



CONCEPTUAL ISSUES IN THE STUDY OF PLACE ATTACHMENT AND REVISIT INTENTION

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ABSTRACT

The purpose of this paper is to address the challenges in destination marketing through exploration regarding the relationship between place attachment and revisit intention. This paper begins with a discussion on theoretical background and highlights some important unresolved issues before bridging to magnify the important of psychological process in explaining the relationship between place attachment and revisit intention. It integrates various past research background in understanding place attachment and revisit intention to spectacle the absence of comprehensive and coherent approach to capture tourist emotion arising from experience and manifested in attachment. This paper highlights the conceptual inadequacy of the current research to intensify the process between people and place in order to justify the attachment properties and further proposed a set of direction for future research should be heading in order to position place attachment to better predict revisit intention. This paper also discussed theoretical contribution, limitation and practical implication for tourism operators and policy makers.

KEYWORDS: Place attachment, revisit intention, emotion, experience.

INTRODUCTION

Tourism has become one of the major contributors to the world's economy, maintaining an average industry growth rate of 4% per annum since 2009 (Zhang & Gao, 2016). World Travel & Tourism Council (WTTC, 2017) reported the tourism industry total contribution to world GDP for the year 2016 is US\$7.61 trillion or 10.2% of global GDP with 292 million people employed in the industry and anticipated to support over 381 million jobs by 2027 all over the world. Lately, more and more developing countries are contemplating tourism specialization strategy in order to emerge from the development trap. Indeed, in the slowing global economy, tourism sector can be a major route through which a country can boost its export revenues and generate large number of jobs (Fauzel, Seetanah & Sannasse, 2016).

Realizing a number of success stories attributed to tourism, increasing numbers of countries have embarked in promoting their destinations as well as contemplating in tourism specialization leveraging from availability of low cost airline, online promotions and booking facilities. Consequently, this has resulted in intense competition among destinations and poses great challenge to destination marketing. Retaining existing tourist is one of the key tactics to maintain competitiveness and sustainability in tourism business (Kumar & Nayak, 2015;

Oppermann, 1998). Retaining existing tourist by encouraging them to undertake repeat visits is also a sound economic alternative to leverage from repeat visitors spending more days and money during their stay (Hung et al., 2016). Past research have suggested understanding tourist behavior through self-reported intention to revisit is a proximal indicator of tourist to undertake repeat visit (Kozak and Martin, 2012; Wang and Cole, 2016; Zhang et al, 2014).

The initial concept of revisit intention is adopted from customer retention in social psychology relationship management and loyalty marketing based on Social Exchange Theory (Dawkin & Reichheld 1990; Jacoby & Chestnut, 1978; Oppermann, 1998; Thibaut and Kelley, 1978; Ward & Berno, 2011). Tourist revisit intention aiming to retain existing tourist to destination is commonly referred as Defensive Marketing Strategies as postulated by Cronin et al., (2000) to address issues of business sustainability beside securing a dependable revenue stream when competition and cost of attracting new tourist increases. At this point, to use intention as suggested by Theory of Planned Behavior (Ajzen, 1991) is fairly acceptable as many studies have supported the argument that intention is considered one the closest predictor of behavior indicating the willingness or likelihood to execute a particular behavior at specific point of time (Ali, Amin & Ryu,



2016; Cheng & Lu, 2013; Wong, Wu & Cheng, 2015).

For the past three decade, due to the difficulty in tracking actual behavior, prediction of repeat visits was undertaken with the use of intention as proxy in various tourism and hospitality settings, with Theory of Planned Behavior (Ajzen, 1991) serving as the organizing model to explain empirical observations between attitude and intention to revisit. However, despite considerable numbers of academic research on revisit intention, it still remains unclear on how to retain tourist and what are the characteristics that will proximately predict or stimulate tourist intention to revisit a particular destination (Hung et al., 2016; Som et al., 2012). It is also interesting to note that the limitation highlighted by researchers in past studies regarding over reliability on cognitive attitude leaving behind the emotional aspect of the tourist to understand tourist intention have caused ambiguity, dispute and inconclusiveness in capturing tourist revisit intention correctly (Ali,2015; Kumar & Nayak, 2015; Luo & Hsieh, 2013; Tosun et al.,2015). As there is growing concern towards understanding the emotional bonding related to destination, this study intends to propose a conceptual idea from the perspective of psychological process on how tourist comprehend distinguish characteristic about place attachment to predict the revisit intention.

PLACE ATTACHMENT

Place attachment refers to the personal connection that one feels with a particular place and often associated with emotional engagement (Suntikul & Jachna, 2016). There is consensus about the overall concept of place attachment among researchers referring to the relationship between place, people and desire to maintain closeness to the object of attachment. This is one of the concluding remarks of George & George (2012) for the notion that emotions evoked while visiting a destination can create attachment to a place due to the effect of an emotional memory associated with people, places and situations. Place attachment has been defined differently by researchers, and the general consensus is that, it is a multidimensional construct (Halpenny, 2010; Scannell & Gifford, 2010), consist of place identity (Prayag & Ryan, 2012), place affect (Hinds & Sparks, 2008), social bonding (Ramkissoon et al., 2012), and place dependence (Prayag & Ryan, 2012). Place attachment is recognized by researchers as a concept that significantly influences behavior by capitalizing on an individual's willingness to protect important and meaningful places (Alshemeili, 2014; Loureiro,2014; Scannell & Gifford, 2010) although evidence are not conclusive (Ramkissoon et al.,2013).

Place attachment was built from attachment theory in psychology which originates from the seminal work of John Bowlby (1958) who attempted to describe the ability of individual to build an

emotional and physical attachment between human. Thomson et al. (2005) pioneered the concept of attachment related to brands with emotional connection and differentiates brand loyalty. Drawing from attachment theory, they define emotional brand attachment as an emotion bond between a person and a brand characterized by deep feelings of connection, affection, and passion. Replicating similar concept into tourism, place attachment is deemed as a distinctive tourism marketing strength, which constitutes distinct impact between place and person. Morgan's (2010) worked on the developmental theory of place attachment and suggested emotional reactions to physical environment will be able to shape attachment to place. Loureiro (2014) contended place attachment was conceptualized based on psychological theories such as interdependence theory and theories of attraction. Her argument is based on previous research that attachment is formed from psychological interaction between human beings and place attraction (Yuksel et al., 2010). The researcher recognized an emotional or affective component in the concept of place attachment and suggested a personal connection to place will be able to influence positive evaluation to place. In tourism, recognizing the prominent role of place attachment in eliciting tourist intention, researchers have used the concept of place attachment in various settings for the purpose of drawing better understanding about place marketing (Brown et al.,2016; George & George, 2012; Tsai, 2012).

Research on place attachment have seen rapid growth in various tourism setting including sport tourism, park tourism, sustainable tourism and environmental tourism taking into account imperative influence it has on human behavior (Brown et al., 2016; Halpenny, 2010; Ramkissoon et al., 2012; Raymond, Brown, & Robinson, 2011). Considerable theoretical and methodological advancements have been made in this area by researchers and scholars (Loureiro, 2014; Manzo & Devine-Wright, 2013; Morgan, 2010; Thomson et al., 2005). Shamsuddin & Ujang (2008) found that traditional urban environments are important in giving people a sense of attachment to a city while Suntikul & Jachna's (2016) argued that tangible heritage of a place is a pivotal factor in place attachment. Apparently, it can be asserted the relationship between place attachment and perceptions of tourist is conditioned by a number of contextual, personal and cultural factors as reported by a study by Wang, & Chen (2015). Yeh et al (2012) in their study manifested the concept of place before discussing the concept of place attachment. They supported the argument by Shamsuddin & Ujang (2008) that sense of place such as physical element, activity and meaning intertwined in the people's experience before they are attached to a place. The research complements the work of Shamsuddin & Ujang (2008) denoting the same idea



that place attachment can be identified by a social, geographical, or administrative manner. Yeh et al (2012) contended that place attachment as static while Burgner et al (2014) tend to conceive more dynamic view as enduring and changing over time.

George & George (2012) investigated the relationship between past visitation and revisit intention with place attachment as mediator among visitors to Kerala and Goa in India. They argued place attachment composed of two dimensions of place dependence and place identity, provide an explanation of tourist loyalty towards destinations at a far subtle level. In methodological language, place attachment (mediating variable) could be a significant pathway of influence through which independent or predictor variable has its effect on the intention to revisit (dependent or outcome variable). The researchers provide reasoning with the use of influential theories of consumer behaviour, Bettman's (1979) information processing model, which assumed the overwhelming primacy of the rational cognitive processes controlling consumer choice. Prayag & Ryan (2012) examined simultaneously the structural relationships between destination image, place attachment, personal involvement, and satisfaction as antecedents of loyalty among tourist to Mauritius. The study provides empirical evidence to support the explanatory role of place attachment with a proposition that place setting can sustain visitors by highlighting place attributes to connect with satisfaction and loyalty. The researcher further contended, island destinations can fulfill promises and develop place attachment by emphasizing on personal involvement and satisfaction in order to encourage loyalty among tourist. Explicitly the study posited that place attachment can be mediating variable to explain the relationship between the predictor variable and destination loyalty.

Ramkissoon et al (2013) considered place attachment as favourite place that holds special meanings for people. This was congruent with past studies that supported the notion that tourism places can be differentiated in terms of their hedonic, utilitarian, social and consumption meanings (Burgner et al., 2014; Cheng & Lu, 2013; Grappi & Montanari, 2011). Strong attachments are associated with strong feelings of connection, affection, love and passion (Mugge, Schifferstein, & Schoormans, 2010; Suntikul & Jachna, 2016). This is one of the indicators that visitors can become attached to such places which meet their desired experiences (Scannell & Gifford, 2010). Some researchers relate place attachment beyond personal connection to link their social lives to demonstrate the emotional bond (Alshemeili, 2014; Gross & Brown 2006; Prayag & Del Chiappa, 2016). Ujang & Zakariya (2015) in their review suggested that there are three major components of place attachment; physical form, activity and meaning. Place attachment was referred

as a long-term affective bond to a particular geographic area and the meaning attributed to that bond will often develop feelings of affection, sense of belonging, or being of that place, so that place becomes 'one anchor of his or her identity' (Prayag & Ryan 2012).

Suntikul & Jachna's (2016) draw together concepts from earlier works in environmental psychology (Cheng et al., 2015; Ramkissoon et al., 2013; Williams et al., 1992) to demonstrate two broad conceptualizations of place attachment: place identity and place dependence whereby the former denotes suitability of a place to satisfy one's functional needs and the latter refers to emotional connection to a place. On the basis of the evidence currently available, it seems fair to suggest that place identity give meanings with symbolic importance of a place as a repository for emotions whereas place dependence is how well a place physical setting serves goal achievement to satisfy one's functional needs and aims. Brown, Smith & Assaker, (2016) found that place attachment among visitors to sports events was positively related to revisit intention. The researcher examined the concept of place attachment and revisit intention among spectators as it involves an interplay of affect, knowledge and attitudinal behavior in reference to place and destination loyalty.

Close observation on the various conceptualization of place attachment in tourism and hospitality related studies reveals two main ideas; first about the emotional bond between person and place, and second on the strong influence of emotion and experiences associated with people, places and environment resulting in attachment. However the explanatory role of the psychological process resulting from the emotional bond between tourist (people) and place remains unexplored. In most tourism studies, place attachment is used to explore the nature and nuances of emotional relationship with place (Brown et al., 2016; Prayag et al., 2015; Yuksel, Yuksel, & Bilim, 2010). Furthermore, place attachment has been found to correlate positively with a tendency to behave with respect for the environment of a place (Cheng et al., 2013; Lee, 2011; Ramkissoon et al., 2013). This indicates that place attachment is something that is felt or simply how the tourist feels and fosters an affective connection to a particular setting. When a tourist lives in a particular locale over some period, they will often develop feelings of affection, sense of belonging, or being of that place. Even short time visitors or short-term residents of a place may develop feelings of place attachment (Jorgensen & Stedman, 2006; Manzo & Devine-Wright, 2013).

One of the most visible new trends in studies of place attachment is growing interest among leisure researchers to demonstrate the ability of attachment to predict place loyalty or revisit intention in order to drive the marketing orientation to gain competitive



advantage by mobilizing the concept. In another word, researchers supported the idea that place attachment could be promoted by tourism managers to facilitate revisit intention. Furthermore, there is also paucity of research on the behavior the tourist displayed upon feeling emotional bonding to a particular place, except for very limited work displayed by Brown et al., (2016) and Alshemeili (2014) in related to return visit intention. Even though Prayag & Ryan (2012) have demonstrated simultaneous relationships between place attachment and loyalty, the conceptualization of loyalty in the study does not compliment the comprehensive set of revisit intention as suggested by Oppermann (1998). In tourism and hospitality field, many studies have explored the tourist emotional bonding with places, including their interactions and the relationship has been conceptualized in numerous ways and under various related terms such as sense of place (Campelo et al., 2013; Shamsuddin & Ujang, 2008), place attachment (Alshemeili, 2014; Suntikul & Jachna, 2016; Prayag et al., 2016), and place satisfaction (Ramkissoon et al., 2013). However, place attachment remains the most popular term owing to its advantage of highlighting the emotional bond between an individual and a particular spatial setting (Morgan, 2010).

Even though, past research have examined the relationship between place attachment with various reference such as sense of place, meaning attached to a spatial setting, strong emotional tie, temporary or lasting emotional bonding, the concept of place attachment is poorly articulated and often cannot be differentiated by their definitions (Cheng et al, 2015; Prayag et al., 2016; Raymond et al., 2011). The plausible reason might be due to the accentuation of past research failing to recognise place as the playing piece, in lieu treating place as background for attachment contradicting Morgan's (2010) theory. This has resulted in the direction of research going towards place exposure effect and place security effect as argued by Lewicka (2011) due to the essence of environmental psychology. There seems to be no conclusive study in tourism to support the attachment properties of the place attachment as posited by either Bowlby's (1958) Attachment theory or Thibaut & Kelley's (1978) Interdependence theory due to the blurred explanation regarding the emotional strength or the psychological process which is important element describing the people place bonding.

The available evidence tend to suggest that orientation of past research have addressed the desire to remain close to place through place identity, place affect, social bonding and place dependence leaving behind the psychological process of behaviour in which attachment is expressed through action. This is among the predicament that limits the predictive ability of place attachment toward revisit intention and marketing in general. Despite the absence of

comprehensive understanding on the concept of place attachment most researchers agree that some form of place attachment occurs at every person's life indicating that behavioural level of place attachment is therefore found on the desire to maintain closeness and can be expressed in place proximity (Lewicka 2011; Ujang & Zakariya, 2015). As such the conceptualization of the place attachment within behavioral theory especially intention related model is timely, to extend greater understanding of the concept besides assisting to formulate better strategies to retain tourist.

REVISIT INTENTION

For the past 50 years, 4P marketing strategies have dominated the way marketers saw the customers. Marketers then predicted the customer needs and push them to customers through the 4P marketing mix. However researchers began to realize the essence of maintaining long term relationship and proposed the concept of loyalty in order to address competition issues and losing dollar when customer switch to other product or services (Berry & Parasuraman, 1991; Han & Hyun, 2015; Reichheld, 1992; Zeithaml & Bitner,1996). According the past studies, keeping existing customer is five times more profitable than attracting new customers (Chiu, Hsu, Lai, & Chang, 2012; Han & Hyun, 2015). The benefit of customer retention was well documented and so were the theories, as strong research stream have concentrated on the concept of loyalty to advocate long term relationship as important mission for business. Basically there are two theoretical positions in retention management from the perspective of service marketing and general management. In service marketing, past research suggested service quality and satisfaction as essential factors (Berry & Parasuraman, 1991; Oliver, 1999; Zeithaml & Bitner,1996) whereas general management perspective advocates on creating values (Reichheld,1992). Anyhow, there is consensus on the proposition that customer retention is closely related to loyalty (Berry & Parasuraman,1991; Reichheld,1992; Zeithaml et al.,1996). In dealing with customer retention and loyalty, intention is often used as surrogate measure for future repeat propensity (McKercher & Tse, 2012).

In tourism research drawing from the concept of customer retention and loyalty, repeat visitor was used to address the issue on competition and long term survival. It was well established that due to the difficulty in tracking actual behavior, prediction of repeat visits was undertaken with the use of intention as a proxy, in the attempt to ascertain likelihood to perform repeat visit (McKercher & Tse, 2012). Even though, the study of visitor's actual behavior is more ideal than the intentional behavior, in reality it is difficult to pave way for longitudinal research especially for behavioural related studies taking into



account enormous nature of human behaviour that changes over time due to preference as well as other environmental factors (Menard, 2002; Rani & Ahmad, 2016). Nonetheless, the argument for a strong predictive ability of intention towards actual behavior can be found in many studies (Abdullah, Jayaraman & Kamal, 2016; Barnes et al., 2016; Ekpe et al., 2016; Inauen et al., 2016; Karjaluo & Leppaniemi, 2013). In a similar context, revisit intention is crucial to boost tourism industry and eventually will prosper the economy of that particular place. Taking into account the importance of revisit intention towards the industry, numerous literatures has discussed on this noteworthy issue.

Tourists consist of both first timers and repeaters. The proportion of both determines the number of arrival as well as determines the lifecycle of a destination (Oppermann, 2000; Tosun, Dedeoglu, & Fyall, 2015). Intention of the first timers and repeaters to undertake repeat visit to the same destination may be slightly different with the formers focus are more towards overall performance while the repeaters may be influenced by specific experience contributing towards emotional attachment to a particular place (Rani & Ahmad, 2016). Nonetheless, there are sufficient evidence to support the notion that both first timers and repeaters revisit intention are highly influenced by emotional aspects and bonding arising from their positive memory during visit (Han & Hwang, 2014; Han & Jeong, 2013).

In tandem with the development, marketing scholars conceptualized various destination selection models integrating attitude, knowledge, consumer characteristics and image to examine how and why visitors/tourist select a particular destination and alongside to predict their future visitation behaviour (Backman & Crompton, 1991; Badarneh & Som, 2011). As a result, strong stream of research have been produced drawing from of loyalty marketing utilizing various product related factors such as attractiveness, past experience, quality and image.

Rapid development of experience economy has resulted in intense competition with destination focusing on niche experience which is incomparable by competitors. Research focus in recent years have also shifted to include well stage experience that leads to stimulation of positive emotion that will influence evaluation or tourist attitude to predict revisit intention. Even though it seems that research on revisit intention is well focused, the concept of revisit intention remain elusive owing to lack of theoretical and empirical evidence to support the enormous nature of tourism. There are sufficient evidence to support the argument that the concept of loyalty in the tourism research have been poorly studied and inadequately address the outstanding questions about how to keep tourist loyal to a place in the long run (Ali et al., 2016; Doosti et al., 2016; Liu & Lee, 2016). As such, it is important to precisely consider

the description of theories in order to address or resolve inconsistencies and contradiction surrounding the above research subject.

The concept of consumer loyalty has been used in past tourism studies for retaining existing customer in relation to products, destinations, leisure, and recreation activities (Meleddu et al., 2015; Oppermann, 2000; Prayag & Ryan, 2012). The conceptualization of loyalty in tourism studies among others based on one of the commonly used approaches from Oppermann (1998). The researcher contended loyalty as profound commitment to repurchase a preferred product/service consistently in future, preference, willingness to pay premium, re-patronize, positive word of mouth, thereby causing repetitive same purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

Past empirical studies have been carried out from the perspective of marketing in the attempt to identify and examine the various determinants of revisit intention. It is interesting to note that research on revisit intention has changed over time corresponding with marketing development. Initially concern is more about traditional 4P's and cognitive approach including brand (Grisaffé & Nguyen, 2011; Kim et al., 2009), image (Ramkissoon & Uysal, 2011; Ryu, Han, & Kim, 2008), physical environment (Ryu & Han, 2010), price perception (Han & Ryu, 2009; Lee, 2006), place (Ooi, 2010) and quality related constructs (Lee, Petrick & Crompton, 2007; Ryu et al., 2012). However, the digital era and availability of online information have clustered the purchasing power in the customer's hands more than ever before. Marketing has to adapt the sub-consciousness of the generations in order to stay present and provide value to reach its targets. Assaker & Hallak (2013) asserted that even though the extent of empirical research is well focused on determinants of revisit intention to a destination, it can be argued that insightful comprehension about tourists' revisit intention remains limited due to the enormous nature of tourism industry.

In order to get better understanding on the subject of revisit intention and why some developed and developing countries gain greater tourist market, a steady streams of research have been carried in Australia (Quintal & Phau, 2008), China (Shen, 2014), Hong Kong (Huang & Hsu, 2009), Japan (Chew & Jahari, 2014), Indonesia (Pratminingsih, Rudatin & Rimenta, 2014), Italy (Brida, Meleddu, & Pulina, 2012), Malaysia (Abdullah et al., 2016; Rani & Ahmad, 2016), Singapore (Hui, Wan, & Ho, 2007; Tsai, 2012), Taiwan (Chen et al., 2011; Cheng et al., 2013), Thailand (Supitchayangkool, 2012; Tavitiyaman & Qu, 2013), and Vietnam (Khuong & Ha, 2014; Tran, 2011). Findings from the studies in both developed and developing countries indicated pleasurable experience is one of important motivation



to influence revisit intention in agreement with Tourism Experience Theory (Gilmore & Pine 2002). The theory proposed tourist will be looking for entertainment, education, esthetics, and escapism that enable emotion to influence the state of mind about value the experience carries. However, the drawback of this theory is giving primary accentuation to functional and technical aspects of service delivery without any cohesive direction on explaining the closest predictor of revisit intention.

The concept of revisit intention have been studied from tourism and hospitality specialization areas such as heritage and cultural tourism (Aleshinloye & Woosnam, 2015; Ali, 2015), eco-friendly marketing (Cho et al.,2014), agrotourism (Choo & Petrick, 2014), creative tourism (Ali & Kim, 2015; Ali et al., 2015; Hung et al.,2016), sport tourism (Allameh et al.,2015; Brown, Smith & Assaker,2016; Choo et al.,2016; Kim et al.,2016), craft tourism (Baksi, 2015), park tourism (Barnes, Mattsson & Sorensen, 2016), environmental tourism (Chen & Tung, 2014; Kaushik et al., 2016; Lee et al.,2010), island tourism (Cheng & Lu, 2013), disaster tourism (Chew & Jahari, 2014), gastronomy tourism (Chi et al.,2013; Jung et al.,2015), golf tourism (Han, & Hwang, 2014), hospitality(Hwang & Hyun, 2013; Ryu et al.,2012), rural tourism (Loureiro, 2014) and historical tourism (Nawijn & Fricke, 2015). Even though the specialization areas have been adequately covered by research working on experience element, it can be argued that experience alone does not necessarily contribute to revisit intention and in-depth psychological process to address emotional response arising from the experience contribute more weight to revisit intention as suggested by Lee et al., (2015). Nowadays, product attributes and functional quality alone is inadequate to reach the customers as competition become more intense. Marketing today have shifted towards concentrating more on people and process to satisfy their emotional needs (Barnes et al., 2016; Hosany & Witham, 2009).

In tourism context, in order to market a product as well as to gain greater market access, proper attention should be given to design emotion and stage them to visitors (Kim & Fesenmaier, 2013). In the era of the experience economy, tourists look for the affective combination of memories and feelings to create long-lasting emotional bonding to engage in repeat visit to a place. Thus, the affective process arising from experience that derived revisit intention is critical element to be studied. However, there is still dearth of research done to understand the psychological process to understand the tourists' revisit intention aiming for effective marketing and analysis of tourist choices. Even though some researchers have attempted to explore the affective aspects employing emotion but trivial efforts was carried to explain the strength of emotion arising

from tourism experience to support revisit intention (Nawijn & Fricke, 2015; Prayaq et al., 2017).

Therefore, it is not sufficient to understand the concept of intention if only the cognitive attitudes factors are considered leaving behind the affective attitude factor explaining the psychological process in determining revisit intention (Ali, 2015; Luo, & Hsieh, 2013; Tosun et al., 2015). Furthermore, researchers have empirically confirmed that attitude is a complex construct comprised of affective and cognitive components (Conner et al., 2013). Furthermore, the superiority of affective over cognitive attitudes is widely found in attitude studies in general (Conner et al., 2013; Lee et al., 2015). Researchers agree that continuous study on the topic of revisit intention is due to inconclusiveness on the factors studied and to overcome the inability of the considerable number of research to explain why people undertake repeat visits and what kind of characteristics hold repeat visitors (Leung & Bai, 2013; Rani & Ahmad, 2016; Som et al., 2012). This was the paramount argument regarding longing interest on the research topic regarding revisit intention as destination survival rely seriously on repeat visitors (Jayaraman et al., 2010; Zhang et al., 2014).

CONCLUSION

In recent years, researchers in tourism and hospitality studies have expressed serious concern about the concept of place attachment to predict revisit intention among tourist. In destination marketing, more countries such as Portugal, Taiwan, Germany, Malaysia, and Thailand had included the emotional content in term of place attachment in their offerings and tourism slogan. For example, Portugal uses "feel the passions" slogan throughout the country. Taiwan uses the slogan "touch your heart" to convey a sense of warmth among potential tourists. Germany for example uses the slogan "Simply Inspiring" while Netherlands' "Surprising Cities", "Malaysia Truly Asia" and "Amazing Thailand". The direction of this conceptual paper apart from advancing the existing knowledge base could provide logical argument for future direction of research on the association between place attachment and revisit intention concentrating on the process approach to facilitate the marketing efforts towards better understanding of the changing need of the tourist. The proposed conceptual design although yet to empirically tested has potential academic and practical implication as more tourist destinations such are facing challenges of competing for repeat visitors. This proposed concept could offer essential insights for tourism marketing research designed around mobilizing place attachment and revisit intention for destinations long run business sustainability. Future research therefore should encompass on the psychological process of place attachment to be



utilized as stimuli to predict revisit intention by including emotions arising from tourism experience.

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