Integrated Model for Destination Revisiting: Elaborating the Effect of Emotional Solidarity & Demographics Including Risk Factors, Social & Political Issue, Crime, Natural Disaster, Health Issues

¹Anika Nashat Matin, ²Dr.Veer P. Gangwar, ³Amandeep Kaur

¹Research Scholar,Mittal School of Business

Lovely Proffesional University,Phagwara,Punjab,India.

Email:mridulamatin0@gmail.com

²Proffesor,Mittal School of Business

Lovely Professional University, Phagwara, Punjab, India.

Email:veer.23954@lpu.co.in

³Research Scholar, Mittal School of Business

Lovely Proffesional University,Phagwara,Punjab,India.

Email:amandeepkaur460@gmail.com

Abstract

Intention of the paper is to reveal with elaboration with some imperative influences of destination marketing, derivedfrom gap of multiple research which isassembled within a model to scrutinize its consequencefor revisit intention to a falling trend in a businesssector of Bangladesh 'tourism'.This study are focused to be more weighted as well as evocative in compiling effect of moderating variable from demographics.Data is collected on self-administered structured questionnaire tool, on 384 on successful completion of gathering data physically from destination, on around 3 months from income generated people of the country. SPSS 26 and AMOS 23havebeen run for data analysis. The showed hypothesis are entirely made for the study from true scenario grounded on the investigations exception made in four. The findings reveal that , the effect of chosen factors of destination marketing as (image of destination, factors of risk and solidarity that comes from emotion) results positively on intention to revisit without any moderation effect of demographics (age, gender, income and education). A positive likelihood association with image of destination along with risk factors towards revisit intention and slight less influence with emotional solidarity where, demographics does not make any link as third variable amongstthe researched variables.The selection of variables of the study are uniquely combined from multiple research gap that pervasive the existing literature gap on tourism industry along with a nimble of assistance ship for involvers of tourism industry of the country that will also make a way out for other tourism industry internationally. Moreover, all types of generations are respondents in the study which results the consequences of demographics as moderation effect more realistic. In order to generalize the study for more time befitting, the study can make towards widespread of destinations of the chosen country along with number of respondents can be more engaging the length of duration long while collecting data.

Keywords*: Destination image, risk factors, emotional solidarity, revisit intention, age, gender, income, education.

1. Introduction:

Tourism plays a vital role as driven force towards the development of economic for a country through many ways like contributing through employment generation fir the enrichment on other related field (Martin et al:2009). According to Melhen and Albaity(2017)industry of tourism is a greatest appreciated piece for any states as because of contribution as tremendously high in monetary sector with the production of employment. Wang et al: (2017) stated in current years, tourism as an astonishing industry; which is extended throughout destination of tourist, demography, technology. The heightened settings devoted to diverse expectations of travelers which is altering the portion of market in the globe. On clarification of Gartner&Tasci(2007), tourism is an imperceptible product that tourist share experiencethrough compounddestination factors for marketing (Yoo& Hae:2016). Documented from important literatures shows that DMOs carry forward verities of policies to attract tourist for a place that actually identifies factors of marketing of destination: Sentosa and Osman

(2013),Kamrul et al.;(2019).Acquaintances of tourist towards various policies for marketing to create intention of repeat ion of visiting, image of target destination asprominentlydistinguished that outcomes expressions and results impression (Lopez and Neute: 2020). Foundation of factors related to risk factors are positively associated acted as powerful factor that results a change in the behavior negativelyand ultimately the decision to visit again (Chakraborthy and Rittichainuwat :2009). Even, emotional solidarity are stated to give top most importunacy for the sake of sustainable development of tourism (Woosnam:2010), but it is found rare in many cases of tourism literature. A significant relation of emotional solidary are derivative from attitude of welcome, welfares of native community and comportmentamong local inhabitants and tourist (Moghavemmi et al :2017). Wish to revisit are counted as animportantly survival fact for sustainability for tourism that also supports a healthy economy of the industry which core features are monitored by DMOs (Sri, Chrishtina and Tetty: 2014). Exemplary research are seen in attention to form a relationship between, numerous destination marketing factors but individually as destination image (Beerli& Martin, 2004), some factors of perceived risk (Tasci and Gartner :2007) along with segmentationfor strategies role of demographics plays significant role (Ratten and Tsiotsoi and:2010), this study expected at inspection as introducing moderator thatact as an imperativecharacter between DMF and revisit purpose. Powerful share of the study is all generations as respondents to result the effect of demography as moderating variables.

A gap on studying several factors for destination marketing, this study motivates to underline some major factors in examining its effect for revisit intention for the world largest mangrove forest 'Sundarban'. Henceforth, involvement of Bangladesh in this sectoris 4.4% in GDP that has a producing in 2019 of $391m (Bangladesh Parjatan Corporation:2020) that acclaimed a healthy potentiality in contribution for the economy untildocumented a rate of declining as less than1 % by World Travel and Tourism Council: (WTTC) in 2020 fall out of domestic earning from travellers with continuation in job market. Hereafter, this study is attempted in developing a tourism friendly model, captivatingarea of study that is UNESCO recommended legacy site of Bangladesh, towards examining the relationship of destination marketing factors on intention to revisit which are also expected as resource for controlling volatile situation of economy raised because of post pandemic.

According to Giri et al (2007), Sundarban, as the biggest forest in the world, that is mangrove forest whose partfor mangrove shaped from delta that is assembled with rivers flowed from Bay of Bengal as Brahmaputra, Gangas and Meghna with areas spanning from river of India as Hoogly that connected river of Bangladesh as Baleshwar from division of Khulna . It is unlocks as mangrove here agriculture are given importance along with infertile and discovered as the World's heritage sites by UNESCO (Pani et al:2019).The plentiful classes with eminent beauty Sundarban, in combination with habitant on number of 453 wildlife, birds approx.290, fish approx.120, mammals approx..42, reptiles approx. 35, 8 species approx. (Ifhtehkhar et al:2004) with the establishment of Royal Bengal Tigers which are approx.450 (UNESCO: 2018). Subsequently from1997,it has become as important hub as tourist zone , that becomes famous within domestic tourist (Ruhual:2018).

For elaborating the study, the following objectives are inspired from gap of literatures:

1. To what extent significant effect of image of destination is there.
2. To what extent the effect of factors of risk is there
3. To what extent the solidarity pledged with emotion is there
4.What results when demography introduces as third variable between independent and depend variable

2. Constructs background with hypothesis development

2.1: Image:

 Castro et al (2007) defined image of destination as itself difficult by description where images are formed alongnumerous fundamentals that is dignified outside the awareness of .It has been considered by Bigne, Sanchez: (2001) factors as cognitive that is trust and affective that is feelings.Hence, recent tourism literature are also advancedwith a third factor as conative which occurs at the time of experiencing behavior being in

present at destination as (Zhang et al., 2014). Li et al:(2021) and also claimed of missing of image as conative which is a part of image of destination. With a missing concept of destination image, the three formation of destination image are undertaken for the study.

Attendance of image empirically are understoodhighlyto result intention for twice visit (Christina et al:2008). Empirical studiesare active for destinations like Malaysia, Japan where travellerfoldswith the summation of three perspective of destination image (Li et al:2010,Bello et al:2017,Basaran:2016) .In connection with the thought, hypothesis is developed as :

H$_1$: A positive effect of destination image to visit again

2.2: Risk factors:

Risk in tourism is counted from late 1980's through research that defines the chances of multiple misfortunates which can arise with travellers during travel to a destination or also gave probability happening with tour group (Fangnan et al.;2016). Risk factors like natural calamities, instable situation in political and social, crime and health issue are threat which are vulnerable and can change the fate of destination (Tasci and Gartner :2007). Boakye(2012)specified factors of risk on socially are develop on politics that are not instable situation, where alongside high prices of commodities. Anexistence of collective relationship among catastrophe of nature and tourism are researched that can threat negative results in decision to revisit for particular destination (Chan et al;2020) and UNISDR (2002).Priority, towards health issues can results vulnerable in decision making for revisit in a destination (Mehedy and Shahnewaz :2014)

In the empirical study of Ryan (1993), crime like robbery, rape, murder in the study of De Albuquerque and McElroy (1999) are pointed that have influence in tourist behavior changes for destination. The same significant positive influences are being resulted of incase of Japan's natural disaster Chung et al (2019) in visiting a place. However, pointing social and political influence on the study Osman and Santosa(2013) influences revisit intention in tourist destination. Hasan and Shahnewaz (2014) importantly stated the health hazard in a destination that effect in intention to revisit. On the ground of conceptual ,empirical and gap founded in tourism literatures, the following hypothesis has been made:

H$_2$: Risk factors have significantlyeffects on intention to revisit.

2.3: Emotional Solidarity:

Durkhem first conceptualized the idea of emotional solidarity in 1915,that is specified as furnace of feeling with solidarity amid both that occursdonewith sharing similar attitudes and opinions during interrelatingthat refers as through Woosnam (2012) as latest in tourismliteratrues.Woosnam (2011) clarified emotional solidarity in demanding thoughts in tourism that creates an attachment which are knowledgeable with tourist towards inhabitants that are local. Hitchcock and Ribeiro (2019) shared the influential combination of emotional solidarity as how tourists are welcomes, how communities behave with tourist and how tourist are sharing towards economy

Woosnam (2011) (2012), Norman and Woosnam (2010) presentedcombination of these factors for developing thoughts to visit again. The same thought regulates noting down the hypothesis bellow

H$_3$: A positive effect of emotional solidarity to visit again

2.4: Demographics in tourism:

Bermini:(2015) defining experiences of succeeding attitude of consumers an important role is played by demographic factor that aid out to make strategies more concern to make tourist loyal for a destination Boukus:2007).Focusing mostly for investigating the market separation with required strategies and effort,

demography is important. Grounded on conceptual ,empirical and gap founded in tourism literatures, the following hypothesis has been made:

H₄: Positive effect of demography as moderating variables between destination image and wish to revisit
H₅: Positive effect of demography as moderating variables between risk factors and wish to revisit
H₆: Positive effect of demography as moderating variables between emotional solidarity and wish to revisit

Fig 1: study model:
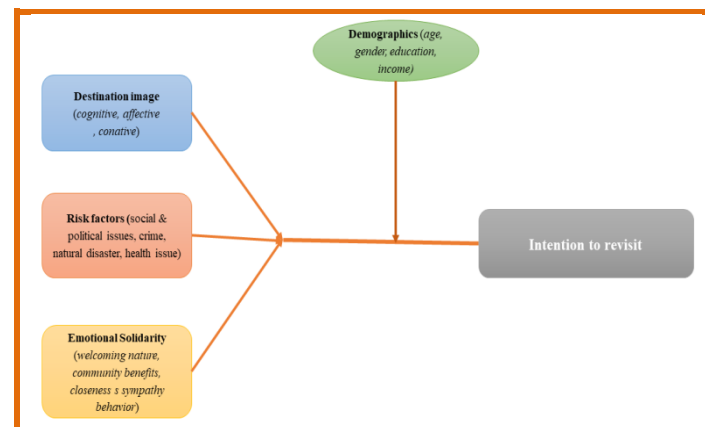
3. Methodology:

3.1. Population and size of sample

The emphases of the paper is to observeresult of severalinfluential factors relatedto marketing for a destination which attracts wish to revisit along to examine the impact of demographics as moderator between the independent and dependent variables of the study.The selected tourist group of age of 15 to 65+ from all classified generations.Raosoft has been used to calculate size of sample as 384 accordingly by the formula by Scott & Smith TM (1969) used in studies that are descriptive for approximating sample size (Abdo et al:2021).

3.2 Collection of data and design of research:

Liberty were given to respondents on their preparedness to contributefor this study that know ledged its details gatheringtechnique of data are done by purposive sampling (Andika and Nurayaman: 2022) a method that permits researchers to choice respondents that fits. Though the study's nature is descriptive.

3.3 Development of dimension:

Self-reported survey are framed out with scales of un biasness 5-pointLikert scales (Fouad et al:2017). Hence, primeshare for measurement of items signifies features of image , factors of risk and ESS. After building draft questionnaire introduced form earlier studies and get well modified to fit the study along with sending for experts face validity that is to check as an inventory method on establishing the respondents for the study (Yusoff:2019).Accumulating meaningful recommendations, the modificationof survey in table 1:

Table: 1: Survey questionnaire

Items of variables (independent)	Statements
Destination Image	1.Beauty of Sundarban is exceptional as it is charming.
	2.Sundarban is enjoyable because of its weather
	3. Sundarban has numbers of shopping places

	4. Sundarban is thrilling place 5. Sundarban is a dull place 6. Touching place is Sundarban
	7. Sundarban has a appropriate transportation system. 8.Sundarban can be a purposive visiting place 9.A place to suggest
Risk factors	10. Visiting Sundarban is not expensive 11. Visiting Sundarban during political unrest should be avoided 12. There is no worry about natural disasters. 13. No concern about food problem in Sundarban. 14. Sundarban has adequate safety measures to give safety to tourist from crime
Emotional Solidarity	15.Local people of are friendly 16.Local populations are distinguishable 17.Local communal are positive 18. Honored to visit 19.Local communalrises the aids of growing of visitors of Sundarban 20. A nice feeling overall

Item Variable (dependent)	Statements
Revisit intention	21. Desire to come soon 22. Desire to come in between 2 years 23. Sundarban can be selected despite other destinations 24. Can influence

3.4 Data scrutiny:

3.4.1: Respondents features

Due to full freedom and time given to respondents session, a good momentum are done in collecting 100% data given time to more then 3 months. Table 3.4.1 labels the sample profileas 74% as female is important in the gender among the age importantly counted in the table as 41-65 are 57% income are between 81000 to 65000 (bdt) 73.2% foremostthe.The majority of education table resultsgraduation leading as 39.8%.

Table 2: Demographic profile:n=384

Grouping	Details	Proportion
Age	15 to 47	43%
	41 to 65	57%
Gender	Male	26%
	Female	74%
Education	Under grad	30.5%
	Graduation	39.8%
	Post-Graduation	29.7%
Income	8100 to 65000	73.2%
	65001 to above	26.8%

*3.4.2:*Statistics:(descriptive)

Valuation of statisticsin all items with the threshold rangealong with no missing numbers.Mean valueare nearlyare more 3 which shows the agreed concern of all respondents for all statements on 5-pointLikert scale (Frank.and Mishra,2018).

3.4.3: Exploratory factor analysis

EFA is for categorize the constructionbetween the associationamong both items and respondents thatalso to examine the inner reliability (Miguel et al:2012).Principal component analysis with varimax rotation are to investigative structure that influence. Measuring the sample adequacy of sample through KMO is 0.843 proposes the aptness of technique (Sungsoo and Heeyoung:2012) and also chains for additional analysis of factor. Meanwhile, according to ,Tabachnick and Fidell (1996) KMOthe supporting value for wise factorconstructionis 0.60. Reliabilityas coefficientsas Cronbach's alphaexpectedremain withinthe set value that is above 0.7.(Table3).

Table 3: Descriptive Statistics

Construct Code	Mean	Cronbach alpha
D.Image1	3.44	
D.Image2	3.45	0.801
D.Image3	3.50	
D.Image4	3.46	
D.Image5	3.55	
D.Image6	3.50	
D.Image7	3.45	
D.Image8	3.45	
D.Image9	3.46	
R.F 10	3.33	0.849
R. F 11	3.39	
R.F 12	3.47	
R.F 13	3.40	
R.F 14	3.42	
E.S 15	3.47	
E.S 16	3.46	0.896
E.S 17	3.42	
E.S 18	3.32	

E.S 19	3.45	
E.S 20	3.46	
R.I 21	3.44	0.886
R.I 22	3.36	
R.I 23	3.47	
R.I 24	3.47	

3.4.4: Confirmatory Factor analysis:

Results derived from the basis of from EFA, CFA has been SPSS- AMOS 23, that is confirming the constructs validation Alotaibi et al. (2017)Cheng and Maxwel (2010),Hair et al(1998),in table 4, fit the model in good manner.

Table:4: Summary: Goodness-of –Fit Indices

Measure Fit	Fit Indices	Referred value
CMIN/DF	2.772	<= 5.00 Ager and Trang (2008), CMIN/df < 5
Root Mean Square Error Approximation (RMSEA)	0.044	< 0.1 In 1992, Browne& Cudeck,05 to .10.
Comparative Fit Index(CFI)	0.935	> 0.9 above 0.90;(Hair et al., 2010)
Normed Fit Index(NFI)	0.921	<0.8 above 0.8 (Baumgartner & Homburg, 1996)
Goodness of Fit Index (GFI)	0.845	<0.8 above 0.8(Hair et al.,2016)
AGFI	0.822	value of 0 and 1(Hair et al., 2006)

3.4.5Convergent validity
Convergent Validity that is convergent explains grade for indicators of construct which are underlying that connected academicallyDavis and Venkatesh (2000) However, scale validity measured with AVE 'average variance extracted"composite reliability (Milan:2021). Factor loading of convergent validity value equals or more .5 confirms. (Fornell and Larker, 1981).CR that is equal or more then.7 imitates healthy consistency amongnumerous. The table explains as :6[AVE>=0.5 and CR>AVE].

3.4.6Discriminant validity

Safeguarding that scales calculatingto separateconstructs which are not connected with each other, validity as discriminate inspected according to Fornell and Larcker (1981). According to (Fornell and Larcker 1981). Table 7meets the demands as AVE >MSV (Fornell and Larcker, 1981).

Table:6 CFA Table of Constructs:

Varaibles	AVE	CR
Risk factors	0.544	0.988
Destination image	0.521	0.890
Emotional Solidarity	0.820	0.896
Revisit intention	0.535	0.899

Table:7: Discriminant Validity

Constructs	AVE	MSV	Remarks
Risk factors	0.554	0.028	AVE > MSV
Destination Image	0.521	0.078	AVE > MSV
Emotional Solidarity	0.812	0.036	AVE > MSV
Revisit intention	0.525	0.023	AVE > MSV

AVE as' average variance extracted' and MSV as 'maximum shared variance'

3.4.7:Details of hypothesis:

The forecast of the effect concerningpredicted and explanatory factors, a beneficial method is regression(Gulden and Nesa:2015), that referred method of operative for the result of dependent variable.

Meanwhile, regression results of hypothesis are bellow:

H$_1$: A positive effect of destination image to visit again

Table 8 and 9: Model summary: Destination image (IV) andRevisit intention (DV)

R	R²	Adjusted R ²	F value	Significance
.177	.044	.015	1.844	.000

		t-value	Sig
Constant)		17.179	0
	Beta		
D.I 1	0.102		
D.I 2	0.012		
D.I 3	0.016		
D.I 4	0.015		
D.I 5	0.017		
D.I 6	0.013		
D.I7	-13		
D.I 8	0.032		
D.I 9	-18		

The value in the table 8 and 9 explains the out put of hypothesis testing through regression as R =.177 that designates level as good for prediction for destination image done (cognitive, conative and affective) within the limit of -1 to +1 (Sri et al:2014). Independent variable as 4.4 forR^2on the variability of dependent variable it is also accordingly more then 0.9(Gulden and Nesa:2015). Variables that are independent in model displaysR square (adjusted) 0.015 shows dependent variable's variability as 1.6% on the variability of dependent variable that is intention to revisit. The effect on destination image torevisit intention as entire beta values for the items are significant. Variables are resulted as significant statistically and so for what the **H$_1$** is accepted that is less then the p values.05.

H$_2$: Risk factors have significantly effects on intention to revisit

Table 10 and11 :Model summary: Risk Factors (Independent variables) and D.V: Revisit intention (dependent variables)

R	R²	Adjusted R ²	F value	Significance
.179	.066	.017	1.755	.000

		t-value	Sig
Constant)		18.189	0
	Beta		
R Factor1	0.105		
R Factor2	0.013		
R Factor3	0.019		
R Factor4	0.023		
R Factor5	0.022		

The value in the table 10 and 11explains the out put of hypothesis testing through regression as R =.179 that designates level as good for prediction for risk factors through (risk factors) as because it is within the limit of -1 to +1 (Sri et al:2014). Independent variable as 6.6 as R^2 on the variability of dependent variable it is also accordingly more then 0.9 (Gulden and Nesa:2015). Variables that are independent in model displaysR square (adjusted) 0.017 that shows the variability of dependent variable towards revisit intention is independent variables 1.7%. Beta values are satisfied with the resulted variables as significant statistically so for what the developed hypothesis is recognized positively that is less then the p value .05.

H$_3$: A positive effect of emotional solidarity to visit again

Table: 12 and 13**:**Model summary: I.V: Emotional Solidarity and D.V: Revisit intention

R	R²	Adjusted R ²	F value	Significance
.188	.065	.022	1.844	.020

			t-value	Sig
Constant)			18.189	.000
	Beta			

E.S 1	.125			
E.S 2	.033			
E.S 3	.028			
E.S 4	.025			
E.S 5	.122			
E.S 6	.132			

Table 5 and 6 explains hypothesis testing where value of R =.188 pointed as wise prediction of emotional solidarity done by (WN,CB,CSB) within the limit -1 to +1 (Sri et al:2014). Independent variable as 6.5as R² on the variability of dependent variable it is also accordingly more then0.9 (Gulden and Nesa:2015). Variables that are independent in model displaysR square (adjusted).022 that shows the variability of dependent variable towards revisit intention is independent variables 2.2% that shows the variability of dependent variable towards revisit intention. As all beta values are significant and accordingly resulted as significant statistically that confirms the acceptance of the hypothesis that is less then p value .05.

3.4.7.2:**Moderation effect of demographics:**

Moderated multiple regression (MMR) can be run as useful technique where existence of various independent variable with lone dependent variablein observing statistical significance(Herman:1995).Multicolinarity issues, is under limitation by running as standardized value and accordingly within the limit of VIF is less then10 (Noora:2020).

H$_4$: Positive effect of demography as moderating variables between destination image and wish to revisit

Age: Model 1=R^2 value of .008 = 08 % variance with F=4.123, p = 0.045 that is negatively significant at 0.05 level. Destination image ($\beta = -.059$, p=.123) where age not predict revisit intention ($\beta = -.042, \text{p} = .134$).Model 2=$R^2$ value of .011 01 % variance with F= 2.318, p = 0.066 not significant 0.05 level, in the variance of model 1 and model 2 with $\Delta F = .989$, p= .323 which is not significant at 0.05level.

Gender: Model 1= the R^2 value of .008 =08 % variance with F= 2.544, p = 0.070 which is not significant at 0.05 level. Destination image ($\beta = -.080$, p=.021) where gender not predict revisit intention ($\beta = -.005, \text{p} = .888$).

Model 2,=R^2 value of .001=001 % variance with F= 1.803, p = 0.128 not significant at 0.05 level. The ΔR^2 value of .001 revealed 001 % changes in the variance of model 1 and model 2 with $\Delta F(1,660) = .365$, p= .546 not significant at 0.05 level.

Education: Model 1= the R^2 value of .012 =012 % variance with F= 4.145 , p = 0.116 not significant at 0.05 level. The findings destination image ($\beta = -.077$, p=.024) where education not predict revisit intention ($\beta = -.056, \text{p} = .087$). In Model 2=$R^2$ value of 013 % variance with F= 2.812 , p = 0.129 not significant at 0.05 level. The ΔR^2 value of .000 revealed 000 % changes model 1 and model 2 with $\Delta F = .125$, p= .724, not significant.

Income: Model= 1, the R^2 value of .012 =012 % variance with F= 4.155 , p = 0.116 not significant at 0.05 level. Destination image ($\beta = -.077$, p=.024) and income not predict revisit intention ($\beta = -.056, \text{p} = .087$).

Model= 2, R^2 value of .013 =013 % variance with F= 2.812, p = 0.139 not significant at 0.05 level. Destination image ($\beta = -.088$, p=.024) , Income ($\beta = .076$, p=.087) and destination image x incomenot predict revisit intention ($\beta = .024, \text{p} = .724$) from all model explanation, the made hypothesis does not supports.

H$_5$: Positive effect of demography as moderating variables between risk factors and wish to revisit

Age: Model 1=R^2 value of .012 012 % variance with F (= 2.482), p = 0.076 not significant at 0.05 level. Risk($\beta = -.045$, p=.253) and agenot predict Revisit Intention ($\beta = -.066, \text{p} = .094$).Model 2 =$R^2$ value of

.011 r= 011 % variance with F = 4.438, p = 0.104 not significant 0.05 level. ΔR^2 value of .012 revealed 012 % change model 1 and model 2 with $\Delta F = 8.119$, p= .104 not significant at 0.05 level.

Gender: Model 1=R^2 value of .011 r 011 % variance with F = 1.172, p = 0.307 which is significant at 0.05 level. Risk ($\beta = -.070$, p=.125) and gender not predict revisit intention ($\beta = -.006, p = .872$). Model 2=R^2=.011 011 % variance with F = 3.378, p = 0.119 not significant at 0.05 level. ΔR^2 value of .011 = 011 % changes model 1 and model 2 with $\Delta F = 7.676$, p= .006 which is not significant at 0.05 level.

Education: Model 1=R^2 value of .008 =008 % variance with F = 2.746, p = 0.062 not significant at 0.05 level. The Risk factors ($\beta = -.060$, p=.122) and Incomenot predict Revisit Intention ($\beta = -.070, p = .073$).Model 2=R^2 value of .016 016 % variance with F = 3.655, p = 0.113 not significant at 0.05 level.ΔR^2 value of .008 =008 % changes model 1 and model 2 with $\Delta F = 5.366$, p= .022.

Income: Model 1=R^2 value of .012 =012 % variance with F= 4.155, p = 0.116 not significant at 0.05 level. Risk ($\beta = -.077$, p=.024) and income not predict revisit intention ($\beta = -.056, p = .087$). In Model 2, R^2 value of .013 r 013 % variance with F= 2.812, p = 0.139 not significant at 0.05 level.ΔR^2 value of .000 revealed 000 % changes model 1 and model 2 with $\Delta F = .125$, p= .724not 0.05 level and per analysis, hypothesis can not be accepted.

H₆: Positive effect of demography as moderating variables between emotional solidarity and wish to revisit

Age: Model 1= the R^2 value of .022 022 % variance with F 6.499, p = 0.101 not significant at 0.05 level. emotional solidarity ($\beta = -.120$, p=.011) and agenot predict Revisit Intention ($\beta = -0.88, p = .080$). Model 2=R^2 value of .022 022 % variance with 6.481, p = 0.110 not significant at 0.05 level. TΔR^2 value of .007 revealed 007 % changes in mdoel1 1 and model 2 with $F = 4.562$, p= .131not significant at 0.05 level.

 Gender= Model1=R^2 value of .013 =013 % variance with F = 4.440, p = .013 not significant at 0.05 level. The emotional solidarity($\beta = -.114$, p=.003) and Gender not predict Revisit Intention ($\beta = -.006, p = .872$). In Model 2, R^2 value of .013 =013 % variance with F = 2.910 , p = 0.103 not significant at 0.05 level.ΔR^2 value of .013 = 013 % changes model 1 and model 2 with $\Delta F = .073$, p= .761 not significant at 0.05 level.

Income: Model 1= the R^2 value of .017 =017 % variance with F = 5.718, p = .103 not significant at 0.05 level. Emotional solidarity($\beta = -.111$, p=.004) and incomenot in predict to revisit Intention ($\beta = -0.24, p = .097$). In Model 2, R^2 value of .017 017 % variance with F = 3.822,p = 0.110 which is significant at 0.05 level.ΔR^2 value of .000 revealed 000 % changes of model 1 and model 2 with $\Delta F = .017$, p= .887 .

Education: Model 1= R^2= .012 012 % variance with F= 4.155 , p = 0.116 which is not significant at 0.05 level. Emotional solidarity ($\beta = -.077$, p=.024) and education not predict revisit intention ($\beta = -.056, p = .087$). Model 2= R^2 value of .013 =013 % variance with F= 2.812 , p = 0.139 not significant at 0.05 level. ΔR^2value of .000 revealed 000 % changed in the model 1 and model 2 with $\Delta F = .125$, p= .724 not significant and so forth, the developed hypothesis can not be excepted for the study.

3.5 Discussion with implications for managerial level implications along with limitations leading towards scope of future:

The present study meant on exploring independent variables (three) designed from factors of marketing for destination in instruction to crisscross their receiving tendency indulgence for intention for next time visiting.Hypothesescreated as division of objectives, which to determined destination marketing factors selected as three on the purpose of the study has significant effect on recurrence to revisit.Established model of the study isacceptedmoderately. A noteworthy positive effect of image of destination , factors for risk and emotional solidarity as part of objective 1 2 and 3 are accepted where studies from the following research are wise indicator that positively surpass the findings: TsaiChen & (2007),Sri et al (2014). Woosnam (2012, 2011),

Hammarstrom(2005) Ribeiro et al: (2017). Li& Wan (2017) Hence, for the established hypothesis that to results the moderating effect of demographics amongst marketing factors of destination and revisit intentions from objective 4 are rejected. The chosen demographic variables (moderating variable) does not made any kind of link as third variable between the researched independent and dependent variables. Multiple studies has mixed result on moderating effect of demographics in-between. Shauhua (2021),Suosheng:2013 are resulted as positive moderating effect of gender, age, education and income between image of destination and solidarity of emotion towards intention revisit and for factors for risk are substituted as limitations of the study.

Numerousinferences can transpire practically from the study that canfurther boost up tourism business of Bangladesh, predominantly for the state of post pandemic still experiencing on the industry. The tourist adverts for chosen spot for the study are ironic in nature along withnumerous facilities to appeal tourist for visiting twice. Image of tourism spot is not considerable depriving visitors'credit (Ryan&Prayag:2012). Planners, DMOs, administration bodies from tourism industry are in need to consider particular steps that are robust that sustain tourism industry of the country, considering depth knowledge of the study. In considering the study place as heritage site more vigorous and diversified enhancement is required that can carry forward this place to world market besides introducing factors cope with economical volatility like job sector.

Lacking with limitations of research create scope future scope. Denoted limitation importantly on the deficiency in literatures filed. Counting demographics as important part for tourism carried in variousresearchwhere absence as examining it as third variables between the chosen factors of destination marketing of this study and revisit intention. Moving with collection of data were time overridingas effect of deficiency of such kind of research on tourism literatures for Bangladesh. Meanwhile, this research opens with various scopes for enhancing more study. Noting with new factors can be examined in research considering other destinations that can donate healthy realistic picture of tourism life. Importantly carrying out the moderation effect of demography can ease to make polciies wisely.

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