



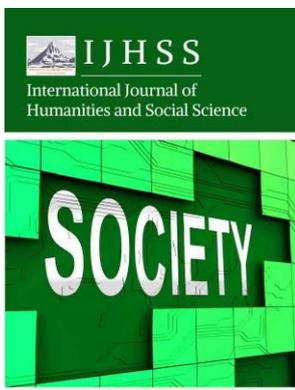
Article

# Determinants of Revisit Intention in Sports Tourism: The Roles of Destination Image, Tourist Satisfaction, and Perceived Value

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**Abstract:** With the growing importance of sports tourism in the global tourism industry, promoting tourists' revisit intention has become a key issue for the sustainable development of sports tourism destinations. Compared with one-time consumption behavior, revisit intention more accurately reflects tourists' overall evaluation of a destination as well as their long-term consumption potential. Based on consumer behavior theory and the perspective of tourism experience evaluation, this study constructs a theoretical model in which destination image, tourist satisfaction, and perceived value serve as antecedent variables, and revisit intention is the outcome variable, to systematically examine the mechanisms through which these factors influence revisit intention in sports tourism. Data were collected through a questionnaire survey of sports tourists, and structural equation modeling (SEM) was employed to empirically test the proposed hypotheses. The results indicate that destination image, tourist satisfaction, and perceived value all have significant positive effects on revisit intention. The findings provide targeted managerial implications for sports tourism destinations seeking to enhance tourist loyalty and promote repeat consumption.

**Keywords:** sports tourism; destination image; tourist satisfaction; perceived value; revisit intention

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## 1. Introduction

In recent years, sports tourism has gradually become one of the fastest-growing segments of the tourism industry. Large-scale sporting events, participatory sports activities, and tourism products centered on sports experiences have continuously emerged, not only expanding the scope of traditional tourism but also creating new opportunities for local economic development and industrial upgrading. Against this backdrop, competition among sports tourism destinations has become increasingly intense, and relying solely on attracting new tourists is no longer sufficient to establish long-term competitive advantages. Enhancing tourists' revisit intention has therefore become a key issue for the sustainable development of sports tourism [1].

Compared with first-time visitation behavior, revisit intention not only reflects tourists' overall evaluation of their previous tourism experiences but also indicates their potential for continuous consumption and positive word-of-mouth communication. Studies have shown that the cost of acquiring new tourists is generally higher than that of retaining existing ones, and a high level of revisit intention contributes to improving a destination's economic stability and brand value. Therefore, systematically identifying the key factors influencing revisit intention in sports tourism is of great theoretical and practical significance for optimizing destination management strategies [2].

Existing tourism research generally suggests that tourists' behavioral intentions are jointly influenced by multiple psychological and cognitive factors. Among these, destination image is regarded as an overall cognitive framework formed by tourists during the travel decision-making process and plays an important role in shaping their attitudes and behavioral choices; tourist satisfaction reflects the degree of congruence between actual experiences and expectations and is an important indicator for evaluating tourism quality; perceived value emphasizes tourists' subjective judgments of the overall benefits obtained after investing time, money, and effort [3]. Although these three variables are closely related to revisit intention in general tourism research, empirical studies examining their combined mechanisms in the context of sports tourism remain relatively limited.

Based on this, this study takes sports tourists as the research object and constructs a structural model incorporating destination image, tourist satisfaction, perceived value, and revisit intention to systematically examine the direct effects of the three antecedent variables on revisit intention. Through empirical analysis, this study aims to deepen the understanding of the behavioral mechanisms of sports tourists and provide empirical evidence for enhancing the competitiveness of sports tourism destinations.

## 2. Literature Review and Hypothesis Development

### 2.1. Destination Image and Revisit Intention

Destination image is one of the most widely examined concepts in tourism research and is commonly defined as tourists' overall perceptions, impressions, and beliefs about a destination. It reflects a comprehensive evaluation formed by tourists based on multiple information sources, prior knowledge, and personal travel experiences, and represents a psychological construct that encompasses both cognitive and affective components. In the tourism decision-making process, destination image is often formed prior to actual experience and plays a critical role in shaping tourists' value judgments and behavioral choices. Previous studies have indicated that a favorable destination image can effectively reduce tourists' perceived uncertainty and risk before travel, enhance their trust in the destination and confidence in decision-making, and thereby stimulate more positive behavioral responses, such as increased visit intention, recommendation intention, and loyalty.

In the context of sports tourism, destination image extends beyond the traditional tourism attributes typically emphasized in the literature, such as natural scenery, cultural resources, or the quality of accommodation and transportation, and places greater emphasis on functional and experiential elements closely related to sports activities. These elements include not only event quality, the adequacy of sports facilities, and organizational capability, but also the event atmosphere, spectator experience, destination safety, and a sense of sports-related cultural identity. Sports tourism destinations often convey a distinctive brand image through major sporting events or characteristic sports activities, thereby establishing differentiated competitive advantages. Previous studies consistently indicate that a positive destination image not only attracts first-time visitors but also plays a crucial role in encouraging tourists to revisit a destination [4]. Therefore, this study proposes the following hypothesis:

H1: Destination image has a positive effect on tourists' revisit intention.

### 2.2. Tourist Satisfaction and Revisit Intention

Tourist satisfaction refers to tourists' subjective evaluation of the overall travel experience, which is formed through a comparison between pre-trip expectations and actual experiences during the trip. As an important psychological outcome variable for assessing the success of tourism activities, tourist satisfaction is widely regarded as a comprehensive reflection of service quality, experiential performance, and perceived value, and has been extensively applied in tourism and leisure research to explain tourists'

post-consumption behaviors and attitudinal responses. Existing studies generally agree that tourist satisfaction is not only a core indicator of travel experience evaluation but also an important mediating variable linking tourism experiences to subsequent behavioral intentions.

In the context of sports tourism, the formation of tourist satisfaction is more complex, as it is influenced not only by factors such as event organization, service efficiency, and facility conditions, but also by experiential enjoyment, emotional involvement, and interactive experiences with other participants during event viewing or participation. The immersive atmosphere created by sports events and activities often intensifies tourists' emotional responses, thereby significantly influencing their overall level of satisfaction. A large body of empirical research indicates that tourists with higher satisfaction levels are more likely to develop positive evaluations of the destination and subsequently exhibit stronger revisit intentions, positive word-of-mouth communication, and a greater tendency to establish long-term and stable relationships with tourism service providers. Accordingly, satisfaction is commonly considered a direct antecedent of revisit intention [4]. Based on this, the following hypothesis is proposed:

H2: Tourist satisfaction has a positive effect on revisit intention.

### 2.3. *Perceived Value and Revisit Intention*

Perceived value represents tourists' overall evaluation of the benefits obtained from a tourism experience relative to the costs incurred. Unlike objective assessments of price or quality, perceived value places greater emphasis on tourists' subjective judgments formed within specific contexts and integrates multiple dimensions, including economic value, emotional value, experiential value, and social value, thereby reflecting a comprehensive perception of the overall significance of the tourism experience. In the process of tourism decision-making and evaluation, perceived value is regarded as an important psychological mechanism linking tourism experiences to behavioral intentions. Higher perceived value not only helps strengthen tourists' positive evaluations of the destination but also enhances their overall satisfaction, thereby increasing the likelihood of future revisit behavior.

In the context of sports tourism, tourists often invest relatively high levels of time, money, and effort, making them more sensitive to perceived value. When tourists perceive that a sports tourism experience delivers strong value in terms of attractiveness, participation, and emotional returns, and view the overall experience as worthwhile and meaningful, they are more likely to develop a sense of identification with the destination and subsequently exhibit stronger revisit intentions and a greater tendency toward continued participation. Existing studies have extensively demonstrated that perceived value is an important predictor of revisit intention and loyalty across various tourism contexts [5]. Therefore, the following hypothesis is proposed:

H3: Perceived value has a positive effect on revisit intention.

### 2.4. *Destination Image and Tourist Satisfaction*

Destination image also plays an important role in shaping tourist satisfaction. A positive destination image can influence tourists' pre-trip expectations and further affect how they interpret and evaluate their on-site experiences. During the travel process, when a destination's actual performance in terms of service quality, environmental atmosphere, and overall experience is consistent with, or even exceeds, the expectations formed based on its image, tourists are more likely to generate positive emotional responses and consequently achieve higher levels of satisfaction. This sense of satisfaction derived from the alignment between image, expectations, and experience is regarded as an important psychological mechanism for enhancing tourists' overall evaluation of the travel experience. Empirical studies indicate that destination image is an antecedent of

satisfaction rather than merely an outcome of tourism experiences [6]. Therefore, the following hypothesis is proposed:

H4: Destination image is positively associated with tourist satisfaction.

### 2.5. Tourist Satisfaction and Perceived Value

Tourist satisfaction is closely related to perceived value. Satisfaction reflects tourists' post-consumption evaluative judgments, whereas perceived value represents tourists' perceptions of the balance between benefits and costs. Satisfied tourists tend to perceive higher value in their experiences, as positive emotions and favorable evaluations enhance their perception of experiential benefits. In this sense, satisfaction can reinforce tourists' value assessments by amplifying perceived gains while diminishing the psychological salience of monetary and non-monetary costs. Previous studies suggest that when tourists feel satisfied with their experiences, they are more likely to evaluate the overall experience as worthwhile, meaningful, and beneficial, thereby strengthening their perceived value and subsequent behavioral intentions. Previous research indicates that when tourists are satisfied with event quality, service performance, and overall experience, they are more likely to perceive the destination as offering high value [7]. Therefore, the following hypothesis is proposed:

H5: Tourist satisfaction is positively associated with perceived value.

The research model is shown in Figure 1.

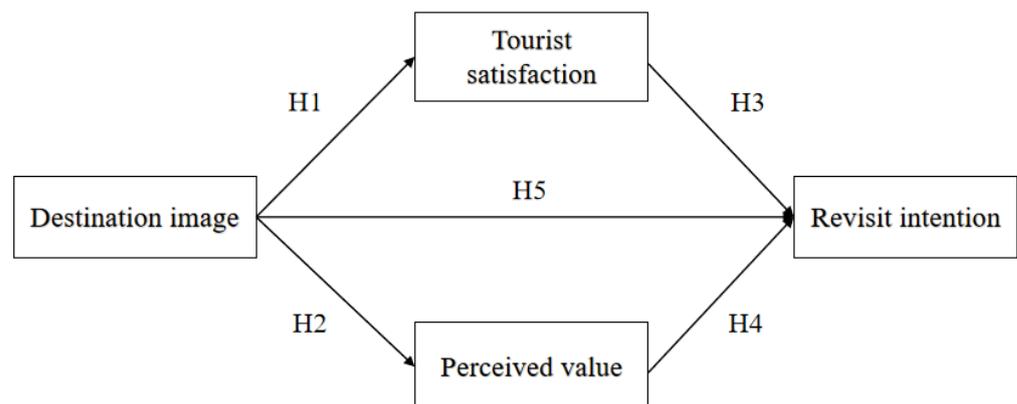


Figure 1. Conceptual model and hypotheses.

## 3. Research Method

### 3.1. Research Subjects and Data Collection

This study targeted tourists who have participated in sports tourism activities and employed a structured questionnaire for data collection. The questionnaire included items measuring basic demographic characteristics as well as destination image, tourist satisfaction, perceived value, and revisit intention. All measurement items were assessed using a five-point Likert scale.

### 3.2. Analytical Methods

SPSS 30.0 was used to conduct descriptive statistical analysis, and AMOS 30.0 was employed to construct the structural equation model and test the research hypotheses.

## 4. Results

### 4.1. Correlation Results

Table 1 presents the results of the Pearson correlation analysis. All correlation coefficients between the independent variables and the dependent variable are significant at the 0.01 level, indicating that the independent variables have significant positive effects

on the dependent variable. Moreover, the average variance extracted (AVE) values for all variables are higher than the squared correlation coefficients, thereby ensuring discriminant validity. The AVE values range from 0.819 to 0.856, all of which exceed the recommended threshold of 0.50, indicating sufficient discriminant validity and shared variance among the constructs. The correlations among the seven latent variables are all below 0.90, demonstrating that there is no multicollinearity problem in the model. Therefore, the model exhibits adequate discriminant validity.

**Table 1.** AVE values and squared correlations for each latent variable.

	<b>DI</b>	<b>TS</b>	<b>PV</b>	<b>RI</b>
DI	0.819			
TS	0.431**	0.856		
PV	0.272**	0.367**	0.837	
RI	0.404**	0.568**	0.45**	0.826

The diagonal values are in bold. represents the square root of the average variance extracted (AVE) for each corresponding variable. \*\*p<0.01.

#### 4.2. Hypothesis Testing

Table 2 presents the results of testing the research model using structural equation modeling. The model fit indices were  $\chi^2 = 285.605$  (df = 177,  $p < .001$ ),  $\chi^2/df = 1.494$ , TLI = 0.975, CFI = 0.968, and RMSEA = .045, indicating that the model demonstrated a good fit; therefore, the hypothesis testing was considered acceptable.

The results show that DI significantly influenced TS ( $\beta = 0.621$ ,  $p < 0.001$ ) and PV ( $\beta = 0.376$ ,  $p < 0.001$ ). TS ( $\beta = 0.393$ ,  $p < 0.001$ ) and PV ( $\beta = 0.280$ ,  $p < 0.001$ ) had significant positive effects on RI. DI also had a positive effect on RI ( $\beta = 0.166$ ,  $p < 0.05$ ). Based on these results, hypotheses H1-H5 were all supported.

**Table 2.** Hypothesis test results for direct effects.

	<b>Path</b>		<b>Estimate</b>	<b>Standard Error</b>	<b>C.R.</b>	<b>P</b>	<b>Results</b>
TS	<---	DI	0.621	0.074	8.447	***	Supported
PV	<---	DI	0.376	0.064	5.865	***	Supported
RI	<---	TS	0.393	0.053	7.356	***	Supported
RI	<---	PV	0.166	0.064	2.583	0.01*	Supported
RI	<---	DI	0.280	0.056	5.034	***	Supported

\*  $p < 0.05$ . \*\*\*  $p < 0.001$ .

#### 5. Discussion

From the perspective of sports tourism, this study systematically examined the mechanisms through which destination image, tourist satisfaction, and perceived value influence revisit intention. The empirical results confirm the applicability of established tourism behavior theories within the sports tourism context and further highlight the critical role of tourists' overall experiential evaluations in shaping their future behavioral intentions.

The results indicate that destination image has a significant positive effect on revisit intention, supporting H1. This finding is consistent with previous tourism studies suggesting that a favorable destination image enhances tourists' emotional attachment and reduces perceived risk, thereby encouraging repeat visitation. In the context of sports tourism, destination image extends beyond traditional attributes such as scenery or accommodation quality to include sport-specific elements, such as event organization, facility quality, atmosphere, and safety. A positive image formed through successful

sports events and high-quality sports experiences can therefore strengthen tourists' willingness to revisit the destination in the future.

The findings demonstrate that tourist satisfaction exerts a significant positive influence on revisit intention, providing empirical support for H2. This result aligns with expectation-confirmation theory, which posits that satisfaction derived from the comparison between expectations and actual experiences plays a crucial role in determining post-consumption behaviors. In sports tourism settings, satisfaction is closely linked to factors such as event organization efficiency, service performance, experiential enjoyment, and emotional engagement. When tourists perceive their sports tourism experiences as satisfying, they are more likely to develop favorable behavioral intentions, including revisiting the destination and engaging in positive word-of-mouth communication.

Consistent with H3, perceived value was found to have a significant positive effect on revisit intention. This finding reinforces the view that tourists' subjective evaluations of the benefits received relative to the costs incurred play a key role in shaping future travel decisions. In sports tourism, perceived value encompasses not only economic considerations but also emotional, experiential, and social benefits derived from participation in sports-related activities or events. When tourists perceive high overall value in their experiences, they are more inclined to revisit the destination, even in the presence of alternative tourism options.

The results further reveal that destination image is positively associated with tourist satisfaction, thus supporting H4. This finding suggests that destination image functions as an important antecedent of satisfaction rather than merely an outcome of tourism experiences. A positive image shapes tourists' pre-travel expectations and influences how they interpret and evaluate on-site experiences. When the actual sports tourism experience meets or exceeds these expectations, tourists are more likely to report higher levels of satisfaction. This result underscores the importance of consistent destination branding and image management in sports tourism development.

Finally, the analysis confirms a significant positive relationship between tourist satisfaction and perceived value, lending support to H5. Satisfied tourists tend to perceive greater value in their experiences, as positive emotions and favorable evaluations enhance perceptions of experiential benefits. In sports tourism contexts, satisfaction with event quality, service performance, and overall experience can amplify tourists' perceptions of value, thereby reinforcing favorable attitudes toward the destination and strengthening revisit intentions.

## 6. Conclusion

### 6.1. Research Conclusions

This study developed and empirically tested a theoretical model examining the relationships among destination image, tourist satisfaction, perceived value, and revisit intention in the context of sports tourism. The findings demonstrate that destination image, tourist satisfaction, and perceived value all have significant positive effects on revisit intention. Moreover, destination image positively influences tourist satisfaction, which in turn enhances perceived value, highlighting the interconnected nature of tourists' cognitive and affective evaluations.

Overall, the results confirm that tourists' revisit intention in sports tourism is not driven by a single factor but emerges from a comprehensive evaluation process involving image perception, experiential satisfaction, and value assessment.

### 6.2. Theoretical Implications

This study contributes to the sports tourism literature by extending established tourism behavior theories to a sports tourism context and empirically validating the roles of destination image, satisfaction, and perceived value in explaining revisit intention. By

integrating these constructs into a unified structural model, the study enhances understanding of the psychological mechanisms underlying sports tourists' behavioral intentions and provides empirical evidence for future theory development in sports tourism research.

### 6.3. Practical Implications

From a managerial perspective, the findings suggest that sports tourism destinations should prioritize the cultivation of a positive destination image by enhancing event organization quality, sports facilities, safety, and overall atmosphere. Improving service efficiency and experiential quality can significantly enhance tourist satisfaction, which in turn increases perceived value and revisit intention. Destination managers and policymakers should adopt a holistic management approach that focuses not only on attracting first-time visitors but also on fostering long-term relationships with repeat tourists.

### 6.4. Limitations and Future Research Directions

Despite its contributions, this study has several limitations. First, the data were collected through a cross-sectional survey, which limits the ability to capture changes in tourists' perceptions and behavioral intentions over time. Future research could employ longitudinal designs to examine dynamic relationships among key variables. Second, the sample was limited to tourists who had participated in sports tourism activities in a specific context, which may restrict the generalizability of the findings. Future studies could test the proposed model across different types of sports tourism destinations or cultural settings. Finally, additional variables, such as emotional attachment, involvement, or destination loyalty, could be incorporated into future models to further enrich the understanding of sports tourists' revisit behavior.

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