

The Effect of Destination Image Towards Memorable Tourism Experience and Revisit Intention in Sarawak, Malaysia

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The tourism sector has been a major contributor in many nations around the world, especially from the economic perspective. However, Sarawak has fallen behind in terms of development and political stability. This study attempts to ascertain how destination image affects tourists' memorable tourism experience and revisit intention based on their thoughts and opinions. Survey data was collected from 200 tourists who visited the top 5 attractions in Sarawak. WarpPLS 8.0 was utilised to analyse the proposed relationship among the present variables. The results revealed that culture, history and art, as well as political and economic factors of destination image, are positively related to memorable tourism experience. In addition, memorable tourism experience is positively related to revisit intention. The findings revealed that enhancing the destination image of Sarawak can improve memorable tourism experience for both domestic and international tourists and impact their revisit intention. The findings of this study provide an opportunity for authorities and tourism providers to concentrate on cultural preservation and the importance of political stability in Sarawak.

Keywords: destination image, memorable tourism experience, revisit intention, tourists, Sarawak



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Introduction

Nowadays, the tourism sector is expanding at a quicker rate than ever and is widely acknowledged as one of the key pillars supporting the global economy (Cao et al., 2022). The travel and tourism industry has been a major contributor in many nations around the world (Sgroi, 2020). According to World Travel and Tourism Council (2024), the travel and tourism industry had accounted 9.8% of the world GDP, while 366 million job opportunities were created globally. Hence, tourism is necessary to increase job possibilities, national revenue, individual and household income, to gener-

ate foreign exchange, and to draw foreign direct investment (Aquino et al., 2020).

In the era of globalisation, competitiveness in the tourism sector is increasing day by day (Rebelo et al., 2022). Due to the intense competition among tourism destinations, destination image has played an important role in the tourism industry (Tse & Tung, 2021). Destination image has an impact on the overall tourist experience, which encompasses the pre-, during-, and post-trip experience (Lojo et al., 2020). This is because destination image may shape tourists' thoughts and feelings about a tourism destination (Chu et al.,

2022). According to Baruca and Čivrić (2022), a tourism destination with distinctive characteristics is additionally more probable to be seen to create a memorable tourism experience. Hence, a tourist attraction has to offer attractions to view, activities to engage in, products to purchase, enjoyable activities, and opportunities to create memories (Dalimunthe et al., 2020).

This study aims to investigate the effect of destination image towards memorable tourism experience and whether the memorable tourism experience affects revisit intention in Sarawak, Malaysia. Destination image is important in the tourism industry. Sarawak has been chosen as the destination in this study as the state possesses all the necessary qualities to make it a popular travel destination, including breathtaking scenery, history, culture, and festivals (see <https://www.sarawaktourism.com>). Also, the total arrival of tourists to Sarawak in 2024 was 4.83 million, with MYR12.45 billion of receipts (Ministry of Tourism, Creative Industry and Performing Arts Sarawak, 2025). By choosing Sarawak as the destination, the current study may increase the awareness of all parties, especially tourism providers in Sarawak, concerning the importance of destination image from different aspects in attracting tourists. However, Sarawak has fallen behind in terms of development (Bernama, 2023), such as uneven and insufficient infrastructural development. It is suggested that tourists' choices of destinations will also be influenced by political upheaval in a nation (Zelege & Biwota, 2020). Political squabbling will bring many side effects to a country, including preventing the nation from concentrating its effort on economic development (Tawie, 2023). The Sarawak government implemented its Post COVID-19 Development Strategy through the formation of the Sarawak Economic Action Council in 2020 to help in the development of Sarawak, including tourism (Ten, 2020). They have enhanced the natural, cultural, and historical resources of the state to develop the tourist product offering, strengthened human capital, and bolstered Sarawak's connections and mobility, resulting in the growth of total tourist arrivals in Sarawak (Sarawak Government, 2021).

In addition, tourism experience has long been emphasised broadly in the tourism industry (Chen, 2023).

Memorable tourism experiences offer advantages for destinations, including generating higher revenue, providing competitive advantages, and improving tourists' revisit intention (Bigne et al., 2020). When tourists interact more with their destination, they may encounter more memorable experiences and these experiences will be enhanced to a greater extent by their increased participation in the destination (Melón et al., 2021). Positive memorable experiences will increase tourists' likelihood of revisiting and bonding with the destination, as well as experiencing personal happiness (Hosany et al., 2022). Therefore, it has become imperative to provide tourists with satisfying and memorable experiences, especially in this highly competitive tourism sector, because tourists' experiences are the primary source of information when they decide to revisit a destination (Hosseini et al., 2021).

Literature Review

Destination Image

Destination image is often defined as perceptions or feelings towards a destination (Echtner & Ritchie, 1991). According to Afshardoost and Eshagi (2020), destination image is seen as a multidimensional and complicated construct that combines cognitive, affective, and conative aspects. Destination image may evolve through three axes: (a) from personal characteristics to comprehensive perception; (b) from normal to distinctive image features, and (c) from operational to psychological features (Kislali et al., 2019). For example, destination image can be created and shaped by external variables such as being subjected to new details of the destination, or through internal factors such as prior visits and experiences in the destination (Wu & Shimizu, 2020). Destination image is believed to significantly influence tourists' decision to visit a destination as it may prompt their interests and decisions (Wang, 2020). Thus, tourism-related content such as destination image and traditional culture should be widely disseminated to tourists through online platforms to attract tourists (Khan et al., 2022).

Leisure and Recreation Tourism

Leisure and recreation tourism are activities that are devoid of duties and responsibility and are marked by

a sense of relative freedom (Parker, 2021). Leisure and recreation tourism has offered services to assist tourists in learning and engaging in recreational activities, which include providing informational materials like newsletters, web pages, and brochures (Marriott et al., 2020). Leisure and recreation activities are important to the tourism sector and tourists are advised to participate in the activities as they may contribute to their experiences and memories (Camacho-Murillo et al., 2021). Tourists also can retain meaningful bonding and receive psychological encouragement by taking part in the leisure and recreation activities with their family and friends (Tsaour et al., 2020).

Culture, History and Art

Culture, history and art is characterised as the habits and practices of locals, which include how they dress, eat, behave and live (Slak Valek, 2021). Culture encompasses a broad variety of interrelated activities which are linked with other economic sectors that are critical to the growth of the tourism sector, such as anthropological research and preservation of heritage (Lan et al., 2021). Food is also thought to be a product of the culture as it can express one's identity, ethical beliefs, and various religious and traditional eating practices (Kapelari et al., 2020). Tourists travel to discover the art of a place by engaging in artistic endeavours or viewing the artwork on display there (Slak Valek, 2021). Thus, investments in the preservation and restoration of historical and artistic assets are necessary for a nation to raise their cultural value (Salinas Fernández et al., 2020).

Political and Economic Factors

Political and economic factors are defined as important determinants of the natural world that indicate how the society as data handling system representation functions (Aslaksen, 2020). Numerous investigations of tourism perceive politics as an implicit and hidden factor that affects tourism, as their impact on tourism goes beyond the purview of traditional legislative and structural procedures (Shehab & Som, 2020). It has been found that there are five hazards which have the ability to influence the visit intention of tourists, namely natural catastrophes, crimi-

nality, terrorist activity, political unrest, and health risks (Shahrabani et al., 2019). Nguyen and Nguyen (2021) also concluded that political unrest is among the factors making it harder to attract potential tourists. Price and exchange rate is another key factor in determining the competitiveness of a destination as it includes transportation fees, lodging fees, cost of vacation packages and attraction fees (Zelege & Biwota, 2020). Tourists tend to visit a destination that offers products and services which have reasonable prices with appropriate quality (Giao et al., 2020). It can be concluded that governmental stability, consumer price index, and promotion investment are a few key variables that attract the arrival of tourists (Abdou et al., 2020).

Memorable Tourism Experience

Memorable tourism experience comprises good memories of a travel trip after the event has taken place (Hosany et al., 2022). The idea of memorable tourism experience (MTE) was first introduced by Kim, Ritchie, and McCormick in 2012, and is defined as a favourable memory and recollection of a travel experience that is selectively formed according to a person's evaluation of the experience (Rasoolimanesh et al., 2021). There are seven main components in MTE, namely hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty (Seyfi et al., 2019). According to Rasoolimanesh et al. (2021), tourism experience is among the most effective indicators of a tourists' behavioural purpose, and it also has a significant impact on memory formation, which is one of the main goals of the tourism industry (Rasoolimanesh et al., 2021). Tourism experiences will grow into memorable experiences after post-travel interaction that leads to the social construction of acquainted recollections and meanings (Sterchele, 2020). Memorable tourism experience is fundamental to a sustainable tourism offering because it is the determinant for the happiness, loyalty, and revisit intention of tourists (Skavronskaya et al., 2020).

Revisit Intention

Revisit intention is known as the condition of mind of an individual that is reflective of a plan to carry out

an activity in a specific time frame (Rahmawati et al., 2021). According to Khairi and Darmawan (2021), revisit intention is seen as loyalty or a genuine action that denotes a tourist’s desire to return to a previously visited destination. Tourists’ revisit intention can be influenced by the destination image, memorable tourism experience, and satisfaction of the tourist; if a destination offers tourists a satisfying and unforgettable experience, they will return on subsequent visits (Atmari & Putri, 2021). Tourists are more likely to have a greater desire to return to places that provide them with positive emotions (Nguyen Viet et al., 2020). Destination familiarity will also increase revisit intention because a familiar destination will provide a sense of safety and security to the tourists (Soliman, 2019).

Hypotheses Development

This paper examines the effect of destination image towards memorable tourism experience and revisit intention in Sarawak, Malaysia. In this study, destination image comprises leisure and recreation tourism, culture, history and art as well as political and economic factors. Destination image has been recognised as a potent management tool in the current rapidly changing and competing worldwide marketplace that

can strengthen the tourist business (Afshardoost & Eshaghi, 2020). It is stressed that destination image may also influence the expectation of tourists, planning for the trip, level of satisfaction, actions in the trip and the entire experience (Lojo et al., 2020).

Past studies suggest that developing a distinctive destination image is increasingly crucial for attracting tourists (Huete Alcocer & López Ruiz, 2019), as destination image represents the essence of place marketing. It is generally defined as the creation of an integrated set of perceptions and associations intended to define and differentiate a destination through the construction of a favourable image in the minds of potential visitors (Woosnam et al., 2020). Hence, by analysing the concepts of destination image and memorable tourism experience, this suggests that these concepts are important in boosting the tourism industry, with the prospect of attracting revisit intention. Furthermore, it is proposed that destination image can significantly influence tourists’ decision to visit a destination as it may prompt their interests and decisions (Wang, 2020). Tourists tend to revisit a place that leaves them with positive memorable tourism experiences, such as places that can assure the safety and security of the tourists (Kazmi et al., 2020).

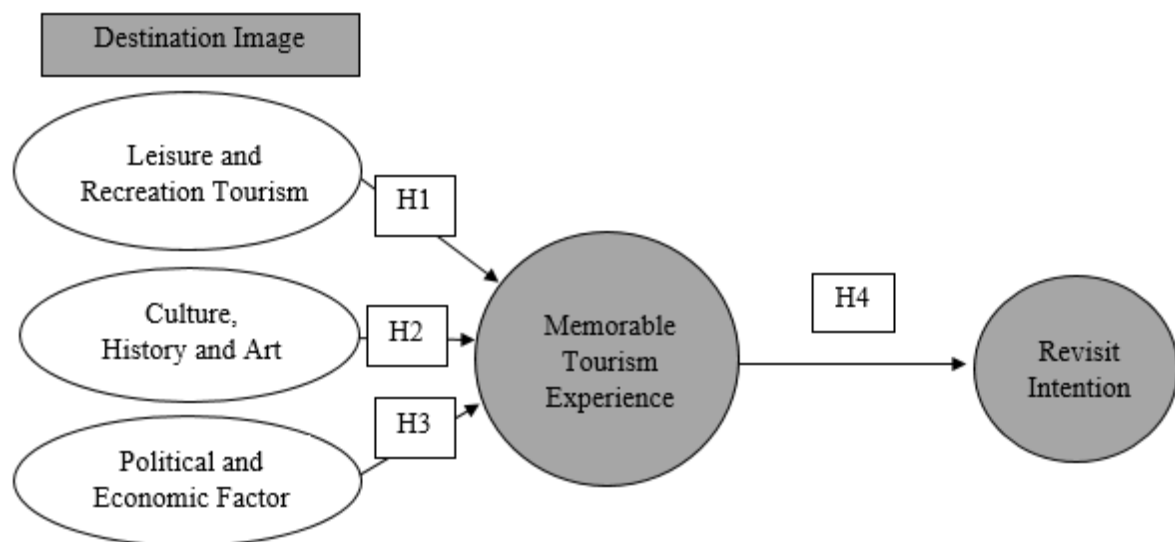


Figure 1 Conceptual Model

Torabi et al. (2020) stated that tourists are less inclined to revisit destinations when they are dissatisfied with their tourism experiences. This suggests that attracting tourists' revisit intentions depends largely on a destination's ability to project a positive image capable of generating favourable and memorable tourism experiences. Moreover, this underlines that destination image affects memorable tourism experience positively and memorable tourism experience affects revisit intention positively, which implies that the tourism industry should endeavour to create a positive destination image to ensure the creation of positive memorable tourism experience and attract revisit intention. This paper proposes that destination image will positively affect memorable tourism experience and lead to revisit intention. The better the destination image, the more positive the memorable tourism experience and the higher the revisit intention. Thereafter, it would be necessary to transform and implement the acquired knowledge across the tourism industry. A destination that can provide a memorable tourism experience will increase tourists' satisfaction and therefore attract their revisit intention (Melón et al., 2021). Therefore, the hypotheses of this study are: 'Destination image has a positive relationship with memorable tourism experience', and 'Memorable tourism experience has a positive relationship with revisit intention'. In accordance with the formulated hypotheses, this study will examine destination image from three perspectives, i.e. leisure and recreation tourism (H1), culture, history and art (H2) and political and economic factors (H3), in the relationships with memorable tourism experience. This study also examines the relationship between memorable tourism experience with revisit intention (H4).

Underlying Theories

The present study has integrated two underlying theories to examine the relationship between destination image, memorable tourism experience (MTE), and revisit intention, namely Stimulus-Organism-Response Theory (SOR Theory) and Theory of Planned Behaviour (TPB). Stimulus-Organism-Response (SOR) Theory was established by two environmental psychologists, Mehrabian and Russell, in 1974. SOR is a theory which

defines consumer behaviour from the angle of external influence and it declares that once an individual is subjected to stimuli, they will create an internal organism and will further trigger the organism's reaction (Zhang & Xu, 2020). The current study adopts SOR theory as one of the underpinning theories to explain the contribution of destination image (i.e. leisure and recreation tourism, culture, history and art, and political and economic factors) to memorable tourism experience and revisit intention. It is used to investigate how destination image drives memorable tourism experience and further affects tourists' revisit intention. The rule of SOR theory further explains that good destination images may provide a memorable tourism experience, causing tourists to revisit a tourism destination.

The Theory of Planned Behaviour (TPB) is a psychological theory that was introduced by Icek Ajzen in 1985 with the goal of forecasting and modifying human behaviour. TPB states that the intention of an individual is the most significant indicator that results in behaviour (Lee & Kang, 2019). TPB also demonstrates a connection between behaviour and intention (Conradie et al., 2021). Recent studies have used TPB to explain how destination image and memorable tourism experience have an impact on the revisit intention. It can further clarify that if a destination provides positive destination images and a memorable tourism experience, tourists are most likely to have a revisit intention.

Methodology

The population of this study comprised both domestic and international tourists who had visited Sarawak's top five attractions, namely Semenggoh Nature Reserve, Bako National Park, Sarawak Cultural Village, Waterfront Esplanade Kuching, and Mulu World Heritage Area. These five attractions were selected as research sites because they are ranked as the top five attractions in Sarawak, Malaysia by TripAdvisor in 2024. The minimum number of respondents in the current study is calculated by using G*Power Analysis with a significant level which is usually 0.05, an ideal power level which is at least 0.8, and an assuming effect size of 0.15. According to G*Power Analysis, this survey requires a minimum of 109 respondents. Con-

sequently, this survey aimed to reach 200 respondents. To ensure the respondents are tourists, they were required to fill in the questionnaire on the duration of their stay and the country of residence. The selection of the sample in this study uses the purposive sampling method as it is a specific type of non-probability sampling method that chooses particular types or categories of respondents who are required to be included in the final sample (Campbell et al., 2020).

To measure destination image, which is represented by leisure and recreation tourism, culture, history and art as well as political and economic factors, 19 items were used and adopted from different researchers, but mostly from Dwyer and Kim (2003) and Huete Alcocer and López Ruiz (2019). In measuring memorable tourism experience, this study adopted 24 items from Zhang et al. (2018) as well as Chen et al. (2020). For revisit intention, this study adopted 6 items from Artuğer (2015), Zhang et al. (2018), and Chen et al. (2020). All of the items were measured with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). All of the measurement items are adopted based on their suitability in the context of Sarawak. A pre-test was conducted after the draft questionnaire was developed and before the main survey to identify the issue areas and avoid mistakes in the questionnaire, to ensure that the inquiries can be understood by the respondents. Ten tourists underwent pre-testing of the questionnaire. After the pre-test, some items in the questionnaire were further refined and updated following the feedback from the respondents. In July 2024, the authors distributed 200 survey questionnaires to the intended respondents at the research sites by displaying a quick response (QR) code that connected to a Google Form. The respondents were ap-

proached in person and were given a brief explanation of the study before they completed the questionnaire. The respondents were further informed that the data gathered will be securely kept and used exclusively for the study. Four hypotheses were developed and tested in the field of study. WarpPLS version 8.0 software and the Statistical Package and Social Sciences (SPSS) version 29.0 for Microsoft Windows users were used in this study to analyse the data gathered during various statistical procedures. Preliminary data and descriptive statistical analysis were conducted using SPSS version 29.0, and PLS-SEM assessment was conducted using WarpPLS 8.0 software to determine measurement accuracy, factor analysis, and reliability analysis.

Findings

Preliminary Data Analysis

Preliminary data analysis was done as part of the data screening process in this research by using SPSS version 29.0 in order to find and fix errors in the data collected. First, there is no missing data in this study as the data was collected via Google Forms wherein all of the respondents are required to answer all the questions before submitting the questionnaire. However, suspicious data patterns were found during data collection. A straight-lining response was found among the 200 responses. The respondent had completed the questionnaire by filling up every measurement item with the same scale (4). According to Reuning and Plutzer (2020), data with a straight-lining response is a sign of low response quality and will cause measurement inaccuracy. Therefore, this case was eliminated, leaving 199 responses for further analysis. Next, common method bias was checked using full collinearity variance inflation factor (VIF). According to Al Issa

Table 1 Full Collinearity of Constructs

Construct	Full Collinearity VIF
Leisure and Recreation Tourism	2.286
Culture, History and Art	1.285
Political and Economic Factors	1.762
Memorable Tourism Experience	1.019
Revisit Intention	1.019

Note VIF = Variance Inflation Factor

Table 2 Results of the Measurement Model

Construct	Measurement Items	Loadings	AVE	CR
Leisure and Recreation Tourism	LRT1: Sarawak has many activities (e.g. educational and leisure activities, sport events such as races, photography contests, and exhibitions).	0.534	0.380	0.752
	LRT2: Sarawak has exciting night life and entertainment (e.g. nice bars, restaurants, and shows).	0.728		
	LRT4: It is easy to get information about the resort and make arrangements for the activities in Sarawak.	0.603		
	LRT5: There are a variety of activities offered for tourists in Sarawak.	0.569		
	LRT6: The activities in Sarawak are attractive and enjoyable.	0.632		
	Culture, History and Art	CHA1: Sarawak has much historical and cultural heritage.		
	CHA2: Sarawak has unique cultural attractions.	0.567		
	CHA3: Sarawak has a unique lifestyle and customs.	0.575		
Political and Economic Factors	PEF1: Sarawak has stable politics.	0.585	0.390	0.791
	PEF2: Sarawak does not have strikes and social unrest.	0.526		
	PEF3: Sarawak has implemented policies towards environmental protection.	0.568		
	PEF4: Sarawak is an inexpensive destination.	0.613		
	PEF5: The accommodation prices in Sarawak are affordable.	0.719		
	PEF6: The ticket admission of attractions in Sarawak is value for money.	0.712		
Memorable Tourism Experience	MTE1: I am thrilled about having a new experience in Sarawak.	0.659	0.487	0.848
	MTE2: I am indulging in the activities in Sarawak.	0.760		
	MTE3: I really enjoyed this tourism experience.	0.724		
	MTE5: It is a once-in-a-lifetime experience in Sarawak.	0.640		
	MTE6: I gained a unique experience in Sarawak.	0.636		
	MTE7: It is different from previous experiences in Sarawak.	0.565		
	MTE8: I experienced something new in Sarawak.	0.719		
	MTE20: I enjoyed activities that I really wanted to do in Sarawak.	0.652		
	MTE21: I am interested in the activities of this tourism experience.	0.660		
	MTE22: There are plenty of things to discover in Sarawak.	0.669		
Revisit Intention	RI1: I tend to visit Sarawak again.	0.813	0.487	0.848
	RI2: I would love to come to Sarawak again.	0.819		
	RI3: I never regret visiting Sarawak.	0.622		
	RI4: I think I will come back to Sarawak soon.	0.626		
	RI5: I anticipated the sense of joy that made me come.	0.602		
	RI6: There is a high chance that I will return to Sarawak for a holiday.	0.669		

Note AVE = Average Variance Extracted, CR = Composite Reliability

and Abdelsalam (2021), common method bias does not present when the value of VIF is below 5. The full collinearity VIF value of the present study is shown in Table 1. It shows that all of the factors have a VIF value less than 5. Thus, the present study does not have common method bias.

Demographic Profile of Respondents

There are 90 (45.2%) male respondents and 109 (54.8%) female respondents who participated in this research. Two (1%) respondents are below 20 years old, 86 (43.2%) respondents are aged between 21 to 30, 63 (31.7%) respondents are aged between 31 to 40, 19 (9.5%) respondents are between the ages of 41 to 50, 15 (7.5%) respondents are aged between 51 to 60 years old and 14 (7.0%) respondents are above 60 years old. In terms of marital status, 98 (49.2%) respondents are single while 101 (50.8%) respondents are married.

In addition, 127 (63.8%) respondents are employed, 7 (3.5%) respondents are unemployed, 33 (16.6%) respondents are self-employed, 19 (9.5%) respondents are students and 13 (6.5%) respondents are retired. There are 101 (50.8%) respondents who are domestic tourists, while 98 (49.2%) respondents are international tourists. Out of the 199 respondents, 124 (62.3%) respondents are on their first time visiting Sarawak, whereas 75 (37.7%) are not on their first time in Sarawak. In terms of attractions, 40 responses (20.1%) were collected regarding tourist attractions, namely the Semenggoh Nature Reserve, Bako National Park, Sarawak Cultural Village, and Gunung Mulu National Park. Also, 39 (19.6%) responses were collected from Waterfront Esplanade Kuching.

Assessment of the Measurement Model

In the present study, the reliability and validity of the measurements are assessed as part of the measurement model assessment process. Both reliability and validity of the measurements were evaluated using confirmatory of Partial Least Squares – Structural Equation Modelling (PLS-SEM) and confirmatory factor analysis (CFA). Initially, the internal consistency and reliability of the variables were measured by evaluating the items loading and composite reliability. Following that, the convergent validity of the variables was evaluated by testing the average variance extracted (AVE). As shown in Table 2, LRT3, LRT7, CHA6, MTE4, MTE9, MTE10, MTE11, MTE12, MTE13, MTE14, MTE15, MTE16, MTE17, MTE18, MTE19, MTE23 and MTE24 were eliminated due to loadings that are less than 0.5. The remaining items in this study have loadings that are larger than 0.5 or $p < 0.01$. Furthermore, all of the composite reliability (CR) exceeds 0.7, while some of the average variance extracted (AVE) did not exceed 0.50. Nevertheless, the validity of the construct is acceptable if the AVE value is less than 0.50 but the CR value is higher than 0.60 (Shrestha, 2021; Fornell & Larcker, 1981). This demonstrates that convergent validity has been achieved.

Table 3 presents the discriminant validity of the constructs. Discriminant validity was examined by comparing the square root of the AVE value with the correlations between constructs of the research model (Purwanto & Sudargini, 2021). The results demonstrate that the square roots of AVE for each construct are greater than their correlations with each other.

Table 3 Discriminant Validity HTMT of Measurement Model

Construct	LRT	CHA	PEF	MTE	RI
LRT	-				
CHA	0.370	-			
PEF	0.528	0.258	-		
MTE	0.461	0.401	0.562	-	
RI	0.452	0.213	0.321	0.425	-

Note LRT = Leisure and Recreation Tourism, CHA = Culture, History and Art, PEF = Political and Economic Factors, MTE = Memorable Tourism Experience, RI = Revisit Intention.

Assessment of the Structural Model

A structural model was utilised in this study because it estimates different and related dependencies in a single analysis. The relationship between the variables in this study was examined using path coefficients, effect size (f^2), coefficients of determinations (R^2), and predictive relevance (Q^2). Path coefficients commonly fall between -1 to $+1$; are represented by values of 0.02, 0.15, and 0.35, which indicate small, medium, and large effect sizes (Hair et al., 2021), while might be regarded as weak, moderate, and significant when the values of are 0.25, 0.50, and 0.75, respectively (Hair et al., 2022). According to Bayaga and Kyobe (2021), all of the values should be greater than zero in order to indicate that the proposed model may be used to forecast the relationship between independent variables and the dependent variable.

Results and Discussion

As indicated in Table 3, the results emphasised the important findings on the relationship in this study. This study is likely the first to investigate leisure and recreation tourism, culture, history and art as well as political and economic factors of destination image, memorable tourism experience and revisit intention in a framework, as most of the studies examined these variables independently.

In this study, the path coefficient between leisure and recreation tourism with memorable tourism experience is 0.04 ($p = 0.30$), culture, history and art with memorable tourism experience is 0.18 ($p < 0.01$), political and economic factors with memorable tourism experience is 0.43 ($p < 0.01$), and memorable tourism experience with revisit intention is 0.43 ($p < 0.01$). The effect of leisure and recreation tourism (0.018) towards memorable tourism experience is weak, while

the effect of culture, history and art (0.077) towards memorable tourism experience is small, and the effect of political and economic factors (0.250) on memorable tourism experience is medium. Also, the effect of memorable tourism experience (0.186) towards revisit intention was revealed to be medium. The f^2 of memorable tourism experience is 0.53 while the f^2 of revisit intention is 0.19. Meanwhile, the value of the endogenous constructs, namely memorable tourism experience and revisit intention, is 0.441 and 0.189, respectively. Specifically, it was discovered that memorable tourism experience has a medium predictive relevance while revisit intention has a weak predictive relevance under rule of thumb (Hair et al., 2020).

The results on H1 reveal that the relationship between leisure and recreation tourism is non-significant; thus, H1 is not supported. The results show that leisure and recreation tourism do not have any effect on memorable tourism experience. This result contradicts earlier research that claims there is an apparent relationship between leisure and recreation tourism and memorable tourism experience (Baruca & Čivrić, 2022; Lončarić et al., 2021). It is also noted that tourists are deeply affected by a wide range of activities and outstanding festivities (Zhao & Li, 2023). However, the findings in the present study noted that leisure and recreation tourism did not influence memorable tourism experience. The disparities in the findings can be the result of other destination images such as culture, history and art, as well as political and economic factors. The possible explanation for this phenomenon is that there are limited promotional activities in Sarawak and the promotional activities' presence on social media seems to be insufficient (Aduce et al., 2021). Individual requirements may not be satisfied by leisure if tourists are restricted

Table 4 Summary of Path Coefficient and Hypotheses Testing

Hypothesis	Relationship	Std Beta	Std Error	t-Values	p-Value	Effect Size (f^2)	Decision
H1	LRT → MTE	0.04	0.070	0.529	0.299	0.018	Not Supported
H2	CHA → MTE	0.18	0.069	2.565**	0.005	0.077	Supported
H3	PEF → MTE	0.43	0.065	6.554**	<0.001	0.250	Supported
H4	MTE → RI	0.43	0.065	6.630**	<0.01	0.186	Supported

Note $p < 0.01$ ** , $p < 0.05$ *

to engaging in limited leisure activities (Tsaour et al., 2020).

The findings reveal that culture, history and art has a significant and positive relationship with memorable tourism experience (H2). This corresponds with the study by Lee and Jan (2022), who stated that memorable tourism experience is impacted by philosophical and ethnic disparities. Indeed, the findings are consistent with a study conducted by Moliner-Tena et al. (2021), who stressed that engaging with local culture, especially locals, will contribute to the creation of distinctive and memorable tourism experiences. Slak Valek (2021) also stated that tourists are attracted to a destination because of its opera theatres, art galleries, museums and other artistic establishments. Subsequently, the cultural and historical heritage as well as distinctive architectural designs of a destination will leave tourists with an indelible memory (Zhao & Li, 2023).

The findings of this study confirmed that political and economic factors affect memorable tourism experience, thus supporting H3. This is in harmony with a study by Seyitoğlu (2020), who elucidates that safety is generally acknowledged to be one of the key factors that will influence experiences. Additionally, it is stated that the perception of tourists regarding safety and security has a positive correlation with memorable tourism experience (Ng et al., 2022). Also, Kim (2020) suggested that memorable tourism experience was greatly impacted by unjustified ticket costs, subpar visitor management and unscrupulous business practices such as tour guides and brokers defrauding tourists. This is because tourists' impressions of unjust costing will have an adverse effect, which includes an inferior level of memorable experiences as it is related to a feeling of justice (Chun & Nyam-Ochir, 2020). An economical travel location, fair costs for the goods and services offered, high-quality offerings (Giao et al., 2020), and reasonable value for money are the main elements for altering tourism experience (Thong et al., 2020).

The results further demonstrate that memorable tourism experience will affect revisit intention, thus supporting H4. The findings correspond with a study by Seyfi et al. (2019), who advocated that tourism ex-

perience of a trip will influence several behavioural effects, including enhanced loyalty, revisit intention, and positive word-of-mouth (wom). The results support the study by Wong et al. (2019), who imply that past memorable tourism experience is among the most important factors in determining tourists' revisit intention. Tourists tend to revisit a place that leaves them with positive memorable tourism experiences such as places that can assure the safety and security of the tourists (Kazmi et al., 2020). Additionally, numerous studies have shown that memorable tourism experience will influence tourists' revisit intention as if they are satisfied with the destination, they may be more inclined to revisit the destination in the future (Obradović et al., 2022; Atmari & Putri, 2021; Seetanaah et al., 2020).

Conclusions and Implications

The findings of the present study contribute to the corpus of knowledge on destination image, memorable tourism experience and revisit intention. Firstly, this study aims to examine the relationship between destination image, memorable tourism experience and revisit intention with Stimulus-Organism-Response Theory and Theory of Planned Behaviour. The integration of various complimentary theories contributes to the development of the theoretical model, which includes destination image, memorable tourism experience and revisit intention. The findings of this study provide credence to the Stimulus-Organism-Response Theory by highlighting the importance of destination image as a major factor in determining memorable tourism experience and revisit intention. Tourists tend to respond to and revisit a destination which offers an attractive destination image that may increase memorable tourism experience. Furthermore, the present study supports Theory of Planned Behaviour by demonstrating that destination image and memorable tourism experience will have an impact on revisit intention. It can further clarify that tourists will have a revisit intention if a destination provides a positive destination image and memorable tourism experience.

The current study provides several suggestions for the authorities and tourism providers on the signif-

icance of providing a positive destination image in order to offer a memorable tourism experience and increase tourists' revisit intention. The authorities and tourism providers must understand the importance of destination image and its relationship with intended outcomes. It is important for both authorities and tourism providers to conduct strategic planning in preserving and maintaining culture, history and art. It is strongly recommended that all staff in these destinations receive ongoing training in order to preserve and enhance the culture, history and art in Sarawak. It is believed that a tourism destination with trained staff will provide better services to tourists. Tourism providers may also implement Smart Tourism in their businesses in order to maintain competitiveness, such as enhancing intelligent information systems that offer online access, facilitating mobile payments for cashless transactions, and self-check-in and -out kiosks, as well as developing smart attractions applications that provide real-time maps and routes for travel planning (Nadee et al., 2024). In addition, authorities should strengthen law enforcement in order to have a stable politics and economy in the destination. This is because a destination with stable politics and reasonable costing will offer a positive memorable tourism experience and improve revisit intention as tourists tend to visit destinations that can ensure their safety (Kazmi et al., 2020) as well as destinations that provide them with a sense of justice (Chun & Nyam-Ochir, 2020).

Limitations of the Study

Although the current study has some theoretical and practical implications, it also has several limitations that need to be addressed, and more evaluation is necessary. The first limitation faced by this study is that it has a limited research site. The research site in this study is limited to the top 5 attractions in Sarawak, namely Semenggoh Nature Reserve, Bako National Park, Sarawak Cultural Village, Waterfront Esplanade Kuching, and Mulu World Heritage Area. Limited research sites might cause the data collected to be inaccurate. Also, the data collected might not be useful or as inappropriate in other contexts. This is because tourists in other destination attractions may have different opinions on the destination image in Sarawak.

In addition, the data collection in the current study is from a single source. A common method bias may thus arise. Therefore, it is recommended to have data collection from several sources in order to improve the validity of the findings, although procedural remedies might reduce the likelihood of common method bias.

In addition, the sample size of this study is restricted to 199 tourists. In the current study, there are only 101 domestic tourists and 98 international tourists who participated in the survey. This does not accurately reflect the experiences of all of the domestic and international tourists in Sarawak. Consequently, the findings of this study do not represent a consistent experience of the tourists. Thus, more respondents should be considered in future studies to have a better finding that shows the effect of destination image towards memorable tourism experience and revisit intention.

Directions for Future Research

The limitations of this study provide some recommendations for future study to strengthen the relationship between destination image, memorable tourism experience and revisit intention. Firstly, this study has a limited research site, which is the top 5 attractions in Sarawak. Future studies might include more research sites in Sarawak, such as Kubah National Park, Mount Santubong, Fairy Caves and Niah Caves.

In addition, the sample size of this study is restricted to 199 tourists. This does not accurately reflect the experiences of all of the tourists in Sarawak. Consequently, the findings of this study do not represent a consistent experience of the tourists. Hence, more respondents may be included in future studies to get better findings that show the effect of destination image towards memorable tourism experience and revisit intention.

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