

# BIBLIOMETRIC ANALYSIS OF SCIENTIFIC RESEARCH ON REPEAT VISIT INTENTION IN TOURISM USING VISUAL MAPPING TECHNIQUE

## Abstract

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**Purpose** – The purpose of this study is to examine the status of scientific research on “revisit intention” in the Scopus database through a systematic literature review using key indicators.

**Methodology/Design/Approach** – In this study, studies on revisit intention between 2007 and 2022 were analysed using bibliometric methods with the help of Rstudio.cloud software. In this research, general information about the publications, citation analysis, trend topic analysis, cross-country cooperation analysis, thematic analysis, and multiple correspondence analysis were conducted.

**Findings** – **Results** – The sample of the study consists of 280 studies from 149 sources that include “revisit intention” in the title, abstract and keywords of articles in journals scanned in the Scopus database. It has been determined that there has been an increase in research on the research topic in recent years, and the highest scientific production was published in 2022 with 76 research. The highest number of research on revisit intention was published in the Sustainability journal (41 research), and China is the country with the most scientific publications. The most productive author with 6 research on the research topic is Ramayah Thurasamy. The strongest collaboration lines are those between China, Australia, Korea, the United Kingdom and the United States. The topics that researchers mostly address regarding revisit intention are destination image, service quality, perceived value, customer satisfaction, and the effects of COVID-19.

**Originality of the research** – The study employs advanced bibliometric tools to systematically map the field's evolution and identifying emerging post-pandemic trends. By integrating these findings, it offers actionable frameworks for tourism strategy design and prioritizes understudied areas such as memorable experiences and sustainability-driven loyalty models to guide future research agendas.

**Keywords** Revisit intention; Sustainability; Destination image; Service quality; Customer satisfaction; COVID-19

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## INTRODUCTION

The intention to revisit a tourist destination is an important research topic in tourism. A destination's ability to attract repeat visitors is essential for the long-term success of the tourism sector (Oppermann, 2000). Repeat visitors contribute to a destination's economic stability and serve as brand ambassadors who promote the destination through word-of-mouth (Kozak, 2001). Thus, understanding the factors that influence revisit intention is crucial for tourism managers and policymakers aiming to enhance destination loyalty. The intention to revisit a destination depends on various factors, such as customer satisfaction, service quality, perceived value, and destination image (Baker & Crompton, 2000; Chen & Tsai, 2007; Kastenholz, 2004). Customer satisfaction is a critical determinant, as satisfied tourists are more likely to return and recommend the destination to others (Alegre & Cladera, 2009). The interplay between satisfaction and loyalty has been widely studied, and it has been found that satisfied customers exhibit higher loyalty and revisit intentions (Yoon & Uysal, 2005).

Service quality, which encompasses the overall destination experience, significantly influences revisit intentions (Parasuraman et al., 1988). High-quality services enhance tourists' experiences, increasing their likelihood of returning (Grönroos, 2000). Perceived value, which includes the cost-benefit analysis performed by tourists, also plays a vital role in their decision to return. This value perception is the tourists' subjective evaluation of the benefits they receive from the destination in relation to the costs incurred; it can be influenced by various factors, including the destination's uniqueness, the quality of services, and the overall experience (Zeithaml, 1988).

Additionally, the destination image, or the overall perception of a destination held by tourists, can significantly affect their revisit intentions (Echtner & Ritchie, 1993). This image is a mental representation of a destination formed by tourists based on their experiences, marketing materials, and word-of-mouth. A positive destination image can enhance tourists' satisfaction and loyalty, increasing their intention to revisit (Baloglu & McCleary, 1999). Destination image is shaped by various elements, such as natural attractions, cultural heritage, and infrastructure and services quality (Beerli & Martin, 2004).

The COVID-19 pandemic has not only significantly impacted tourism, but has also disrupted travel plans and changed tourist behaviours and preferences. The need to examine how the pandemic has affected revisit the intention is more than essential. Health and safety concerns have become paramount in tourists' decision-making processes, and the pandemic has introduced new variables into the decision-making process, such as perceived health risks and the safety measures implemented by destinations. This understanding is crucial for destinations in adapting their strategies to attract repeat visitors in the post-pandemic era. Analysing scientific data on the intention to revisit a tourist destination can provide valuable insights into advances in understanding this topic and gaps in existing research. This analysis can help identify the most important research themes and potential future research directions in tourism (Li et al., 2011). Based on this, 280 studies on the subject of "revisit intention" in the Scopus database between 2007 and 2022 were analysed using bibliometric methods with the help of Rstudio. cloud software. The research findings provide an opportunity to systematically review the literature, reveal trends and patterns, and contribute to a more comprehensive understanding of revisit intentions. This article analyzes scientific production with the intention to revisit a tourist destination and aims to identify the most important themes and trends in research on this subject as well as potential areas for future research. In addition, the practical and theoretical implications of the findings will be discussed and suggestions for future research and applications in the tourism field will be presented.

## 1. LITERATURE REVIEW

The intention to revisit a tourist destination is a widely studied research topic in tourism. According to Agha Kasiri et al. (2017), revisiting a destination is an integral component of customer loyalty and tourism business profitability. Tourists choose to visit the same destination because their emotional commitment to a place increases their intention to purchase the same product or service in tourism again (Song et al., 2017). In this regard, researchers Nguyen Viet et al. (2020) and Zhang et al. (2018) agree that repeat tourists tend to enjoy longer stays at a destination, participate more actively in activities, are more satisfied, and provide more positive recommendations, and that marketing costs are lower than those of first-time visitors. According to Nguyen Viet et al. (2020), the intention to revisit in tourism can be seen as a type of post-consumption behaviour, where a tourist repeats their visit with the aim of enjoying a product or service by revisiting a destination. It is closely related to consumers' judgement about planning to revisit the same destination and their willingness to recommend the destination to others.

Previous literature has identified several factors that influence an intention to revisit a destination, including customer satisfaction, service quality, perceived value, destination image, customer loyalty, among others. Customer satisfaction is considered the main determinant factor of an intention to revisit a destination (Seetanah et al., 2018). According to Nguyen Viet et al. (2020), customer satisfaction is the result of an overall evaluation of the consumption experience and is a fundamental predictor of customer loyalty. Tourists who are satisfied with their tourism experience have a greater intention to revisit the destination and recommend it (He & Ming Luo, 2020; Seetanah et al., 2018). Furthermore, service quality and perceived value influence customer satisfaction and, therefore, the intention to revisit the destination. According to Rahmawati et al. (2021) and (Seetanah et al., 2018), service quality is a key factor in customer satisfaction and customer loyalty. On the other hand, perceived value refers to the relationship between the perceived benefits and costs of a tourism experience (Salamah et al., 2022). Tourists who perceive high value in their tourism experiences have a greater intention to revisit the destination and recommend it to others (Zhang et al., 2017).

Destination image is another important factor in revisit intentions. Destination image is the perception tourists have of a destination and can influence their decision to revisit it. A destination image is a key component of a destination decision (Kuhzady et al., 2020; Ren et al., 2022). It is influenced by various factors, such as tourist attitudes, emotions, advertising, word-of-mouth and previous experiences at the destination (Chen et al., 2020; Jin et al., 2020). The rapid growth of Information and Communication Technologies (ICT) and their adoption by tourism has a positive influence on revisit decisions (Pai et al., 2020). In this regard, the authors referred that accessibility and personalization are the most important factors and have the greatest influence on consumers' intention to revisit a destination (Al-Sulaiti, 2022; Pai et al., 2020; Torabi et al., 2022).

Customer loyalty is also an important factor in revisit intentions. Customer loyalty refers to the tourist's willingness to return to the same destination in the future and recommend it to others. Ibrahim et al. (2021) stated that, customer loyalty is a critical factor for the success of a tourism business. In addition, the COVID-19 pandemic has had a significant impact on revisit intentions for tourist destinations. Previous literature has revealed that the pandemic has changed tourist preferences and behaviours, which can influence their intention to revisit a destination. For example, it has been shown that tourists value safety and hygiene in tourist destinations more highly (Chen et al., 2022; Siddiqi et al., 2022). The measures taken by tourism businesses during the COVID-19 pandemic have affected tourists' intention to travel again, and the number of tourists participating in tourism activities has increased in the years following the pandemic. It can be said that this increase is due to the physical, motivational, emotional and cognitive fatigue experienced by people during the pandemic. The pandemic process has made people feel that it is necessary for an individuals to travel and take a holiday. Because, no matter what period of life it occurs, people's dependence on the phenomenon of tourism is a process that will always exist. The review of the scientific literature has allowed the identification of several factors that influence revisit intentions in tourism. Those that have had a significant impact on revisit intentions to tourist destinations. As a result, it is important to continue researching this topic to better understand the changes and trends in the intention to revisit tourist destinations and how tourism experiences can be improved to foster customer loyalty and the profitability of tourism businesses and destinations.

Analysis of the scientific production on the intention to revisit tourist destinations is important for several reasons. First, it provides an overview of the current state of knowledge in the field and current research trends. This can help identify the most important research themes and potential future research directions in tourism. In addition, analysis of scientific production can help identify existing research gaps and areas for further exploration. Bibliometrics is a technique used to analyze scientific production and dissemination of knowledge in a particular subject area. In tourism research, bibliometrics has been increasingly used to understand research trends and patterns (López-Bonilla & López-Bonilla, 2021; Peña Sánchez et al., 2019). This can provide valuable information about the most influential authors and institutions in the field, as well as the most important topics and research areas (Pérez-Labrada et al., 2022). In previous bibliometric studies related to tourism, several popular research topics have been identified, such as tourism sustainability (Niñerola et al., 2019), innovation and technology in tourism (Molina-Collado et al., 2022; Shin & Perdue, 2022), and the tourist experience (Evrin Arici et al., 2022). Bibliometrics has also been used to analyze scientific production in specific tourism areas, such as hotel management (Nusair, 2020), rural tourism (Guan & Huang, 2023), creative tourism (Serrano-Leyva et al., 2021), voluntary tourism (Sarı Gök, 2021) and cultural tourism (Díaz-Pompa et al., 2022; Pantović et al., 2022), among others.

Regarding the research topic of the present study, there are studies that are closely related to the intention to revisit. Ramadan and Kasim (2022) conducted an analysis of push and pull factors on the intention to revisit a destination. From the literature review, these authors found that two push factors (networking and educational opportunities) and four pull factors (destination image, travel costs, attraction and accessibility) influence revisit intentions to MICE destinations. Ahmad et al. (2022) used the systematic literature review technique, based on an analysis of articles registered in the Web of Science and Scopus, to determine existing barriers to consumer behaviour in the context of COVID-19. These studies demonstrate scientific growth and constitute valuable theoretical, methodological and practical tools for researchers to expand this field of research. However, the main limitations are found in the degree of obsolescence, period under study, databases analysed and context under study. Consequently, these limitations have weighed on the relevance of the present research.

The objective of this study is to analyse the scientific production related to the re-intention to visit customers through various key indicators. The specific objectives are: to analyse the annual publication trend between 2007 and 2022; to identify the most prolific authors in the field and evaluate their contributions; to examine the representation of authors and their countries of origin; to evaluate the most cited articles globally and locally; to identify the journals with the highest number of publications and citations in the field; to determine the most relevant academic institutions in terms of scientific production; to analyse the scientific production by country and international collaborations; to identify the most relevant keywords and emerging trends in research on re-intention to visit and to map the conceptual structure of the field through multiple correspondence analysis and thematic analysis. In this research, studies conducted on revisit intention were systematically compared with bibliometric methods and the social and intellectual structure of the studies were defined. In this way, the contributions of studies the subject can be examined. In this regard, the conceptual, social and intellectual structures of studies on revisit intentions in tourism literature provide a more holistic perspective on the tendencies and approaches of such studies. The research results are important in terms of identifying studies on revisit intention and providing ideas for future studies.

## 2. METHODOLOGY

The aim of this research, which we consider being of significant importance, was to establish a framework of general and specific objectives. The primary objective of this study is to examine the scientific literature on customer re-intention to visit, with a view to identifying the key indicators that may be useful in this context. The specific objectives are as follows:

- an examination of the annual publication trends from 2007 to 2022
- identify the most prolific authors and evaluate their contributions.
- representation of authors and their countries of origin.
- most cited articles, (both globally and locally)
- identify key journals in the field, with a view to understanding the journals that have the most publications and citations.
- Determination of institutions in terms of scientific production,
- analyzing production by country and region.
- Identifying Keywords and Trends:
- Mapping the conceptual structure of the field using multiple correspondence analysis and thematic analysis.

This article uses the bibliometric method to the analyze bibliographic data. The use of this method allows the measurement and evaluation of scientific production on a research topic. The present research considers the Scopus database, which has allowed the collection of high-quality articles for the analysis of performance, collaboration and conceptual analysis to examine research trends and the main topics covered by the articles in the area of revisit intention in tourism. The reason for taking data from Scopus is the possibility, through meticulous work, to cover a larger number of high-quality journals in the field of tourism. The data search was carried out using the syntax that includes the keywords in the title, abstract and key descriptors. The search syntax for data collection includes the following: ("intention to revisit" OR "revisit intention" OR "repeat visit intention" OR "intention to return" OR "return intention") AND ("tourism" OR "travel" OR "destination"). These were merged into a (\*.csv) file. The data reduction and normalization process were carried out with the help of OpenRefine, filtering, removing false positives, duplicates and standardizing the inconsistencies detected in the spelling of author names. Finally, 280 documents were computed, limited to the last 15 years (2007-2022). To operationalize the database, the Bibliometrix package (version

3.0.4) installed and loaded in the RStudio environment (version 1.4.1103) was used to support the application of Biblioshiny. Biblioshiny is a tool with a very intuitive interface that allows the mapping of scientific production based on a wide range of functionalities for analysis and graph construction (Silva et al., 2022). Biblioshiny is currently one of the most comprehensive research tools for carrying out bibliometric studies.

Table 1 summarizes the information about the dataset used in the bibliometric study. The period covered by the data was the last 15 years. The data were collected from 149 different sources, including 280 documents. The average number of citations per document is 13.23, suggesting that the documents included in the study have been cited with some frequency, and the average number of citations per year per document is 2.589, suggesting that the documents included in the study have received an average of more than 2 citations per year. A total of 19,737 references were included in the analyzed documents. A total of 780 authors who contributed to the documents included in the study were identified. Only 27 documents were written by a single author, whereas 753 documents were written by multiple authors. Collaboration between authors is common in the documents included in the study, with an average of 3.15 co-authors per document and a Collaboration Index of 2.98, suggesting that collaboration between authors is significant in the documents included in the study.

Table 1: **Main data information**

Description	Results
Timespan	2007:2022
Sources (Journals, Books, etc)	149
Documents	280
Average number of years from publication	3.49
Average citations count per document	13.23
Average citations count per year per doc	2.589
References	19737
DOCUMENT TYPES	
article	280
DOCUMENT CONTENTS	
Keywords Plus (ID)	642
Author's Keywords	968
AUTHORS	
Authors	780
Author Appearances	881
Authors of single-authored documents	27
Authors of multi-authored documents	753
AUTHORS COLLABORATION	
Single-authored documents	27
Documents submitted by the Author	0.359
Authors per Document	2.79
Co-Authors per Document	3.15

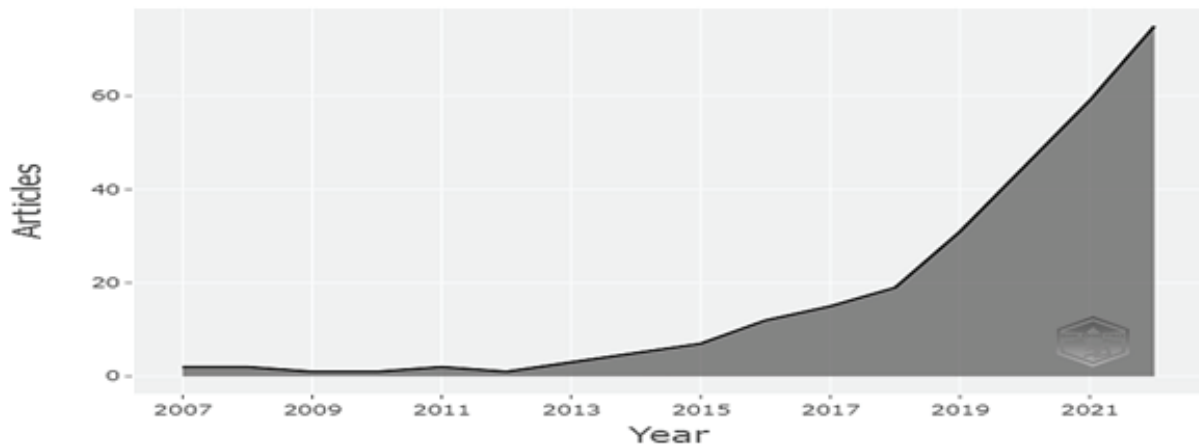
Source: Author's elaboration with the aid of RStudio

### 3. RESULTS

#### 3.1. Scientific Output by Year

The number of published articles has increased steadily from 2007 to 2022 (Figure 1) and, has shown a more pronounced upward trend in recent years. A total of 280 documents were identified on the research topic, and the number of studies on revisit intention has shown an increased since 2017. The highest number of publications was published in 2022 (76 articles), followed by 2021 (60 articles) and, 2020 (44 articles). The increase can be explained by several interrelated factors: the significant growth of the tourism industry, which has increased interest in understanding the factors affecting revisit intention; the importance of customer satisfaction as a key indicator of success, leading to the development of strategies to ensure visitor loyalty; the impact of the COVID-19 pandemic, which has changed travel patterns and motivated studies on its impact on revisit intention; and the increase in international collaborations, which have enriched the quality and diversity of research.

Figure 1: Annual Scientific Production

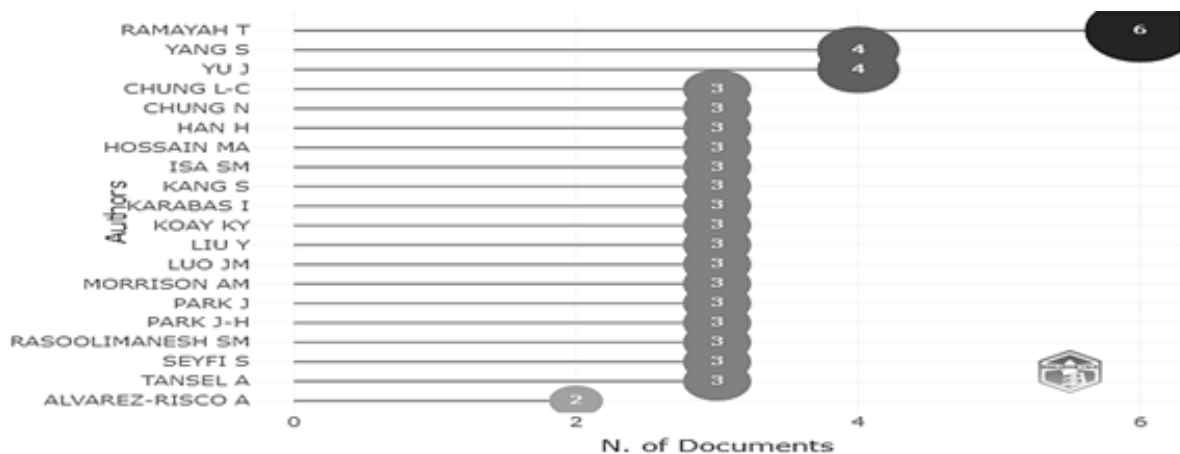


Source: Author's elaboration with the aid of RStudio

### 3.2. Most prolific author

Among the identified authors, 20 were considered the most prolific in the field (three or more publications) during the period covered by the study (Figure 2). Among them, Ramayah Thurasamy stands out as the most productive, with 6 published documents. Authors such as Yang, S. and Yu, J. follow with 4 articles each. The remaining authors are within the range of 2 to 3 published documents.

Figure 2: Most relevant author



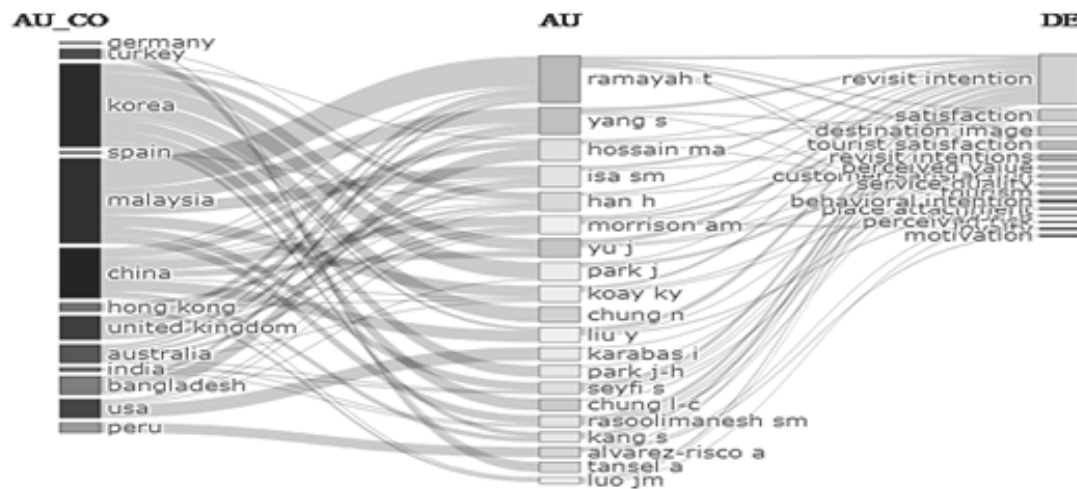
Source: Author's elaboration with the aid of RStudio

### 3.3. Visual Representation of Promising Academics in Relation to their Country and Specific Area of Interest

The three-field plot (Figure 3) shows the representative countries in which the most prolific authors. The diagram is composed of three elements: the country of the authors, a list of the names of the most prolific authors, and thematic descriptors used. The three elements are connected by a grey plot relating each element. Starting from the country of the authors, the authors related by country are shown. Then each author appears with the topic that they often research. The size of the rectangle illustrates the number of publications associated with each of these elements. 13 countries were identified, with Korea, Malaysia, and China being the most productive countries. The countries of Korea and Malaysia have a greater interrelation with the most productive authors, highlighting Ramayah, T., and Yang, S. as the ones with the most publications and highlighting themes related to intentions, satisfaction, and destination image.



Figure 3: Relationship between Countries, Most Relevant Authors, and the Main Topics Addressed by Them

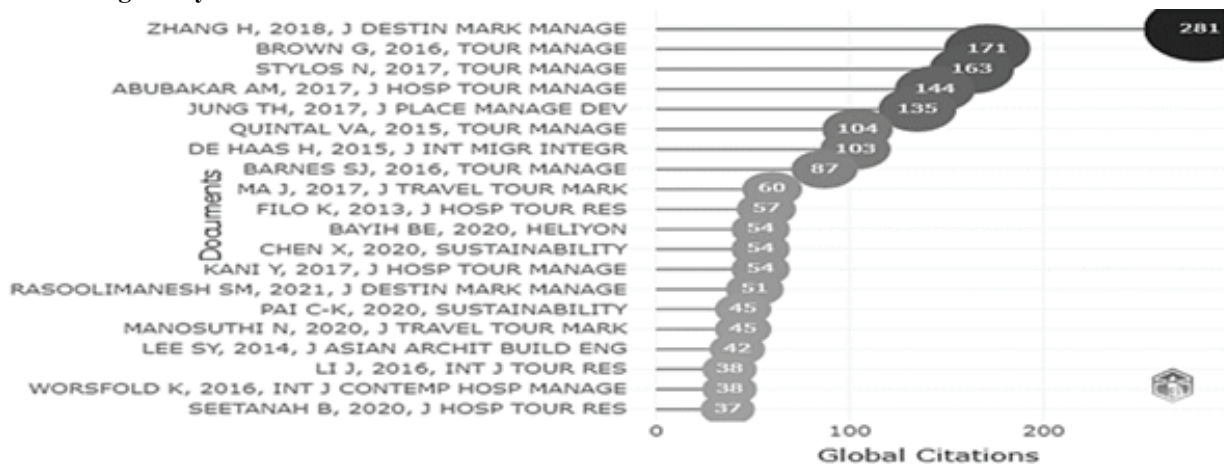


Source: Author's elaboration with the aid of RStudio

### 3.4. Documents with the highest global citation count

Figure 4 depicts the documents with the highest global citation count. The most representative are Zhang et al. (2018) published in the Journal of Destination Marketing and Management, with 281 global citations and an average of 46.833 citations per year. In addition, Brown et al. (2016) and Stylos et al. (2017), both documents found in the Tourism Management journal, follow on the list with 171 and 163 citations, respectively. The remaining documents on the list have considerably fewer citations, ranging from 135 to 37. It is interesting to observe that some documents were published in different journals, yet all are related to the field of tourism and hospitality. Most of the documents were published in high-impact journals in the tourism and hospitality domain, suggesting that these journals are pivotal for the dissemination of research in this field.

Figure 4: Most globally cited documents

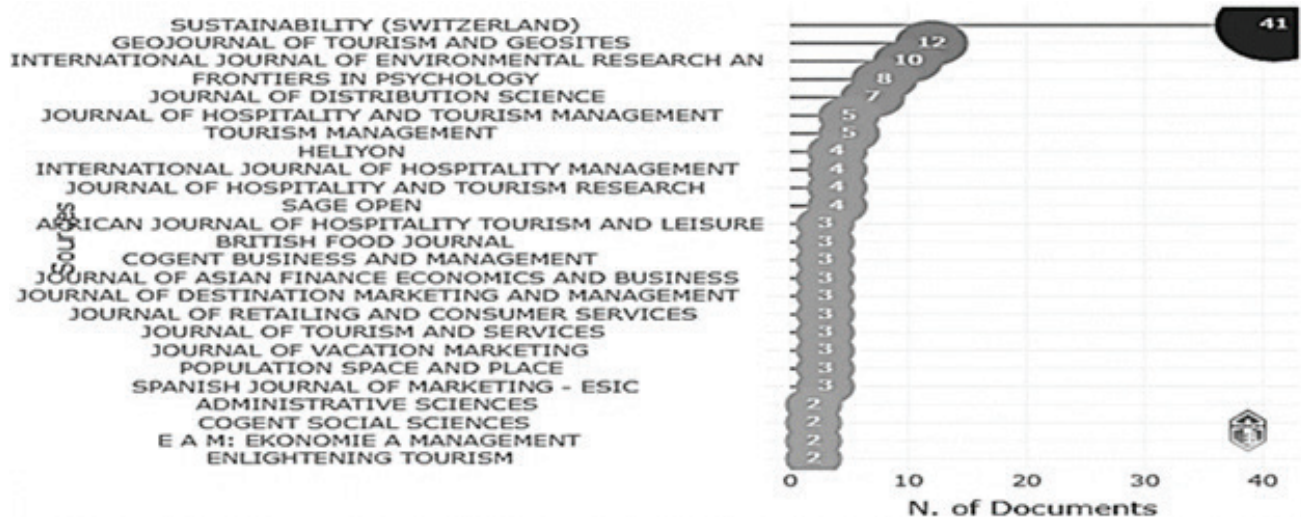


Source: Author elaboration with the aid of RStudio

### 3.5. The most influential scientific journals

Figure 5 presents the most representative journals by the number of scientific publications. The most prominent journal in this field is Sustainability (Switzerland), with 41 articles published in this journal. Followed the most relevant journals: Geojournal of Tourism and Geosites, International Journal of Environmental Research and Public Health, Frontiers in Psychology, Journal of Distribution Science, and Journal of Hospitality and Tourism Management, with 12, 10, 8, 7, and 5 articles published in each journal, respectively. Some journals on the list are widely recognized as important in the field, such as Tourism Management and International Journal of Hospitality Management.

Figure 5: Most relevant sources.

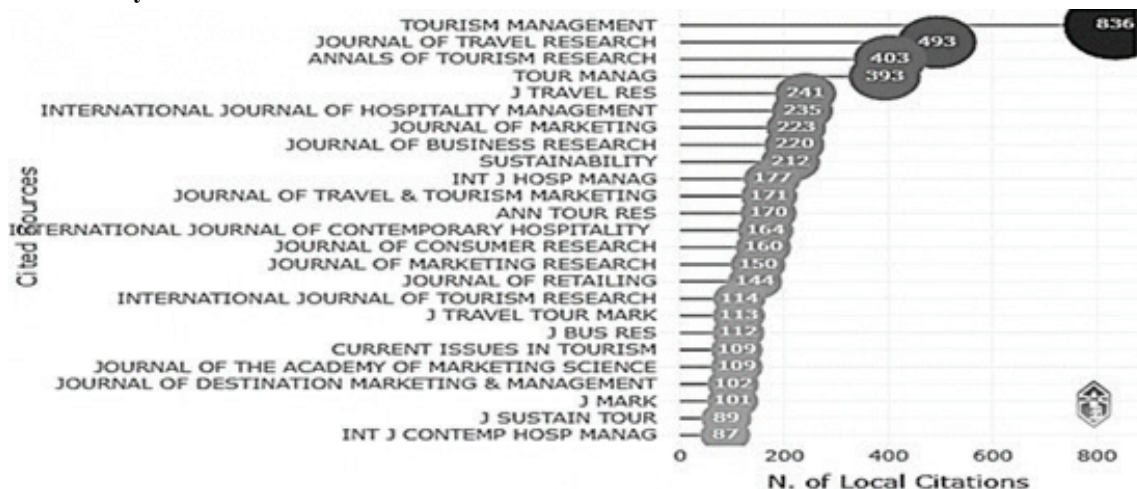


Source: Author's elaboration with the aid of RStudio

### 3.6. Journals with the highest number of local citations

Figure 6 shows the journals with the highest number of local citations. Tourism Management has the highest total of 836 citations. This suggests that this journal is highly influential in the tourism and hospitality fields. The three subsequent journals with the highest number of citations were Journal of Travel Research, Annals of Tourism Research, and Tourism Management, with 493, 403, and 393 citations, respectively. It is interesting to observe that some marketing journals, such as Journal of Marketing, Journal of Business Research, and Journal of Consumer Research, also appear on the list of journals with the highest citation count. This suggests that there is a significant intersection between the tourism and hospitality fields and the marketing field.

Figure 6: Most locally cited sources



Source: Author's elaboration with the aid of RStudio

### 3.7. Scientific production and collaboration by region or country

The topic is widely spread around the world, with territories in the darkest shades of grey representing the highest records in terms of scientific production (Figure 7). China, South Korea, and Malaysia are responsible for 62% of the scientific articles on revisit intention. Other countries with notable scientific production include the United Kingdom, the United States, Turkey, Australia, Spain, Italy, and India. The distribution of scientific production is uneven, with some countries publishing significantly more articles than others. For instance, China published more than double the number of articles compared to the next country on the list, South Korea.

Figure 7: Country scientific production



Source: Author's elaboration with the aid of RStudio

Regarding collaborations between countries (Figure 8), China appears on the list 14 times as the country of origin or destination. Australia and Korea are also important countries in international collaboration, appearing on the list 7 and 9 times, respectively. Some collaborations are more frequent than others. China and Malaysia collaborate 7 times, suggesting a strong and stable relationship between the two countries. In contrast, many collaborations only occur once, implying that they may be more casual or less established. Most collaborations on the list involve countries within the same region. For example, collaborations involve countries in Southeast Asia or East Asia. However, there are some collaborations between countries from different regions, such as Australia and Italy or Korea and Chile.

Figure 8: Country collaboration map

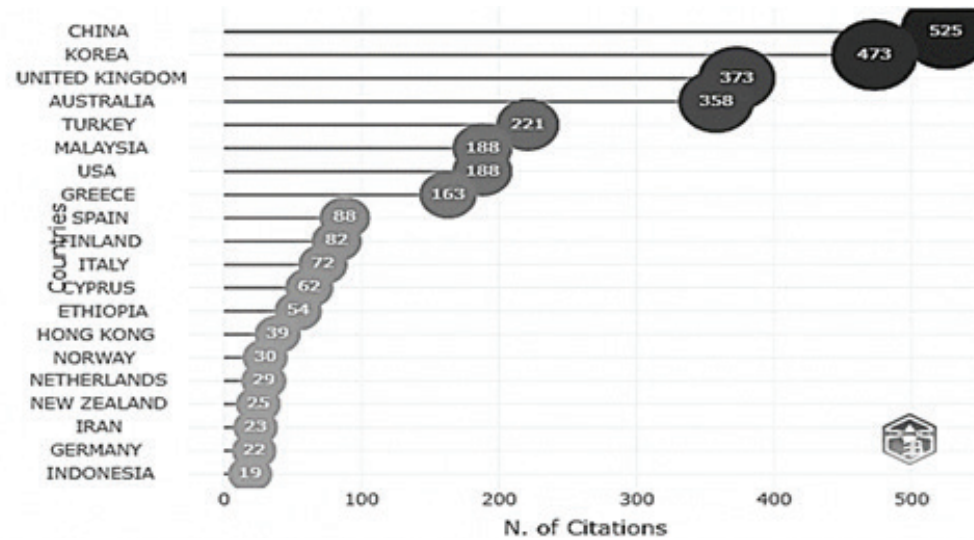


Source: Author's elaboration with the aid of RStudio

Figure 9 shows the countries with the highest impact in terms of the number of citations of scientific articles in the field of revisit intention in tourism and, provides information on the total number of citations per article for each country. The countries with the highest total number of citations were China, South Korea, the United Kingdom, Australia, and Turkey. These countries are responsible for more than 70% of the total citations in the fields under study. The countries with the highest average number of citations per article are Greece, Cyprus, and Finland. However, it is important to note that these countries had a relatively low total number of citations compared to some of the other countries on the list. The distribution of citations by country is uneven, with some countries having significantly more citations than others.



Figure 9: Most cited countries.

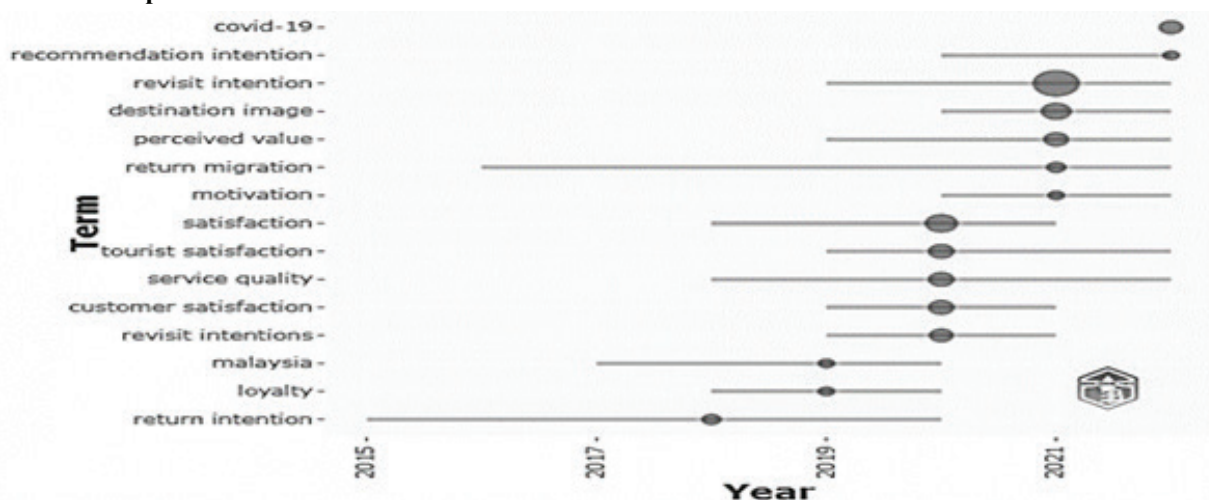


Source: Author's elaboration with the aid of RStudio

### 3.8. Trend topic

A trend topic analysis was conducted (Figure 10), which shows the terms most frequently used the research field by year on a scale from 2015 to 2022. This analysis provides a better understanding of the topics that have been trending in the literature on revisit intention over the years. The descriptor “revisit intention” is the most frequent and trending topic in the field for several years, appearing on the list at a frequency of 114. This suggests a strong interest in understanding why tourists decide to return or not to a destination. Customer satisfaction is another important and recurring topic in the field, as the words “satisfaction”, “customer satisfaction”, “service quality”, and “tourist satisfaction” appeared on the list at frequencies of 37, 16, 16, and 16, respectively. The descriptor “satisfaction” has been a trend in the field since 2018, while “customer satisfaction”, “service quality”, and “tourist satisfaction” have been incorporated since 2019 or 2020. Destination image is also an important topic in this field, as the phrase “destination image” appears on the list at a frequency of 28. The inclusion of “destination image” has been since 2020. Other important topics on the list include “perceived value” (14), “loyalty” (5), “motivation” (5), and “recommendation intention” (5). The descriptor “perceived value” has been incorporated since 2019, while “loyalty”, “motivation”, and “recommendation intention” have been included since 2018, 2020, and 2020-2022, respectively. The COVID-19 pandemic is an important topic in the field, as “Covid-19” appeared on the list at a frequency of 12. However, it was recorded only in 2022, revealing that research on this topic has recently increased.

Figure 10: Trend Topics



Source: Author's elaboration with the aid of RStudio

### 3.9. Strategic map of research topics

The purpose of creating the thematic map is to understand the current state of the research field and its future sustainability. This analysis provides insights into researchers and stakeholders about the possibilities for future research development in thematic areas within a research field (Cobo et al., 2018). Thematic analysis was carried out based on the authors' keywords and their interconnections to identify themes. These themes are characterized by two fundamental measures (density and centrality). Density is represented on the vertical axis, whereas centrality occupies the horizontal axis (Cobo et al., 2011). Based on both measures, Figure 11 illustrates how the research field related to revisit intention is visualized as a set of research themes, which are mapped on a two-dimensional strategic diagram and classified into 4 groups, namely:

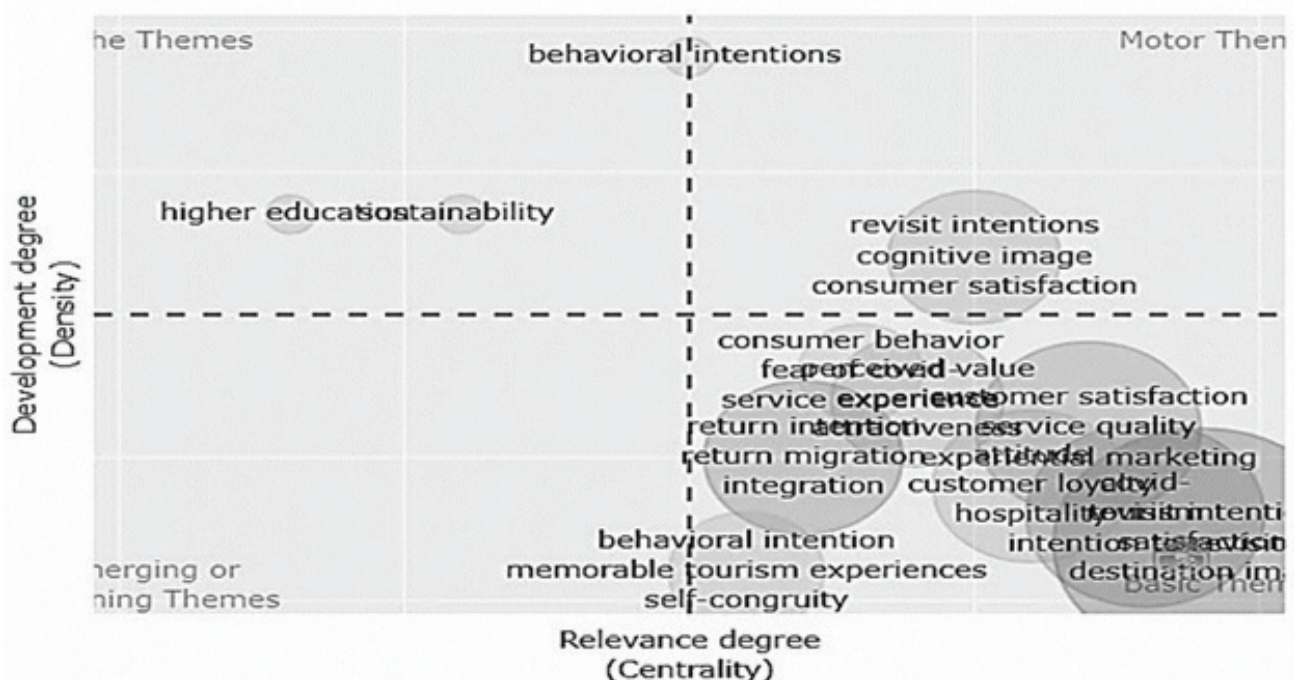
The first group or quadrant 1 (top right) contains themes that are well-developed and important to the structure of the research field. They are characterized by strong centrality and high density and are referred to as the motor themes of the specialty (Cobo et al., 2018). In this quadrant, the “revisit intention” cluster is found, which focuses on the intention to revisit a destination, cognitive image, and customer satisfaction (Kandampully & Suhartanto, 2000; Primananda et al., 2022).

The second group or quadrant 2 (top left) includes highly specialized and peripheral themes; thus their degree of importance is marginal to the research field. They are characterized by having well-developed internal links but unimportant external links (Cobo et al., 2018). In this quadrant, the “higher education” cluster is found, focusing on higher education and its relationship with sustainable tourism (Gungor & Tansel, 2008; Ok et al., 2007).

The third group or quadrant 3 (bottom left) is composed of themes that are emerging or disappearing. The themes in this quadrant have low density and low centrality, meaning they are underdeveloped and marginal (Cobo et al., 2018). This quadrant does not contain any key descriptors.

The fourth group or quadrant 4 (bottom right) encompasses the transversal and general themes, called basic themes, which are characterized as important themes for a research field, but are not developed (Cobo et al., 2018). In this quadrant, seven fundamental nodes are located, behavioural intention, memorable tourism experiences, and self-congruity (Torabi et al., 2022; Yang et al., 2022; Zhang et al., 2017; Zhang et al., 2018). The second node is formed by service, return intention, return migration, and integration. The third node comprises consumer behaviour, and the fourth is comprises perceived value and experience (Barnes et al., 2016; Pai et al., 2020; Primananda et al., 2022). The fifth node represents customer loyalty and hospitality, and the sixth represents customer satisfaction, service quality, and marketing experience (Agha Kasiri et al., 2017; Kandampully & Suhartanto, 2000; Riva et al., 2022). Lastly, the seventh node is located with terms such as COVID-19, revisit intention, and destination image (Primananda et al., 2022; Siddiqi et al., 2022).

Figure 11: Strategic map



Source: Author's elaboration with the aid of RStudio

#### 4. DISCUSSION

Revisit intention in tourism has gained increasing attention from the scientific community in recent years. The results indicate that the number of published articles has been increasing constantly from 2007 to 2022. The number of papers has grown significantly in recent years (2017-2022). Moreover, 2022 is the year with the highest number of manuscripts published on the topic, with a total of 75. These findings suggest that revisit intention in tourism and hospitality is an increasingly relevant topic, and researchers are paying increasing attention to this subject.

These results are consistent with previous research that highlighted the importance of customer loyalty and revisit intention as key factors for the success of tourism destinations and businesses (Ahmad et al., 2022; Ramadan & Kasim, 2022). The increase in the number of published articles reflects a greater demand from tourism professionals who seek to better understand how to improve customer loyalty and the profitability of tourism business based on the study of tourist behaviour. This is in line with previous studies that have emphasized the importance of revisit intention in the context of sustainable tourism (Jin et al., 2020; Wang, 2022) and tourist experience (Torabi et al., 2022; Zhang et al., 2018). The findings are encouraging and suggest that there is great interest in the topic and potential for future research and practices in the field of tourism, especially in an international context permeated by economic crises and wars that negatively impact tourism (Leta Senbeto & Hon, 2020).

Regarding the most cited documents, some have received a large number of citations and are responsible for a significant proportion of the scientific output regarding the impact on the field under investigation. Specifically, the most cited document on the list is "A model of perceived image, memorable tourism experiences and revisit intention", published by Zhang H. in the *Journal of Destination Marketing & Management* in 2018. This document received a total of 281 citations, with an average of 46.833 citations per year. It is interesting to note that some documents on the list were published in different journals, but all are related to the field of tourism and hospitality. The research topics in this field are broad and diverse and, reveal the existence of several important themes that are being explored in different journals.

It is interesting to note that some of the most cited documents on the list focused on sustainability and tourism in the context of destination management. Scott and Gössling (2022) noted that sustainability is an important theme in tourism and hospitality research because, tourism is a significant industry that can have a significant impact on the environment and local communities. Therefore, it is important that research on revisit intentions considers the sustainable impacts of tourism and hospitality.

The results of this study regarding the most relevant journals in the field indicate that Sustainability is the most relevant journal, with 41 published articles. The next five most productive journals are *Geojournal of Tourism and Geosites*, *International Journal of Environmental Research and Public Health*, *Frontiers in Psychology*, *Journal of Distribution Science*, *Journal of Hospitality and Tourism Management*, with 12, 10, 8, 7, and 5 articles respectively. Regarding the journals with the most citations in the field of tourism and hospitality, there is evidence of the existence of key journals, which are responsible for the majority the scientific production in the field and have a significant impact in terms of citations. Specifically, the journal with the highest number of citations is *Tourism Management*, with a total of 836 citations, demonstrating that this journal is highly influential in the field of tourism and hospitality, a result similar to that of Palácios et al. (2021). The next three journals with the highest numbers of citations are *Journal of Travel Research*, *Annals of Tourism Research*, and *Tourism Management*, with 493, 403, and 393 citations, respectively.

The most relevant affiliations of the authors in the field of tourism and hospitality show the existence of key institutions, responsible for producing significant research in this field. The most relevant affiliation is University Sains Malaysia, with 26 articles published by authors affiliated with this institution. It is interesting to observe that most of the affiliations on the list are located in Asia, with a significant number of affiliations from Malaysia, South Korea, and China. This shows that these regions have experienced a significant increase in research on the tourism and hospitality fields. The presence of several institutions from Malaysia demonstrates that this country is an important research centre in the field under investigation. The scientific production by country reveals that some countries produce a significant number of scientific articles on the topic, while others produce less. The top three countries that are responsible for 62% of the published manuscripts are China, South Korea and Malaysia. This is consistent with previous findings that highlighted the importance of Asia as a leading region in scientific production in various fields, including tourism (Palácios et al., 2021). Other countries with considerable scientific production include the United Kingdom, the United States, Turkey, Australia, Spain, Italy and India. These findings suggest that research on revisit intentions in tourism is not limited to a single country or geographical region; rather it is a topic of interest worldwide. As Elshaer et al. (2023) and Ramadan and Kasim (2022) pointed out, research on revisit intentions in tourism is important for the developing sustainable tourism globally.

However, it is important to note that the distribution of scientific production is uneven, with some countries publishing more than others. For example, China published more than the rest of the countries. This may be due to factors such as investment in research and development, availability of resources, and academic and scientific culture in each country (Pérez-Labrada et al., 2022). Regarding international collaboration, China has emerged as a leader in this field. Australia and South Korea also stand out as international partners. It is interesting to observe that some collaborations are more frequent than others and, that some collaborations only occur once, suggesting that they may be more casual or less established. On the other hand, most collaborations on the list involve countries within the same region, such as many countries in Southeast Asia or East Asia. However, there are



collaborations between countries from different regions, such as Australia and Italy, South Korea and Chile. These results suggest that international collaborations are important for fostering research and innovation in the field by, allowing researchers to share knowledge, resources and perspectives (Ronda-Pupo et al., 2015). Furthermore, international collaborations can help promote diversity and inclusion by involving researchers from different cultural and disciplinary backgrounds. Additionally, it is possible that some international collaborations are affected by linguistic, cultural, or geographical barriers (González-Infante et al., 2021). Therefore, it may be beneficial for researchers to seek opportunities to overcome these barriers and collaborate with colleagues from other countries to advance research in the field. The countries with the greatest impact in terms of the total number of citations are China, South Korea, the United Kingdom, Australia, and Turkey, which are responsible for more than 70% of the total citations of scientific works on revisit intention in tourism. This suggests that these countries are making significant contributions to research in this field and that their work is being widely recognized and used by other researchers. It is interesting to observe that the distribution of citations by country is uneven, with some countries having more citations than others. For example, China has more citations than South Korea. This could be due to greater investment in research and development, as well as an academic and scientific culture that values the production of high-quality research.

The results of the bibliometric study indicate that the keyword “revisit intention” is the most frequent word in the field, indicating the existence of a great interest in understanding why tourists decide to return or not to a destination. The word “satisfaction” is the second most frequent word, suggesting that customer satisfaction is an important topic and, that researchers are interested in understanding how tourists evaluate their experience in a destination. Other frequent words include “destination image”, “customer satisfaction”, “service quality”, “tourist satisfaction” and “perceived value”. All these words are related to tourist satisfaction and the quality of the tourist experience. It is interesting that the word “COVID-19” indicates that the pandemic has had a significant impact on the field and that researchers are interested in understanding how it has affected tourism and, mainly, how the sector can adapt to the changes generated by this health crisis (Díaz-Pompa et al., 2023; Gössling et al., 2020; Montero-López et al., 2021). The most frequent words suggest that researchers in the field are interested in understanding tourist satisfaction and the quality of the tourist experience, as well as the perceptions they have about tourism destinations and services. They also indicate that the COVID-19 pandemic has been an important topic in the field and, that researchers are trying to understand how it will affect tourism in the long term. This is consistent with existing research on the impact of the pandemic on tourism (Gössling et al., 2020; Pramananda et al., 2022), which has shown that the pandemic has had a significant effect on the industry and on tourist travel. These findings provide valuable information for researchers in the field and tourism professionals seeking to improve their tourist experiences and adapt to changes in the industry.

The strategic map provides valuable information about trends and new factors to be studied in revisit intentions in tourism. This suggests that certain highly cohesive and interconnected research themes, such as the intention to revisit a destination and customer satisfaction, exist, while other emerging themes, such as higher education and sustainable tourism, have a low level of connection with other research topics in the field. This provides researchers and tourism professionals with information about the most important areas of research and potential connections between different research topics. On the other hand, basic themes such as consumer behaviour, memorable tourism experiences, perceived value, customer loyalty, hospitality, customer satisfaction, service quality, COVID-19, and destination image are characterized as important topics.

Therefore, the new factors that should be studied in the field of tourism include the connection between higher education and sustainability in tourism, as well as understanding the relationship between customer satisfaction, customer loyalty, the impact of technological disruptions, and trust in the destination, as well as exploring different tourism modalities and products and services within destinations. Additionally, the connections between the different research themes can be explored in more depth to advance knowledge and offer more comprehensive solutions to the challenges facing the tourism industry. Future research can focus on examining the factors that influence revisit intention and identifying effective strategies to foster customer loyalty. In addition, exploring how technology and social media can influence revisit intention and tourist behaviours.

## CONCLUSIONS

Analysis of scientific production on the intention to revisit a tourism destination in Scopus from 2007 to 2022 revealed an increasing trend. These results demonstrate a greater interest and attention to the topic by the scientific community and may indicate the importance and relevance of the current topic. A comprehensive review of scientific publications on customer revisit intention in the tourism sector from 2007 to 2022 is provided using bibliometric analysis. This study highlights 2022 as the year with the highest scientific production, partly due to the crisis generated by the COVID-19 pandemic, where many companies found ways out in terms of the loyalty and trust of their customers. Research on revisit intentions in tourism has become an increasingly important topic in the scientific community. Customer loyalty and revisit intention are key factors for the success of tourism destinations and businesses, and research in this area is important for improving the profitability of the tourism business and better understanding tourist behaviour. Sustainability and tourism in the context of destination management are important topics in the field and reflecting the importance of considering the sustainable impacts of tourism and hospitality. The countries-leading the list of scientific production are China, South Korea, and Malaysia, but there is also a considerable amount of scientific production in other countries.



Revisit intention in tourism is an important and constantly evolving topic. International collaboration is essential for fostering innovation and diversity in the field, although linguistic, cultural, and geographical barriers can hinder such collaborations. The most productive and cited countries in the field are China, South Korea, the United Kingdom, Australia, and Turkey, and the most frequent keywords suggest that researchers are interested in understanding tourist satisfaction and the quality of the tourist experience, as well as the perceptions they have about tourism destinations and services. The COVID-19 pandemic has had a significant impact on the field, and researchers are investigating how it will affect tourism in the long term. The strategic map provides valuable information on the trends and new factors to be studied in the field, including the connection between higher education and sustainability in tourism, the relationship between customer satisfaction, customer loyalty, technological disruptions, and trust in the destination, and the influence of technology and social media on tourist behaviour. Overall, these results can help researchers and tourism professionals better understand the factors that influence revisit intention and develop effective strategies to foster customer loyalty and improve the tourist experience.

## IMPLICATIONS AND LIMITATIONS

This study has important theoretical implications as it allows the identification of trends in research related to revisit intentions in tourism. The most researched thematic areas and the most influential authors in the field are revealed. This allows researchers to identify neglected areas of research and discover new lines of research. It also allows the evaluation of the quality of research in the field of revisit intention in tourism. Revealing the most cited journals and publications will, help researchers identify the best opportunities to publish their research.

Furthermore, these findings have significant practical implications for the tourism industry. The results suggest that tourism companies can benefit from better understanding their intention to revisit tourism destinations and how to foster customer loyalty. By better understanding the patterns and trends in scientific production related to the intention to revisit tourism destinations, tourism companies can make more informed decisions and develop more effective strategies to improve customer satisfaction and the profitability of their tourism business.

Finally, the present study is limited in that, due to the search strategy employed, it is possible that some relevant works need to be identified, potentially affecting the comprehensiveness of the literature review. Moreover, the research focused exclusively on original articles from Scopus, excluding other valuable sources such as books, dissertations, and non-academic materials that could offer additional insights. The dynamic nature of revisit intention is a constant reminder that findings may rapidly become outdated as new studies and trends emerge, underscoring the need for continuous research.

Furthermore, the reliance on bibliometric methods as the primary analytical tool may have restricted the depth of the analysis, potentially overlooking the diverse methodologies and perspectives employed in this research area. The study did not systematically incorporate external factors, including economic fluctuations, political changes, and social trends, which could significantly influence both directions and revisit intentions.

It is therefore imperative that future research adopts a broader approach. The use of alternative indicators or methodologies, such as systematic reviews or meta-analyses, could significantly enhance our understanding of revisit intention dynamics in tourism. By broadening the scope of databases beyond Scopus and including a wider range of research materials, we can ensure a more comprehensive synthesis of the existing literature.

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