PENERBIT
Universiti Sultan Zainal Abidin

The Journal of Management Theory and Practice

UNISZA

Mediating Role of Tourist Satisfaction on the Relationship Between Safety and Revisit Intention: Evidence from Bangladesh

¹Mohammad Mehedi Al Masud* ,²Yusnita Binti Yusof
Faculty of Business and Management Sciences
University Sultan Zainal Abidin
Corresponding Author Email: mohmehedi@gmail.com

ABSTRACT
The tourism industry is one of the most significant and rapidly growing sectors of the global economy, and it significantly contributes to the growth of a country's economy. This study aimed to examine the mediating role of tourist satisfaction in the relationship between safety and revisit intention in Bangladesh. The study used a quantitative method, and face-to-face questionnaires were used to collect data from 314 tourists. The study used SEM-PLS to test the hypothesised relationship. The results indicated that safety had a negative and statistically insignificant direct effect on the revisit intention. The relationship between safety and tourist satisfaction is statistically significant, and the relationship between tourist satisfaction and intention to return is also significant. The findings revealed that tourist satisfaction significantly mediates the relationship between safety and intention to revisit. The study contributed significantly to the field of knowledge and has major theoretical and practical ramifications. The management of the tourism industry may combine their previous expertise with this new information to develop a resolution policy to boost tourist satisfaction and safety. Moreover, the result of the study would help the government to provide proper measures to protect tourists.

Keywords*:* Tourist Satisfaction, Safety, Revisit Intention, SEM-PLS, Tourist Industry

1.   INTRODUCTION

Tourism is one of the essential industries in the world (Kyrylov et al., 2020). It provides millions of jobs, generates large amounts of revenue, and helps bring nations and cultures to new destinations. Tourism also dramatically impacts the environment, from conserving natural resources to reducing pollution (Tien et al., 2019). It is one of the most effective ways to educate people about our world and is one of the most exciting ways to explore and experience new places. Tourism is an important aspect of the economy, generating billions of dollars annually and high-paying jobs for citizens. Tourism also contributes significantly to the nation's economy and culture. The industry provides thousands of jobs (Manzoor et al., 2019), promotes economic development, and helps raise the standard of living for millions of citizens across the country (Mubinovna, 2020). Tourism also plays a critical role in preserving our nation's heritage and cultural heritage.

The tourism industry is a huge part of Bangladesh's economy (Hossain & Wadood, 2020). It supports hundreds of thousands of jobs and generates billions of dollars annually. Tourism brings people from all over the world to visit Bangladesh and share unique experiences. The Bangladesh government estimates that the country's tourism industry contributes more than three per cent of the country's GDP.

Hasan et al. (2018) asset the tourism industry has grown at a compound annual rate of more than 35%. Bangladesh is one of the countries with the highest proportion of international tourist arrivals. The country is also one of the most popular in Asia for honeymooning; with 3.1 million travellers in 2013, it

was among the most popular destinations for honeymoon tourists (Rana et al., 2020). Bangladesh is a culturally rich and diverse country. Its diverse ecosystems include tropical rainforests, mangroves, beaches, and coral reefs. With over 1,000 islands in the estuarine and all-around waters of the Bay of Bengal, tourists can visit sixty of them, many of which are near national parks (Roy et al., 2020).

Despite the industry's attractiveness, the number of tourists in Bangladesh declined in recent years due to security challenges and other pressing issues (Cynthia et al., 2019). One of the main aspects of tourists' decision-making process to visit a site is their sense of safety (Wang et al., 2019). Tourists attempt to avoid going there when a place is deemed dangerous (Micić et al., 2019). Tourists may view risk issues contrarily due to the differences in geographical, cultural (Polas et al., 2019) and travel experiences (Assaker & O'Connor, 2021), which may affect their satisfaction. Against this backdrop, this study examines the role of tourist satisfaction mediating in the relationship between safety and revisit intention.

2.   LITERATURE REVIEW

Safety
Safety is a term used to describe the protected condition from bodily injury or harm resulting from contact with hazardous physical conditions (Formela et al., 2019), substances or activities (Purohit et al., 2018). Safety is also used to describe the requirement of being protected from damage or loss (Matiza & Slabbert, 2021). Being shielded against damage or

PENERBIT
Universiti Sultan Zainal Abidin

other undesirable results is the condition of being safe, or in other words, safe. Controlling known risks to obtain a level of risk that is acceptable is another definition of safety (Ma et al., 2020).

Safety in tourism refers to protecting tourists from foreseeable risks (Lee et al., 2019). It includes preventing or minimising the effects of accidents and incidents, including evacuation in an orderly and timely manner. The tourism industry is responsible for ensuring its customers' safety (Beirman, 2018). The industry must take precautions to ensure the safety of its customers. There are many ways to promote safety in the tourism industry (Chili, 2018). Many safety concerns need to be addressed in the tourism industry, such as transportation, hotel, and tour safety. Transportation safety is a major concern for the tourism industry (Mátyás et al., 2021). Tourism is a multibillion-dollar industry, and it is growing every year. With this growth comes an increased need for safety in the tourism industry.

Tourist Satisfaction
The concept of satisfaction in tourism research has been interpreted as the tourist's emotional degree of overall enjoyment following the trip (Pestana et al., 2020). Tourist satisfaction is a complex and multi-dimensional concept that encompasses tourists' emotions and behaviours while visiting a destination (Ardani et al., 2019). Guizzardi and Mariani (2021) posit that tourist who visit a destination are often more satisfied with their trip if they feel they have a good overview of what the destination has to offer. Satisfaction is not simply about finding the things you want to see; it's about feeling like you had a good time.

According to D'Urso et al. (2020), satisfaction as a subjective feeling and way of thinking about the relationship between what is expected and what is received. Tourist satisfaction is the difference between a visitor's actual experience and their expectations of the place (Mas' ud et al., 2022). In view of Astuti and Dewi (2022), tourist satisfaction is the extent to which a visitor's evaluation of a destination's qualities surpasses their expectations for those features. Huete Alcocer and López Ruiz (2020) have examined what satisfaction means. It's usually accepted as a post-purchase construct that has to do with how much a customer loves or hates a service or product after using it.

Satisfaction comes when tourists feel like they got a good overview of their destination. This can come from a tour, reading about the destination before they go, or talking to natives. The more tourists know, the more satisfied they will be with their visit. A tourist's satisfaction with their trip is influenced by how well their expectations were met.

3.   HYPOTHESIS DEVELOPMENT
Safety and Revisit Intention
Most prior studies about revisit intention in tourism have absorbed the importance of service quality, customer satisfaction, and perceived value (Chan, 2018; Li, 2020; Mannan et al., 2019). However, the impact of safety on revisit intention has been largely ignored within the tourism field (Seetanah et al., 2020). Safety is an essential factor influencing consumer satisfaction (Pai et al., 2021). Safety has

a substantial effect on revisit intention. Safety is one-factor influencing tourists to make a decision (Karl, 2018; Zavadskas et al., 2019; Zou & Meng, 2020). Based on the empirical evidence, the following hypothesis was formulated:

H₁: Safety has a significant effect on Revisit Intention.

Safety and Tourist Satisfaction
Tourist satisfaction is a measure of how happy a person is with their travel experience, while revisit intention is a measure of how likely a person is to revisit a place (Singh & Singh, 2019). Safety is of the utmost importance when travelling. Tourist satisfaction is also very important to consider when planning a trip. Tourist satisfaction is often gauged by how safe tourists feel while in a destination. Recent studies have shown that a majority of tourists would not return to a destination if they felt unsafe while visiting it (Biswakarma, 2015; Biswas et al., 2021; Ghose & Johann, 2018; Lai et al., 2018; Lee, 2015; Rajesh, 2013; Vu et al., 2020).

However, unsafe conditions can increase tourist dissatisfaction (Bianchi, 2016). This strictly signifies the relationship between safety and tourist satisfaction. Safety and Tourist Satisfaction are important considerations when choosing a tourist destination. Many tourists are concerned not only with their physical safety but also their belongings' safety. Thus, based on the empirical evidence, the following hypotheses were framed:

H₂: Safety has a significant effect on Revisit Intention.
H₃: Tourist satisfaction has a significant effect on Revisit Intention.

Mediation role of Tourist Satisfaction
When using mediation, three steps must be followed. First, the dependent variable (DV) and independent variable (IV) must be connected. The mediating variable (MV) must link to the independent variable in the second stage, and the independent variable must connect to the mediating variable in the final stage. In this research, tourist satisfaction is a mediator because the literature established it affects revisit intention. Previous research has examined the indirect effect of safety on revisit intention by using the mediating role of tourist satisfaction (Chaudhary & Islam, 2021; Chew & Jahari, 2014; Nguyen Viet et al., 2020; Soleimani & Einolahzadeh, 2018). Thus, the researchers hypothesised that:

H₄. Tourist satisfaction mediates the relationship between safety and revisit intention

4. RESEARCH FRAMEWORK

The research framework on which the study is based is depicted in Figure 1.

Figure 1: Research framework

Figure 1: Framework

5. RESEARCH METHODOLOGY

A quantitative method was employed in this study. The population for this study comprises tourists (Local and International) that visit tourist attractions site of Bangladesh. 350 tourists were randomly selected for the survey; between August and September 2022. The respondents were drawn from the international departure hall of two international airports in Bangladesh: Shah Jalal International Airport, Dhaka and Shah Amanat International Airport, Chattogram. 276 questionnaires were complete and returned. Based on this, the study progressed with 276 correctly answered questionnaires, yielding a response rate of 78.86% for the final assessment of the study hypotheses.

This study included three variables with a total of 18 items. Each item was evaluated on a 7-point Likert scale, with 1 strongly disagreed and 7 strongly agreed. The questionnaires were adapted from previous research (Chaudhary & Islam, 2021; Nasidi et al., 2022; Nasidi et al., 2021; Wang et al., 2019; Yang & Nair, 2014). The data collected through the questionnaire were analysed using SPSS version 26.0 for preliminary analysis and PLS-SEM for research hypotheses.

Demographic characteristics of the Respondents

Table I shows the demographic data of the respondents. Most respondents were male, 54.3% and 45.7% were female tourists. 65% of respondents were aged more than 30 years. Regarding educational level, most respondents have university or graduate certificates with 37.7% and 47.8%, whereas the remaining had primary and secondary education. Moreover, 48.9 % of respondents and 33.3% visited for the first and second time. Most respondents were international, 52.2% and 47.8% were local.

Table 1: Demographic data of the respondents

Variable		Frequency	Percent%
Gender	Male	150	54.3
	Female	126	45.7
	Total	276	100.0
Age	Under 20	28	10.1
	20-29	67	24.3
	30-39	84	30.4
	40-49	61	22.1
	50 and above	36	13.0
	Total	276	100.0
Education	Primary	18	6.5
	Secondary	22	8.0
	University	104	37.7
	Graduate	132	47.8
	Total	276	100.0
Number of Visit times	First time	135	48.9
	Second Time	92	33.3
	Third time	31	11.2
	Fourth time and above	18	6.5
	Total	276	100.0
Tourists Designation	Local	132	47.8
	International	144	52.2
	Total	276	100.0

Assessment of Measurement Model

To ascertain the reliability and validity of the measures, analysis was conducted. The measuring model's convergent validity is described in Table 2. Items with factor loading lower than 0.60 are removed. As a result of the low factor loading, 1 item was deleted, safety4, as shown in Figure 2. The factor loadings of the remaining items, as shown in Figure 2, vary from 0.715 to 0.859, above the proposed cut-off point of 0.60.
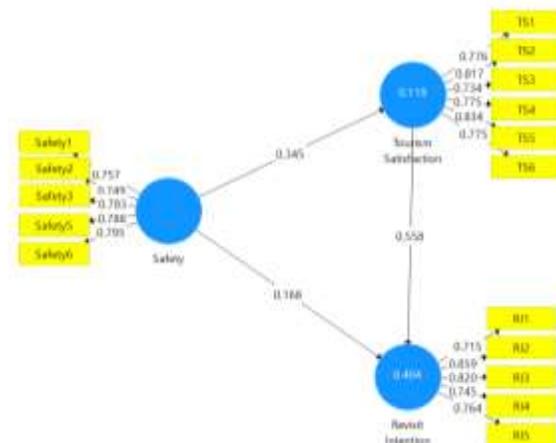

Figure 2: Measurement Model

Validity and Reliability

Table 2 shows the values of Cronbach's alpha and convergent validity for each construct's validity and reliability. Both structures' composite reliability scores were greater than the thresholds value of 0.700. The overall values were between 0.882 and 0.906. Cronbach's alpha values ranged from 0.843 to 0.877, satisfying the 0.700 cut-offs. Regarding AVE, each variable should be less than 0.5. (Hair et al., 2012). As shown in Table 2, every AVE variable falls between the range of 0.600 and 0.617, which is all above the threshold of 0.50.

Table 2: CR, AVE and CA

Constructs	Cronbach's Alpha	CR	AVE
Revisit Intention	0.843	0.887	0.612
Safety	0.851	0.882	0.600
Tourism Satisfaction	0.877	0.906	0.617

Discriminant Validity

To achieve the discriminant validity criterion, the square root of AVE should be greater than the correlation between latent variables for each latent variable. Three steps are followed to assess the discriminant validity. The Fornell and Larcker criterion, cross-loading, and the Heterotrait–Monotrait (HTMT). The square root of each latent construct's AVE (the diagonal values) is greater than the correlation coefficients in Table 3 and was used to evaluate discriminant validity using the Fornell-Larcker test.

Table 3: Fornell-Larcker

Constructs	Revisit Intention	Safety	Tourism Satisfaction
Revisit Intention	**0.782**		
Safety	0.360	**0.775**	
Tourism Satisfaction	0.616	0.345	**0.786**

Another reference point for the discriminant validity of measuring frameworks was the cross-loading values. According to Table 4, each measure's (measuring scale item's) underlying latent construct is loaded more heavily than any other construct. As indicated in Table 4, these findings meet the conditions for the cross-loading evaluation and give strong evidence for the discriminant validity of the measurement models.

Table 4: Cross loading

Constructs	Revisit Intention	Safety	Tourism Satisfaction
RI1	0.715	0.279	0.666
RI2	0.859	0.335	0.438
RI3	0.82	0.31	0.374
RI4	0.745	0.267	0.431
R15	0.764	0.192	0.391
Safety1	0.307	0.757	0.253
Safety2	0.214	0.749	0.185
Safety3	0.1	0.783	0.141
Safety5	0.401	0.788	0.393
Safety6	0.128	0.795	0.164
TS1	0.563	0.259	0.776
TS2	0.491	0.284	0.817
TS3	0.328	0.24	0.734
TS4	0.417	0.16	0.775
TS5	0.509	0.297	0.834
TS6	0.533	0.346	0.775

The Heteromonotrait (HTMT) correlation ratio was also introduced by Henseler et al. (2016) as a unique method for analysing the discriminant validity of structures in measurement models. An average HTMT score greater than 0.85 indicates a potential issue with discriminant validity (Purwanto et al., 2021). The HTMT values in this sample were barely below the 0.85 thresholds, as shown in Table 5.

Table 5: Heteromonotrait (HTMT)

Constructs	Revisit Intention	Safety	Tourism Satisfaction
Revisit Intention			
Safety	0.337		
Tourism Satisfaction	0.667	0.324	

Structural Model Assessment

The structural model is depicted visually. Figure 3 depicts the graph, and the arrows linking the study's constructs were decided by the direction of the hypotheses presented in the framework. The single-headed arrows are used to confirm the significance of the study concept. Figure 3 and table 6 illustrate the factor loadings for each item as well as the mediating effect of tourism satisfaction.
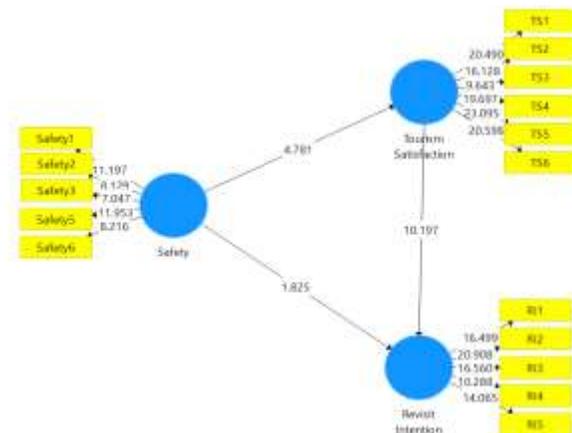

Figure 3: Structural Model

Table 6: Summary of path coefficients

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P- Values	Decision
Safety -> Revisit Intention	0.165	0.17	0.091	1.825	0.068	Not supported
Safety -> Tourism Satisfaction	0.344	0.359	0.072	4.781	0.000	supported
Tourism Satisfaction -> Revisit Intention	0.563	0.571	0.055	10.197	0.000	supported

Table 7: Mediation Effects

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Values	Decision
Safety -> Tourism Satisfaction -> Revisit Intention	0.194	0.205	0.045	4.352	0.000	supported

Table 6 summarises the findings of the study. The findings revealed a relationship between the outcome of each research component, path coefficients, standard deviation (STDEV), and probability value (p-value). The findings revealed that safety had a negative and statistically negligible direct effect on revisit intention (Beta value: 0.165; t-value: 1.825; p=0.068). This study established that hypothesis 1 is unsupported. Hypothesis 2 discovered a relationship between safety and tourist satisfaction (Beta value=0.344; t-value=4.781; p=0.000). The proposed relationship between tourist satisfaction and revisit intention was supported by Hypothesis 3 (Beta value=0.563; t-value=10.197; p=0.000).

6. MEDIATION EFFECTS

The researcher utilised the bootstrapping approach to taste the mediation. The results demonstrated that tourist satisfaction strongly mediates the relationship between safety and intention to revisit, as shown in table 7 above, with a path coefficient of (Beta value=0.194; t-value=4.352; p=0.000).

7. CONCLUSION AND IMPLICATIONS

Using SEM-PLS as an analytical tool, the study hypothesised that tourist satisfaction would mediate the relationship between safety and intention to return. It has been proposed that safety directly influences visitor pleasure and intention to revisit. The research made a substantial contribution to the body of knowledge and has important theoretical and practical implications. The research aimed to increase the amount of available tourism-related information that may be used in academic and professional contexts. The management of the tourism industry may combine their previous expertise with this new information to develop a resolution policy to boost tourist satisfaction and safety, which will encourage them to visit again. Moreover, the result of the study may help the government to provide proper measures to protect tourists. The results can potentially wake the policymakers about the position of the tourism industry.

8. REFERENCES

Ardani, W., Rahyuda, K., Giantari, I. G. A. K., & Sukaatmadja, I. P. G. (2019). Customer satisfaction and behavioral intentions in tourism: A literature review. *International Journal of Applied Business and International Management (IJABIM), 4*(3), 84-93.

Assaker, G., & O'Connor, P. (2021). eWOM platforms in moderating the relationships between political and terrorism risk, destination image, and travel intent: the case of Lebanon. *Journal of Travel Research, 60*(3), 503-519.

Astuti, N. S., & Dewi, L. (2022). Analysis of Service Quality and Tourism Destination Parts on Visitor Satisfaction at Taman Mini Indonesia Indah. *TRJ Tourism Research Journal, 6*(1), 140-151.

Beirman, D. (2018). Tourism Crisis and Safety. *The SAGE Handbook of Tourism Management: Applications of Theories And Concepts to Tourism*, 154.

Bianchi, C. (2016). Solo holiday travellers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research, 18*(2), 197-208.

Biswakarma, G. (2015). On the dimensionality of measuring tourist satisfaction towards homestay. *International Journal of Hospitality & Tourism Services, 8*(2), 51-63.

Biswas, C., Deb, S. K., Hasan, A. A.-T., & Khandakar, M. S. A. (2021). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights, 4*(4), 490-510.

Chan, S. (2018). Factors Affecting Revisit Intention With Customer Satisfaction As a Mediating Variable in Eco Friendly Resorts. *Jurnal Manajemen Inovasi, 9*(1).

Chaudhary, M., & Islam, N. U. (2021). Impact of perceived risk on tourist satisfaction and future travel intentions: A mediation–moderation analysis. *Global Business Review*, 09721509211036270.

Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management, 40*, 382-393.

Chili, N. S. (2018). The impact of safety and security on the behaviour of consumers and tourism demand in South African townships. *African Journal of Hospitality, Tourism and Leisure, 7*(4), 1-14.

Cynthia, S. T., Majumder, M., Tabassum, A., Khanom, N. N., Tuhin, R. A., & Das, A. K. (2019). Security concerns of ridesharing services in Bangladesh. 2019 2nd International Conference on Applied Information Technology and Innovation (ICAITI),

D'Urso, P., Disegna, M., & Massari, R. (2020). Satisfaction and tourism expenditure behaviour. *Social Indicators Research, 149*(3), 1081-1106.

Formela, K., Weintrit, A., & Neumann, T. (2019). Overview of definitions of maritime safety, safety at sea, navigational safety and safety

in general. *TransNav: International Journal on Marine Navigation and Safety of Sea Transportation, 13*(2).

Ghose, S., & Johann, M. (2018). Measuring tourist satisfaction with destination attributes. *Journal of Management and Financial Sciences*(34), 9-22.

Guizzardi, A., & Mariani, M. M. (2021). Introducing the dynamic destination satisfaction method: an analytical tool to track tourism destination satisfaction trends with repeated cross-sectional data. *Journal of Travel Research, 60*(5), 965-980.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial least squares: the better approach to structural equation modeling? *Long range planning, 45*(5-6), 312-319.

Hasan, M. M., Hossain, B. S., Alam, M. J., Chowdhury, K. A., Al Karim, A., & Chowdhury, N. M. K. (2018). The prospects of blue economy to promote Bangladesh into a middle-income country. *Open Journal of Marine Science, 8*(03), 355.

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems, 116*(1), 2-20.

Hossain, B., & Wadood, S. N. (2020). Potential unexplored? Tourism and economic growth of Bangladesh. *Journal of Tourismology, 6*(1), 63-77.

Huete Alcocer, N., & López Ruiz, V. R. (2020). The role of destination image in tourist satisfaction: the case of a heritage site. *Economic research-Ekonomska istraživanja, 33*(1), 2444-2461.

Karl, M. (2018). Risk and uncertainty in travel decision-making: Tourist and destination perspective. *Journal of Travel Research, 57*(1), 129-146.

Kyrylov, Y., Hranovska, V., Boiko, V., Kwilinski, A., & Boiko, L. (2020). International tourism development in the context of increasing globalization risks: On the example of Ukraine's integration into the global tourism industry. *Journal of Risk and Financial Management, 13*(12), 303.

Lai, I. K. W., Hitchcock, M., Lu, D., & Liu, Y. (2018). The influence of word of mouth on tourism destination choice: Tourist–resident relationship and safety perception among Mainland Chinese tourists visiting Macau. *Sustainability, 10*(7), 2114.

Lee, C.-F. (2015). Tourist satisfaction with factory tour experience. *International Journal of Culture, Tourism and Hospitality Research, 9*(3), 261-277.

Lee, Y., Pennington-Gray, L., & Kim, J. (2019). Does location matter? Exploring the spatial patterns of food safety in a tourism destination. *Tourism Management, 71*, 18-33.

Li, S. (2020). The impact of service quality, self-service technology, and the corporate image on customer satisfaction and customer revisit intention among luxury hotels in Kuala Lumpur, Malaysia. *International Journal of Services, Economics and Management, 11*(1), 48-70.

Ma, H., Chiu, Y.-h., Tian, X., Zhang, J., & Guo, Q. (2020). Safety or travel: Which is more important? The impact of disaster events on tourism. *Sustainability, 12*(7), 3038.

Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management, 14*(4), 922-947.

Manzoor, F., Wei, L., Asif, M., Haq, M. Z. u., & Rehman, H. U. (2019). The contribution of sustainable tourism to economic growth and employment in Pakistan. *International journal of environmental research and public health, 16*(19), 3785.

Mas' ud, R., Aminy, M. M., Ramadani, L. A., Elbadriati, B., & Yusup, M. (2022). Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination. *Journal of Environmental Management & Tourism, 13*(1), 252-263.

Matiza, T., & Slabbert, E. (2021). Tourism is too dangerous! Perceived risk and the subjective safety of tourism activity in the era of COVID-19. *Geo Journal of Tourism and Geosites, 36*, 580-588.

Mátyás, S., Tokodi, P., Vári, V., & Tihanyi, M. (2021). Investigation of Certain Components of Tourism Safety in the Visegrád Countries. *Internal Security, 13*(1).

Micić, J., Denda, S., & Popescu, M. (2019). The significance of the risk-related challenges in tourist destination choice. *Journal of the Geographical Institute "Jovan Cvijić" SASA, 69*(1), 39-52.

Mubinovna, R. F. (2020). Investment as a factor of regional tourism development. *South Asian Journal of Marketing & Management Research, 10*(10), 71-76.

Nasidi, Q. Y., Ahmad, M. F., & Dahiru, J. M. (2022). Exploring Items for Measuring Social Media Construct: An Exploratory Factor Analysis. *Journal of Intelligent Communication| Volume, 2*(01).

Nasidi, Q. Y., Ahmad, M. F., Dahiru, J. M., & Garba, M. (2021). Mediating Role of Social Media on Online Shopping Behavior: Smart-PLS Approach. *The Journal of Management Theory and Practice (JMTP)*, 49-55.

Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management, 7*(1), 1796249.

Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An examination of revisit intention based on perceived smart tourism technology experience. *Sustainability, 13*(2), 1007.

Pestana, M. H., Parreira, A., & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination Marketing & Management, 16*, 100332.

Polas, M. R. H., Sahidullah, M., Hossain, M. I., Karim, A. M., Prabhakaran, S., & Khan, A. M. (2019). Antecedent and consequences of risk perception on tourist decision making towards the sustainable medical tourism development in Bangladesh. *Journal of Tourism Management Research, 6*(1), 93-108.

Purohit, D. P., Siddiqui, N., Nandan, A., & Yadav, B. P. (2018). Hazard identification and risk assessment in construction industry. *International Journal of Applied Engineering Research, 13*(10), 7639-7667.

Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis Data Penelitian Marketing: Perbandingan Hasil antara Amos, SmartPLS, WarpPLS, dan SPSS Untuk Jumlah Sampel Besar. *Journal of Industrial Engineering & Management Research, 2*(4), 216-227.

Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS. Revista de Turismo y Patrimonio Cultural, 11*(3), 67-78.

Rana, M. S., Rahman, M. K., Islam, M. F., & Hassan, A. (2020). Globalization effects on tourism marketing in Bangladesh. In *Tourism marketing in Bangladesh* (pp. 157-171). Routledge.

Roy, M., Yajing, F., & Biswas, B. (2020). Economic contribution of tourism in Bangladesh: Capital investment perspective. In *Tourism marketing in Bangladesh* (pp. 223-237). Routledge.

Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination satisfaction and revisit intention of tourists: does the quality of airport services matter? *Journal of Hospitality & Tourism Research, 44*(1), 134-148.

Singh, R., & Singh, J. (2019). Destination attributes to measure tourist revisit intention: A scale development. *Global Business Review, 20*(2), 549-572.

Soleimani, A. G., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences, 4*(1), 1560651.

Tien, N. H., Dung, H. T., & Tien, N. (2019). Branding building for Vietnam tourism industry reality and solutions. *International Journal of Research in Marketing Management and Sales, 1*(2), 63-68.

Vu, N. T., Dung, H. T., Van Dat, N., Duc, P. M., Hung, N. T., & Phuong, N. T. T. (2020). Cultural contact and service quality components impact on tourist satisfaction. *Journal of Southwest Jiaotong University, 55*(1).

Wang, J., Liu-Lastres, B., Ritchie, B. W., & Pan, D.-Z. (2019). Risk reduction and adventure tourism safety: An extension of the risk perception attitude framework (RPAF). *Tourism Management, 74*, 247-257.

Yang, E. C. L., & Nair, V. (2014). Tourism at risk: A review of risk and perceived risk in tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT), 3*(2), 1-21.

Zavadskas, E. K., Bausys, R., & Mazonaviciute, I. (2019). Safety evaluation methodology of urban public parks by multi-criteria decision making. *Landscape and urban planning, 189*, 372-381.

Zou, Y., & Meng, F. (2020). Chinese tourists' sense of safety: Perceptions of expected and experienced destination safety. *Current Issues in Tourism, 23*(15), 1886-1899.