisit Intention	Tourists with Moderate Revisit Intention	Tourists with No Revisit Intention
Strongly Agree	47.62	20.37	
Agree	45.24	31.48	12.50
Neutral	3.57	22.22	12.50
Disagree	1.19	16.67	36.50
Strongly Disagree	2.38	9.26	38.50
Total	100	100	100

P value is .000

#### The feeling of Consumers' Surplus and the Revisit Intention

In consumer behaviour theories, the term 'consumer's surplus' has often been discussed at various levels. Strictly speaking, consumers' surplus is the difference between what a consumer is willing to pay for a product and at what price he or she really

buys it (Pindyck & Rubinfeld, 2017). In tourism industry, the tourist is the consumer. After visiting a place, if a tourist feels that he has gained more than for what he has paid, then surely he or she is deemed to have enjoyed a consumer's surplus, and such this feeling can be taken as a factor determining the extent of revisit intention. In the present study, it has been

revealed that among those with high revisit intention(HRI), an overwhelming percentage of tourists (close to 60 percent) ‘Strongly Agree’ with the view that they have felt consumers’ surplus after visiting Goa Beaches (Table No.5). Further, it is interesting to note that while only near about 4 percent ‘Strongly Disagrees’ with it, among the tourist with no revisit intention (NRI), even more than 60 percent

of tourists ‘Strongly Disagrees’ with it. Moving ahead, the Chi-square test of independence for this particular relation has turned out to be significant at 5 percent level, showing enough statistical support to the fact that the Likert Scale rated opinion about the feeling of consumers’ surplus has influence on determining the extent of revisit intention among the tourists.

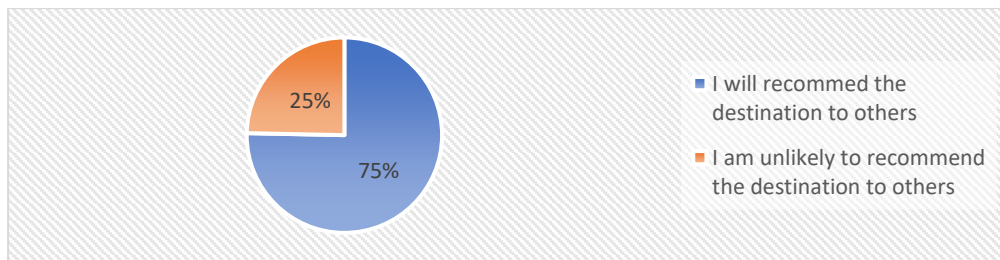
**Table 5 The Feeling of having Consumers’ Surplus and the Extent of Revisit Intention**

I feel to have enjoyed Consumer's Surplus after Enjoying the Trip	Extent of Revisit Intention		
	Tourists with High Revisit Invention	Tourists with Moderate Revisit Intention	Tourists with No Revisit Intention
<b>Strongly Agree</b>	59.52	25.93	
<b>Agree</b>	21.43	18.52	
<b>Neutral</b>	8.33	25.93	18.75
<b>Disagree</b>	7.14	16.67	18.75
<b>Strongly Disagree</b>	3.57	12.96	62.50
<b>Total</b>	100	100	100

**P value is .000**

Before we conclude, it may be imperative to look into the tendency among the tourists to recommend the destination for visit by others probably their relatives, friends and neighbours, or to the junior in the Colleges. This is by the way assumes importance as

mouth publicity is a costless marketing method. Unsurprisingly, the present study reveals that nearly 75 percent of tourists do say that they will recommend the destination for others to visit.



**Figure 5 I will recommend my friends, relatives, and others to visit the place**

**VII. CONCLUSION**

The creation of a Revisit Intention (RI) among tourists has been one of the effortless and costless strategies for tourism firms and destinations to attract visitors, and thus sustain their business even in difficult times. Against this background, the present study attempted to enquire into two important questions: What is the extent of revisit intention among the tourists, and what factors are more associated with the status of revisit intention among the tourists? Drawing on data on revisit intention from 120 college-going students who visited Goa beaches, the study concludes that the majority of the tourists share the view that they have high revisit intention as they like the Goa beaches much worth visiting again

and again. The study also cements the view that factors like cleanliness, unpolluted nature, accommodation, and service quality of staff play a key role in shaping the outcome of revisit intention. The implication of this paper points towards the fact that better service provided to visitors, an attempt to create a good imagination about the tourist’s places, and creating a feeling of consumers’ (visitors’ surplus in the present context) surplus matter a lot in enhancing the urge for revisiting the destination in future. Indeed, this can only be the best way to sustain the frequency of tourists’ arrival, thereby enhancing or at least sustaining the revenue generation of firms engaged in tourism.



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