Nghiên cứu hệ thống lý thuyết về sự ảnh hưởng của dịch vụ thuyết minh du lịch, hình ảnh điểm đến, sự trở lại điểm đến và đề xuất nghiên cứu

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TÓM TẮT

Dịch vụ thuyết minh du lịch rất quan trọng trong việc giúp du khách có được những giá trị chân thực về điểm đến, từ đó nâng cao hình ảnh điểm đến. Mặc dù dịch vụ thuyết minh du lịch thu hút nghiên cứu từ năm 2015, có rất ít nghiên cứu về ảnh hưởng của dịch vụ này từ góc độ lý thuyết nền. Nghiên cứu này xem xét tổng quan lý thuyết về dịch vụ thuyết minh du lịch, hình ảnh điểm đến, và ý định quay lại của du khách, cũng như những lý thuyết nền tiềm năng để xem xét ảnh hưởng của dịch vụ thuyết minh du lịch lên hai khái niệm còn lại. Để đạt mục tiêu này, các bài viết học thuật trên ba tạp chí trực tuyến lớn và phổ biến nhất trong du lịch (đó là Science Direct, EBSCOHost, và Google Scholar) đã được thu thập và tiến hành phân tích nội dung. Qua đó, phát hiện rằng dịch vụ thuyết minh du lịch có thể có ảnh hưởng trực tiếp lên hình ảnh điểm đến và gián tiếp lên sự quay lại của du khách. Dựa trên xem xét lý thuyết nền trong hành vi du khách, nghiên cứu này cũng phát hiện thuyết Kích thích - Cơ chế - Phản ứng (S-O-R) là lý thuyết nền tảng để xem xét sự ảnh hưởng của dịch vụ thuyết minh du lịch lên hình ảnh điểm đến và sự quay lại của du khách. Theo đó, đề xuất nghiên cứu tương lai xem xét sự ảnh hưởng này để đóng góp vào sự đa dạng của lí thuyết về dịch vụ thuyết minh du lịch, hình ảnh điểm đến và sự quay lại của du khách.

Từ khóa: *Dịch vụ thuyết minh du lịch, hình ảnh điểm đến, ý định quay lại của khách du lịch, lý thuyết S-O-R, nghiên cứu hệ thống lý thuyết.*

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A systematic review on effects of tourism interpretation services on destination image, tourist revisit intention and implications for future research

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ABSTRACT

Tourism interpretation services are important to assist tourists to obtain the authentic values of destinations, thus enabling the enhancement of destination image. Although tourism interpretation services attracted several research since 2015, there are few studies on the effects of tourism interpretation services from an underlying theory. This study aims to review and consider tourism interpretation services, destination image, tourist revisit intention, and the potential theory underlying the potential effects of tourism interpretation services on the two other constructs. To do these objectives, the study collected and analyzed accessible articles published in academic journals in three of the largest and most popular online databases and search engines in the tourism field namely Science Direct, EBSCOHost, and Google Scholar. Based on a content analysis of the analyzed articles, this study found that tourism interpretation services may have a direct effect on destination image and an indirect effect on tourist revisit intention. Based on considering theories applied in tourist future behavior, this study also found that the Stimulus-Organism-Response (S-O-R) theory can be an underlying theory to examine the effects of tourism interpretation services on destination image and tourist revisit intention. Future research is then suggested to examine the above effects from the S-O-R theory. As such, the literature on tourism interpretation services, destination image, and tourist revisit intention can be enriched and advanced.

Keywords: *Tourism interpretation services, destination image, revisit intention, S-O-R theory, systematic review.*

1. INTRODUCTION

In the last ten years, tourism interpretation services have become an increasingly important aspect of the tourism industry as it provides tourists with meaningful experiences and enhances their understanding of the destination. Destination image is also a crucial factor that determines the success of a tourist destination. A positive destination image can attract more tourists and generate economic benefits for the destination. Tourist revisit intention is another important factor that determines the success of a tourist destination. It refers to the likelihood that tourists will return to the same destination for future visits. Repeat visitation is essential for sustaining the tourism industry as it generates more revenue and helps to build a loyal customer base.

Despite the growing importance of tourism interpretation services, destination image, and tourist revisit intention, researches on the effectiveness of tourism interpretation services have not been fulfilled,[1] especially an examination study on tourism interpretation services' effects on destination image and tourist revisit intention which is based on an underlying

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theory. A theoretical framework can provide a deeper understanding of how interpretation services influence destination image and tourist revisit intention and can help identify the key factors contributing to its effects.

Therefore, this paper aims to systematically review the literature on tourism interpretation services, destination image, and tourist revisit intentions, and then the potential theory and effects of tourism interpretation services on destination image and tourist revisit intention. The paper provides an overview of the existing literature, identifies the gaps in the research, and suggests implications for future research. Such research can provide a more comprehensive understanding of the role of interpretation in shaping destination image and tourists' revisit behaviors and can help to develop more effective interpretation strategies for tourism destinations, contributing to the sustainable development of tourism destinations.

2. CONTENTS

2.1. Methodology of the systematic review on tourism interpretation services, destination image, and tourist revisit intention

Three months from February to April 2023, recent most cited publications on tourism interpretation services, destination image, and tourist revisit intention in the literature of tourism and hospitality were identified and gathered from Science Direct (http://www.sciencedirect.com), EBSCOHost (http://search.ebscohost.com), and Google Scholar (http://scholar.google.com.hk) - three of the largest and most popular online databases and search engines.[1]

In order to accomplish the goal of presenting a thorough summary of research and discussion in the tourism and hospitality field regarding the impact of tourism interpretation services on destination image and tourist revisit intention, the researcher searched for academic articles using specific keywords such as "tourism interpretation services," "destination image," and "revisit intention." Additionally, the researcher looked through the references cited in these articles. Each article that met the study's criteria was carefully reviewed by the researcher for analysis.

Like other review studies across different research fields, such as Buhalis & Law;[2] Jang & Park,[3] this study focused solely on analyzing full-length articles published in peer-reviewed academic journals, particularly in the tourism and hospitality areas. Conference reports, book reviews, abstracts, editor prefaces, and Internet columns were not considered due to their limited contributions to knowledge development.[3] After the database search and article reading was completed, a total of 154 published studies were deemed relevant and included in the analysis. The articles were subjected to content analysis using a framework consisting of three research streams: definitions of tourism interpretation services/destination image/tourist revisit intention and their relationships/effects on other constructs (i.e., effects of tourism interpretation services on destination image; effects of destination image on tourist revisit intention) and underlying theories used in the researches.

To ensure the accuracy and objectivity of the article assignment, each article was reviewed twice, once in February and again in April 2023. This allowed the researcher to have fresh time to review and re-evaluate the research findings. The classification results were then cross-compared to ensure consistency. Articles that were classified similarly both times were included in the findings. A few articles that were assigned to more than one stream were reviewed a third time and finalized by the researcher. As such, the reliability and consistency of the content analysis were guaranteed.

2.2. Tourism interpretation services

In the literature on tourism management, tourism interpretation services have also been receiving some research attention since 2015. Huang et al.,[4] analyzed key factors influencing tourism interpretation services and documented that tourism interpretation services is the presentation and explanation of a tourist destination in which

history, geography, sightseeing, tourist activities, and other tourism services of the destination are presented and interpreted by tour guides and/ or interpreters. Similarly, many researchers explored tourism interpretation services and also documented that tourism interpretation services positively influence tourist experience and satisfaction and help tourists better understand tourist destination image.[4,5] Recently, Wei Wang et al.[5] explored that tourists also highly evaluated tour guides and interpreters with good interpretation abilities.

Table 1. Key and recent publications and research findings of tourism studies on tourism interpretation services.

Authors	Years	Research	Research findings
Huang, Weiler, and Assaker[4]	2015	Effects of interpretive guiding outcomes on tourist satisfaction and behavioral intention	Results showed that cognitive interpretation outcome has a greater impact on tourist satisfaction and sustaining visitor arrivals than affective interpretation outcome, whereas satisfaction with the guided tour experience directly affects behavioral intention and largely mediates the effect of cognitive interpretation outcome on behavioral intention. The study offers both theoretical insights in relation to the interpretation and tourist satisfaction and practical implications for interpretive tour guiding.
Neale and Krueger[5]	2015	The value of tour guides in the modern tourism industry: A case study of the City of Bath.	The definition of tourism interpretation services is the process of presenting and explaining a tourist destination, including its history, culture, geography, landscape, tourism activities, and other related information about that destination. Tourism interpretation services aims to provide tourists with a comprehensive understanding of the destination they are visiting and enable them to enjoy their vacation to the fullest.
Vietnamese Ministry of Culture, Sports, and Tourism[6]	2016	Tour guide training book	Tourism interpretation services is the expression through language, both spoken and non-spoken, of tour guides and tourism interpreters about tourist attractions, tourism routes, and anything related to tourist objects in the itinerary of a group of visitors at a tourist destination.
Kuo et al.[7]	2016	Effects of tour guide interpretation and tourist satisfaction on destination loyalty in Taiwan's Kinmen Battlefield Tourism: perceived playfulness and perceived flow as moderators	Tour guide interpretation has an influence on tourist satisfaction, and that tourist satisfaction in turn influences destination loyalty. Destination loyalty is also indirectly influenced by tour guide interpretation through tourist satisfaction. Key findings include correlations between tour guide interpretation and tourist satisfaction as well as tourist satisfaction and destination loyalty, which are stronger for tourists who perceive a high degree of playfulness and flow in their tourism experience.
Ababneh[8]	2018	Tour guides and heritage interpretation: guides' interpretation of the past at the archaeological site of Jarash, Jordan.	The study confirmed that the way tour guides interpret a site influences site valorization and visitor experiences directly. From a practical perspective, the findings provide important insights for understanding how to develop an interpretative model that utilizes site values and the potential for providing better visitor experiences. The findings of this study provide a better understanding of guided package tours and provide suggestions for tour guides and heritage site managers in Jordan.

Cheng et al.[9]	2019	How a tour guide interpretation services creates intention to revisit for tourists from mainland China: the mediating effect of perceived value	Results revealed the following: a tour guide interpretation services directly affects cultural identity, destination image and perceived value; cultural identity influences both destination image and intention to revisit; destination image affects perceived value; and perceived value is a prime determinant of intention to revisit. In addressing the research objectives, this study also developed a conceptual stimulus-organism-response (S-O-R) model that describes the mediating role of perceived value on the relationship between tour guide interpretation services and intention to revisit in the tourism context.
Wei Wang et al.[10]	2020	The impact of tourism interpretation services experience on customer satisfaction.	Customers feel more satisfied with their tourism experience when they receive complete and accurate information about tourist destinations from expert interpreters. Research also shows that customers value tourism interpretation services that are highly interactive and localized, meaning experiences that are customized for each customer and tailored to the local characteristics of the tourist destination.
Huang et al.[11]	2022	How do visitors respond to sustainable tourism interpretation services? A further investigation into content and media format.	The study identifies the superior role of interpretation cultural style (aesthetic vs. scientific) in visitors' responses to sustainable tourism interpretation services, compared to sustainability aspect and media format. In addition, results indicate that interpretations that incorporated visual sensory cues, such as videos and brochures, are more effective regarding visitors' perceived knowledge, attitudes and behavioral intention than those without visual cues, such as audio.
Lee et al.[12]	2023	Influence analysis of interpretation servicess on ecotourism behavior for wildlife tourists	Interpretation services provide environmental education at ecotourism destinations. This may prompt tourists' learning experiences (e.g., reflective engagement), which in turn may promote tourists' pro-environmental behavior. The analytical findings illustrated that interpretation services had a positive and significant direct relationship with reflective engagement, which in turn was positively and significantly related to the ecotourism behavioral intentions (including pro-environmental behavior, environmentally friendly behavior, adherence to ecotourism guidelines, site-specific ecological behavior, and learning behavior) of wildlife tourists. This study confirmed that reflective engagement fully mediated the relationship between interpretation services and ecotourism behavior, extending the stimulus-organism-response theoretical framework to the wildlife tourism context.

2.3. Destination image

According to Baloglu and Brinberg[13] and Crompton,[14] the concept of "image" is frequently used in marketing and behavioral sciences to describe how individuals perceive various goods, objects, actions, and events based on their beliefs, feelings, and impressions. In the area of tourism destination marketing, image has been given various definitions. The majority of them concur that a person's impressions, ideas, expectations, and emotional thoughts about a certain location make up their destination image.[13-16]

Regards to destination image components, there are two common approaches in which destination image is conceptualized. According to Pike and Ryan[15] and Beerli and Martin,[16] destination image is complex and consists of cognitive, emotive, and behavioral components. In order to evaluate destination images, researchers have employed the multi-attribute technique (e.g., Beerli & Mattin;[15] Liang & Lai.[17] However, this conceptualization varies in many different destination contexts and is hard to measure as the variety and differences of attributes in numerous destinations. Therefore, others have evaluated the overall destination using a single-item method. The latter approach of destination image conceptualization is widely applied. Crompton[23] asserted that the overall image is a holistic construct that, to a greater extent, is derived from attitudes toward the destination's perceived tourism attributes. Pike and Ryan[15] defined holistic image as a composite of various products or attractions and attributes

woven into a total impression. Additionally, many researchers have argued that the holistic representation of images, essentially captures the cognitive and affective component of the destination image in particular.[15-18]

Tourism image significantly impacts elements of the tourism experience, especially tourists' future visitation behavior. Using structural equation modeling, Liang and Lai[17] investigated the causal relationship between destination image, satisfaction, and visitors' post-purchase behavior at seaside resorts. Nam et al.[19] studied and confirmed this causal association for travelers to beautiful coastal areas. Tourists' decision to revisit a destination and their propensity to refer it to others is significantly influenced by its image. As such, the destination image is the combination of visual and mental impressions that an individual has of a place or experience. Essentially, it is the overall perception that tourists form about a destination based on all the information they receive about it. This perception plays a significant role in tourists' decision-making process when choosing their destinations. For destinations that rely on tourism as a primary source of income, destination image can be a crucial element in their marketing strategies. However, recent studies (Chu et al., 2022; Libre et al., 2022) call for more research in investigating the extent to which destination image can influence tourist revisit intentions in the context of a destination, as the research in this topic has not received enough research attention it deserved.

Table 2. Key publications and research findings of destination image in tourism research field.

Authors	Year	Researches	Research findings
Baloglu and Brinberg[24]	1979	Affective images of tourism destinations.	The image of a tourism destination is a collection of memories, impressions, and information that tourists have about that destination.
Crompton[23]	1997	An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image.	Destination image is the sum of beliefs, ideas, and impressions that a person has of a destination.

Pike and Ryan[25]	2002	Destination image analysis - a review of 142 papers from 1973 to 2000.	Destination image is the perceptions of tourists about the destination, which determines tourists' choice of destination and tourist behavior. Destination image can have an impact on tourist choices and satisfaction
Beerli and Martin[26]	2004	Factors influencing destination image.	Destination image is the result of the perceptions and evaluations of tourists towards the destination
Hosany et al.[27]	2006	Destination image and destination personality: An application of branding theories to tourism places.	Destination image is influenced by things that tourists experienced at the destination.
Liang and Lai[28]	2022	Tea tourism: designation of origin brand image, destination image, and visit intention.	This study confirms that destination image mediates the relationship between destination of origin brand image and tourists' visit intention. This study contributes to destination image research by linking destination of origin brand and destination image to promote a tourist destination. It also provides implications to tea culture tourism research by integrating a measurement scale of tea image and recommending the practices of tea culture tourism.
Nam et al.[29]	2022	The moderating roles of destination regeneration and place attachment in how destination image affects revisit intention: a case study of Incheon Metropolitan City.	There is a positive relationship between destination image and revisit intention. In addition, there are significant moderating effects of destination regeneration and place attachment between destination image and revisit intention. Those significant findings could contribute to destination development from destination regeneration and place attachment

2.4. Revisit intention

Intention to revisit a tourist destination has been defined as an individual's readiness or willingness to repeat visitation to the same destination, providing the most accurate prediction of the actual revisit decision, e.g. repurchase of vacations package.[21] Cole and Scott[22] defined it as the desire to return to a previous location within a set time limit. Similarly, several researchers[23-27] also have defined revisit intentions as the likelihood of visitors returning to a tourist destination in the future. These definitions of intention to revisit varied depending on the particular study contexts.

Table 3. Key and recent publications and research findings of tourist revisit intentions in tourism research field.

Authors	Years	Researches	Research findings
Quintal and Polczynski[21]	2010	Factors influencing tourists' revisit intentions	The empirical results from the structural model suggest that satisfaction with the attractiveness, quality, and value provided by the destination positively influenced revisit intention. Perceived risk did not have the predicted effects on satisfaction and revisit intentions.
Chang, Backman, and Chih Huang[23]	2014	Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention.	The results indicated that on-site tourism experience was the most influential antecedent of revisit intention to creative tourism sites in terms of the magnitude of the standardized coefficient. The unique variances of motivation factors and perceived value were too small to be statistically significant to explain revisit intentions.

Artuğer[24]	2015	The effect of risk perceptions on tourists' revisit intentions	The study revealed that the risk perception of tourists in Marmaris was minimal. Furthermore, it was determined that the perceived highest risk involved financial risks while the lowest risk was perceived in terms of socio-psychological dimensions. The study revealed that the risks (socio-psychological risk, time risk, physical risks, financial risks and performance risk) perceived by tourists during their holiday in Marmaris did have an impact on their intentions to visit again.
Hasan et al.,[25]	2019	The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism	The empirical results indicate that perceived destination risks affect neither tourists' attitudes to revisit nor their revisit intentions. However, tourists' satisfaction and destination image directly affect both their attitudes to revisit and their revisit intentions. Coastal-based beach tourism is one of the least researched areas in tourism literature. The relationship between tourist attitude to revisit and revisit intention is exclusive in tourism literature.
Khairi et al.,[26]	2021	The Relationship Between Destination Attractiveness, Location, Tourism Facilities, And Revisit Intentions	The results of the study stated that attractiveness, location and facilities had a real role in forming the variable of revisit intentions partially or simultaneously. Every improvement and development of the attractiveness variable, location and facilities of a tourist attraction will have an increasing impact on revisit intentions tourists to tourist objects.
Zheng et al.,[27]	2022	Role of smart technology use behaviour in enhancing tourist revisit intention: the theory of planned behaviour perspective.	The partial least squire-structural equation modelling results show that social influence significantly affects smart technology use behaviour, tourist satisfaction and revisit intention. Also, the anticipated positive behaviour has positive and significantly affects smart technology use behaviour and revisit intention. Finally, the findings show that tourist satisfaction significantly affects revisit intention in the tourist destinations in China.

As can be seen in Table 3, research on revisit intention on the last decade showed that satisfaction with the attractiveness, quality, and value of a destination positively influences revisit intention; On-site tourism experience is the most influential factor in revisiting creative tourism sites. However, perceived risk does not have a significant effect, in which financial risks were perceived as the highest risk, while socio-psychological risks were perceived as the lowest; and, perceived destination risks do not affect tourists' attitudes or intentions to revisit. Tourists' satisfaction and destination image directly affect both their attitudes and intentions to revisit. The study highlights the importance of improving and developing the attractiveness, location, and facilities of tourist attractions to increase revisit intentions. Social influence significantly affects smart technology use behaviour, tourist satisfaction, and revisit intention in tourist destinations.

2.5. Relevant literature on the potential effects of tourism interpretation services on destination image and tourist revisit intention

The research studies summarized here explore the relationship between various factors and tourists' intention to revisit a destination (Table 4). Chen and Funk's[28] study found that destination

evaluation has a significant influence on revisit intention, while Kim et al.[29] showed that travel experience can positively or negatively affect destination image and intention to revisit. Assaker and Hallak[30] found that novelty-seeking tendencies moderate the relationship between destination image, satisfaction, and revisit intentions. Hallmann et al.[31] developed a destination image model for winter sports destinations that affects tourists' intention to revisit. Song et al.[32] found that place attachment mediates the relationship between golf tourism destination image and revisit intention. Cheng et al.[33] developed a conceptual model showing how tour guide interpretation services affect perceived value and intention to revisit. Weng et al.[1] found that interpersonal interpretation is better at delivering heritage values to tourists than non-personal interpretation. Ahmed et al.[34] showed that tour guides have a positive impact on destination image and tourist revisit intention in Egypt, with satisfaction with guided tours mediating the relationship. Finally, Lee et al.[35] found that interpretation services have a positive and significant relationship with reflective engagement, which in turn affects ecotourism behavioral intentions of wildlife tourists. So, I has been seen that the outcomes of tourism interpretation services as well as destination image have attracted recent research attention. However, a study on effects of tourism interpretation services on both destination image and revisit intention is still missing in the current literature of tourism research.

Table 4. Key and recent publication regarding potential effects of tourism interpretation services on destination image and revisit intension.

Authors	Years	Researches	Research Findings
Chen and Funk[28]	2010	Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions.	This paper addresses this gap by examining travel purpose, destination image and revisit intention. Results support the use of a generic list of 16 destination attributes to examine travel purpose and reveal that sport and non-sport tourists possess both similar and dissimilar perspectives. Major differences were found among three attributes: accommodation facilities, historic/cultural attractions and sport facilities & activities. Results highlight the influential role that destination evaluation has on revisit intention.
Kim et al.,[29]	2012	The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit.	This article investigates whether students' travel experience during college reinforces their image formation in a destination and affects their future travel decision making and choices. The results of this study showed that the travel experience reinforced individuals' image of a destination collectively and positively affected the intention to revisit; however, findings revealed that students' travel experience at the destination has negatively influenced on their image if it is related to the cultural factor.
Assaker and Hallak[30]	2013	Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short-and long-term revisit intentions.	This study investigates the moderating effects of tourist novelty-seeking tendencies on the relationships among destination image, satisfaction, and short- and long-term revisit intentions. Using survey data collected in 2009 from 450 European visitors to Mediterranean destinations, a theoretically derived structural path model was examined. Tourists' novelty-seeking tendencies have a moderating effect on the causal relationships among destination image, satisfaction, and revisit intentions.

Hallmann et al.,[31]	2015	Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit	This study developed a destination image model that shows how the overall destination image of a winter sports destination is defined and how it affects the intention to revisit. The article undertakes a review of the relevant literature and develops a structural equation model for destination image, which is tested with data from a survey of n=795 winter sports tourists in Oberstdorf (Germany) and Saalbach-Hinterglemm (Austria). The model depicts that destination image is a multidimensional concept including important sports characteristics and has an impact on tourists' intention to revisit the winter sports destinations.
Song et al.,[32]	2017	The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention.	Focusing on golf tourism in Hainan Province, this study examined the relationship between place attachment, golf tourism destination image, and revisit intention of golf tourists. Data were obtained using questionnaires distributed to golf tourists in Hainan Province, China in 2016. Survey data from 218 tourists indicated that destination image was positively related to place attachment. Moreover, place attachment mediated the relationship between destination image and revisit intention.
Cheng et al.,[33]	2019	How a tour guide interpretation services creates intention to revisit for tourists from mainland China: the mediating effect of perceived value.	Results revealed the following: a tour guide interpretation services directly affects perceived value; and perceived value is a prime determinant of intention to revisit. In addressing the research objectives, this study also developed a conceptual stimulus-organism-response (S-O-R) model that describes the mediating role of perceived value on the relationship between tour guide interpretation services and intention to revisit in the tourism context.
Weng et al.,[1]	2020	The effect of tour interpretation on perceived heritage values: A comparison of tourists with and without tour guiding interpretation at a heritage destination	Results indicate that interpersonal interpretation outperforms non-personal interpretation in delivering heritage values. Moreover, tourists focus more on the contents of the interpretation than the media the interpretation through which it is delivered. The cultural values of heritage are better interpreted by tour guides. This study is useful to instruct heritage destination managers, as well as to enhance the experience and knowledge of tourists.
Ahmed et al.,[34]	2021	Role of tour guides in tourism promotion and impact on destination image and tourist revisit intention in Egypt: a PLS-SEM model.	This study seeks to assess the relationship between the role of tour guides in tourism promotion and its relationship in creating good destination image as well as enhanced tourist revisit intention in Egypt. Results have indicated a positive and direct relationship between the role of tour guides in tourism promotion and destination image. Moreover, a direct effect between the promotional role of tour guides and tourist revisit intention has been found. The study has also confirmed the mediating role of satisfaction with guided tours. The significance of tour guides in promoting destination image and tourist revisit intention is highlighted in this study.

| Lee et al.,[35] | 2023 | Influence analysis of interpretation servicess on ecotourism behavior for wildlife tourists | The analytical findings illustrated that interpretation services had a positive and significant direct relationship with reflective engagement, which in turn was positively and significantly related to the ecotourism behavioral intentions (including pro-environmental behavior, environmentally friendly behavior, adherence to ecotourism guidelines, site-specific ecological behavior, and learning behavior) of wildlife tourists. This study confirmed that reflective engagement fully mediated the relationship between interpretation services and ecotourism behavior, extending the stimulus-organism-response theoretical framework to the wildlife tourism context. |

2.6. Underlying theories: The application of the stimulus-organism-response theory

In social psychology, there are some models that help to explain individual behaviors such as the theory of planned behavior, the theory of reasoned action, and the expectancy-value theory.[39,40] The theory of planned behavior, and the theory of reasoned action,[39,41,42] both stipulate that an individual's behavior is determined by their intention to engage in that behavior. The original theory of reasoned action included four constructs: beliefs, attitudes, intentions, and behaviors. The idea of planned behavior expanded on the theory of reasoned action by including the concept of perceived behavioral control, which is the belief that one has control over a particular set of behaviors. Three main factors influence the construct of intention, which is the most important aspect of the models: attitude (e.g., the way an individual feels about something or their opinion regarding a behavior), subjective norms (e.g., a belief that others of importance to the individual approve or disapprove of their behaviors), and self-efficacy (e.g., the confidence one has that a behavior can be performed or completed). The expectancy-value theory has been developed by Jacquelynne Eccles and her colleagues.[43,44] The theory postulates that achievement-related choices are motivated by a combination of people's expectations for success and their subjective opinion of the value of a task in a given domain. Children, for instance, are more inclined to pursue an activity if they value it and expect to succeed at it. Different from the three above theories, the Stimulus-Response theory and its expanded later theory - the stimulus-organism-response (SOR) theory - expressed the mediating role of "organism" between stimuli from external environments and an individual's behavioral response. The theory describes how different environmental factors can function as a stimulus (S) that can have an impact on an individual's internal state (O), which then results in the individual's behavioral response (R). The approach explains how external environmental stimuli can strengthen people's internal states. The word "organism" refers to an individual's internal condition of perception, emotion, and thought, making people have their final decisions and then act in accordance with those decisions.[44-47] The S-O-R theory has been also used to explain the different behaviors of tourists, such as tourists' decision to choose a tourist destination, the decision to purchase tourism products and services, and the decision to revisit a destination:[44,46]

1. Hallak, and Lockwood[48] used the S-O-R theory to study the impact of services quality and price on tourists' revisit intentions to resorts. The study found that services quality and price indirectly impact visitors' intention to revisit through emotions and satisfaction.

2. Lai and Li[49] explored the impact of services quality on customer satisfaction and tourist revisit intention to a resort. This study found that services quality has a positive impact on customer satisfaction, which in turn has a positive impact on tourist intention to revisit.

3. Park and colleagues[50] investigated the role of pre-travel and tourism exposure on customers' revisit intentions. The study documented that pre-travel exposure has a positive impact on customer satisfaction, which in turn has a positive impact on customers' revisit intentions.

4. Kim and colleagues[51] used the S-O-R theory to explain the impact of travel experience on tourists' revisit intentions. The results show that a good travel experience has an indirect impact on customers' tourists' revisit intentions through satisfaction, satisfaction and the experience contributes to the uniqueness of the tourism product.

5. Lee, Lee, and Choi[52] used the S-O-R theory to explain the influence of location information and customer interests on the decision to choose a tourist destination. The results show that location information and interests play an important role in the customer's decision to choose a tourist destination through emotion and satisfaction.

It can be seen that the S-O-R theory helps to explain how some external factors (stimulus) interact with endogenous factors of visitors (organism) to create behavioral responses (response). The role of S-O-R in tourist behavior research is to help better understand how external factors affect tourist behavior during their trips. External factors include product, services, environmental, cultural, economic, and political factors. The endogenous factors of visitors include factors of emotions, values, beliefs, knowledge, and experiences. S-O-R also helps to better understand the endogenous factors of visitors that influence their behavioral response.

3. CONCLUSION AND FUTURE RESEARCH IMPLICATIONS

Based on the sound literature review above, it can be seen that the S-O-R theory has been used in many studies to explain tourists' behavior in different situations, including tourist destination choices, decisions to purchase tourism products and services, and tourist revisit intentions. These studies provided valuable information for tourism managers to enhance tourist experience and improve services quality to maintain tourist satisfaction and loyalty. Based on the Stimulus-Organism-Response theory (S-O-R) and the previous research, the theoretical model of the impact of tourism commentary services on destination image and revisit intention is expected to be as follows:
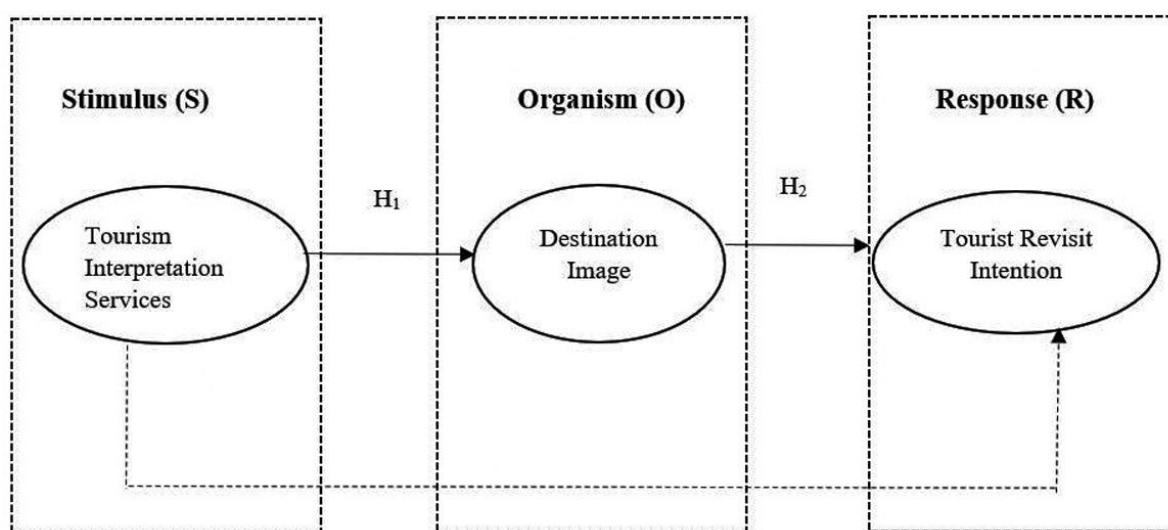

Figure 1. Stimulus-Organism-Response (S-O-R) theory and the proposed research model.

The current study aimed to systematically review on research on tourism interpretation, destination image, and revisit intention and underlying theories that embedding potential effects of tourism interpretation services on destination image and tourist intention to revisit. To achieve the study objective, the current study reviewed 154 seminal studies on the field of tourism and hospitality. The 154 publications on tourism interpretation services, destination image, and tourist revisit intention in the literature of tourism and hospitality were identified and gathered from three of the largest and most popular online databases and search engines: Science Direct, EBSCOHost, and Google Scholar. The researcher searched for academic articles using specific keywords such as "Tourism interpretation services", "destination image", and "revisit intention". Additionally, the researcher looked through the references cited in these articles. As a result, the current study found that there is a potential effect of tourism interpretation services on destination image and tourist intention to revisit. The S-O-R theory provides a comprehensive foundation to examine the effects of tourism interpretation services on destination image and tourist revisit intention, as shown in Figure 1.

As a result, the current study suggests future research to investigate the role of tourism interpretation services in enhancing destination image and attracting tourists to revisit destinations by applying the theory of S-O-R. An understanding of the effects of tourism interpretation services on destination image and revisit intention not only enrich and advance the literature on tourism interpretation services, destination image and revisit intention but also provide significant practical implications for tourism managers and practitioners to attract tourist to revisit, enhancing destination image to attract more potential tourists.

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