IMPACT OF TOURIST EXPERIENCE ON SATISFACTION AND REVISIT INTENTION: A BIBLIOMETRIC REVIEW AND CONTENT ANALYSIS

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ABSTRACT

The tourism industry is currently experiencing significant growth and plays a pivotal role in the global economy and contributes significantly to the global Gross Domestic Product (GDP). However, research examining the tourism industry will decline in 2024, especially those related to the topic of the influence of tourist experiences on satisfaction and intention to visit again. So, it is important to conduct further research to enrich research in similar fields and topics. This study aims to map the trend, conceptual structure, and know what kind of tourist experience are used to influence satisfaction and revisit intention in tourism research using bibliometrics and content analysis method, with data sourced from the Scopus and Web of Science databases, totaling 155 papers. From these papers, it is evident that the trends or keywords strongly related to this study's topic are "satisfaction," "loyalty" and "antecedents". Additionally, the tourist experiences that often influence tourists' satisfaction and revisit intention are memorable and emotional experiences consisting of positive emotion, service, quality of destination, destination image, and culture. Therefore, marketers or organizations should continue to improve the quality and services at tourist attractions so that they can provide tourists with a good experience.
Keywords : Tourist Experience, Satisfaction, Revisit Intention, Bibliometric Analysis, Content Analysis

INTRODUCTION

The tourism sector plays a pivotal role in the global economy and contributes significantly to the global Gross Domestic Product (GDP). In 2023, Tourism and travel sector contributed 9,1% to the global GDP or an increase of 23,2% from 2022 (WTTC). Apart from that, international tourism income has also increased, reaching USD 1.4 trillion in 2023 (UNWTO, 2024). This can be achieved due to the encouragement of domestic and international travel. The high number of tourist visits is related to their economic conditions, where they need to spend money on various tourist needs such as accommodation, food and drink, transportation, and other tourist activities. Tourist spending makes a direct contribution to local GDP and encourages investment in the tourism sector.

The global tourism sector is currently experiencing significant growth. World destinations in the third quarter of 2023 were visited by 22% more international tourists compared to the same period in 2022 (UNWTO). Based on World Travel Market's Global Travel Report 2023, there are 10 countries that are the top destinations based on inbound leisure trips, namely, France (72.4 million), Spain (70.8 million), Turkey (45.5 million), United States (41 .8 million), Greece (27.5 million), Thailand (27.3 million), Italy (25.9 million), Japan (20.7 million), Germany (19.8 million), and Austria (16 .5 million).
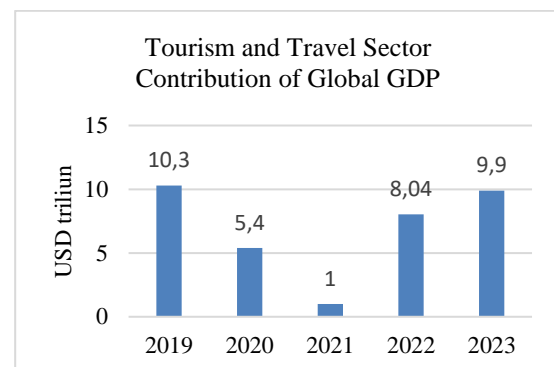

Figure 1. Global Domestic Product 2020-2023

Tourist visits are not only based on economics, but also on the quality of the experience felt by tourists during their visit. Tourist experience is a critical construct in tourism and tourism research (Oh et al., 2007). Tourist experience is a psychological condition that develops in a tourist through interaction with the services provided (Otto & Ritchie, 1996). Apart from that, tourists also feel the emotional experiences that occur and are remembered by everyone who has been involved on an emotional, physical, intellectual, or spiritual level (Weiermair et al., 2006). The quality of a tourist's experience profoundly impacts their overall satisfaction and their intention to revisit a destination. Tourism experience has a significant impact on satisfaction and revisit intention (S. Lee et al., 2020).

According to (Oliver, 1997), satisfaction itself includes the totality of psychological states

that occur from the consumption of tourism experiences (Rather & Hollebeek, 2019). Satisfaction is defined as a post-consumption tourist evaluation of a destination (Prayag et al., 2013). Meanwhile, revisit intention is when someone has planned to do or not to do some specified future behavior (Warshaw & Davis, 1985). Intention to revisit is also a customer's intention to continue returning to a place they have visited and is an indication of their satisfaction or dissatisfaction (Yoo et al., 2020). When tourists are satisfied with their experience, they are more likely to revisit to destination.

Therefore, understanding and enhancing the tourist experience is crucial for destinations aiming to boost visitor loyalty and sustain long-term growth. Analyzing how different elements of the tourist experience influence satisfaction and return intentions can provide valuable insights for tourism stakeholders to improve service quality, tailor experiences to meet tourist expectations, and ultimately foster a thriving tourism industry.

Moreover, research on tourist experience and its influence on satisfaction and revisit intention is still small and will decline in 2024. Based on data from Scopus, which can be seen in figure 2, it's known that in 2024, there are only 15 studies, which is quite a decrease compared to 2023. So, it is important and interesting to discuss this matter further because it can understand the factors that encourage growth and sustainability in tourist destinations.
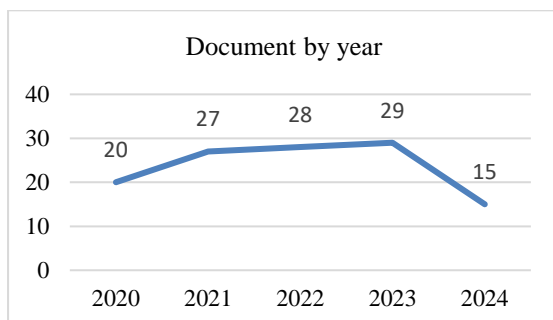

Figure 2. Related Document per Year

Previous research also suggests adding satisfaction variables in research that discusses tourism experiences and revisit intentions (Realino & Moko, 2021). In addition, a broader comparative tourism study is needed not only in one city, but in several cities (Pei et al., 2020). It is also recommended to examine the main reasons or factors that encourage tourists to visit such as service quality and motives and analyze other forms of tourism such as cultural, rural, cultural heritage and wine tourism (Obradović et al., 2022).

Drawing from previous research, this research focuses on identifying the impact of tourist experience on satisfaction and revisit intention. There are two research questions in this study: (Q1) "What are the publication trends, most productive authors, most cited global document, high frequency keywords and co-occurrence networks, thematic map, and the conceptual structure of tourist experience on satisfaction and revisit intention?" and (Q2) "What is the impact and characteristic of tourist experience on satisfaction and revisit intention research?". To answer these two-research questions, bibliometric and content analysis method is performed.

After this introduction, this study presents the literature review of tourist experience, satisfaction, revisit intention, also relevant theory in section 2 and methodology using PRISMA method diagram in Section 3. Then the literature review result and findings through the bibliometric and content analysis that presents in Section 4, the discussion of each theme in section 5, and the conclusion that include the implication of this study and gaps for future research in Section 6.

LITERATUR REVIEW
1. Theory of Planned Behavior

The theory of planned behavior (TPB) is used in this study because tourism experience, intention to revisit, and satisfaction are closely related to tourist behavior. TPB is used to predict and explore tourist behavior (Ajzen, 1991). So, this theory is suitable for use in studies discussing tourism. Ajzen (1991) also stated that the theory of planned behavior shows that general attitudes and personality traits are involved in human behavior, but their influence can only be known by looking at aggregated, broad and valid examples of behavior. It can be said, TPB explains that behavior arises because of the intentions underlying the behavior (Iskandar & Saragih, 2018). So, this theory is defined as the intention that arises from an individual to behave and this intention is caused by several internal and external factors for the individual (Evelyna, 2021).

An individual's intention to behave is influenced by three variables, namely attitudes towards behavior, subjective norms, and perceived behavioral control (Atik, 2018). Individuals are most likely to adopt a behavior if the individual has a positive attitude towards the behavior and gets approval from other individuals who are close and related to the behavior and believes that the behavior can be carried out well (N. R. Lee & Kotler, 2011).

2. Tourist Experience Strategy

Tourist experience is a critical construct in tourism and tourism research (Oh et al., 2007). In the tourism context, experience is seen as a psychological state developed by a tourist through interactions with service encounters (Otto &

Ritchie, 1996). Tourist experience is an important predictor for knowing a tourist's behavioral intentions, including everything experienced while at a destination, such as perception, cognition, and emotions (Sthapit et al., 2017). (Kang & Gretzel, 2012) define the tourist experience as a constant flow of thoughts and feelings during that moment of consciousness that occurs through a very complex process of psychological, social, and cognitive interaction. Tourism experiences are also defined as direct or indirect meetings between consumers and businesses, facilities, service procedures, as well as interactions between consumers and businesses and other consumers (Walter et al., 2010). It can be said that the tourist experience is the overall experience felt by a person during a tourist trip, including all influencing aspects such as interactions, psychological states, emotions, perceptions, and services experienced while at a tourist destination. Thus, the tourism experience does not only involve physical aspects, but also psychological, emotional, and spiritual.

Tourist experiences have different dimensions according to the research context itself. Pine & Gilmore (1998) proposed experiences from an economic perspective or from a business perspective, "Experiences are events that engage individuals in a personal way" which has four dimensions, namely, educational, entertainment, escapism, and aesthetic. Then, (Hosany & Gilbert, 2010) developed tourism experiences in an emotional direction which refers to emotional responses related to tourism experiences, which can influence post-consumption behavior such as satisfaction, intention to recommend, attitude assessment, and choice, and has three dimensions which are consisting of joy, love, and positive surprise. Furthermore, (J.-H. Kim et al., 2012) introduced the concept of memorable tourism experience which is a positive memory about tourism experiences that have occurred with seven dimensions, namely, hedonism, novelty, knowledge, refreshment, local culture, meaningfulness, and involvement..

3. Satisfaction

Satisfaction refers to the positive reaction created by a favorable assessment of the consumption experience (Oliver, 1980). In the tourism context, satisfaction is defined as a post-consumption tourist evaluation of a destination (Prayag et al., 2013). In other words, satisfaction is a tourist's assessment of a tourist destination that provides a level of satisfaction related to enjoyable consumption, including the level of excess or lack of fulfillment. Satisfaction is not only about the pleasure of a travel experience, but also the formation of an evaluation of that experience that is at least as good as it should be or expected (Chiu et al., 2016). So, tourist satisfaction is a comparison between the perception before coming to the destination and the experience that occurs.

Experience influences memory, which in turn shapes satisfaction and revisit intention (Knutson et al., 2010). Fournier & Mick (1999) also explained that tourist satisfaction is driven by social interactions during consumption, such as when tourists remember their memories with other people at a tourist destination, then satisfaction can be realized. So, to develop tourism products effectively, (Yu & Goulden, 2006), explains that destination managers must understand tourist satisfaction and its relationship with the tourist experience.

4. Revisit Intention

When discussing tourism, of course it is important to link it to a person's intention to revisit a tourist destination. According to Ramirez-Hurtado and Berbel-Pineda, there are four factors that motivate tourists to revisit a tourist destination, namely, the main purpose of the trip, demographics, trip characteristics, and the level of satisfaction with the travel experience (Song et al., 2017). So, it can be said that the intention to visit again is closely related to tourist experience and satisfaction. This is in line with the opinion of (Um et al., 2006) who considers the intention to visit again as the cause of a feeling of satisfaction with the decision to visit a destination. A person's level of intention to return to visit can be determined through the tourist experience they feel whether it is satisfactory or not.

(H. Kim et al., 2015) found a positive and significant relationship between tourist experiences and revisit intention. Revisit intention is when someone has planned to do or not to do some specified future behavior (Warshaw & Davis, 1985). Furthermore, in the tourism context, revisit intention is defined as the possibility of tourists to undertake an activity or revisit a place (Baker & Crompton, 2000). Revisit intention is also considered as a person's desire to visit the same destination within a certain period (Stylos et al., 2016). So, it can be concluded that the revisit intention is a person's desire or plan to visit or go again to a destination in the future. (Song et al., 2017) stated that, generally tourists choose the same destination or destination as a form of their commitment to a destination which can create an intention to buy the same tourism product or service in the future. Return visits to a destination show tourist loyalty (Satriawan et al., 2022).

RESEARCH METHODS

This study uses a dual-method approach, bibliometric and content analysis that is in line with recommendation of (Lim et al., 2022). According to Zupic & Čater (2015), bibliometric analysis is a

popular research method because of its ease of access to the online databases for everyone. Bibliometric analysis was first proposed by (DJ, 1965) to comprehend scientific networks across articles and illustrate the trend of a research topic by examining the distribution of research, such as most productive and influential journals, most productive and influential authors, trend topics, co-occurrence network, and thematic map. In the meantime, content analysis offers a qualitative method to explore and interpret the characteristics of the research before analyzing the gaps for the future research. RStudio software is used together with "Bibliometrix" and "Biblioshiny" package (Aria & Cuccurullo, 2017). As depicted in Figure 3, this study adopts the PRISMA Flow Diagram to enhance the methodological rigor of the literature review. Combining quantitative and qualitative methods can provide a holistic understanding of the subject matter and ensure a systematic and well-structured exploration of the research landscape.

Data Identification

All papers from Scopus and WoS that are relevant to the topic of tourist experience regarding revisit intention and satisfaction were used in this study. The use of both databases is to enrich and complete literacy on relevant topics so that it can provide diverse analysis result. Papers were collected based on their title, abstract, and keywords. The search syntax used was obtained from keywords of previous research, serving as references, as well as words relevant to the main subject of the study, including: [("Tourist" AND "Experience" AND "Revisit" AND "Intention" AND "Satisfaction")]. This search generated 170 papers from Scopus and 456 papers from Web of Science, so in total there are 626 papers.

Data Screening

All the results obtained from data identification will be screened. First step, papers will be excluded based on inclusion criteria. This study determines the inclusion criteria in six factors, namely by limiting the language (English), and open access. This first screening process results in 218 papers, 55 from Scopus and 163 from Web of Science. These papers are ready to be reviewed for duplicate records using R-Studio in the second screening process. After removing duplicates, there is 176 papers in total were identified.

Data Eligibility

Papers that have passed the screening then undergo 2 phases of eligibility assessment. Phase 1 is reviewing the title, keywords, and abstract. There are several criteria used for exclusion: (1) lack of keywords in the paper's title and/or abstract, and (2)

the paper's title and abstract being unrelated to the intended focus, which is the examination of the role of visual content in social media marketing. This process resulted in 21 papers being eliminated. Then, continued with phase 2, which reviewed the full text. Exclusion criteria for this second phase is the published paper has unrelated outcome with this paper's purpose. After the full-text review, 155 papers are remained and ready to be analyzed in this study.
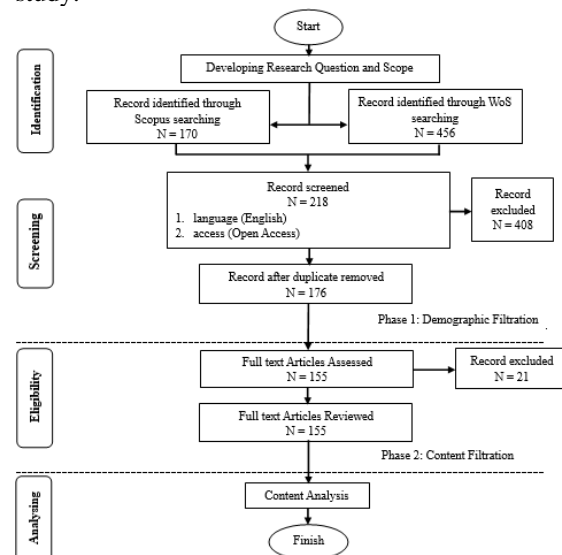

Figure 3. PRISMA Flow Chart

RESULTS AND DISCUSSIONS
1. Main Information

After conducting a bibliometric analysis on several articles that have been collected and reviewed through 2 phases, a trend regarding visual content in social media marketing was identified.

Figure 4. Main Information of the Data Collected
The bibliometric analysis of the study titled

"The Impact of Tourist Experience on Satisfaction and Revisit Intention: A Bibliometric Review and Content Analysis" provides a comprehensive overview of the scholarly landscape from 2012 to 2024. The research draws upon 91 diverse sources, including journals, books, and other academic materials, with a total of 155 documents. Notably, the annual growth rate of 24.6% reflects a heightened interest and productivity in this research domain during the specified timeframe. The documents exhibit a relatively young average age of 2.79 years, underscoring a focus on recent and

contemporary contributions to literature. Each document garners an average of 18.85 citations, highlighting their scholarly impact. In terms of document content, 603 Author's Keywords (DE) highlights the nuanced and multidimensional aspects of the research topic. Involving 482 authors, the collaborative nature of the research is evident, with 6 single-authored documents. Also, an average of 3.45 co-authors per document and international co-authorship stands at 34.19% signifies a degree of global collaboration, contributing to a diverse and comprehensive perspective. Overall, the bibliometric analysis unveils a robust and dynamic landscape, showcasing increasing interest, collaborative efforts, and a rich diversity of sources contributing to the understanding of tourist experience and their impact on satisfaction and revisit intention.

2. Publication Trend

Analyzing the trends in publications involves examining shifts and developments in scientific articles within a specific subject or field over a designated timeframe. The findings depicted in Figure 5 illustrate the publication patterns concerning tourist experience and their impact on satisfaction and revisit intention from 2012 to 2024, based on a compilation of 155 collected documents.
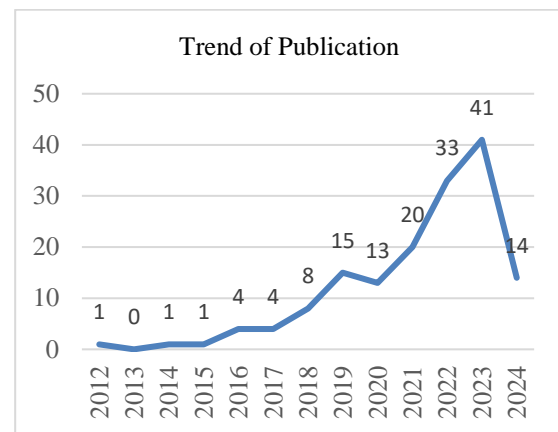

Figure 5. Trends of Publication

Based on the graph above, it is known that the production of scientific articles in 2024 will experience a significant decline compared to 2021, 2022 and 2023. In 2021, there were 20 articles dedicated to this topic, suggesting a relatively modest initiation of research interest. Subsequent years witnessed a substantial growth in publications, with 33 articles in 2022, indicating an increasing attention to the subject. The momentum continued to surge in 2023, with 41 articles contributing to the expanding discourse on tourist experience. But, in 2024, there is a slight decline to 14 articles. This fluctuation in output might signify a nuanced shift in research focus, indicating a potential stabilization or reevaluation of the topic.

Table 1. Most Global Cited Documents

Paper	DOI	Total Citations	TC per Year	Normalized TC
ZHANG H, 2018, J DESTIN MARK MANAG	10.1016/j.jdmm.2017.06.004	345	49.29	6.30
AFSHARDOOST M, 2020, TOURISM MANAGE	10.1016/j.tourman.2020.104154	213	42.60	4.92
RASOOLIMANESH SM, 2022, TOUR REV	10.1108/TR-02-2021-0086	116	38.67	8.09
SHIN H, 2022, TOURISM MANAGE	10.1016/j.tourman.2021.104428	113	37.67	7.88
BARNES SJ, 2016, TOURISM MANAGE	10.1016/j.tourman.2016.06.014	108	12.00	3.54

In the study of bibliometric research, it becomes essential to investigate references that have garnered significant citations or widespread utilization when examining other variables for comparison. The table above presents a compilation of highly cited papers in the field. These influential documents play a crucial role in shaping discussions and research of tourist experience on satisfaction and revisit intention. One noteworthy paper is authored by Zhang H, 2018 published in the Journal of Destination Marketing Management accumulating a substantial total of 345 citations. Afshardoost M's paper from 2020 in Tourism Management has garnered 213 citations. Rasoolimanesh's contribution in 2022 to the Journal of Tourism Review has received 116 citations. Shin H'in paper from 2022 in Tourism Management has total of 113 citations. In the sam Tourism Mmanagement Journal, Barnes also has paper with 108 total citations.

Table 2. Most Productive Authors

Author	Year	Frequency	Total Citation	Total Citation per Year
ABDELMOATY M	2023	3	2	1
HASSAN T	2023	3	2	1
ABUELNASR M	2023	2	2	1
ARIZA-MONTES A	2021	2	16	4
CARVACHE-FRANCO M	2022	2	6	2

Taken from all articles relevant to the topic of tourist experience on satisfaction and revisit intention, there are the top 5 authors within specific years, shedding light on their publication frequency and corresponding citation impact also higher productivity compared to others. In 2023, Abdelmoaty M and Hassan T authored three publications, accumulating 2 total citations. In the same year, Abuelnasr M has two publications with a total of 2 citations. Arizaa-Montes A In 2021 authored two publications with 16 total citations. Meanwhile, Carvache-Franco M has two publications in 2022 that accumulate 6 total citations. The data provides valuable insights into the productivity and impact of individual authors, offering a nuanced understanding of their scholarly contributions within the defined timeframe.

3. The Trend of Marketing Strategy in Tourism Industry Research

Table 3. Trend Topics

Item	Frequency
Satisfaction	69
Loyalty	35
Antecedents	29
Quality	23
Perceptions	16
Customer satisfaction	14
Word-of-mouth	12
Impact	12
Authenticity	9
Consequences	8

Table 3 presents the frequency distribution of various research topics within the bibliometric analysis. The term "marketing" is the most frequently explored topic, appearing in 12 studies. Following closely is the topic of "commerce" which is the focus of 11 studies. "Marketing strategy" and "big data" are the subjects of 9 studies, indicating a notable interest in this methodological approach. Additionally, both "Data analytics" and "sales" have been investigated in 6 studies each. This analysis provides a snapshot of the current landscape of bibliometric research, highlighting the prominence of certain themes within thescholarly literature. It's worth noting that these findings can guide further research directions and provide insights into the current academic discourse within the chosen field. Researchers may find these trends valuable for identifying gaps, determining popular areas of investigation, and shaping the trajectory of future studies in bibliometrics.

In Table 4, the most frequent words further accentuate the key elements in the research. "satisfaction" maintains its prominence with 69 occurrences, followed by "loyalty" with 35, "antecedents" with 29, "behavioral intentions" with 29, and "experience" with 24 occurrences. Additional noteworthy terms include "destination image", "quality", "model", "image", and "experiences" each contributing to the rich vocabulary characterizing the research domain.

Table 4. Most Frequent Words

Words	Occurrences
Satisfaction	69
Loyalty	35
Antecedents	29
Behavioral intentions	29
Experience	24

4. Conceptual structure of Tourist Experience on Satisfaction and Revisit Intention

To understand more about tourist experience and its impact on satisfaction and revisit intention, the conceptual structure analysis was conducted. The analysis visualized by co-occurrence network and thematic map to illustrate and represent this study themes. It can be seen in figures 5 and 6 which show the network and the placement of keywords and themes related to this study, offering a comprehensive overview of the conceptual landscape. The co-occurrence network visually portrays the relationships between various elements, while the thematic map provides a spatial arrangement of these themes. Together, these visual aids serve as invaluable tools for grasping the intricate web of concepts within the study, enhancing comprehension, and providing a clear visual guide for researchers and practitioners alike.
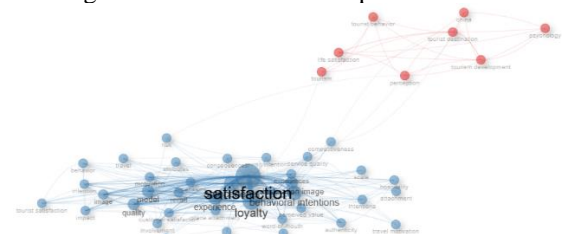
Figure 5. Co-occurrence Network Mapping

As depicted in Figure 5, that visually illustrates the connections among keywords

prevalent in research documents concerning impact of tourist experience on satisfaction and revisit intention. The color-coded distinctions among these keywords, each denoting specific connections, contribute to a nuanced understanding of their relationships. Despite the diverse colors, a discernible closeness is apparent, highlighting the interconnected nature of these keywords. Notably, certain keywords such as "satisfaction", "loyalty", "behavioral intentions", and "experience" emerge prominently with larger circle sizes, indicative of their frequent mention and strong correlations.

When observed through the lines or connections, ""satisfaction", "loyalty", "behavioral intentions", and "experience" are closely related as they share the same color (blue), yet these keywords also exhibit associations with "tourism", "perception" and "tourist destinations", underscoring their relevance to the current research focus. The recurring emphasis on "satisfaction" and "experience" aligns with previous studies delving into the substantial effects of impact of tourist experience on satisfaction and keyword "behavioral intentions" its potential manifestation in tourist revisit intention. "perception" is also considered an important variable that indicates one of the reasons in tourist experience to revisit intention and have satisfaction about tourist destinations. Moreover, the research frequently centers on how tourists experience in tourism industry.

Other keywords like "quality", "impact", "destination image", "tourist satisfaction", "motivation", and "revisit intention" also have correlation in this study even though not strong. In that research, they use "hospitality", "attachment", "word-of-mouth", "authenticity", and "perceived value" for describing aspects that can motivate tourist to has experience either its good or not. These prominent nodes signify the current research trends and their interconnectedness with other themes. The visual representation in Figure 5 serves as a powerful tool for elucidating the interrelationships among prevalent keywords and their co-occurrence. This depiction offers valuable insights into the primary focal points, prevailing themes, and key issues within the textual corpus. By visually emphasizing the prominence of specific keywords and their associations, researchers and practitioners can gain a more profound understanding of the current discourse on impact of tourist experience on satisfaction and revisit intention. The visual network thus becomes a navigational guide, facilitating a comprehensive exploration of the interconnected landscape within the research domain.
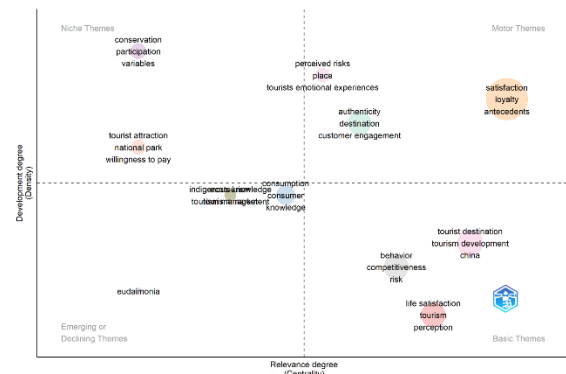

Figure 6. Thematic Map

There is also thematic map in Figure 6, offers a comprehensive visualization of the intricate landscape of research themes, categorizing them into four distinct clusters: basic themes, motor themes, niche themes, and emerging or declining themes. This analytical approach enables a nuanced understanding of the prevailing trends within the scholarly discourse. Among these, the most prominent theme, denoted by a larger circle on the map, is "satisfaction, loyalty, antecedents." This central theme serves as a focal point for exploration, indicating its significance and prevalence within the analyzed literature.

Further exploration of the thematic map reveals additional noteworthy themes that contribute to the richness of the scholarly landscape. Themes such as "authenticity, destination, customer engagement", "tourist destination, tourist development, china", "life satisfaction, tourism, perception", and "behavior, competitiveness, risk" are depicted with substantial circles, signifying their prominence as motor and basic themes. These themes, characterized by their sizable representation on the map, suggest their pivotal role in shaping the current discourse within the field. Conversely, other keywords manifest as smaller circles distributed across different main themes. For instance, "perceived risk, place, tourist emotional experiences" find it place within the motor themes cluster, indicating its foundational significance to the overarching subject matter. Meanwhile, keywords such as "consumption, consumer, knowledge", "indigenous knowledge, tourism management, ecotourism market", and "eudaimonia", are situated within the emerging or declining themes cluster. This placement suggests that these themes are undergoing a dynamic phase, either gaining momentum or receding in relevance within the scholarly dialogue. Within the niche themes cluster, keywords "tourist attraction, national park, willingness to pay" and "conservation, participation, variables" stand out. These niche themes represent specialized areas of inquiry that, while perhaps not as widely explored as motor and

basic themes, contribute unique insights to the broader understanding of the subject matter.

With its complex network of related themes, the thematic map is an invaluable resource for academics, researchers, and policymakers. It helps in identifying important areas of focus, possible research gaps, and developing trends in addition to giving a visual depiction of the thematic landscape. Stakeholders can decide on research directions, resource allocation, and strategic planning by analyzing the relative sizes and placements of thematic circles.

5. Impact of Tourist Experience on Satisfaction

After reading in depth articles on the topic of tourist experience and its impact on satisfaction in tourism industry which have been processed using bibliometric methods, it can be seen that the experiences felt by tourists are very diverse. One of them is the emotional experience (Magaš, 2022), such as interaction with difficult investment services which can build positive emotions towards tourist destinations (Quynh et al., 2021). Not only emotional experiences, but memorable experiences such as the quality of the destination or cultural experiences also have an influence on satisfaction (Elhosiny et al., 2023). One of the significant predictors of memorable experience in influencing tourist satisfaction is taste value, price value, health value and emotional value (Cheung et al., 2021). Not only that, memorable experience is also related to destination attractiveness (Mohammad Shafiee et al., 2021).

Furthermore, there are several other tourism experiences that influence tourist satisfaction, such as (Liang, 2022) who explains that community-based tourism (CBT) experience had a positive impact on satisfaction. (Ding & Wu, 2022) also explained influence perceptions of safety and destination experience effectively influence tourists' satisfaction. There are various factors in the destination brand experience which also influence satisfaction, including sensory, behavioral, affective and intellectual experiences (Singh & Mehraj, 2019). It can be concluded that there are various tourist experiences that can influence tourist satisfaction, such as positive emotion, quality, culture, price, service, attractiveness, CBT, safety perception, destination brand, etc.

6. Impact of Tourist Experience on Revisit Intention

Tourists' experiences also influence their intention to revisit a tourist destination. (Yang et al., 2020), explained that tourists' emotional experiences are a moderator between self-conformity and tourists' behavioral intentions. Apart from that, cultural tourism can also enhance tourist positive consumption emotions and motivate them to revisit intention (Chen et al., 2022), the same thing is also

explained in the study (Chivandi et al., 2020) that cultural experiences such as the unique history of a destination can provide intention to return to visit which contributes to the development of the tourism business. Tourists tend to look for destinations that provide unique qualities to their travel and memorable experiences (Solís-Radilla et al., 2019). The quality in question can be participating in environmentally friendly activities (Akhshik et al., 2023). So, it can be seen that memorable experiences influence tourists' revisit intention. The quality of tourist destination services such as activities cleanliness, language and safety also contribute to memorable experience that predict destination loyalty (Ng et al, 2022). There are three attributes of smart tourism technologies namely, informativeness, accessibility, and interactivity, that positively contribute to tourists' memorable experiences (ME) and revisit intention (Torabi et al., 2022).

Apart from that, there are other experiences in the form of sensory impressions which combined with a positive destination image can influence revisit intention (Li et al., 2023). Dai et al (2023), in their research, show that flow experiences, such as being immersed in activities carried out at tourist destinations to the point of forgetting time and the surrounding environment, can influence tourists' behavioral intentions. (Ding & Wu, 2022) also explained that perceptions of safety and destination experience effectively influence tourists' revisit intentions. So, it can be concluded that tourist experiences consist of various things such as quality, culture, service, smart tourism technology, ecotourism, destination image, sensory impressions, and safety perception influence tourists' intention to revisit a tourist destination.

CONCLUSION AND SUGGESTION

The explanation above indicates that there are 155 previous articles discussing impact tourist experience on satisfaction and revisit intention. Based on the analysis of these articles using bibliometrics, it can answer the two research problem formulations in this study. The publication trend on this topic shows fluctuations, where in 2020-2023 there was an increase in the number of publications, while in 2024 there was a significant decrease, namely only 14 publications. Most cited global document is authored by Zhang H (2018), that published in the Journal of Destination Marketing Management with total of 345 citations. This study also presented most productive author are Abdelmoaty M and Hassan T each of whom authored three publications, accumulating two total citations, showcasing their impactful presence within the academic discourse. Furthermore, the frequently appearing trends and keywords are identified as "satisfaction", "loyalty" and

"antecedents", all of which are strongly related to the impact of tourist experience on satisfaction and revisit intention. To explore the relationships between keywords, a co-occurrence network displaying ten different colors and a thematic map illustrating the position of each keyword are presented. The keywords "satisfaction", "loyalty", and "antecedents", themselves are part of the core themes on the map.

Apart from that, it also explains what kind of tourist experiences can influence satisfaction and revisit intention in tourism industry based on the articles that passed bibliometric screening. It is revealed that memorable and emotional experience is the most widely used to influence tourists' satisfaction and revisit intention. Memorable experiences in question include the culture and attractiveness of tourist destinations, prices, and quality of tourism, as well as smart tourism technologies. Meanwhile, the emotional experience felt by tourists includes positive emotions, interactions and services felt by tourists. There are also other experiences that influence satisfaction and intention to visit again, such as destination image, sensory impressions, and community-based tourism (CBT). Besides that, flow experience such as being immersed in activities carried out at tourist destinations to the point of forgetting time and the surrounding environment, can also influence tourists' behavioral intentions.

In addition to trends, keywords, and conceptual structures about the impact and characteristics of tourist experience on satisfaction and revisit intention are also explained based on the articles that passed bibliometric screening. It is revealed that tourist experiences which concerns emotional, memorable and other aspects can influence tourist satisfaction and revisit intention.

7. Implication Managerial

The managerial implications that can be implemented in the future include the need for marketers or organizations to continue to improve the quality and services at tourist attractions so that they can provide tourists with a good experience. Apart from that, it is also important to pay attention to the image of the destination as an evaluation material in developing appropriate marketing strategies so that tourists are satisfied and intend to visit again. Also, marketers or organizations can try to collaborate with influencers or artists as a marketing practice to show their experiences while visiting tourist destinations.

Similar to other research endeavors, this study also has limitations, it only focuses on one variable, that is tourist experience which is considered to influence tourist satisfaction and revisit intention. Consequently, this research only looks at and understands the outline of what kind

tourist experiences can influence tourist behavior. Therefore, future research could further explore broader scopes or other variables that related to tourist behavior. It is recommended to concentrate on specific experiences in tourism or other industries. Additionally, subsequent studies could expand on other methodologies, such as PLS-SEM, Regression, or in-depth interview. By considering these factors, future research is expected to provide a more profound understanding of the factors that impact tourist satisfaction and revisit intention, simultaneously addressing the limitations inherent in this study.

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