

The Impact of Novelty Seeking on Revisit Intention : Vivid Memory as the Moderating Variable

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ABSTRACT

According to past studies about the leisure and tourism industry, for those tourists who either have positive or negative effects of novelty seeking had been found to have more revisit intention. The purpose of this study was to explore whether novelty seeking has the effect on the tourists' revisit intention, as well as whether vivid memory can bring about significant effects on their revisit intention. A total sample of 1129 inbound tourists from Mainland China and outbound Taiwanese tourists was recruited as subjects to conduct with a five-point Likert scale questionnaire. These subjects were administered the pre-test and questionnaire survey. The Structural Equation Modeling was employed to measure the data analysis. The results indicated that novelty seeking has a positive effect on tourists' revisit intention. Novelty seeking on the influence of tourists' revisit intention may be affected by the moderating variable of vivid memory in a positive direction. However, there is insignificant difference between tourists from China and Taiwan. The relationship between novelty seeking and revisit intention has the positive effect in this study. In other words, tourists with more novelty seeking have more revisit intention. If tourists have stable and beautiful memory, their revisit intention will be enhanced. Additionally, if travel agencies deliver a higher level of service quality by arousing tourists' memory, making different types of tourists and keeping the vivid travel memory, tourists' higher interest of revisit intention will then be aroused. A conclusion and recommendation would be provided in this study to expound further theory on the revisit intention. A practical recommendation would also be provided for the tour operators and tourist managers as a means to increase the development of tourism industry and its promotion as well.

Keywords : novelty seeking, vivid memory, revisit intention

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