

Influences Of Destination Experience And Destination Service Factors On Domestic Tourists' Revisiting Intention To Danang City And How To Increase Their 2nd Time Rate: A Case Study Of Beach Destinations

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Abstract:

Purpose: The main purpose of this study is examining the impacts of destination experience and destination satisfaction to tourists' revisiting intention. Particularly, this study will give an insight into their influences to beach tourism in Danang.

Originality/Value: Amongst studies relevant to beach tourism, this one can be seen as the first that analyze how destination experience and destination satisfaction affect visitors' revisiting to beach spots in Da Nang city.

Key words: Destination experience, destination service factors, domestic tourists, revisiting intention, Da Nang, 2nd time rate, beach destinations

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I. Introduction:

The propensity of tourists to return (revisit intention) serves as a pivotal metric for assessing the sustainability of a destination and is significantly shaped by two primary factors: the tourism experience and the level of tourist satisfaction (Marsuni et al., 2025). In recent years, the concept of memorable travel experiences has attracted attention in research and management. In fact, memorable travel experiences are considered to be the most influential factor on tourists' behavioral intentions (Kim, 2017), and are the most important source of information when a person decides to return or recommend a destination to others (Oh et al., 2007). The roles of revisiting have been significantly highlighted by sound evidences from authors and researchers. During the peak season, beaches in Da Nang are packed with visitors, however, most are local residents, domestic tourists take second place (Trần Thị Kim Ánh, 2010). Noticeably, in a report of the Tourism Department in April 2016, the percentage of second-time domestic tourists is 58.6%, which is not as high as expected (Phạm Thị Lan Hương et al., 2022). None of the publications mention about the correlation between destination experience and second – time visitors. Therefore, this paper will mainly concentrate on how destination experience impacts on increasing the domestic visitors' 2nd-time rate to Da Nang beach destinations.

This paper also considers destination service factors as adhesives, binding tourists and destinations, lead to whether they revisit the beach spots or not. Along with the destination experience, service elements at the destination further strengthen the returning intention as well as play an indispensable role in increasing travelers' revisiting rate to Da Nang beaches. According to Rashed Al Karim et al., destination service factors include cultural and natural attractions, accommodation and food service, transportation service, cleanliness, hospitality and local facilities (2023). In this paper, cultural and natural attractions, accommodation and food service, transportation service, local facilities and hospitality will be used to assess the impacts of destination service factors on visitors' returning rate. The relations between these elements and 2nd – time tourists will also be assessed in this paper.

II. Literature review and hypotheses development:

Due to the reason that this paper analyze the influences of destination experience and destination service factors on domestic visitors' revisiting intention and ways of increasing their 2nd-time rate to beach destinations, thus, in the literature review section, the study will delve into their connection. Based on this analysis, the hypotheses will be developed.

2.1 Destination experience:

First of all, studies and researches, conducted by researchers, provide the definitions of destination experience. In the context of tourism, the term “experience” can be defined as the level of exposure that tourists have to the

various elements of the tourism environment, such as local attractions, cultural practices and interactions with local (Sangpikul, 2018; Karim et al., 2024). Moreover, Ekiz and Khoo-Lattimore (2014) claim that destination experience includes the interaction between visitors and service providers at any spot. Tourists' destination experience quality depends on the level of involvement, insight and participation they express during events, activities, or visits to tourist attractions (Karim et al., 2024). Destination experience is the multidimensional takeaway impression or outcome formed by different elements and it is a very difficult task to determine which are the key components (Eyup Karayilan and Gurel Cetin, 2016). Other research also emphasize the impact role of destination experience. Eyup and Gurel (2016) claim that tourist destinations are also able to be framed as a combination of services and activities creating a holistic experience of the visited site. The above authors indicated that destination is seen as the core of the tourism product, moreover, the experiences that tourists have during each visit are the resonant factor that affects the frequency of visitors' return.

2.1.1 Influences of destination experience on domestic visitors' revisiting intention and ways of increasing their 2nd-time rate to beach destinations:

For hypothesizing the correlation between destination experience and domestic visitors' revisiting intention. This paper will further explain how influential is tourists' experience on their frequency of revisiting. Empirical researches advocate that there is a positively mutual impact exists within two variables. Marsuni et al. (2025) claim that have experiences been recognized as an important determinant of tourists' post-visit behavior for a long period. Once-in-a-lifetime opportunities that have visitors experienced will be the catalyst to engrave that spot in the mind of tourists as well as urge them to revisit that destination sooner, of which beaches are typical examples. Moreover, the importance of destination service factors to visitors' emotion and experience is also referred by this research stream in beach tourism research. Bernaki et al. (2023) and Holbrook and Hirschman (1982) refer to the experience concept as a personal and subjective occurrence with high emotional significance resulting from consuming goods and services. Perspectives from author groups mention about the relationship between destination experiences and destination service factors, that exert an influence on travelers' revisiting intention and ways of increasing their second time rate to beaches. The rest of literature review will detail this correlationship.

To advocate for Marsuni et al. (2025), Kim and Seo (2022) claimed that tourists' travel experience is the main focus of the tourism and hospitality industry and is a decisive element of their behavioral intentions and decisions. Eyup and Gurel (2016) stated that a beach holiday might include more passive elements of experience such as relaxation, esthetics and entertainment themes however a cultural tour might require more active involvement and education. Marsuni et al; Kim and Seo emphasized that visitors' experiences of service factors at beach destinations is of great significance for their post – visit behavior, for example, returning decision.

Tung and Ritchie (2011); Lan Huong et al. (2022) mentioned that tourism experience is “individual subjective evaluation and undergoing (i.e., affective, cognitive, and behavioral) of events related to his/her tourist activities.” The experience is all things that tourist experience during (planning and preparation), during (at the destination), and after (recollection) of their trip to a destination. Practical application for beach tourism activities in Da Nang indicates that on-site and post-trip experiences of domestic tourists have an effect on opting Da Nang for their next beach trips.

Therefore, author proposes the following hypothesis:

H1: Destination experience are positively correlated with domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

2.2 Destination service factors and impacts on domestic visitors' revisiting intention and ways of increasing their 2nd – time rate to beach destinations:

It is indisputable that destination service factors are of the importance to tourists' revisiting intention and ways of increasing their second-time rate to beach destinations. This section will be the in-depth analysis of the impacts of each factor.

2.2.1 Cultural and natural attractions:

Cultural attractions are destinations that showcase and preserve the heritage, arts, and traditions of a particular community or region, such as museums, historical landmarks, and festivals. They provide immersive experiences that educate visitors about different ways of life and contribute significantly to the local economy by attracting tourism. In terms of natural attractions, they are named features which appeal to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Cultural tourism is a type of tourism concentrated on exploring and experiencing the unique cultural elements of a destination. Its main focuses are cultural aspects' understanding and interaction such as historical heritage, arts, architecture, music, traditions, language, as well as customs of a specific culture. When participating in cultural attractions' activities, often the travelers have the chance to visit historical sites, museums, art exhibitions, distinctive architectural landmarks,

and local cultural events. Natural attractions refer to scenic and geographical features, that are appealing to tourists because of their beauty, uniqueness, or recreational opportunities. Often natural attractions serve as destinations for outdoor activities. A destination's cultural and natural attractions can be described as anything that can attract tourists to a destination (Karim et al., 2023). Moreover, Le and Dong (2017); Tavitiyaman and Qu (2013) stated that cultural and natural attractions are aspects of a location, including temperature, geographical features and destinations' activities, can gain millions of visitors.

The extent of tourists' engagement and understanding in a tourist spot is seen as the determinant of the quality of destination experience. Researches of Huang and Choi (2019) as well as Hao (2020) support this perspective. The concept of tourist engagement was originated from customer engagement, which is about the travelers' psychology, whether they are cognitively or emotionally immersed in their experience. Tourist engagement reflects the degree to which a visitor is cognitively and emotionally connected to the destination amenities, activities, locals and environment during the trip.

According to Travel Trends in Vietnam: A Journey of Discovery from Visa Global Travel Intentions Study 2023 by VISA, Vietnamese tourists were strongly emphasizing on leisure - focused and experiential journeys. The main force for travelling was relaxation, accounting for 68%, followed by shopping (43%) and exploration or trying something new (43%). Danang ranked 1st in top five domestic destinations, compared with Quang Ninh, Khanh Hoa, Ba Ria Vung Tau and Hanoi, accounted for 21.2% (Summer Travel Insights of Vietnamese Travelers by Outbox Insight, 2024). The number of tourists visiting Danang because of their thirst for adventure and experiences in recent years have increased, so domestic adventure and experiences seekers have the tendency to choose Danang for experiencing local features (customs, traditions, cuisines) that are personalized for them.

Tourists travel to a city for various reasons, the most common of which is to experience the city's distinctive attractions (Li et al., 2019). This authors group also support for the statement above. Among numerous reasons for visiting a particular city, the most prominent one chosen by tourists is the chance to visit and experience its iconic spots. The tendency to engage in expedition tour is regarded as one of the important criterion of stopping by at a city. Therefore, Danang with internal tourism resources has the ability to attract a large number of domestic tourists.

Tourist experience involves interacting with various groups like service providers, local communities, destination management, and other tourists (Zhang, Chen and Hu, 2019). The enthusiastic support and interaction of service providers and local communities symbolizes for the hospitable attitude of local people towards tourists, in which the mediating role of local authorities cannot be ignored. On top of that, the opportunity to force new relationships with others makes them feel ecstatic when visting a destination.

In a nutshell, the bespoke experiences will affect to the returning decision of tourists to a destination.

The following hypothesis is proposed:

H2: Cultural and natural attractions impact positively on domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

2.2.2 Accommodation and food service:

Initially, accommodation and food service provide lodging and dining experiences to visitors, residents and guests, including hotels, motels, restaurants, bars, pubs, cafe and catering services, as well as offering accommodations, food and beverages. Accommodation and catering play a significant role in the hospitality sector by delivering comfort, convenient, and enjoyable dining experiences. These kinds of service also include catering and short-stay accommodation, such as, bed and breakfast, serviced apartments, etc.

Le and Dong (2017) claimed that the key component of tourist products and amenities was the capacity of accommodations and food. This was the largest and most prevalent segment of the tourism industry. The returning rate of tourists depends on whether the large number of visitors can be housed in the accommodation or not. Food is also considered as a measure of product quality and destination amenities. The tourist spot with well-known specialties, can appeal to the tourists' attention and visit, especially those who take delight in culinary tourism. Therefore, the resonance between accommodation and cuisine significantly impact on tourists' decision to return to the destination. This authors group also emphasized that customer satisfaction is considered as the determinant of accommodation services and food quality. They have the tendency to revisit and refer to others when feeling satisfied with the quality of accommodation and catering services.

Other studies addressed the significance of accommodation services in tourists' experience enhancement, which plays a vital role in visitors retention. From the perspectives of Eyup and Gurel, hotels in the destination are important to cover basic needs of tourists. In the context of hotels, vernacular architectures, usage of new technologies, CRM tools, guest relations, product bundling, and various other services should be taken into account for a proper guest satisfaction and experience (2016). The author is totally in agreement with the above due to the reason that hotels, in which they are able to meet all of the essentials, will be the tourists' first priority in a destination. What is more, the harmony between indigenous architecture and hotel design plays a key role in personalizing the tourists' experiences. In the context of digitalization, using cutting-edge technologies, for

example, customer relationship management (CRM) systems, to efficiently manage the guests relationships is of great importance. Last but not least, diversified products and services packages should be regarded as those, that create complete experience and satisfy visitors' needs.

The tourist destinations are beneficial from good lodging and catering services. Thus, the next hypothesis proposed will be:

H3: Accommodation and food service is positively relevant to domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

2.2.3 Transportation service:

It is indisputable that means of vehicle significantly affects to tourists' selection of destination due to the reason that transportation mainly functions its supporting role in travelers' commuting. Means of transport bridges visitors and their arrival.

Airlines, shipping lines, trains, bus companies and vehicle rental companies are parts of the transportation sector. It is crucial to comprehend customer satisfaction with transportation services in tourism study and practice (Le and Dong, 2017). On the one hand, aviation, shipping and railways, which are most-chosen types of transport when travelling, are seen as constituent elements of transportation. On the other hand, bus and vehicle-renting companies are also included in this sector. In terms of tourism study and practice, the comprehension of tourists' level of satisfaction with transportation services is essential.

H4: Transportation is positively related to domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

2.2.4 Hospitality:

If locals' attitudes are positive and friendly, tourists will enjoy their stay in the destination, as well as their interaction with the locals. The attitudes of the staff at hotels and restaurants also influence tourists' perceptions of destinations (Tosun et al, 2015). It is obvious that the locals' attitudes towards visitors directly impact on their mood during the whole trip. The positive attitude and friendliness of local people will make travelers immersed in their experiences and stay in the tourist spot, that leads to the active interaction between tourists and the vernaculars. Particularly, the synergy between hotel architecture and serving attitudes of staffs decides whether tourists return to a destination or not.

The acknowledgement of social interactions between visitors and locals, servicescape, public services, knowledge enhancement, feeling comfortable, and welcome, having challenges and active participation as important items that can be regarded in terms of the destination experience of tourists was mentioned in numerous other studies, particularly the paper of Hood in 2004. The hospitableness of local people not only motivates them to learn about knowledge of indigenous culture through forcing new relationships but they also feel welcome and comfortable as if they are in their homeland.

Kim, Ritchie and Mc Cormick (2010) claimed that there are several dimensions of tourist experience, including involvement, hedonism, happiness, pleasure, relaxation, stimulation, refreshment, social interaction, etc. In similar with Hood, Kim et al acknowledged the significance of happiness, pleasure and refreshment in travelers' experience.

All of the studies strongly emphasize the important role of hospitality in the returning decision of domestic visitors. That also leads to the following hypothesis:

H5: Hospitality influences positively to domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

2.2.5 Local facilities:

Several studies have addressed the vitality of local facilities in tourists' intention to revisit a tourism spot, particularly beach destination. Among them, papers of Karim, Rabiul and Arfat (2024) as well as Tavitiyaman and Qu (2013) were prominent. According to Karim et al (2024), tourist destinations with manifold tourism products and services, like beaches, parks, unique cuisine experiences, fishing and other leisure facilities influenced positively to travelers. Apart from cultural uniqueness, they have the tendency to visit beaches and parks. The culinary fusion experiences also leave a strong impression on tourists whenever mentioning a tourism destination. Recreational facilities also play a crucial role in attracting a huge number of visitors to the tourist destination. Tavitiyaman and Qu (2013) stated that to satisfy tourists' expectations, destination managers have to offer premium services and distinctive facilities. It is essential for the destination authorities, especially managers to provide high-class services and amenities for travelers.

These papers above acknowledged the importance of local facilities. Therefore, the last hypothesis is as follow:

H6: Local facilities impact positively on domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

III. Conclusion:

There is a positive correlation between destination experience and destination services factors, including cultural and natural attractions, accommodation and food service, transportation service, local facilities and hospitality, and domestic visitors' revisiting intention and ways of increasing their second time rate to beach destinations in Da Nang city.

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