

Impact of Tourism Experience and Tourism Memory on the Revisit Intention: A Case Study of Tongling Grand Canyon Scenic Area, Jingxi City, China

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Abstract

This study revolves around the Tongling Grand Canyon Scenic Area of Jingxi City, China, regarding the effect of tourism experience and travel memory on revisit intention. Due to its lesser popularity, China's domestic tourism is not flourishing. Tongling Grand Canyon's study tries to find the answer to the problem. With the help of the Stimulus-Organism-Response (SOR) model, this research examines how various dimensions of tourism experiences, particularly enjoyment, socialisation, participation, learning, relaxation, escape and challenge, will influence tourists' desire to revisit. The moderating effect of travel memory on revisit intention is also explored. A cross-sectional survey was conducted among 411 subjects in Guangxi province. Results of multiple linear regression analysis indicate that as travel memory positively affects revisit intention, its most significant contributor is enjoyment and sociability. The results provide insights into how tourism managers should promote domestic tourist destinations by prioritising their enjoyment and sociability dynamics.

Keywords: *Tourism Experience, Travel Memory, Revisit Intention, SOR Model, Tongling Grand Canyon, Tourism Behaviour.*

Introduction

Over the past years, the world has grown tremendously in tourism, leisure, and hospitality. Tourism has become the most significant and fastest-growing sector that boosts the global economy, contributing 9.1% of the annual average global gross domestic product (WTTC, 2024). This indicates how much tourism affects the economy and its value in national growth. Pine and Gilmore (1998) have argued that this economy is slowly shifting towards the experience economy. The new economy concept is what businesses provide as a designed customer experience. The idea of tourism experience has become more and more important in influencing travellers' decisions in recent years. Several studies have proved that travel and tourism experiences indeed affect the behavioural intention of tourists (Chandralal & Valenzuela, 2013; Kerstetter & Cho, 2004; Kim et al., 2010). However, there needs to be more exploration when determining whether or not they will return to a particular location. The revisit intention of tourists is an area that requires more research, as it is a crucial factor in the success of a tourist destination.

The Tongling Grand Canyon Scenic Area in Jingxi City, China, is an ideal case study to explore how memories and tourism experiences influence the desire to return. Often referred to as "small Guilin," this unique destination in Xinling Village, Hurun Town, stands out from typical tourist spots. Its specific appeal to a distinct group of tourists makes it a compelling subject for study. Despite its modest size, this picturesque region, renowned for its breathtaking scenery, rich cultural heritage, and unspoiled natural beauty, attracts enough tourists to be considered a travel destination. This study has chosen such a place over a popular one because existing research predominantly focuses on general tourist destinations, often overlooking that smaller tourism destinations may generate fewer tourists. Yet, these smaller tourist places collectively represent a substantial portion of the tourism landscape due to the sheer numbers. Despite having thousands of small and less popular tourist destinations, China has yet to capitalise fully on these. China has always perceived domestic tourism as an instrument for regional development, enhancement,

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and preservation of heritage (Sofield & Li, 1998). Despite witnessing a 10% average growth in domestic tourism (4% economic contribution from domestic tourism in China's economy), it is lagging behind the USA (Statista, 2024). Here, the study by Phillips et al. (2013) pointed out that one of the reasons that the tourism industry could not achieve full growth potential is a lack of revisit intention. China has many small, regional, distinctive tourist destinations with abundant cultural and natural experiences, such as the Tongling Grand Canyon. However, these sites frequently face challenges in drawing returning visitors. This challenge, however, also presents an opportunity. By understanding the elements that affect tourists' choices to revisit, we can pave the way for the ongoing growth and advancement of these more minor yet collectively significant tourist locations. It is crucial to address this gap to maximise the economic and cultural advantages that domestic tourism can provide. This study examines the influence of tourism experiences and memories on the intention to revisit locations such as the Tongling Grand Canyon Scenic Area.

Literature Review

Revisit Intention

Revisit intention refers to the likelihood of a tourist returning to the same destination. Revisit intention is more than repeated behaviour (Jang & Feng, 2007). It's a tourist's emotional and psychological connection to a place. When tourists have positive experiences, they form an emotional bond with the destination, which increases loyalty and return visits. Repeat visitation is highly explored in tourism literature. According to Gitelson and Crompton (1984), tourist destinations are more likely to be revisited than attract consumers for the first time. Later, Kozak & Rimmington (2000) confirmed the findings of Gitelson and Crompton (1984) by justifying that revisiting attracts more people. These studies suggest that repeat visitors generate more revenue with a lesser marketing cost and act as advocates for the destination, sharing their positive experiences with others and potentially influencing new tourists to visit. Revisit intention in Tongling Grand Canyon becomes essential because such small and less-popular destinations need lesser cost on active marketing and higher participation of previous visitors.

Tourism Experience

Pine and Gilmore (1998) introduced the idea of the "experience economy," where businesses, including tourism destinations, create value by delivering memorable experiences rather than just goods or services. Since then, experience in any business has become an increasingly relevant phenomenon in various industries that needs to be considered seriously. However, the tourism industry has a long history of considering 'psychological experience' as a factor in its strategic options. For instance, Mannell & Iso-Ahola (1987) mentioned that tourists engage in imaginative, emotional, and appreciative consumption experiences. Hence, previous studies ensure experience is a dimension that relates to consumption. The new literature describes the experience through psychological and business dimensions. Many previous studies signify the importance of memorable experiences due to the reason that the 'memory' of an individual serves as the primary factor in determining a person's likelihood of returning to a location (Kozak, 2001; Mazursky, 1989; Wirtz et al., 2003). Myers (2010) categorised tourism experiences as extraordinary events that stand out and are distinctive, creating a memory blast. Such experience as the dimension of memory is now seen through business implications. The revenue of tourism businesses can only be assured when they provide exciting and pleasant experiences to tourists (Mannell & Iso-Ahola, 1997; Li, 2000; Lehto et al., 2004). Therefore, the tourism industry generally sells intangible experiences, such as ever-fleeting and continuously ongoing memories, to customers. Mannell & Iso-Ahola (1987), Dai et al. (2022), Shin et al. (2024), Hui et al. (2007), Kim et al. (2012), and Seyiogilu&Atsiz (2024) have identified several dimensions of tourism experience. According to Mannell & Iso-Ahola (1987), tourism provides a means of escape and authenticity in reaction to the problems of modern living. Their perspective of the tourism experience is mostly pleasure, enjoyment, and social authenticity. The significance of environmental measures and active participation can be found in the study by Dai et al. (2022). The importance of leisure, independence, and local experiences during travelling was emphasised by Shin et al. (2024). While Seyiogilu & Atsiz (2024) divided guided experiences through relaxation and escapism, Kim et al. (2012) demonstrated tourism experience through

Novelty and challenge. They described novelty as “A psychological feeling of newness resulting from having a new experience” and challenge as “An experience that demands physical and mental ability.” From this literature, the dimensions of the tourism experience are ‘Enjoyment and Sociability,’ ‘Participation and learning,’ ‘Relaxation & escape,’ and ‘Novelty & Challenging.’

Enjoyment and Sociability

Enjoyment is central to tourism, defined as the pleasure and satisfaction of travel experiences. It includes excitement, relaxation, and contentment from activities, visiting new locations, and experiencing the local culture and surroundings. Chen et al.'s (2021) study found enjoyment to be a factor correlating with experience. Various past studies show enjoyment predicts a visitor's return (Ruan et al., 2021). Enjoyment has been shown to induce tourists' tendentious behaviour toward destinations, such as increased residence time, destination revisit, and spontaneous recommendation (Hung et al. 2016). Otto and Ritchie (1996) noted that enjoyment is crucial to the tourist service experience. Travellers are more likely to create pleasant memories and become more emotionally attached to their destination after enjoyable encounters. Since travellers frequently return to locations where they had a great time, this pleasant affective reaction is highly correlated to revisiting (Kim, 2010; Kozak, 2001).

Similarly, sociability refers to the social relationships made when travelling. It primarily includes interactions with fellow tourists, family members, or strangers. Sociability is based on the premise that travel allows people to connect, communicate, and feel connected (Tung & Ritchie, 2011). Sociability boosts tourism by building meaningful relationships. Kim et al. (2010) found that tourists desire social experiences. This relationship, through sociability, makes the travel memorable and encourages return by fostering social cohesion and attachment. Social activities like group tours and local cultural events help tourists feel linked to the destination and its people, making them want to return (Crompton, 1979). Tourists' intention to revisit is predicted by enjoyment. Some past studies have shown that enjoyable and social encounters develop emotional links with destinations, prompting tourists to return. For instance, Mitas & Bastiaansen (2018) found that emotional attachment during travel, driven by enjoyment and social engagement, encourages recurrent visits. Gillet et al. (2016) studied how social interaction among groups creates travel emotion. Therefore, some literature supports the relationship between travel intention, enjoyment, and social interaction. However, very few of them have focused on a small tourism and travel destination in China. This necessitates the following hypothesis

H1: Enjoyment and sociability have a significant positive impact on revisit intention.

Participation and Learning

Consumer culture is shifting to aesthetics from mass consumption, and active participation is becoming a trend (Li & Mei, 2010). Tourists' active involvement in activities at a destination can be observed in many tourist places. This is due to the unique challenges of tourist spots in a competitive market. The fierce competition among tourism destinations requires unique places to have unique customs, traditions, or activities (Pine & Gilmore, 2010). Participation is becoming such an activity that brings locals and tourists together. Participatory experience in tourist spots occurs when tourists participate in local activities fully immersed in environments different from their daily surroundings (Volo, 2013). Tourists' active participation in creative activities is essential to experiential tourism (Baumgartner et al. 2006). Norberg-Schulz's study on participatory experiences in commercial settings examined users' spatial awareness and perception. The study emphasised how people engage with their surroundings. The "genius loci" concept proposed by Schulz returns architecture to its original aim of creating environments that reflect a place (Schulz, 1971). This method emphasises human perception and the need to create spaces that fit people's lifestyles and provide meaningful spatial experiences, creating surroundings that foster a strong connection between people and place. The strong connection means the memory of the participation with locals. These tourists who actively engage in local activities, such as cultural workshops, nature explorations, or community interactions, have acknowledged that they gain more knowledge through this. Local activity participation is also for learning that tourist feels memorable. Learning local customs by participating with communities can create more memorable events that last longer. Borowiecki & Castiglione's (2014) study

on Italian tourism and cultural participation showed that tourists actively participating in activities increases tourism flows. Higher activity and participation also improve tourist spot attractiveness. Therefore, participation creates a learning opportunity that can lead to repeat visit intention for the Tongling Grand Canyon tourists.

Based on this literature, it can be proposed that.

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

Relaxation & Escape

Seeking respite from everyday life through escapism is often explored as a dimension of tourist motivation. Escape from the routine environment is a dimension of tourism intention in many past studies (Jarvis and Peel, 2010). Relaxation aside, escape is a central psychological factor in tourism (Leonard & Onyx, 2009). Dayour & Adongo (2015) described escapism as a push factor that drives significant tourist movements. The author also found that tourists want to relieve stress and tension and, therefore, seek escape from daily routine. Jarvis and Peel (2010) propose that the inclination to travel is frequently linked to the desire for escape. In other words, it means to "break from routine" at work and home (Kim & Ritchie, 2012). People can use this time to engage in non-routine leisure activities that help them clear their minds (Ritchie, Tkaczynski & Faulks, 2010). Dayour & Adongo (2015) said that escapism is closely related to relaxation. A study by Ponsignon et al. (2021) showed that escapism is the underlying hedonic mechanism that drives foreign tourists towards a relaxing experience. This experience of hedonic relaxation is more common among foreign tourists than domestic tourists.

Similarly, relaxation and escapism encourage travellers to return to the Tongling Grand Canyon Scenic Area. The area is visited by many as a relaxation and escape route to get disconnected from their daily activities and routines. The visitors escape daily stress in stunning natural settings. According to research, relaxation and stress reduction during a vacation increase the likelihood of returning. The emotional connection produced by these good experiences, notably the hedonic pleasure of escapism, builds lasting memories. Although most of the research has explored how escapism affects tourism intention, there are very few that correlate with revisit intention. Hence, considering escapism can be a significant factor in visiting intention, a hypothesis can be proposed that:

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

Novelty and Challenges

Novelty is a process of experiencing new things different from the objects regularly encountered (Barto et al. 2013). Novelty is the degree to which a stimulus deviates from or resembles an individual's ordinary knowledge (Cohen, 1993). Novelty in tourism is the psychological feeling of experiencing beyond typical expectations. It has been referred to as motivation pre-cursor of behaviour. Pterick's (2002) study suggested that novelty seeking is the peek point of understanding tourists' destination choice. Two principal justifications substantiate that novelty catalyses happy feelings in diverse travel encounters (Mitas & Bastiaansen, 2018). Seminal theorists such as Cohen (1993) emphasise that novelty amplifies satisfaction by satisfying the fundamental objective of tourism. They also emphasised that it is to encounter and experience a new thing apart from everyday life. In this context, travellers pursue novelty when their expectations correspond with their experiences. The second theory, based on emotional psychology (Fredrickson, 1998), suggests that novelty intrinsically elicits the emotion of interest, potentially accounting for the new unknown experience encountered during tourism. Now, these unknown experiences introduce a sense of unpredictability and difficulty, causing challenges. When travellers face new physical, emotional, or cultural challenges, they connect with the surroundings, generating a meaningful and transformational experience (Mitas & Bastiaansen, 2018). Novelty as a mechanism of tourism experience was found to be an antecedent of mid-term revisit intention connected to long-term revisit intention (Jang & Feng, 2007). Novelty seeking was also a moderating factor for satisfaction and revisit intentions (Assaker & Hallak, 2013). Novelty seeking was found to be a mediator for chronotype and travel frequency (Chark et al. 2020). Hence, previous

studies have established that novelty seeking is a factor for visiting frequency or revisit intention. However, these studies are more concerned with popular tourism destinations. Emphasis on small and less-known tourist places is still unexplored by academics.

This study focuses on whether Tongling Grand Canyon, despite being a relatively lesser-known destination, can attract more tourists through the quality of its travel experience. Based on these concepts, the following hypothesis can be presented.

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

Travel Memory

Since the memorable tourism construct has been introduced within memory experience, the memory of the personal experience becomes a critical behavioural predictor (Yin et al., 2017). In the post-tourism stage, memory derived from autobiographical experience was perceived as a tool for sharing and repeating experiences (Agapito et al., 2017). Autobiographical memory's effects on emotion and behavioural intents, such as revisit intention and word-of-mouth, are essential in tourism since memories and emotional responses can predict future behaviour (Barnes et al., 2016; Kim et al., 2022). Tourist encodes their tourism experience as a positive or negative experience in memory (Servidio & Ruffolo, 2016). Tourism experiences are usually stored as positive experiences (Kim et al., 2022). In the post-trip stage, this positive memory experience motivates the same person to visit again. Some studies have shown that a positive memory is significantly associated with revisiting the place (Hung et al., 2016). For instance, a study has shown that a positive hotel experience increases customers' repeated visits to the same hotel (Ismail, 2010). When tourists store their positive experience of a place as a good memory, they are more likely to revisit and recommend it (Ali et al., 2016). Even if the last trip was a long time ago, tourists have a long-term memory of a tourist place; they will visit that destination again once the memory is evoked (Pan Lan et al., 2016; Kim, 2010). Therefore, when tourists recall their previous visit as a positive, memorable experience, it can strengthen their intention to return to that place. Enjoyment in that place does result in a positive memory, which can, therefore, increase the intention to revisit.

Similarly, learning and participating in cultural activities can create a travel memory, increasing the likelihood of revisiting intention. Relaxation, escapism, novelty seeking, and challenges can create great travel memories, increasing the possibility of revisiting the Tongling Grand Canyon Scenic Area. Based on this, the following hypotheses can be proposed.

H5: The positive impact of enjoyment and social experience on revisit intention is moderated by travel memory, such that the relationship is more robust when travel memory is high.

H6: The positive impact of participation and learning experience on revisit intention is moderated by travel memory, such that the relationship is more robust when travel memory is high.

H7: The positive impact of relaxation and avoidance experience on revisit intention is moderated by travel memory, such that the relationship is more robust when travel memory is high.

H8: The positive impact of novelty and challenge experience on revisit intention is moderated by travel memory, such that the relationship is more robust when travel memory is high.

Theoretical Underpinnings

Revisiting a place is an action that makes people choose a destination again. Actions are part of the human response mechanism, where people make decisions based on behavioural reflexes. Pavlov's experimental work on conditioned reflexes is one theory closely associated with behavioural reflexes. The modern version of this work can be associated with the Stimulus-Organism-Response model (Mehrabian, 1974). The theory states that individuals are influenced by their external environment or specific occurrences. These external environment factors are nothing but stimuli. These stimuli later alter individuals' ideas and behaviours,

dictating which behaviours are sustained. ‘Enjoyment and Sociability,’ ‘Participation and learning,’ ‘Relaxation & escape,’ and ‘Novelty & Challenging’ all belong to that stimulus category. In the original model, Organism was a mediator representing emotional and cognitive states. In subsequent research by Manthiou et al. (2017), Memory was also used as a mediator. However, in this study, Travel memory will act as a moderator that increases or decreases response behaviour. Based on the following theoretical framework is now proposed:

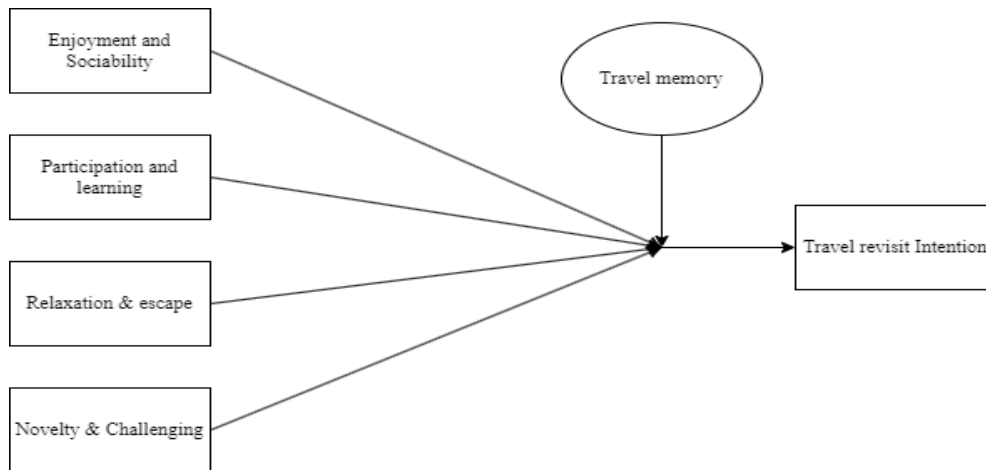


Figure 1. Conceptual Framework

Methodology

The primary research setting was a cross-sectional design in which 411 survey participants were chosen randomly. A questionnaire was distributed among diverse participants from Guangxi and other regions to ensure representative sampling. The questionnaire had two sections: demographic and factor-based. In the demographic section, age, education, income, residency, etc., were asked about. Similarly, questionnaire items that measure behavioural likelihood were presented in the factor-based section. These items were adopted and inspired by previous literature. For instance, all four factors of tourist experience were adopted from tourism experience variables 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), Seyioglu & Atsiz (2024). The travel memory scale was adopted from Pan, Lin & Wang (2016) and Kim (2010). Revisit intention items were adopted from Deng Mei (2013) and Dou Lu (2016). The items adopted are given in the table below

Variable Name	Measurement Item	Encoding
Pleasure & Socializing (P_S)	Enjoy nature	P_S1
	Feel euphoric	P_S2
	Social Outreach	P_S3
	Bond with fellow travellers	P_S4
Participation & Learning (P_L)	Participate in scenic activities	P_L1
	Experience the local customs.	P_L2
	Learning tour	P_L3

	Knowledge acquisition	P_I4
Relaxation & Escape (R_E)	Relax	R_E1
	Relax and exercise	R_E2
	Regulate body and mind.	R_E3
	Escape from reality	R_E4
	Characteristic activity	N_C1
Novelty & Challenge (N_C)	Explore the unknown	N_C2
	Localised experience	N_C3
	Thrill-seeking	N_C4
	Recreate the journey in your mind	MEM1
Travel Memory (MEM)	Reflect on how you felt about the trip	MEM2
	Recreate the main attractions of the tour	MEM3
	Willingness to visit again	R_I1
Revisit Intention (R_I)	I am willing to recommend this place to friends or relatives	R_I2
	Willing to share your travel experience here with friends or relatives	R_I3

Table 1: Item Scales

SPSS version 27 was used to analyse the data and test hypotheses. A multiple linear regression model was constructed. The test was to find the association between Revisit Intention and the independent variables (Enjoyment & Socialising, Participation & Learning, Relaxation & Escape, Novelty & Challenge, and Travel Memory). This method assessed these associations' strengths and direction. The regression study examined the critical revisit intention predictor hypotheses. To further explore potential interaction effects, interaction terms between Travel Memory and the other independent variables were included in a subsequent model.

$$R_I = \beta_0 + \beta_1(E_S) + \beta_2(P_L) + \beta_3(R_E) + \beta_4(N_C) + \beta_5(int_{P_{L_{MEM}}}) + \beta_6(int_{R_{E_{MEM}}}) + \beta_7(int_{N_{C_{MEM}}}) + \beta_8(int_{E_S_{MEM}}) + \varepsilon$$

Where:

R_I = Revisit Intention (dependent variable)

E_S = Enjoyment & Sociability

P_L = Participation & Learning

R_E = Relaxation & Escape

N_C = Novelty & Challenge

MEM=Travel memory

Result

Descriptive Analysis

Table 2. Descriptive Statistics

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
	An 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
	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 you arrive	Yes	350	85.16
	No	61	14.84
Information Acquisition	Official website	68	16.55
	Social media platforms (Weibo, TikTok, 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

Name	Options	Frequency	proportion (%)
	Total	411	100.0

As seen from the above table, more than 50% of the gender samples chose "female", and the proportion of male samples is 46.23%. Regarding age distribution, most samples were "18-30 years old"; the proportion was 41.36%. From the region's perspective, "Guangxi" is relatively large among the samples, accounting for 64.72%, and 35.28% are from outside Guangxi. Regarding education level, the proportion of "junior college" is the highest at 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 at 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
Enjoyment 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
Travel Memory	M1, M2, M3	0.819	3
Revisit Intention	R1, R2, R3	0.856	3

Table 2 shows that all constructs in the investigation had strong internal consistency, with Cronbach's alpha values above 0.8. The scales measuring Enjoyment and Sociability ($\alpha = 0.847$), Participation and Learning ($\alpha = 0.850$), Relaxation and Escape ($\alpha = 0.856$), and Novelty and Challenge ($\alpha = 0.849$) are all four and very reliable. The Revisit Intention scale (3 items) has 0.856 reliability, whereas the Travel Memory scale has 0.819 as Cronbach's alpha. The reliability threshold is >0.7 . Constructs have a reliability of over 0.8, indicating that items were taken relevantly and that further inferential statistics can be performed now (Kennedy, 2022).

Table 3. Model Summary

Model	Variable	Unstandardised Coefficient (B)	Standardised Coefficient (Beta)	t-value	p-value	Significance
Model 1 (Main Effects)	(Constant)	-0.270	-	-1.289	0.198	Not Significant
	P_S (Enjoyment & Sociability)	0.248	0.207	4.679	0.000	Significant
	P_L (Participation & Learning)	0.285	0.241	5.334	0.000	Significant
	R_E (Relax & Escape)	0.258	0.218	4.926	0.000	Significant
	N_C (Novelty & Challenge)	0.231	0.193	4.322	0.000	Significant
Model 2 (Interaction Effects)	(Constant)	0.246	-	0.993	0.321	Not Significant
	int_P_L_MEM (Interaction: P_L × Travel Memory)	0.010	0.052	0.195	0.845	Not Significant
	int_R_E_MEM (Interaction: R_E × Travel Memory)	-0.072	-0.367	-1.473	0.141	Not Significant
	int_N_C_MEM (Interaction: N_C × Travel Memory)	0.013	0.067	0.263	0.792	Not Significant
	int_E_S_MEM (Interaction: E_S × Travel Memory)	0.104	0.529	2.010	0.045	Significant

The above table is the model explaining direct and interaction effects of Travel Memory (MEM) novelty and challenge (N_C), Enjoyment and sociability (P_S), Relaxation and escape (R_E), and Participation and learning (P_L) on Revisit Intention (R_I).

The first model is the direct effect model, which evaluates the primary association of the independent variables with revisit intention. The result suggests a significantly good model variance. The R-Square=0.504, $F(4, 406) = 68.881$, $P < 0.001$, suggesting that the model explains 40.4% of the variance in all the changes of revisit intention. All four factors—P_S, P_L, R_E, and N_C—significantly affected revisit intention ($p < 0.001$). This indicates that enjoyment, sociability, participation, learning, relaxation, escape, novelty, and challenge positively correlate with visitors' propensity to return. The standardised coefficient values are P_S (Enjoyment & Sociability) B 0.207, $t(4.679)$, $p < 0.000$ and Relaxation and escape (R_E) B 0.218, $t(4.926)$, $p < 0.000$ indicating both have a significant positive increasing impact on revisit intention. Similarly, Participation and learning (P_L) and N_C (Novelty & Challenge) effect sizes are B 0.241, $t(5.334)$, $p < 0.000$ and B 0.193, $t(4.332)$, $p < 0.000$ also suggesting that these two as a factor has a

positive increasing effect on revisit intention. However, considering the effect size, participation and learning have the largest effect size, indicating visitors want to come here to Tongling Grand Canyon Scenic Area to participate and learn about the. Still, the effect sizes for all the factors are considerably high; thus, all these factors contribute more or less to revisiting the intention of Tongling Grand Canyon Scenic Area.

The second model is the interaction effects of all these predictors and travel memory. The model now explains 43.2% of all the variance occurs in revisit intention considering the $R^2=0.438$ ($p<0.000$). Adding travel memory interaction terms improves the model's explanatory power. However, no significant effects are found for interacting effects of Travel memory, Participation and learning, Relaxation and escape and Novelty & Challenge ($P>0.001$). The only significant interaction effect (P_S) was discovered between Enjoyment & Sociability and Travel Memory. With a B coefficient of 0.529 ($p = 0.045$), this interaction was statistically significant, suggesting that travel memories have a major moderating role in the link between enjoyment, sociability, and return intention. Positive travel memories influence visitors' enjoyment, social interactions, and intention to return. The significant impact size indicates that travel memory plays a crucial role in influencing revisit intention by amplifying the roles of enjoyment and sociability. The final summary of the result can be observed in the table below.

Table 4. Final Summary

H1	Enjoyment and sociability have a significant positive impact on revisit intention.	Accepted
H2	Participation and learning experience have a significant positive impact on revisit intention.	Accepted
H3	Relaxation and avoidance experiences have a significant positive impact on revisit intention.	Accepted
H4	Novelty and challenge experience have a significant positive impact on revisit intention.	Accepted
H5	Travel memory moderates the positive impact of enjoyment and sociability on revisit intention, making the relationship more robust when travel memory is high.	Accepted
H6	Travel memory moderates the positive impact of participation and learning experience on revisit intention, and the relationship is more robust when travel memory is high.	Not-accepted
H7	Travel memory moderates the positive impact of relaxation and avoidance experiences on revisit intention, and the relationship is more robust when travel memory is high.	Not-accepted
H8	The positive impact of novelty and challenge experience on revisit intention is moderated by travel memory, and the relationship is more robust when travel memory is high.	Not-accepted

Discussion

The result obtained from this study is significant in terms of understanding how travel memory and travel experience play their role in behavioural intention. The stimulus of travel experience and travel memory does have a positive effect on revisit intention. Stimulus like Enjoyment & Sociability, Participation & Learning, Relaxation & Escape, and Novelty & Challenge directly increase the revisit intention of a tourist place. The participants agreed that they want to revisit Tongling Grand Canyon because it gives opportunities to relax, participate in tourism activities, and have novel experiences. Overall, they enjoyed this place, which motivated them to revisit. Hui et al. (2007), Mannell & Iso-Ahola (1987), Mitas & Bastiaansen (2018), Borowiecki & Castiglione's (2014), Pan et al. (2016) and Kim (2010) findings also

coincide with the result obtained in this study. These studies also found that tourism experiences positively affect intention. Therefore, participation and learning in Tongling Grand Canyon activities leave a lasting positive impression, making them more inclined to revisit. Participation positively impacts return intention, making it a crucial factor in the tourism experience. Enjoyment of tourists' sociability ensures that they feel connected. Tourists who want to relax and escape are more likely to develop a solid intention to return here.

Although Travel Memory increases revisit intention, it only increases through the enhancement of enjoyment and sociability. The reason is the enjoyment of emotionally charged moments during a trip, such as moments of happiness, connection with others, and fulfilment (Fennell, 2009). Sociability ensures that social interaction with people creates a memorable experience. Sociability also fosters relationships, not only with fellow travellers but also with locals, the destination itself, and the cultural experience. Rambaran et al. (2022) mentioned that a sense of belonging can be fostered by sociability. Positive social encounters make people want to repeat them since they naturally seek out socially fulfilling surroundings. Positive interaction and moments of enjoyment trigger memories that travellers want to relive repeatedly. Thus, recollection of significant social interactions can encourage revisiting. On the other hand, while experiences about Novelty & Challenge, Relaxation & Escape, and Participation & Learning may be fulfilling, they might not include the same degree of emotional intensity or interpersonal connection because such experiences are not easily recalled. They may be creating happy moments, but most of the time, these are temporary. Therefore, travel memory affects, and increases revisit intention. However, travel memory increases revisit intention by enhancing the expectation of enjoyment and sociability.

Conclusion

This research was conducted to learn about the potential effects of travel experience and travel memory on the revisiting intention of tourists in Tongling Grand Canyon. The empirical findings confirm that travel memory and the components of the travel experience positively influence a traveller's desire to revisit a destination. Specifically, travel memory enhances revisit intention primarily through the experiences of enjoyment and sociability. However, dimensions such as participation and learning, relaxation and escape, and novelty and challenge of travel experience are not associated much with travel memories, although they affect revisit intention. Therefore, revisiting tourists' intentions in Tongling Grand Canyon strictly depends on how travel experiences are created there.

Previously, the problem identified with Tongling Grand Canyon tourism was that it belongs to a small travelling destination with lesser popularity. The issue with such a destination is that revisit intention is insignificant. It affects the tourism economy of Jinxi City, Tongling Grand Canyon, and other similar, less popular, and smaller destinations. This study reveals that tourism managers should prioritize activities promoting enjoyment and social bonding. It is recommended that managers promote and make campaigns around nature-based experiences, social gatherings, and engaging group activities that can strengthen emotional bonds and build shared memories among guests. This should improve the destination's memorability and entice them to return. More activities should be there that facilitate interaction between tourists and locals. It will create memories and increase revisit intention. Overall, marketing campaigns and promotions should prioritise how consumers perceive this destination as a positive experience with many opportunities to enjoy, interact and make social connections.

The findings of this study also contribute to the existing behavioural model of SOR. The research highlights the significance of positive emotions, such as enjoyment and social connection, as critical factors influencing trip memory. Earlier research focused on memory as a mediator; however, this extends beyond that. It extends the idea that travel memory has a dual role: It can mediate between stimulus and organism. Also, Travel memory can strengthen the relationship. Overall, this study extends travel memory's dual role in revisit intention.

Despite being a comprehensive study, this research has its limitations. This study is mainly done on the residents of Guanxi province. Although participants were from other provinces, the lack of an international

tourist perspective decreases the finding's generalizability. The implacability of this study becomes domestic in this regard. In future studies, participants from international destinations must also be included. Expanding the scope will also help understand what drives international tourists to revisit a small and less popular destination.

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