RESEARCH ARTICLE: **Predictors of Revisit Intention among Tourists to Zamboanga City's Top Destinations: Inputs to the Enhancement of the Tourism Development Plan**

Marialyn B. Vicente, Carmen N. Hernandez
[1]Central Philippine University, Iloilo City, 5000, Philippines
*Corresponding author: Marilyn B. Vicente, mbvicente@zppsu.edu.ph

*ABSTRACT***.** Tourists' intention to revisit is an important indicator of future destination demand, reflecting how their experiences, perceptions, emotions, and evaluations may influence subsequent visitation. This article examined psychological and emotional factors, perceptual and cognitive factors, destination attributes and functional factors, tourists' intention to revisit Zamboanga City's tourist destinations, the relationships between these factors and revisit intention, and their predictive capacity as inputs to the Zamboanga City Tourism Development Plan. A quantitative predictive-correlational design was employed among domestic and international tourists who had visited tourist destinations in Zamboanga City. Descriptive and inferential statistical procedures were used to analyze the collected data. The findings showed that tourists reported high levels of psychological and emotional factors, perceptual and cognitive factors, destination attributes and functional factors, and intention to revisit. However, the examined factor groups did not demonstrate statistically significant relationships with tourists' intention to revisit. The analysis further showed that neither the individual variables nor the major factor groups significantly predicted revisit intention. Overall, favorable evaluations of the examined tourism factors and high intention to revisit were not accompanied by statistically significant relationships or predictive effects among the variables examined. The findings provide inputs for tourism planning by supporting the enhancement of destination experiences and attributes while recognizing the need to consider other factors that may contribute to tourists' intention to revisit Zamboanga City.
KEYWORDS: Tourist revisit intention; Psychological and Emotional factors; Perceptual and Cognitive factors; Destination attributes; Tourism experience

ARTICLE DETAILS
SPHE-00064; Received: September 2, 2026; Accepted: September 16, 2026, Published Online: September 20, 2026
CITATION:
Vicente, Marialyn B. & Hernandez, Carmen N. (2026). Predictors of Revisit among Tourists to Zamboanga City's Top Destinations: Inputs to the Enhanced of the Tourism Development Plan. Social Psychology and Human Experience, 3(2). DOI: 10.62596/02np8x75

Introduction

Tourists' intention to revisit a destination is a consequential behavioral expression of how people experience, interpret, remember, and evaluate a place after visitation. Revisit intention extends beyond immediate satisfaction because it reflects a prospective behavioral disposition shaped through tourists' accumulated experiences, perceptions, emotions, and judgments. Wei et

al. (2024), and Elmas et al. (2024) demonstrate that revisit intention is associated with experiential evaluations and tourists' responses to destination encounters. Darabseh et al. (2024) further associates future visitation with the perceived quality of destination experiences and attributes. Viewed through a social-psychological lens, returning to a destination represents a human decision formed through interaction between external experiences and internal processes of appraisal, affect, memory, and judgment. Examining these processes is therefore pertinent to understanding how tourism experiences may translate into future behavioral intentions and how destinations can cultivate experiences that remain meaningful to visitors.

Tourists do not encounter destinations merely as collections of physical attractions; they interpret what they experience and attach personal meaning to their encounters. Suban (2024) links tourists' emotional experiences and satisfaction with their intention to revisit, while Huang et al. (2024) demonstrates that tourism experiences can enhance satisfaction, which subsequently influences revisit behavior. These processes involve both affective responses to the experience and evaluative judgments that shape tourists' subsequent behavioral intentions. Positive experiences may generate satisfaction and emotionally meaningful memories, while favorable perceptions may strengthen tourists' judgments concerning the value and appeal of a destination. Revisit intention can therefore be understood as an outcome emerging from the interaction of what tourists feel, remember, perceive, and evaluate after experiencing a place. This orientation places human experience at the center of destination behavior and provides a basis for examining revisit intention through multiple psychological, perceptual, and destination-related dimensions.

Psychological and emotional experiences constitute one dimension of this process, encompassing tourist satisfaction, destination attachment and nostalgia, and memorable tourism experiences. Satisfaction reflects tourists' evaluation of the extent to which the destination experience meets their expectations, whereas attachment and nostalgia concern emotional bonds and personally meaningful recollections associated with a place. Huang and Lin (2023) examined the relationships among tourist learning, destination attachment, destination image, and satisfaction in nature-based tourism, while Christou and Pericleous (2024) explored tourists' experiential engagement with destination heritage through the lens of shared reality. Cho (2021), meanwhile, demonstrated the relationships among nostalgia, place attachment, and revisit intention, indicating how affective connections with places may be associated with subsequent tourist behavior. Memorable experiences add another affective dimension because experiences that remain salient in memory may shape how visitors subsequently evaluate a destination. Collectively, these constructs illuminate how emotional responses and personally meaningful experiences may contribute to tourists' willingness to contemplate another visit.

Perceptual and cognitive evaluations provide another dimension through which tourists form behavioral intentions. Destination image represents the impressions, beliefs, and mental associations tourists develop concerning a destination, while perceived value reflects their judgment of the benefits received in relation to the costs or sacrifices associated with the experience. Lai et al. (2020) examined destination-related perceptions in relation to tourist behavioral responses, while Zulfiqar et al. (2024) reported an association between destination image and revisit intention in emerging destinations. These cognitive processes matter because tourists make judgments not only from what they physically encounter but also from how they interpret and evaluate those encounters. A favorable destination image can strengthen positive mental associations, whereas perceived value can shape whether the tourism experience is regarded as worthwhile. Examining these constructs alongside psychological and emotional

experiences allows revisit intention to be considered through both affective responses and cognitive evaluations.

Destination attributes and functional conditions constitute a further dimension of tourists' experience. The study identifies destination attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security as the principal attributes examined in relation to revisit intention. Qiu et al. (2024) investigated the interplay among perceived value, tourist satisfaction, and loyalty at industrial heritage sites, demonstrating how visitors' assessments of destination experiences may translate into subsequent behavioral responses. Sinaga et al. (2025) explored the influence of perceived value and brand experience on tourist satisfaction and revisit intention within Bukit Lawang ecotourism. In the Philippine setting, Villanueva (2022) focused on heritage attachment and tourist behavior in cultural heritage destinations in Iloilo, illustrating how destination-related attachment may be associated with visitors' subsequent behavioral responses. These attributes represent aspects that tourists directly encounter during visitation, from the appeal of attractions and ease of movement to service provision, culinary experiences, and perceptions of safety. Their inclusion recognizes that human responses to destinations are formed through encounters with both experiential and functional conditions.

Zamboanga City provides a distinctive setting for examining these dimensions because its tourism offerings encompass multicultural heritage, historical landmarks, natural attractions, traditional crafts, culinary practices, and varied visitor destinations. A substantial growth in tourist arrivals alongside continuing initiatives concerning infrastructure, destination branding, cultural preservation, digital promotion, and stakeholder participation. Nguyen Huu et al. (2024) demonstrated the association of transport, amenities, and staff competencies with tourist satisfaction and future visitation intentions, while Rahmawati et al. (2024) explored the interplay among destination attributes, memorable tourism experiences, satisfaction, and tourists' intentions to revisit. For Zamboanga City, the examination of tourists' experiences therefore extends beyond determining whether visitors are satisfied. It considers how tourists emotionally respond to their experiences, cognitively evaluate the destination, and assess the functional qualities encountered during visitation. Such an approach is particularly pertinent to an emerging destination whose tourism development encompasses diverse cultural, experiential, and infrastructural dimensions.

Despite growing attention to revisit intention, an important gap remains in Philippine tourism inquiry concerning emerging destinations in Mindanao. The study identifies three empirical concerns: Philippine inquiry has concentrated largely on established destinations such as Boracay, Cebu, Palawan, Bohol, and Metro Manila; frequently examined a limited number of determinants such as satisfaction, destination image, or perceived value; and reported relationships between revisit intention and its proposed determinants have varied across destinations. These conditions indicate that evidence derived from established destinations cannot automatically represent tourists visiting Zamboanga City. A further theoretical gap concerns the limited integration of the Stimulus–Organism–Response Model and the Theory of Planned Behavior in explaining revisit intention in an emerging Mindanao destination. The SOR Model conceptualizes destination attributes as stimuli that can shape tourists' internal cognitive and emotional processes, while the Theory of Planned Behavior explains how evaluations and attitudes contribute to behavioral intention. Their integration provides a basis for examining destination experiences and internal evaluations as interconnected processes leading toward an intention to revisit.

Against this gap, the present article examines tourists' intention to revisit Zamboanga City's tourist destinations through three major dimensions: psychological and emotional factors,

comprising tourist satisfaction, destination attachment and nostalgia, and memorable tourism experiences; perceptual and cognitive factors, comprising destination image and perceived value; and destination attributes and functional factors, comprising attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security. Musa et al. (2025) further demonstrates the value of examining multiple dimensions of the tourism experience when considering future visitation behavior. Specifically, the article aims to **(1)** assess the level of psychological and emotional factors among tourists in terms of tourist satisfaction, destination attachment and nostalgia, and memorable tourism experiences; **(2)** assess the level of perceptual and cognitive factors among tourists in terms of destination image and perceived value; **(3)** assess the level of destination attributes and functional factors in terms of destination attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security; **(4)** determine the level of tourists' intention to revisit Zamboanga City's tourist destinations; **(5)** determine the relationships between psychological and emotional factors, perceptual and cognitive factors, destination attributes and functional factors, and tourists' intention to revisit Zamboanga City's tourist destinations; and **(6)** determine the significant predictors of tourists' intention to revisit Zamboanga City's tourist destinations and develop evidence-based strategic inputs for the enhancement of the Zamboanga City Tourism Development Plan. Through these objectives, the article connects tourists' affective experiences, cognitive evaluations, and encounters with destination attributes to a behavioral intention of direct relevance to tourism planning and human experience.

Methodology

1. Research Design

The study employed a quantitative predictive-correlational research design to examine tourists' intention to revisit Zamboanga City's tourist destinations. Descriptive analysis was used to determine the levels of psychological and emotional factors, perceptual and cognitive factors, destination attributes and functional factors, and revisit intention. Pearson Product-Moment Correlation was employed to examine the relationships between the three major factor groups and revisit intention, while Multiple Linear Regression Analysis was used to determine whether the individual component variables and the three major factor groups significantly predicted revisit intention. The design was appropriate for examining the statistical relationships and predictive capacity of the measured variables using numerical data.

2. Participants

The participants consisted of 384 domestic and international tourists who had visited at least one identified tourist destination in Zamboanga City. The study specified adult visitors aged 18 to 55 years who had visited at least one identified destination during the preceding 12 months. The sample size was determined using the procedure described by Smith (2013), applying a 95% confidence level, 0.5 population proportion, and 5% margin of error, which yielded a minimum sample size of 384 respondents. The reported a 2024 tourist population of 721,201 for Zamboanga City. Participants were selected through systematic sampling at designated visitor exit or convergence points of the selected destinations. The final sample comprised 352 domestic tourists and 32 foreign tourists.

3. Research Locale and Sampling

The study covered ten major tourism destinations identified in the Zamboanga City Tourism Development Plan: Santa Cruz Island; the Plaza Pershing–Fort Pilar–City Hall Heritage Cluster; Merloquet Falls; JFEM Sports Complex; Pasonanca Park; Yakan Weaving Village; Zamboanga Golf Course; Canning Factory; Dragonfruit/NJB Farm; and Onse Islas (11 Islands). These destinations represented cultural, natural, heritage, recreational, agricultural, and industrial tourism resources within the geographic scope of the study. Systematic sampling was applied at designated visitor exit or convergence points, where eligible tourists were selected according to a predetermined sampling interval from the observed visitor flow.

4. Inclusion and Exclusion Criteria

Eligible participants were domestic or international tourists aged 18 to 55 years who had visited at least one identified Zamboanga City tourist destination within the preceding 12 months and voluntarily consented to participate and complete the questionnaire. Individuals outside the specified age range, those who had not visited any identified destination, those unable or unwilling to provide informed consent, and those unable to complete the questionnaire were excluded. Residents whose trip originated within Zamboanga City were likewise excluded.

5. Research Instrument

Data were collected through a theory-driven and structured self-administered 125-item questionnaire developed around the constructs identified in the article's theoretical and conceptual frameworks. The instrument was tailored to the ten identified tourism destinations while maintaining consistent content across destination-specific versions. The questionnaire obtained tourist profile information and measured psychological and emotional factors in terms of tourist satisfaction, destination attachment and nostalgia, and memorable tourism experiences. It also assessed perceptual and cognitive factors comprising destination image and perceived value, as well as destination attributes and functional factors covering destination attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security. Behavioral intentions were assessed through intention to revisit and recommendation intention. The construct measures used a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), while behavioral intentions used a five-point likelihood scale ranging from 1 (Very Unlikely) to 5 (Very Likely). Selected items were reverse-coded to reduce response bias.

6. Validity of Instrument

The questionnaire underwent expert content validation before full-scale administration. A panel of three experts in tourism management, hospitality research, and statistical methodology assessed the relevance, clarity, and comprehensiveness of the items. The study specified the use of the Item-Content Validity Index (I-CVI), with items obtaining values of at least 0.80 retained. The Scale-Content Validity Index/Average (S-CVI/Ave) was targeted to exceed 0.90. Expert feedback was incorporated into the refinement of ambiguous or redundant items before administration.

7. Reliability of the Instrument

Reliability was assessed through a pilot test involving 30 tourists who met the participant criteria but were not included in the main sample. The 125-item instrument obtained an overall Cronbach's alpha of 0.864, indicating good internal consistency. Construct-level reliability was also examined across the psychological and emotional, perceptual and cognitive, and destination

attribute or functional dimensions. Selected reliability coefficients were 0.898 for tourist satisfaction, 0.904 for destination attachment, 0.866 for memorable experiences, and 0.872 for destination image. The study used $\alpha \geq 0.70$ as the acceptable threshold. Pilot responses were excluded from the final sample.

8. Ethical Considerations

Participation was voluntary and preceded by an information sheet and consent statement explaining the article's purpose, procedures, approximate completion time, foreseeable minimal risks, expected benefits, confidentiality measures, and participants' rights. The study indicates that completion of the questionnaire constituted informed consent after the participant had received the relevant information. Participants could decline participation, skip questions, or withdraw at any time without penalty. The survey involved minimal risk, primarily possible mild discomfort or fatigue from answering questionnaire items and a limited privacy risk, which were addressed through confidentiality and secure data handling procedures.

9. Data Collection Procedure

Prior to data collection, the researcher secured institutional endorsement and obtained permission from the Zamboanga City Tourism Office, relevant local government units, and, where necessary, management of the identified tourist destinations. Eligible tourists were approached at designated exit or convergence points of the selected destinations during the approved data-collection period. After the purpose of the article was explained and informed consent was obtained, the questionnaires were personally distributed and completed on site or, when feasible, in designated waiting areas before participants left the destination. Completed questionnaires were collected and screened according to the established inclusion criteria before inclusion in the final dataset.

10. Data Processing

Completed questionnaires were checked for completeness, accuracy, and legibility. Invalid or incomplete responses were excluded, while valid responses were assigned numerical codes and encoded in SPSS. Agreement-based responses were coded from 1 to 5, corresponding to Strongly Disagree through Strongly Agree, while behavioral-intention responses were coded from 1 to 5, corresponding to Very Unlikely through Very Likely. The coded dataset was organized for descriptive, correlational, and predictive analyses. Completed questionnaires were assigned code numbers rather than participant names, and electronic files were maintained in password-protected storage.

11. Data Analysis

Descriptive and inferential statistical procedures were applied in accordance with the six objectives. Means and standard deviations were used to determine the levels of psychological and emotional factors, perceptual and cognitive factors, destination attributes and functional factors, and tourists' intention to revisit. Pearson Product-Moment Correlation was used to determine the relationships between each of the three major factor groups and revisit intention. Multiple Linear Regression Analysis was employed to determine the predictive capacity of the ten component variables and, separately, the three major factor groups in relation to tourists' intention to revisit. The regression analyses were evaluated using regression coefficients, standardized beta

coefficients, t-values, p-values, R^2, adjusted R^2, and, for the ten-variable model, tolerance and Variance Inflation Factor (VIF). A 0.05 level of significance was applied to all inferential analyses.

Results

Understanding the characteristics of the participating tourists provides a basis for interpreting the succeeding results. Table 1 presents the demographic and travel-related profile of the respondents included in the analysis, establishing the general composition of the tourist group considered in the article.

Table 1. Profile of Tourists in Zamboanga City (n = 384)

Variable	F	%
Sex		
Male	132	34
Female	252	66
Age		
18–24 years old	118	31
25–34 years old	124	32
35–44 years old	80	21
45–55 years old	62	16
Marital Status		
Single	215	56
Married	145	38
Widowed/Separated/Divorced	24	6
Educational Attainment		
No Formal Education/Elementary	15	4
High School	56	15
Vocational/Technical	89	23
College/University	190	49
Postgraduate	34	9
Type of Tourist		
Domestic Tourist	352	92
Foreign Tourist	32	8
Profession		
Student	59	15
Employed	205	53
Self-employed	78	20
Unemployed	42	11
Average Monthly Income		
Below ₱10,000	51	13
₱10,000–₱20,000	100	26
₱20,001–₱30,000	92	24
₱30,001–₱40,000	65	17
₱40,001–₱50,000	33	9
Above ₱50,000	43	11
Length of Stay		

Variable	F	%
1 Day (Overnight)	13	3
1 Night, 2 Days	142	37
More than 2–3 Nights	136	35
4–6 Nights	56	15
1 Week	37	10

Percentages rounded to the nearest whole number.

Table 1 presents the profile of the 384 tourists included in the article. The participants were predominantly female (66%) and domestic tourists (92%), with the largest age groups being 25–34 years old (32%) and 18–24 years old (31%). Most were single (56%), had college/university education (49%), and were employed (53%). In terms of length of stay, the largest proportions stayed 1 night and 2 days (37%) or more than 2–3 nights (35%). These characteristics describe the composition of the participant group and provide a basis for interpreting the succeeding results on tourists' evaluations and revisit intention.

Objective 1. Assess the level of psychological and emotional factors among tourists in terms of tourist satisfaction, destination attachment and nostalgia, and memorable tourism experiences.

Table 2. Level of Psychological and Emotional Factors Among Tourists (n = 384)

Variable	SD	Mean	Interpretation
Tourist Satisfaction	0.21	3.65	High
Destination Attachment and Nostalgia	0.31	3.50	High
Memorable Experiences	0.22	3.89	High

Table 2 presents the level of psychological and emotional factors reported by the 384 tourists. All three dimensions were rated at a high level. Tourist satisfaction obtained a mean of 3.65 (SD = 0.21), while destination attachment and nostalgia recorded a mean of 3.50 (SD = 0.31). Memorable experiences registered the highest mean of 3.89 (SD = 0.22). These results indicate that tourists generally reported favorable psychological and emotional experiences during their visits to Zamboanga City's tourist destinations.

Objective 2. Assess the level of perceptual and cognitive factors among tourists in terms of destination image and perceived value.

Table 3. Level of Perceptual and Cognitive Factors Among Tourists (n = 384)

Variable	SD	Mean	Interpretation
Destination Image	0.23	3.65	High
Perceived Value	0.20	3.84	High

Table 3 presents the tourists' assessments of the perceptual and cognitive factors. Both destination image (M = 3.65, SD = 0.23) and perceived value (M = 3.84, SD = 0.20) were rated High. Perceived value obtained the higher mean, indicating that tourists generally assessed the benefits derived from their experiences in Zamboanga City favorably. Destination image likewise received a high rating, indicating favorable impressions of the destination among the tourists surveyed.

Objective 3. Assess the level of destination attributes and functional factors in terms of destination attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security.

Table 4. Level of Destination Attributes and Functional Factors Among Tourists (n = 384)

Variable	SD	Mean	Interpretation
Attractiveness	0.21	3.74	High
Accessibility	0.23	3.58	High
Quality of Facilities and Services	0.23	3.63	High
Gastronomy and Local Food Experiences	0.21	3.89	High
Safety and Security	0.22	3.42	High

Table 4 shows that all five destination attributes and functional factors were rated High by the 384 tourists. Gastronomy and local food experiences obtained the highest mean (M = 3.89, SD = 0.21), followed by attractiveness (M = 3.74, SD = 0.21), quality of facilities and services (M = 3.63, SD = 0.23), accessibility (M = 3.58, SD = 0.23), and safety and security (M = 3.42, SD = 0.22). These results indicate that tourists generally evaluated the destination's attractions, accessibility, facilities and services, culinary experiences, and safety favorably.

Objective 4. Determine the level of tourists' intention to revisit Zamboanga City's tourist destinations.

Table 5. Level of Revisit intention to Zamboanga City's tourist destinations Among Tourists (n = 384)

Variable	SD	Mean	Interpretation
Intention to Revisit	0.22	3.89	High

Table 5 indicates that tourists reported a High level of intention to revisit Zamboanga City's tourist destinations (M = 3.89, SD = 0.22). The result demonstrates that the 384 tourists generally expressed favorable intentions to return to the destination, indicating a positive behavioral intention toward future visitation.

Objective 5. Determine the relationships between the identified psychological and emotional factors, perceptual and cognitive factors, and destination attributes and functional factors and tourists' intention to revisit Zamboanga City's tourist destinations.

Table 6. Relationship between Psychological and Emotional Factors and Tourists' Intention to Revisit

Variables	r-value	p-value	Interpretation
Tourist Satisfaction and Intention to Revisit	-0.030	.559	Not Significant
Destination Attachment and Nostalgia and Intention to Revisit	-0.011	.825	Not Significant
Memorable Experiences and Intention to Revisit	0.042	.410	Not Significant
Overall Psychological and Emotional Factors and Intention to Revisit	-0.001	.988	Not Significant

Significant at α = 0.05

Table 6 shows that tourist satisfaction (r = −0.030, p = .559), destination attachment and nostalgia (r = −0.011, p = .825), and memorable experiences (r = 0.042, p = .410) were not significantly related to revisit intention. The overall psychological and emotional factors likewise showed a virtually nonexistent and nonsignificant relationship (r = −0.001, p = .988), indicating that these factors were not statistically associated with tourists' intention to revisit.

Table 7. Relationship between Perceptual and Cognitive Factors and Tourists' Intention to Revisit

Variables	r-value	p-value	Interpretation
Destination Image and Intention to Revisit	0.094	.064	Not Significant
Perceived Value and Intention to Revisit	0.018	.728	Not Significant
Destination Attractiveness and Intention to Revisit	0.034	.505	Not Significant
Overall Perceptual and Cognitive Factors and Intention to Revisit	0.084	.100	Not Significant

Significant at α = 0.05

Table 7 shows that destination image (r = 0.094, p = .064), perceived value (r = 0.018, p = .728), and destination attractiveness (r = 0.034, p = .505) were not significantly related to revisit intention. The overall perceptual and cognitive factors also showed a weak positive but nonsignificant relationship (r = 0.084, p = .100), indicating that these evaluations did not have a statistically established relationship with tourists' intention to revisit.

Table 8. Relationship between Destination Attributes and Functional Factors and Tourists' Intention to Revisit

Variables	r-value	p-value	Interpretation
Accessibility and Intention to Revisit	-0.062	.227	Not Significant
Quality of Facilities/Services and Intention to Revisit	-0.087	.087	Not Significant
Gastronomy/Local Food Experiences and Intention to Revisit	-0.068	.185	Not Significant
Safety and Security and Intention to Revisit	-0.028	.578	Not Significant
Overall Destination Attributes and Functional Factors and Intention to Revisit	-0.093	.070	Not Significant

Significant at α = 0.05

Table 8 indicates that accessibility (r = −0.062, p = .227), quality of facilities and services (r = −0.087, p = .087), gastronomy and local food experiences (r = −0.068, p = .185), and safety and security (r = −0.028, p = .578) were not significantly related to revisit intention. Overall destination attributes and functional factors also showed a weak negative and nonsignificant relationship (r = −0.093, p = .070), indicating that these destination-related evaluations were not statistically associated with tourists' intention to revisit.

Objective 6. Determine the significant predictors of tourists' intention to revisit Zamboanga City's tourist destinations and develop evidence-based strategic inputs for the enhancement of the Zamboanga City Tourism Development Plan.

Table 9. Regression Analysis of Factors Predicting Tourists' Intention to Revisit

Predictor Variables	B	Beta	t	Tolerance	VIF	p-value	Interpretation
Tourist Satisfaction	-0.054	-0.049	-0.957	–	–	.339	Not Significant
Destination Attachment and Nostalgia	-0.019	-0.026	-0.510	0.96	1.25	.610	Not Significant
Memorable Experiences	0.043	0.03	0.89	0.94	1.038	.413	Not Significant
Destination Image	0.088	0.00	1.748	0.99	1.043	.081	Not Significant
Perceived Value	0.021	0.09	0.364	0.986	1.014	.716	Not Significant

Predictor Variables	B	Beta	t	Tolerance	VIF	p-value	Interpretation
Destination Attractiveness	0.034	0.032	0.629	0.972	1.028	.530	Not Significant
Accessibility	-0.066	-0.068	-1.298	0.973	1.027	.195	Not Significant
Facilities and Services	-0.091	-0.094	-1.809	0.956	1.046	.071	Not Significant
Gastronomy and Local Food Experiences	-0.075	-0.071	-1.388	0.972	1.029	.166	Not Significant
Safety and Security	-0.009	-0.009	-0.176	0.983	1.017	.861	Not Significant

Model Summary

R	R^2	Adjusted R^2	F-value	p-value
.176	.031	.005	1.191	.295

Table 9 presents the regression analysis of the ten examined predictors of tourists' intention to revisit Zamboanga City's tourist destinations. The regression model was not statistically significant, $F(10, 373) = 1.191$, $p = .295$, with $R^2 = .031$ and adjusted $R^2 = .005$. None of the ten predictors reached the .05 significance level. Destination image recorded the largest positive standardized coefficient ($\beta = .090$, $p = .081$), whereas facilities and services had the largest negative standardized coefficient ($\beta = -.094$, $p = .071$); however, both remained statistically nonsignificant. Thus, none of the individual factors examined significantly predicted tourists' intention to revisit.

Table 10. Regression Analysis of Factors Predicting Tourists' Intention to Revisit

Predictor Variables	B	Beta	t	p-value	Interpretation
Psychological and Emotional Factors	-0.006	-0.004	-0.075	.941	Not Significant
Perceptual and Cognitive Factors	0.128	0.085	1.669	.096	Not Significant
Destination Attributes and Functional Factors	-0.203	-0.093	-1.835	.067	Not Significant

Model Summary

R	R^2	Adjusted R^2	F-value	p-value
.126	.016	.008	2.031	.109

Table 10 shows the regression analysis using the three major factor groups. The model was not statistically significant, $F = 2.031$, $p = .109$, with $R^2 = .016$ and adjusted $R^2 = .008$. Psychological and emotional factors ($\beta = -.004$, $p = .941$), perceptual and cognitive factors ($\beta = .085$, $p = .096$), and destination attributes and functional factors ($\beta = -.093$, $p = .067$) were all nonsignificant predictors of revisit intention. Hence, it provides no statistical basis for identifying any of the three major factor groups as a significant predictor.

Discussion

The results indicate that tourists reported favorable psychological and emotional experiences across all dimensions examined. Tourist satisfaction was High (M = 3.65, SD = 0.21), destination attachment and nostalgia were High (M = 3.50, SD = 0.31), and memorable experiences received the highest rating (M = 3.89, SD = 0.22). The prominence of memorable experiences is consistent with Su (2025), who linked memorable tourism experiences with positive

psychological outcomes and their broader implications for tourists' post-experience responses. Utomo et al. (2025), meanwhile, connected tourist satisfaction with favorable destination-related outcomes, particularly destination attractiveness. The present results, however, establish favorable evaluations rather than a causal effect on revisit intention. The comparatively lower rating for attachment and nostalgia likewise indicates that emotional connection was somewhat less strongly expressed than memorable experiences and satisfaction among the tourists surveyed.

The results further show favorable evaluations of perceptual and cognitive factors and destination attributes and functional factors. Destination image ($M = 3.65$, $SD = 0.23$) and perceived value ($M = 3.84$, $SD = 0.20$) were rated High. Likewise, attractiveness ($M = 3.74$, $SD = 0.21$), accessibility ($M = 3.58$, $SD = 0.23$), quality of facilities and services ($M = 3.63$, $SD = 0.23$), gastronomy and local food experiences ($M = 3.89$, $SD = 0.21$), and safety and security ($M = 3.42$, $SD = 0.22$) all received High ratings. Jamalludin et al. (2022) associated perceived value with favorable satisfaction and behavioral responses, while Luo et al. (2024) emphasized service quality in tourists' destination evaluations. The present results similarly demonstrate positive assessments, particularly for culinary experiences. However, the lower descriptive rating for safety and security should be interpreted only as a comparatively weaker evaluation among the measured attributes, not as evidence that it determined tourists' intention to revisit.

Despite these favorable assessments, the fourth and fifth objectives show that High revisit intention did not correspond to statistically significant relationships with the examined factor groups. Revisit intention was High ($M = 3.89$, $SD = 0.22$), yet psychological and emotional factors had an almost nonexistent relationship with revisit intention ($r = -0.001$, $p = .988$), perceptual and cognitive factors showed a weak positive but nonsignificant relationship ($r = 0.084$, $p = .100$), and destination attributes and functional factors showed a weak negative but nonsignificant relationship ($r = -0.093$, $p = .070$). This pattern contrasts with Sabiote-Ortiz et al. (2024), who linked cognitive and affective destination perceptions, together with tourist motivations, to intentions to visit a destination. The divergence suggests that, among the tourists surveyed in Zamboanga City, favorable assessments of these dimensions did not translate into statistically detectable linear relationships with willingness to return. Hence, the High level of revisit intention cannot be attributed statistically to satisfaction, attachment and nostalgia, memorable experiences, destination image, perceived value, or the measured destination attributes.

The sixth objective reinforces this interpretation. The ten-variable regression model was not statistically significant, $F(10, 373) = 1.191$, $p = .295$, with $R^2 = .031$ and adjusted $R^2 = .005$; none of the individual predictors reached the .05 significance threshold. Destination image had the largest positive standardized coefficient ($\beta = .090$, $p = .081$), whereas facilities and services had the largest negative coefficient ($\beta = -.094$, $p = .071$), but neither was statistically significant. The three-factor-group model likewise remained nonsignificant, $F = 2.031$, $p = .109$, $R^2 = .016$, with psychological and emotional factors ($\beta = -.004$, $p = .941$), perceptual and cognitive factors ($\beta = .085$, $p = .096$), and destination attributes and functional factors ($\beta = -.093$, $p = .067$) failing to predict revisit intention. Cui et al. (2020) offer an important qualification by showing that repeat visitation can reflect behavioral inertia that extends beyond satisfaction alone. Meanwhile, Seyfi et al. (2025) highlighted the interconnectedness of visitor engagement, authenticity, and destination image in shaping memorable tourism experiences, providing further insight into the factors underlying tourists' subsequent responses. The present evidence therefore establishes a distinct pattern: tourists evaluated the examined dimensions favorably and expressed High revisit intention, but these favorable evaluations did not statistically explain variation in their intention to return. This supports the use of destination branding, experiential tourism, infrastructure and

service enhancement, safety and security management, product diversification, and continued visitor monitoring as planning inputs, rather than as statistically established predictors.

Conclusion

Tourists visiting Zamboanga City's identified destinations reported favorable evaluations across psychological and emotional factors, perceptual and cognitive factors, and destination attributes and functional factors. Tourist satisfaction, destination attachment and nostalgia, memorable experiences, destination image, perceived value, attractiveness, accessibility, quality of facilities and services, gastronomy and local food experiences, and safety and security were all rated High. Revisit intention was likewise High ($M = 3.89$, $SD = 0.22$), indicating that the 384 tourists generally expressed willingness to return to Zamboanga City's tourist destinations.

However, the correlational and regression analyses did not establish statistically significant relationships or predictors of revisit intention. Psychological and emotional factors ($r = -0.001$, $p = .988$), perceptual and cognitive factors ($r = 0.084$, $p = .100$), and destination attributes and functional factors ($r = -0.093$, $p = .070$) were not significantly related to revisit intention. Likewise, neither the ten individual variables nor the three major factor groups significantly predicted revisit intention. The findings therefore support tourism planning that sustains the favorable experiences and destination attributes already reported by tourists while broadening attention toward other influences not examined in the present models. The Zamboanga City Tourism Development Plan may incorporate destination branding and promotion, experiential tourism development, infrastructure and service enhancement, safety and security management, tourism product diversification, and continuous visitor monitoring.

(Disclaimer: While artificial intelligence (AI) was used for language enhancement, all concepts that were generated are entirely original.)

References

Cho H (2021), "How nostalgia forges place attachment and revisit intention: a moderated mediation model". *Marketing Intelligence & Planning,* Vol. 39 No. 6 pp. 856–870, doi: https://doi.org/10.1108/MIP-01-2021-0012

Christou, P. A., & Pericleous, K. (2024). Tourism and legacy transmission: A shared reality perspective echoing the Samurai legacy. *Journal of Hospitality and Tourism Management*, 58, 85–95. https://doi.org/10.1016/j.jhtm.2023.12.002

Cui, R., Huang, S. S., Chen, H., Zhang, Q., & Li, Z. (2020). Tourist inertia in satisfaction-revisit relation. *Annals of Tourism Research*, 82, 102771. DOI: https://doi.org/10.1016/j.annals.2019.102771

Darabseh, B., Daoud, L. J., & Abdullah, S. (2024). Determinants of tourists' intention to revisit: A systematic review. *Tourism Management,* 95, Article 104627. https://doi.org/10.1016/j.tourman.2022.104627

Elmas, S., Larsen, E. D., & Lui, S. (2024). Revisit intentions in emerging destinations. Journal of Travel Research, 63(4), 630–646.

Huang, C.-C., & Lin, W.-R. (2023). How does tourist learning affect destination attachment in nature-based tourism: Multiple mediations comparison and distal mediation analysis.

Journal of Outdoor Recreation and Tourism, 43, 100665. https://doi.org/10.1016/j.jort.2023.100665

Lai, I. K. W., Hitchcock, M., Lu, D., & Liu, Y. (2020a). The influence of word of mouth on revisit intention: A test of the theory of planned behavior. *Asia Pacific Journal of Tourism Research*, 25(1), 1–15. https://doi.org/10.1080/10941665.2019.1687531

Meng-Li Huang & Yi-Min Li & Ping-Tsan & Ho & Hao-Chen Huang, 2024. "A Study on the Impact of Cruise Tourism Experience on Satisfaction, Revisit Behavior, and Consumer Spending Behavior," *Advances in Management and Applied Economics*, SCIENPRESS Ltd, vol. 14(6), pages 1-1.

Musa, H. G., Fatmawati, I., Nuryakin, & Suyanto, M. (2025). What drives loyalty in sustainable tourism? Escapism and affordability at Central Java's heritage sites. *Cogent Social Sciences*, 11(1). https://doi.org/10.1080/23311886.2025.2482112

Nguyen Viet, B., Dang, T., & Nguyen, H. (2020). Destination image, satisfaction, and loyalty: A study of domestic tourists in Vietnam. *Tourism Review*, 75(1), 114–132.

Qiu N, Li H, Pan C, Wu J, Guo J. The study on the relationship between perceived value, satisfaction, and tourist loyalty at industrial heritage sites. Heliyon. 2024 Aug 29;10(17):e37184. doi: 10.1016/j.heliyon.2024.e37184. *PMID*: 39286155; PMCID: PMC11403092.

Rahmawati, Z. R., Kusumawati, A., & Sunarti. (2024). The relationship of destination attributes, memorable tourism experiences, satisfaction, and revisit intention. KnE Social Sciences, 9(13), 441–452. https://doi.org/10.18502/kss.v9i11.15820

Sabiote-Ortiz, C. M., Castañeda-García, J. A., & Frías-Jamilena, D. M. (2024). What shapes tourists' visit intention in different stages of public health crises? The influence of destination image, information-literacy self-efficacy, and motivations. *Journal of Destination Marketing & Management*, 31, 100864. https://doi.org/10.1016/j.jdmm.2024.100864

Seyfi, S., Rasoolimanesh, S. M., Sthapit, E., & Hall, C. M. (2025). Antecedents of domestic visitor's memorable experiences and gender difference: a heritage tourism context. *Tourism Recreation Research,* 50(4), 755–770. https://doi.org/10.1080/02508281.2024.2309761

Shmueli, G., Koppius, O. R., & Arad, R. (2016). Analyzing and explaining versus predicting. MIS Quarterly, 40(4), 839–880.

Sinaga, A. H., Rini, E. S., & Harahap, H. (2025). Enhancing Revisit Intentions: The Role of Perceived Value, Brand Experience, and Tourist Satisfaction in Bukit Lawang Ecotourism. *Formosa Journal of Multidisciplinary Research,* 4(1), 431–444. https://doi.org/10.55927/fjmr.v4i1.12771

Su Q (2025) Awakening the soul during travel: influence mechanism of memorable tourism experience on university students' life meaning. *Front. Psychol.* 16:1521716. doi: 10.3389/fpsyg.2025.1521716

Suban SA (2025), "Visitor's emotional experience in predicting destination image, satisfaction and intention to revisit: a spa tourism perspective". *International Hospitality Review*, Vol. 39 No. 2 pp. 355–376, doi: https://doi.org/10.1108/IHR-05-2023-0032

Utomo, S. R. P., Susanto, E., & Prawira, M. F. A. (2025). More than a meal: Ethnic gastronomy as cultural performance and strategic asset in destination competitiveness. *The Journal Gastronomy Tourism*, 12(1), 101–119.

Villanueva, M. (2022) Heritage Attachment and Tourist Behavior in Cultural Heritage Destinations during a Pandemic toward Development of a Strategic Policy Model. Open *Journal of Business and Management,* 10, 3266-3304. doi: 10.4236/ojbm.2022.106162.

Wei, W., Zhang, L., & Xia, M. (2024). Memorable tourism experiences, satisfaction, and revisit intention: Evidence from post-pandemic travelers. *Journal of Travel & Tourism Marketing,* 41(3), 245–264.

Zulfiqar, F., Sen, S., & Fatima, A. (2024). Destination image and revisit intention: Empirical evidence from emerging markets. *Tourism Review International*, 28(1), 45–62.