Destination Fascination and the Intention to Visit and Revisit

ROSÂNGELA ANDRADE PESSOA

LUCAS LOPES FERREIRA DE SOUZA

ODERLENE VIEIRA DE OLIVEIRA

Introdução

The global tourism market is increasingly competitive. Companies need to create unique identities to differentiate themselves from their competitors and attract more clientele to tourist destinations. Nevertheless, several variables, such as price, brand personality, quality, and loyalty, can influence the choice of a tourist destination. In addition to the variables mentioned above, fascination has grasped scholarly attention in tourism literature . Fascination or involuntary attention is based on the interest and meanings that people effortlessly capture from visual patterns.

Problema de Pesquisa e Objetivo

By recognizing that fascination can occur in the destination or even before visiting the destination, this research brings up the discussion of how the variables of the destination fascination are related to the intention to visit and revisit. So, the objective of this study is to analyze the relation between destination fascination and a memorable experience, as well as the intention to (re)visit.

Fundamentação Teórica

Liu et al. (2017) define a fascinating destination as the the degree of freedom tourists have to pay attention to attractions of interest to them and to identify and give personal meaning to destination details. In their conceptualization of a fascinating destination Liu et al. (2017) identified that this is a multidimensional construct formed by 6 dimensions: mystique, friendliness, attractiveness, richness, uniqueness, and fitness. The intention to visit is part of a complex process that acts in decision-making and tourist behavior (Mohsin, 2005; Suciati et al., 2017).

Metodologia

Two studies based on a survey and structural equation modeling were conducted. Study 1, with a sample of 348 people, measured the destination fascination constructs that lead to the intention to visit a destination not yet visited. Study 2 had a sample of 296 people and measured the effect of destination fascination constructs on the memorable experience and on the intention to revisit a destination already visited.

Análise dos Resultados

The results show that fitness and mystique influence the intention to visit, while friendliness and richness influence memorable experience, which in turn influences the intention to revisit.

Conclusão

Was identified that the variables of the fascinating destination have different effects on the memorable experience and on the intention to (re)visit. Therefore, managers need to recognize the tourists' profiles to reinforce their image of the destination. Additionally, managers may stress the mystical characteristics of the destination to arouse curiosity and increase the intention to visit, such as stressing the location's mysterious attributes or energy recovery capacity.

Referências Bibliográficas

Liu, C. R., Wang, Y. C., Huang, W. S. and Chen, S. P. (2017), "Destination fascination: Conceptualization and scale development", Tourism Management, Vol. 63 No. 6, pp. 255-267. Preez, E. A. and Govender, L. K. (2020), "Travelling to the Motherland: relating acculturation to diaspora tourism experiences", Anatolia, Vol. 31 No. 2, pp. 197-210. Wang, Y. C., Liu, C. R., Huang, W. S. and Chen, S. P. (2020), "Destination fascination and destination loyalty: Subjective well-being and destination attachment as mediators", Journal of Travel Research, Vol. 59 No. 3, pp. 496-511.

Palavras Chave

Destination Fascination, Intention to Visit, Intention to Revisit

Destination Fascination and the Intention to Visit and Revisit

1 Introduction

Tourism is one of the sectors that has been negatively impacted by the COVID-19 pandemic. In this context, a slow return to activities is expected, based on new guidelines and strategies (Škare et al., 2021). As a result, it is essential for managers dealing with tourist destinations to adopt effective strategies to minimize the effects of the pandemic and provide the best services to tourists.

The global tourism market is increasingly competitive. Companies need to create unique identities to differentiate themselves from their competitors and attract more clientele to tourist destinations (Mikulić et al., 2016). Nevertheless, several variables, such as price, brand personality, quality, and loyalty, can influence the choice of a tourist destination (Le Chi, 2016; Usakli and Baloglu, 2011; Nicolau and Más, 2006).

In addition to the variables mentioned above, fascination has grasped scholarly attention in tourism literature (Liu et al., 2017; Kaplan, 1995). Fascination or involuntary attention is based on the interest and meanings that people effortlessly capture from visual patterns (Kaplan and Kaplan, 1981; Berto et al., 2008). Fascination is one of the dimensions of the attention restoration theory, which asserts that the ability to concentrate can be restored by contact with natural environments. Kaplan (1995) defined fascination as a one-dimensional construct. More recently, Liu et al. (2017) proposed destination fascination as a multidimensional construct, including six dimensions: mystique, friendliness, attractiveness, richness, uniqueness, and fitness. Wang et al. (2020) proved the effect of destination fascination on improving subjective well-being and destination attachment.

Furthermore, by recognizing that fascination can occur in the destination or even before visiting the destination (Berto et al., 2008; Liu et al., 2017; Wang et al., 2020), this research brings up the discussion of how the variables of the destination fascination are related to the intention to visit and revisit. Several researches were produced to identify factors that precede the intention to visit (Jalilvand et al., 2012; Chen et al., 2014; Whang et al., 2016) and the intention to revisit (Assaker et al., 2011; Zhang et al., 2018; Cakici et al., 2019), but no research was found using a comparative model to know which variables affect the intention to visit and which affect the intention to revisit. Moreover, the effect of each dimension of destination fascination on these variables has not been analyzed. Therefore, this research is divided into two models, one analyzes the effect of the variables of the destination fascination on the intention to visit and the other analyzes the effect of the variables of the destination fascination on the intention to revisit having the memorable experience as a mediating variable, since it is expected that a fascinating destination can create a memorable experience (Chen et al., 2017; Zatori et al., 2018). So, the objective of this study is to analyze the relation between destination fascination and a memorable experience, as well as the intention to (re)visit. Destination fascination primarily occurs at a specific location, but it can also occur due to the information that tourists receive about the destination (Berto et al., 2008). Assessing the effect of destination fascination on the intention to visit can help unveil the factors that will likely attract tourists to visit the destination. As fascination will likely occur in the environment, this study identifies which dimensions create a memorable experience and analyzes whether the memorable experience leads to revisiting a tourist destination.

The results of this study can help practitioners in the tourism sector, where tourists quickly change their choices. Thus, practitioners may develop effective strategies to remain

competitive. There is room for advances in the understanding and conceptualization of the tourist experience, as it can help managers of tourist destination organizations to provide memorable experiences to visitors. The results also advance current knowledge about the theoretical linkage between the factors that influence tourists' choice of a fascinating destination, a memorable experience, and the intention to (re)visit a tourist destination.

2 Theoretical Background

2.1 Attention restoration theory and destination fascination

The attention restoration theory argues that people tend to tire their attention when they are in certain environments (Kaplan, 1995). This tiredness can be derived from the high intensity of points to be observed or from the long exposure, requiring that some aspects need to be perceived by the individual to them restore their attention. Furthermore, attention can be restored voluntarily or involuntarily (Kaplan, 1995). The volunteer requires an effort on the part of the individual (*e.g.* when crossing the street we look at the traffic lights), while the involuntary one is performed in a natural way, in which some part of the environment awakens the individual's attention (*e.g.* on a walk we notice something that catches our attention).

A central component in restoring attention is fascination (Kaplan, 1995). Fascination is widely applied in the tourism industry, under the understanding that people need a fascinating environment in which to disconnect from daily tasks, thereby ensuring effective mental recovery. A fascinating environment is one that induces people to keep their attention focused during visits, to explore it freely in search of personal meanings (Kaplan, 1995). Although its presence is no guarantee of restoration, it qualifies as a necessary component for attention (Kaplan, 1995). Fascination is linked to involuntary attention and, in this way, it becomes subjective (Kaplan, 1995; Kaplan and Kaplan, 1981), and it is possible that certain factors are fascinating for some and not for others. Due to this plurality in the conceptualization of fascination, Liu et al. (2017) extended this concept to fascinating destinations.

Liu et al. (2017) define a fascinating destination as the the degree of freedom tourists have to pay attention to attractions of interest to them and to identify and give personal meaning to destination details. In their conceptualization of a fascinating destination Liu et al. (2017) identified that this is a multidimensional construct formed by 6 dimensions: mystique, friendliness, attractiveness, richness, uniqueness, and fitness.

2.1.1 Mystique

Mystique is the way in which tourists are motivated to explore and discover stories of a particular destination (Liu et al., 2017). Mystique is related to local history, sacred sites, ghostly tales and beliefs (Hinsley and Wilcox, 2000; Llamas and Belk, 2011). There is even a tourism branch aimed especially at discovering mystical destinations (Inglis and Holmes, 2003).

Furthermore, the mystique contributes to the tourist experience, since in a mystical place people will have access to the unique experiences in that space (Preez and Govender, 2020). Thus, mystical journeys aim to discover places that are considered mysterious, and when the destination is fascinating, tourists feel encouraged to return (Inglis and Holmes, 2003; Liu et al., 2017).

2.1.2 Friendliness

Friendship is related to the friendliness with which tourists are received at a given destination, it is also used to represent feelings about interactions and human services provided in visits to the destination (Liu et al., 2017). Furthermore, destinations with a high degree of friendship make tourists feel at home, reduce the anxiety arising from a stay in an unknown place and encourage them to explore a fascinating destination (Liu et al., 2017).

2

It is important to point out that on trips, tourists seek to establish harmonious relationships with residents, service providers and local entities and that the image formed by these relationships end up coinciding with the destinations themselves (Sirgy and Su, 2000; Beerli et al., 2007). Furthermore, Stokburger-Sauer (2011) observes that the harmonious relationship between tourists and a destination increases their identity connection, then motivating their intention to revisit. In short, friendship results in tourists' high loyalty and their considerable desire to spend money and time to maintain a long-term relationship with the destination (Liu et al., 2017). Furthermore, from this harmonious relationship, the experience lived in the place will be unique and memorable (Kim, 2014; Sterchele, 2020).

2.1.3 Attractiveness

Attractiveness is related to how much a tourist is motivated to enjoy an experience (Liu et al., 2017). The level of attraction is formed when extrinsic information corresponds to a person's intrinsic preference and demand for leisure (Wang et al., 2020). Thus, the attractiveness of a destination is mainly determined by the subjective judgment of tourists (Kirillova et al., 2014).

Moscardo (2004) brings as an example the fact that places with large shopping centers are attractive to tourists who like to shop. In this way, destinations with high attractiveness for tourists can make them interested in knowing more about the place. Attraction is the first step in inducing the desire to visit, as well as advertisements for destinations, which often make them more attractive (Du Rand and Heath, 2006; Getz and Sailor, 1994; Liu et al., 2017). Kyle and Chick (2007) reveal that attractiveness improves the relationship with the destination through the development of deep connections with the place. Therefore, it is expected that attractive destinations will influence the intention to visit, contributing to make it a memorable experience.

2.1.4 Richness

Regarding the tourism perspective, the richness of tourist resources includes both natural and cultural resources, which are essential for the competitiveness of a tourist destination (Dwyer and Kim, 2003; Gomezelj and Mihalic, 2008). Richness is related to the diversity of resources, environments and activities that a destination offers to tourists. Unlike attractiveness, richness focuses on quantity, while attractiveness focuses on quality (Liu et al., 2017).

Furthermore, the richness of the destination not only improves the restoration at the perceived location, but also maintains the competitiveness of the destination through the strong return intentions of tourists (Dwyer and Kim, 2003; Gomezelj and Mihalic, 2008). Tourists prefer to visit destinations with varied tourist resources, which, in abundance, stimulate the intention to revisit and allow tourists to enjoy multiple experiences in a single visit (Aktas et al., 2007; Wang et al., 2010).

2.1.5 Uniqueness

The uniqueness of the fascinating destination makes it difficult to substitute one destination for another. Tourists determine the degree of uniqueness of a destination according to their perception and the difficulty of replacing it with another alternative (Liu et al., 2017). The uniqueness of the destination allows tourists to experience something special that cannot be experienced in daily life (Liu et al., 2017). Echtner and Ritchie (1993) note that uniqueness is measured according to the image of the destination and the choice of tourists, based on an understanding of its importance. As they are unique destinations, the uniqueness makes some destinations arouse a greater intention to visit and that memorable experiences are developed in them (Kim, 2014; Chen and Rahman, 2017).

2.1.6 Fitness

According to the definition of fitness, upon realizing that the experiences of a destination have an affinity with their own self-image, tourists feel encouraged to make the choice of destination (Kaplan, 1995; Liu et al., 2017). With this, the fitness allows tourists to see themselves adjusted to a certain location and with subjective perceptions about the adjustment between their self-image and the chosen destination (Liu et al., 2017). In short, the fitness of the place results in high loyalty of tourists and their willingness to stay longer in that place, reflecting in terms of expenses and the maintenance of a long-term relationship with the destination (Liu et al., 2017; Wang et al., 2020). Fitness is different from richness and attractiveness, as in suitability the destination is suited to the tourist's self-image, in richness the amount of attractions is accounted for, and in attractiveness it is related to an attractive event, but which is not necessarily related to the tourist's self-image (Liu et al., 2017).

2.2 Memorable experience and intention to (re)visit

The intention to visit is part of a complex process that acts in decision-making and tourist behavior, so it can be used as a variable to predict the choice of an individual in relation to the future destination (Mohsin, 2005; Suciati et al., 2017). In this same sense, Kim et al. (2016) support the idea that real tourist behaviors are explained by their intentions to select the place as a tourist destination. Since the intention to visit is formulated from a complex decision-making process through which several variables are related, it is expected that the dimensions of the destination fascination will influence the intention to visit.

One of the main characteristics of fascination is that it takes place in the environment, drawing enough attention to make the trip a memorable experience. Chandralal and Valenzuela (2015) say that the memorable travel experience encompasses the memory of various moments, in which the tourist came into contact with the local culture, interacted socially, enjoyed the hospitality and structure of the place, among other factors. These memorable tourism experiences are built in a personal and exclusive way, because they can only be remembered by the individual after the trip performed (Zhang et al., 2018). As noted, some variables reported in the literature that influence a memorable experience are part of the fascinating destination. In this way, it is hoped that the dimensions of the destination fascination will influence the memorable experience.
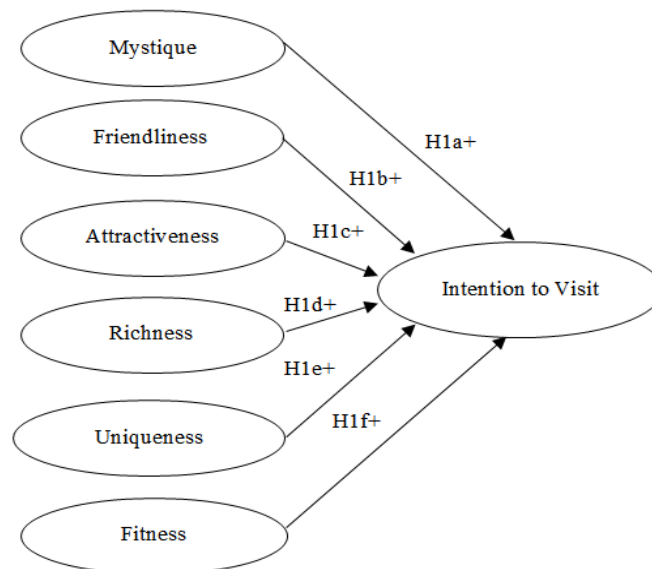

Figure 1- Structural model of the relationship between destination fascination and intention to visit

The tourist experience transformed into stable memories can maintain lasting images of tourist destinations (Kim, 2010). The parts of experiences stored in an individual's memory are also sources of valuable information, as they are relatively reliable and influence the tourists' intention to revisit such a tourist destination (Hoch and Deighton, 1989). In this way, the memorable experience is expected to influence the intention to revisit. Thus, this research hypothesizes the following (Figure 1 and Figure 2):

H1 – Destination fascination positively influences the intention to visit
  H1a – Mystique positively influences the intention to visit
  H1b – Friendliness positively influences the intention to visit
  H1c – Attractiveness positively influences the intention to visit
  H1d – Richness positively influences the intention to visit
  H1e – Uniqueness positively influences the intention to visit
  H1f – Fitness positively influences the intention to visit

H2 – Destination fascination positively influences the memorable experience
  H2a – Mystique positively influences the memorable experience
  H2b – Friendliness positively influences the memorable experience
  H2c – Attractiveness positively influences the memorable experience
  H2d – Richness positively influences the memorable experience
  H2e – Uniqueness positively influences the memorable experience
  H2f – Fitness positively influences the memorable experience

H3 – The memorable experience positively influences the intention to revisit
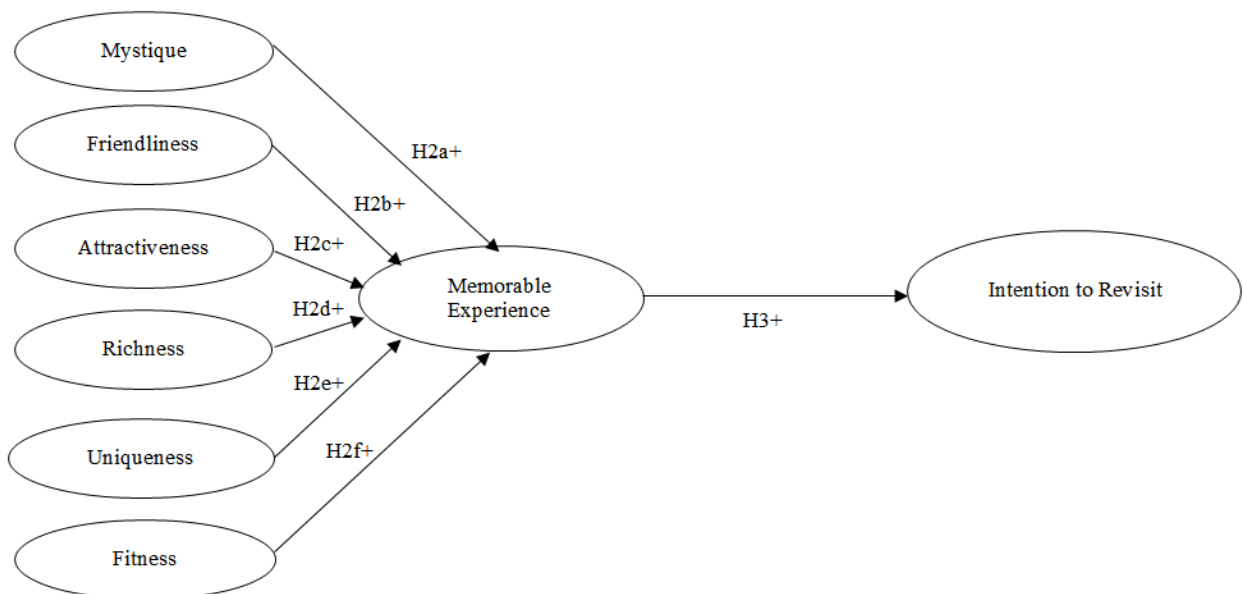
Figure 2 - Structural model of the relationship between destination fascination, memorable experience, and intention to revisit

3 Methodology

  This research is divided into two studies. In Study 1, the respondents were asked to consider a destination that they had not yet visited but were interested in doing so. In Study 2, the respondents were asked to think about a trip that they had taken. The two studies are classified as

descriptive and quantitative. For both studies, the sample was non-probabilistic due to accessibility. Data was collected through a survey elaborated via Google forms and shared through social networks, namely WhatsApp, Facebook, and LinkedIn.

The scale was adapted and validated through a face and content validation process. Two marketing academics reviewed the scale while a professional translator translated it from English into Portuguese and vice-versa. The dimensions for the destination fascination scale (i.e., mystique, friendliness, attractiveness, richness, uniqueness, and fitness) were developed by Liu et al. (2017); the memorable experience by Oh et al. (2007); the intention to (re)visit by Jalilvand et al. (2012), Whang et al. (2016), Woosnam et al. (2015), and George (2010).

For the structural models, G*Power was used to calculate the sample size. For the calculation, there were two parameters: the test power (power = $1 - \beta$ error prob. II) and the effect size (f^2). According to Cohen (2013) and Hair et al. (2016), the test power should be 0.80, median $f^2 = 0.15$, and six predictors were used in both models. The test in the G*Power software showed that the minimum sample size should be 98. This value was doubled to 196 respondents to ensure a robust model.

For Study 1, 348 responses were gathered in November 2020. No respondent was removed from this sample due to univariate or multivariate outliers. For Study 2, 306 responses were collected in October 2020. Six respondents were removed as their related standard deviation was higher than four and considered an outlier (Hair et al., 2006). Multivariate outliers were identified through the Mahalanobis D^2 distance, so four respondents were removed. As a result, the final sample of Study 2 consisted of 296 respondents.

The data was non-normal for the two studies. Consequently, partial least squares structural equation modeling (PLS-SEM) was employed as it does not assume normally distributed data. Conversely, CB-SEM was not appropriate because it requires data to be normally distributed (Hair et al., 2019). Thus, SmartPLS 3 was used to test the hypotheses.

SmartPLS 3 was used with the bootstrap procedure (5,000 resamplings). To estimate the model, convergent and discriminant validity of each construct was tested using the procedures proposed by Fornell and Larker (1981) and factor loadings, which should be > 0.5 (Hair et al., 2019). Satisfactory results from one type of validity do not necessarily imply satisfactory results to the other. Fornell and Larker (1981) recommended that composite reliability (CR) should be > 0.7 and average variance extracted (AVE) > 0.5. These values comprehend convergent validity. Besides, Fornell and Larker (1981) argued that discriminant validity is achieved when the average shared square variance is lower than the AVE. Heterotrait-Monotrait Ratio of Correlations (HTMT) test was also performed. This test indicates that HTMT values must be less than 0.9 (Hair et al. 2019).

After the validity of the constructs, the hypothesis tests and the predictive capacity of the model were analyzed. For the hypothesis test, $p < 0.05$ was considered (Hair et al., 2019). For the prediction of the model, f^2 was used, which must be > 0.02, Q^2 value > 0.025, and R^2 value > 0.02 (Hair et al., 2019; Cohen, 2013).

4 Results

This section is divided into two subsections. The first (Study 1) shows the results about the respondents who have not visited the tourist destination. The second (Study 2) presents the results regarding the respondents who have already visited the tourist destination.

4.1 Study 1

Table 1 portrays the descriptive results of the analyzed sample (Study 1). One can see that female respondents are predominant, the average age is 42 years, and most respondents

completed their postgraduate studies. Additionally, the majority has a high level of income, study, and work.

Table 1. Descriptive results obtained from the analyzed sample

Variable		Frequency	%
Gender	Male	92	26,4
	Female	256	73,6
Age	Average	42,26	-
Education	Completed elementary school	4	1,1
	Not completed high school	0	0
	Completed high school	8	2,3
	Not completed higher education	37	10,6
	Completed higher education	66	19,0
	Postgraduate	233	67,0
You	Neither work nor study	21	6,0
	Do not study and work	110	31,6
	Study yet do not work	33	9,5
	Study and work	184	52,9
Households	I live alone	33	9,5
	One household and mine	83	23,9
	Two households and mine	88	25,3
	Three households and mine	98	28,2
	Four households and mine	32	9,2
	Five households and mine	11	3,2
	Six households and mine	3	0,9
	Seven households and mine	0	0,0
Household income	None	16	4,6
	One household	81	23,3
	Two households	168	48,3
	Three households	56	16,1
	Four households	25	7,2
	Five or more households	2	0,6
Monthly Gross income	< R$ 1.045,00	6	1,7
	R$ 1.045,00–2.000,00	3	0.9
	R$ 2.001,00–3.000,00	17	4.9
	R$ 3.001,00–4.500,00	14	4
	R$ 4.501,00–6.000,00	35	10.1
	R$ 6.001,00–7.500,00	18	5.2
	R$ 7.501,00–10.000,00	50	14.4
	R$ 10.001,00–15.000,00	68	19.5
	R$ 15.001,00–20.000,00	42	12.1
	> R$ 20.000,00	95	27.3

The analysis yielded a low Cronbach's α (0.585) for the attractiveness construct. There was also a discriminant validity issue with the richness construct. So, the attractiveness and richness constructs were removed. Moreover, six items were deleted due to low factor loading: one item regarding richness, friendliness, mystique, and intention to revisit, and two concerning uniqueness. Table 2 shows the values of convergent and discriminant validity. Note that the mystique and richness constructs have convergent validity issues due to a Cronbach's α below 0.7 and AVE below 0.5. Nevertheless, these constructs were considered as the CR was above 0.7.

Table 2. Convergent and discriminant validity

Construct	Cronbach's α	CR	AVE	Fit.	Friend.	Int.Vis.	Myst.	Rich.	Unique.
Fitness	0.843	0.894	0.679	0.824					
Friendliness	0.781	0.860	0.606	0.345	0.779				
Intention to Visit	0.835	0.890	0.669	0.277	0.193	0.818			
Mystique	0.627	0.780	0.473	0.275	0.278	0.253	0.687		
Richness	0.516	0.732	0.406	0.384	0.358	0.199	0.505	0.637	
Uniqueness	0.771	0.856	0.603	0.201	0.284	0.149	0.446	0.275	0.777

There was no problem of discriminant validity, either by the model of Fornell and Larker (1981) or by the HTMT (Table 3). The model presented the following adjustment values: SRMR (0.077) and CMIN/DF (2.90).

Table 3. HTMT

HTMT	Fitness	Friendliness	Intention to Visit	Mystique	Richness	Uniqueness
Fitness						
Friendliness	0.412					
Intention to Visit	0.320	0.233				
Mystique	0.365	0.381	0.346			
Richness	0.568	0.574	0.294	0.859		
Uniqueness	0.246	0.366	0.180	0.634	0.423	

After analyzing the convergent and discriminant validity, the hypotheses and model were assessed (Table 4). The results showed that fitness and mystique positively influence intention to visit. For all significant relationships, there was predictive validity as f^2 was > 0.02, $R^2 > 0.02$, and $Q^2 > 0$.

Table 4. Hypotheses results

Relation	Structural coefficient	Standard error	VIF	t Values	p Values	f^2	Adjusted R^2	Q^2	Hypotheses
Fitness → Intention to visit	0.197	0.059	1.235	3.335	0.001	0.036			Accepted
Friendliness → Intention to visit	0.074	0.064	1.235	1.156	0.248	0.005			Rejected
Mystique → Intention to visit	0.179	0.071	1.513	2.540	0.011	0.024	0.113	0.071	Accepted
Richness → Intention to visit	0.031	0.070	1.476	0.446	0.656	0.001			Rejected
Uniqueness → Intention to visit	0.009	0.065	1.282	0.132	0.895	0.000			Rejected

4.2 Study 2

Table 5 shows the descriptive results of the analyzed sample (Study 2). Female respondents are predominant again, the average age is 40 years, and most respondents completed their postgraduate studies. Besides, most respondents have a high income and work. Respondents who participated in Study 2 did not participate in Study 1. However, one can see that their backgrounds are relatively similar in both studies.

Table 5. Descriptive results obtained from the analyzed sample

Variable		Frequency	%
Gender	Male	61	20.6
	Female	235	79.4
Age	Average	40.12	-
Education	Completed elementary school	1	0.3
	Not completed high school	1	0.3
	Completed high school	4	1.4
	Not completed higher education	78	26.4
	Completed higher education	60	20.3
	Postgraduate	152	51.4
You	Neither work nor study	15	5.1
	Do not study and work	78	26.4
	Study yet do not work	47	15.9
	Study and work	156	52.7
Households	I live alone	16	5.4
	One household and mine	72	24.3
	Two households and mine	80	27
	Three households and mine	86	29.1
	Four households and mine	24	8.1
	Five households and mine	13	4.4
	Six households and mine	2	0.7
	Seven households and mine	3	1
Household income	None	11	3.7
	One household	65	22
	Two households	132	44.6
	Three households	59	19.9
	Four households	21	7.1
	Five or more households	8	2.7
Monthly Gross income	< R$ 1.045,00	3	1
	R$ 1.045,00–2.000,00	7	2.4
	R$ 2.001,00–3.000,00	14	4.7
	R$ 3.001,00–4.500,00	24	8.1
	R$ 4.501,00–6.000,00	32	10.8
	R$ 6.001,00–7.500,00	19	6.4
	R$ 7.501,00–10.000,00	39	13.2
	R$ 10.001,00–15.000,00	36	12.2
	R$ 15.001,00–20.000,00	44	19.9
	> R$ 20.000,00	78	26.4

As in the previous model, the attractiveness construct was removed due to a low Cronbach's α (0.686), and there was a discriminant validity issue with the richness construct. Table 6 presents the convergent and discriminant validity of the model. One variable was removed from the richness construct, one from friendliness, two from uniqueness, one from mystique, and one from intention to visit due to low factor loading (Hair et al., 2019). The model presented convergent validity for all constructs, as Cronbach's $\alpha > 0.7$, CR > 0.7, and AVE > 0.5.

Table 6. Discriminant and convergent validity

Construct	Cronbach's α	CR	AVE	Fit.	Friend.	Int.Vis.	Myst.	Mem. Exp.	Rich.	Unique.
Fitness	0.873	0.913	0.725	0.852						
Friendliness	0.704	0.810	0.519	0.335	0.721					
Intention to Revisit	0.904	0.932	0.775	0.390	0.235	0.880				
Mystique	0.794	0.867	0.620	0.389	0.356	0.384	0.787			
Memorable Experience	0.876	0.924	0.802	0.298	0.522	0.230	0.478	0.895		
Richness	0.762	0.847	0.582	0.350	0.461	0.297	0.699	0.522	0.763	
Uniqueness	0.803	0.871	0.629	0.408	0.360	0.214	0.496	0.436	0.497	0.793

Discriminant validity was identified as the variance extracted from each construct is greater than the shared variances, and the HTMT is below 0.9 (Table 7). The model presented the following adjustment values: SRMR (0.076) and CMIN/DF (3.73).

Table 7. HTMT

HTMT	Fit.	Friend.	Int.Vis.	Myst.	Mem. Exp.	Rich.	Unique.
Fitness							
Friendliness	0.399						
Intention to Revisit	0.438	0.283					
Mystique	0.469	0.445	0.441				
Memorable Experience	0.337	0.606	0.252	0.574			
Richness	0.419	0.584	0.333	0.884	0.624		
Uniqueness	0.479	0.420	0.241	0.601	0.505	0.603	

After analyzing the convergent and discriminant validity, the hypotheses and model were assessed (Table 8). The results showed that friendliness and richness positively influence memorable experience, which influences intention to revisit. For all significant relationships, there was predictive validity as $f^2 > 0.02$, $R^2 > 0.02$, and $Q^2 > 0$.

Table 8. Hypotheses results

Relation	Structural coefficient	Standard error	VIF	t Values	p Values	f^2	Adjusted R^2	Q^2	Hypotheses
Fitness → Memorable Experience	0.017	0.067	1.324	0.258	0.796	0.000	0.402	0.307	Rejected
Friendliness → Memorable Experience	0.326	0.066	1.362	4.912	0.000	0.133			Accepted
Mystique → Memorable	0.153	0.095	2.129	1.609	0.108	0.019			Rejected

Experience									
Richness → Memorable Experience	0.190	0.075	2.271	2.538	0.011	0.027			Accepted
Uniqueness → Memorable Experience	0.140	0.073	1.523	1.929	0.054	0.022			Rejected
Memorable Experience → Intention to Revisit	0.236	0.061	1	3.842	0.000	0.059	0.052	0.038	Accepted

The next step consisted of analyzing the mediation effect of the memorable experience on the intersection between friendliness and intention to revisit as well as richness and intention to revisit (Table 9). The results are as follows. Friendliness positively influences intention to revisit with the mediation effect of (c'). Friendliness positively influences memorable experience (a). Memorable experience positively influences intention to revisit (b). The direct effect without the mediation of friendliness on intention to revisit was also significant and positive (c) (Hayes and Preacher, 2014). However, the memorable experience does not mediate the relationship between richness and intention to revisit, as the relationship between memorable experience and intention to revisit was not supported (b).

Table 9. Mediation effect

Relation	a	b	c'	c	Type
Friendliness → Memorable Experience → Intention to Revisit	0.2793***	0.43**	0.2847**	0.4047***	Partial
Richness → Memorable Experience → Intention to Revisit	0.3697***	0.3502*	0.4202***	0.5497***	No Mediation Effect

**$p < 0.1$, **$p < 0.05$, ***$p < 0.001$.

5 Discussion

Study 1 was modeled according to a fascinating destination that was not visited, yet the intention was to visit it. In this regard, the effect of the dimensions of destination fascination on the intention to visit was analyzed. H1a is supported; destination mystique positively influences the intention to visit. This result corroborates the assumption that mystique leads to a high intention to visit (Inglis and Holmes, 2003). Places that have mystical characteristics, such as being sacred, mysterious, or story-based, arouse people's interest in visiting them. Therefore, tourist destinations' mystical characteristics should be emphasized to remain competitive.

The results do not support H1b, which states that friendliness positively influences the intention to visit. Friendliness is related to the cordial way that people are received at a particular destination (Liu et al., 2017). Being known as a welcoming or a friendly destination does not play a significant role in the intention to visit. This means that tourists may not go to a destination solely based on the expectation that they will be well received.

H1c was not tested due to convergent and discriminant validity issues. H1d, positing that the richness of a tourist destination positively influences the intention to visit, was rejected. This result suggests that tourists do not choose a particular destination mainly due to its available amount of resources and attractions. Furthermore, H1e, stating that the uniqueness of a tourist

destination positively influences the intention to visit, was rejected. This result reveals that people do not choose a tourist destination solely because it is unique.

H1f states that the fitness of a tourist destination positively influences the intention to visit. This hypothesis was accepted, indicating that the tourists' self-image of a place is a factor that influences their decision to choose a tourist destination. It means a perception of a location's suitability to their preferences is a factor that influences their decision to choose a tourist destination. In summary, H1 is partially accepted, given that not all the variables of destination fascination influence the intention to visit.

In Study 2, the impact of destination fascination variables on a memorable experience was analyzed. H2a was rejected, emphasizing that while mystique is a crucial factor influencing the intention to visit, it does not affect a memorable experience. This means that a mystical destination does not necessarily lead to a memorable experience. The results support H2b, which proposes that friendliness positively influences a memorable experience. According to Stokburger-Sauer (2011), the relation between tourists and a destination is intensified by their affinity with the place. Therefore, being well received in the place and feeling welcomed due to the friendliness of the place constitute an essential factor for the trip to be a memorable experience (Lehto et al., 2004; Wirtz et al., 2003). Furthermore, the mediation analysis shows that friendliness influences the intention to revisit a tourist destination.

H2c was not tested due to convergent and divergent validity issues. The results support H2d, which assumes that the richness of a tourist destination positively influences a memorable experience. In this regard, a destination with diverse attractions causes tourists to have a memorable experience. Furthermore, the mediation analysis indicates that the memorable experience does not mediate the relation between richness and the intention to revisit.

H2e, postulating that the uniqueness of a tourist destination positively influences a memorable experience, was rejected. This result emphasizes that a unique location does not necessarily cause a memorable experience. H2f was also rejected. It shows that the fitness of a tourist destination does not positively influence a memorable experience. Although tourists feel that the place is suitable for them, this will not make the trip a memorable experience. In summary, H2 is partially accepted, as not all variables of destination fascination influence a memorable experience.

The results support H3, which posits that a memorable experience influences the intention to revisit. The tourist's recall of a tourist experience is highly significant because long-lasting memories positively influence the intention to revisit (Wirtz et al., 2003). By providing individualized experiences to consumers, this variable demonstrates its extreme relevance for organizations, considering that consumers often seek a unique experience, something more relevant than the mere rational consumption of products and services (Pine II and Gilmore, 1999). Therefore, organizations should invest in and highlight these factors to enhance positive memories.

6 Conclusion

The objective of analyzing the relationship between the variables of the fascinating destination with the memorable experience and the intention to (re)visit was achieved, since it was identified that the variables of the fascinating destination have different effects on the memorable experience and on the intention to (re)visit. Accordingly, fitness and mystique positively influence the intention to visit, whereas friendliness and richness positively influence the memorable experience. Friendliness has an indirect effect on the intention to revisit.

Based on these results, managers who work with tourist destinations need to divide their strategies into two phases. The first phase is related to the factors that lead the tourist to visit a tourist destination. The main variable that influences the intention to visit is fitness. In this respect, tourists need to have their perception related to the place. So, they will likely visit a destination if that place fits their interests. Therefore, managers need to recognize the tourists' profiles to reinforce their image of the destination. Additionally, managers may stress the mystical characteristics of the destination to arouse curiosity and increase the intention to visit, such as stressing the location's mysterious attributes or energy recovery capacity.

The second phase is related to when the visitor is at the detination. The factors that lead to the intention to visit (fitness and mystique) should no longer be emphasized, as these do not generate a memorable experience. To create a memorable experience, friendliness must be emphasized. For instance, pleasant reception and treatment to tourists should be offered so that they feel well-received. Friendliness is thus the main variable that influences a memorable experience. Another critical factor is to highlight the richness of attractions of the destination. If the tourists realize that the place has various events, they will likely have a memorable experience. Furthermore, this study demonstrates that the memorable experience is a factor that influences the intention to revisit.

In addition to managerial implications, this study contributes to destination fascination literature employed the concept at two different levels (visited places x not visited places), showing that the results will be different depending on the time of the research. As a methodological contribution, the scale was tested in a different context from Liu et al. (2017) and still requires improvements, as there was a convergent validity issue regarding attractiveness. The scale also needs to be revised concerning richness. The respondents regarded these two constructs as similar. This result was also reported by Wang et al. (2020).

As a limitation, this research was carried out during the pandemic period, although the intention to visit was measured, because of the pandemic this could not become a behavior, that is, this intention at this time will not materialize in behavior. Another limitation is related to the fact that respondents were asked to choose the location, making the result even more subjective, so it is suggested as future research the application in a single location in both moments, when the tourist is arriving and after the trip.

References

Aktaş, A., Aksu, A. A. and Çizel, B. (2007), "Destination choice: an important-satisfaction analysis", *Quality & Quantity*, Vol. 41 No. 2, pp. 265-273.

Assaker, G., Vinzi, V. E. and O'Connor, P. (2011), "Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model", *Tourism management*, Vol. 32 No. 4, pp. 890-901.

Beerli, A., Meneses, G. D. and Gil, S. M. (2007), "Self-congruity and destination choice", *Annals of Tourism Research*, Vol. 34 No. 3, pp. 571-587.

Berto, R., Massaccesi, S. and Pasini, M. (2008), "Do eye movements measured across high and low fascination photographs differ? Addressing Kaplan's fascination hypothesis", *Journal of Environmental Psychology*, Vol. 28 No. 2, pp. 185-191.

Cakici, A. C., Akgunduz, Y. and Yildirim, O. (2019), "The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention", *Tourism Review*, Vol. 74 No. 3,

Chandralal, L. and Valenzuela, F. R. (2015), "Memorable Tourism Experiences; Scale Development", *Contemporary Management Research*, Vol. 11 No. 3, pp. 291-310.

Chen, G., Huang, S. and Zhang, D. (2017), "Understanding Chinese vacationers' perceived destination restorative qualities: cross-cultural validation of the perceived destination restorative qualities scale", *Journal of Travel & Tourism Marketing*, Vol. 34 No. 8, pp. 1115-1127.

Chen, H. and Rahman, I. (2018), "Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty", *Tourism Management Perspectives*, Vol. 26 No. 2, pp. 153-163.

Chen, Y. C., Shang, R. A. and Li, M. J. (2014), "The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination", *Computers in Human Behavior*, Vol. 30, pp. 787-799.

Cohen, J. (2013), Statistical power analysis for the behavioral sciences, Academic press.

Du Rand, G. E. and Heath, E. (2006), "Towards a framework for food tourism as an element of destination marketing", *Current issues in tourism*, Vol. 9 No. 3, pp. 206-234.

Dwyer, L. and Kim, C. (2003), "Destination competitiveness: determinants and indicators", *Current issues in tourism*, Vol. 6 No. 5, pp. 369-414.

Echtner, C. M. and Ritchie, J. B. (1993), "The measurement of destination image: An empirical assessment", *Journal of travel research*, Vol. 31 No. 4, pp. 3-13.

Fornell, C. and Larcker, D. F. (1981), "Structural equation models with unobservable variables and measurement error: Algebra and statistics", *Journal of Marketing Research*, Vol. 18 No. 3, pp. 382-388.

George, R. (2010), "Visitor perceptions of crime-safety and attitudes towards risk: The case of Table Mountain National Park, Cape Town", *Tourism Management*, Vol. 31 No. 6, pp. 806-815.

Getz, D. and Sailor, L. (1994), "Design of destination and attraction-specific brochures", *Journal of Travel & Tourism Marketing*, Vol. 2 No. 2-3, pp. 111-131.

Gomezelj, D. O. and Mihalič, T. (2008), "Destination competitiveness—Applying different models, the case of Slovenia", *Tourism management*, Vol. 29 No. 2, pp. 294-307.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. and Sarstedt, M. (2016), *A primer on partial least squares structural equation modeling (PLS-SEM)*, Sage publications.

Hair Jr, J.F., Black, W.C., Babin, B.J., Anderson, R. E. and Tatham, R. L. (2006), Multivariate Data Analysis, Auflage, Upper Saddle River.

Hair, J. F., Risher, J. J., Sarstedt, M. and Ringle, C. M. (2019), "When to use and how to report the results of PLS-SEM", *European business review*, Vol. 31 No. 1, pp. 2-24.

Hayes, A. F. and Preacher, K. J. (2014), "Statistical mediation analysis with a multicategorical independent variable", *British journal of mathematical and statistical psychology*, Vol. 67 No. 3, pp. 451-470.

Hinsley, C. M. and Wilcox, D. R. (2000), "Arizona's First Sacred Site: The Mystique of the Casa Grande, 1848-1889", *Bilingual Review/La Revista Bilingüe*, Vol. 25 No. 2, pp. 129-145.

Hoch, S. J. and Deighton, J. (1989), "Managing what consumers learn from experience", *Journal of marketing*, Vol. 53 No. 2, pp. 1-20.

Inglis, D. and Holmes, M. (2003), "Highland and other haunts: Ghosts in Scottish tourism", *Annals of tourism research*, Vol. 30 No. 1, pp. 50-63.

Jalilvand, M. R., Samiei, N., Dini, B. and Manzari, P. Y. (2012), "Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach", *Journal of Destination Marketing & Management*, Vol. 1 No. 1-2, pp. 134-143.

Kaplan, S. (1995), "The restorative benefits of nature: Toward an integrative framework", *Journal of environmental psychology*, Vol. 15 No. 3, pp. 169-182.

Kaplan, S. and Kaplan, R. (1981), Cognition and the environment. Functioning in an certain world, Ann Arbor, MI: Ulrich.

Kim, J. H. (2010), "Determining the factors affecting the memorable nature of travel experiences", *Journal of Travel & Tourism Marketing*, Vol. 27 No. 8, pp. 780-796.

Kim, J. H. (2014), "The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences", *Tourism management*, Vol. 44 No. 5, pp. 34-45.

Kim, M. J., Chung, N., Lee, C. K. and Preis, M. W. (2016), "Dual-route of persuasive communications in mobile tourism shopping", *Telematics and Informatics*, Vol. 33 No. 2, pp. 293-308.

Kirillova, K., Fu, X., Lehto, X. and Cai, L. (2014), "What makes a destination beautiful? Dimensions of tourist aesthetic judgment", *Tourism Management*, Vol. 42 No. 3, pp. 282-293.

Kyle, G. and Chick, G. (2007), "The social construction of a sense of place", *Leisure sciences*, Vol. 29 No. 3, pp. 209-225.

Le Chi, C. (2016), "A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam", *Journal of hospitality and tourism management*, Vol. 26 No. 1, pp. 50-62.

Lehto, X. Y., O'Leary, J. T. and Morrison, A. M. (2004), "The effect of prior experience on vacation behavior", *Annals of tourism research*, Vol. 31 No. 4, pp. 801-818.

Liu, C. R., Wang, Y. C., Huang, W. S. and Chen, S. P. (2017), "Destination fascination: Conceptualization and scale development", *Tourism Management*, Vol. 63 No. 6, pp. 255-267.

Llamas, R. and Belk, R. (2011), "Shangri-La: Messing with a myth", *Journal of Macromarketing*, Vol. 31 No. 3, pp. 257-275.

Mikulić, J., Miličević, K. and Krešić, D. (2016), "The relationship between brand strength and tourism intensity: empirical evidence from the EU capital cities", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 10 No. 1, pp. 14-23.

Mohsin, A. (2005), "Tourist attitudes and destination marketing—the case of Australia's Northern Territory and Malaysia", *Tourism Management*, Vol. 26 No. 5, pp. 723-732.

Moscardo, G. (2004), "Shopping as a destination attraction: An empirical examination of the role of shopping in tourists' destination choice and experience", *Journal of Vacation Marketing*, Vol. 10 No. 4, pp. 294-307.

Nicolau, J. L. and Mas, F. J. (2006), "The influence of distance and prices on the choice of tourist destinations: The moderating role of motivations", *Tourism Management*, Vol. 27 No. 5, pp. 982-996.

Oh, H., Fiore, A. M. and Jeoung, M. (2007), "Measuring experience economy concepts: Tourism applications", *Journal of travel research*, Vol. 46 No. 2, pp. 119-132.

Pine, B. J. and Gilmore, J. (1999), *The experience economy: work is theatre and every business a stage*, Harvard Business Review.

Preez, E. A. and Govender, L. K. (2020), "Travelling to the Motherland: relating acculturation to diaspora tourism experiences", *Anatolia*, Vol. 31 No. 2, pp. 197-210.

Sirgy, M. J. and Su, C. (2000), "Destination image, self-congruity, and travel behavior: Toward an integrative model", *Journal of Travel Research*, Vol. 38 No. 4, pp. 340-352.

Škare, M., Soriano, D. R. and Porada-Rochoń, M. (2021), "Impact of COVID-19 on the travel and tourism industry", *Technological Forecasting and Social Change*, Vol. 163 No. 2, pp. 1-14.

Sterchele, D. (2020), "Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach", *Annals of Tourism Research*, Vol. 81 No. 3, pp. 1-13.

Stokburger-Sauer, N. E. (2011). The relevance of visitors' nation brand embeddedness and personality congruence for nation brand identification, visit intentions and advocacy. *Tourism Management*, *32*(6), 1282-1289.

Suciati, P., Maulidiyanti, M. and Lusia, A. (2018), "Cultivation effect of tourism TV program and influencer's instagram account on the intention of traveling", in *Proceedings of the International Conference on Social Sciences (ICSS)* (Vol. 1, No. 1).

Usakli, A. and Baloglu, S. (2011), "Brand personality of tourist destinations: An application of self-congruity theory", *Tourism management*, Vol. 32 No. 1, pp. 114-127.

Wang, Y. C., Liu, C. R., Huang, W. S. and Chen, S. P. (2020), "Destination fascination and destination loyalty: Subjective well-being and destination attachment as mediators", *Journal of Travel Research*, Vol. 59 No. 3, pp. 496-511.

Wang, Y. J., Wu, C. and Yuan, J. (2010), "Exploring visitors' experiences and intention to revisit a heritage destination: The case for Lukang, Taiwan", *Journal of Quality Assurance in Hospitality & Tourism*, Vol. 11 No. 3, pp.162-178.

Whang, H., Yong, S. and Ko, E. (2016), "Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists", *Journal of business research*, Vol. 69 No. 2, pp. 631-641.

Whang, H., Yong, S. and Ko, E. (2016), "Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists", *Journal of business research*, Vol. 69 No. 2, pp. 631-641.

Wirtz, D., Kruger, J., Scollon, C. N. and Diener, E. (2003), "What to do on spring break? The role of predicted, on-line, and remembered experience in future choice", *Psychological Science*, Vol. 14 No. 5, pp. 520-524.

Woosnam, K. M., Shafer, C. S., Scott, D. and Timothy, D. J. (2015), "Tourists' perceived safety through emotional solidarity with residents in two Mexico–United States border regions", *Tourism Management*, Vol. 46 No. 1, pp. 263-273.

Zatori, A., Smith, M. K. and Puczko, L. (2018), "Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience", *Tourism Management*, Vol. *67*, pp. 111-126.

Zhang, H., Wu, Y. and Buhalis, D. (2018), "A model of perceived image, memorable tourism experiences and revisit intention", *Journal of destination marketing & management*, Vol. *8*, 326-336.