Mapping the Behavioral Intentions of Tourists to Revisit Cultural Destinations: A Bibliometric Analysis

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Abstract

The growing popularity of cultural tourism destinations has been the subject of numerous studies for decades. These destinations significantly contribute to the tourism industry by promoting and developing tourism products, attracting many tourists. Thus, it requires a thorough understanding of mapping the tourist's revisit behavioural intention to this destination. This also requires investigating what antecedents contribute to tourists' revisit behavioural intentions. Therefore, through a bibliometric analysis, this study addresses the overview of the current scope and boundary of knowledge to map the tourists' behavioural intentions to revisit cultural destinations. Data from 125 Scopus articles from 2003 to 2023 were analysed, and a review analysis was carried out using VosViewer and Biblioshiny software. A PRISMA approach is used to identify the research articles. The findings revealed that articles published from 2019 onwards have gradually increased in this area of research. Similarly, the author's contribution and network analysis results have been produced that revealed the antecedents of behavioural intention to revisit, such as Tourists' Destination Image, Tourists' Satisfaction, Tourists' Memorable Experience, Tourists' Motivation, and Perceived Authenticity. The study concludes that tourism managers and policymakers need to look at these aspects to develop the tourism industry while focusing on the cultural destination of the region.

Keywords Behaviour, cultural, destinations, intentions, revisit, tourism

Introduction

Tourism has been realized as extremely important for many regional destinations, and thus, the fierce competition to get a large share of tourism benefits has become inevitable (Sahin & Baloglu, 2011). For tourists, holiday destinations have gone beyond the traditional three S's of sun, sea, and sand to a broader and more diverse market. Fenitra et al., (2022), have identified three types of tourist destinations, including nature-based, urban, and cultural heritage destinations. Surprisingly, modern-day visitors have opted for more choices that have evolved into more sophisticated creatures interested in specific niches and specialities in travel and tourism. As a critical part of tourist consumption decisions, destination choice behaviour (Bi & Gu, 2019) and their revisit behavioral intention to a particular destination have garnered significant attention from industries and academics (Bi & Gu, 2019; Wang et al., 2022), mainly for planning, marketing, and developing the tourist's destinations (Lee et al., 2020). Therefore, the cultural experiences at the destinations are an essential element of tourism production and consumption (Richards et al., 2020). It fascinates with historical attractions and experiences and tangible or intangible heritage resources, leading to niche markets defined as cultural and heritage tourism, in which reliving the past has become a critical tourist experience (Bonn et al., 2007).

The behavioural intention in cultural tourism studies is the likelihood of tourists visiting or revisiting a destination and recommending others to participate in cultural tourism activities. It refers to an individual's judgment of their engagement in a certain behavior and reflects their willingness to invest effort in demonstrating it (Icek & Fishbein, 1980). In tourism, behavioural intention refers to desirable behaviour that tourists are anticipated to exhibit (Lee et al., 2007). The tourist's intention to visit is formed through a rational decision and choice process (Gemar et al., 2019). It is presumed that specific intentions accurately predict concrete behaviours. They evaluate their experience and determine their satisfaction levels after receiving a service. This evaluation outcome indirectly influences their subsequent behaviour. According to the theory of reasoned action, behavioural intention is the optimal tool for predicting behaviour (Icek & Fishbein, 1980). It is thus a key variable for research on tourists' psychological behaviour. To maintain long-term customer relationships, managers of cultural tourism destinations must consider how to generate positive behavioural intentions after the end of the tourism experience. Several research scholars, policymakers, and cultural organisations have studied tourism destinations and tourists' behavioural intentions (visit or revisit intention and recommendation behaviour) from different perspectives; however, little or no research study seems to have been conducted to analyse the tourist's revisit behavioural intentions towards cultural destinations through bibliometric analysis. Therefore, the current study contains gaps that can be narrowed by systematically analysing the trend of research contexts of tourists revisiting behavioural intention over the years and identifying the major antecedents of tourist's revisited behavioural intention. This study contributes to understanding tourists' behavioural intentions in cultural tourism and related social contexts. The study aims to contribute to developing a more robust conceptualization of behavioural intentions in tourism by illuminating the other dimensions associated with using the concept in other scholarly contexts. Ultimately, we see this paper as an invitation and foundation for future research that engages with more robust and context-sensitive conceptualisations of tourist's behavioural intentions toward cultural tourism.

Methodology

A systematic literature review deals with a detailed study and follows a process of identifying and analysing the research articles in the study area. The literature review was based on the following inclusion criteria: (1) the studies conducted or published over the years and available in the SCOPUS database; (2) the study measures the relationship between dimensions and behavioural intentions in the subject areas of business, management, accounting; art and humanities; and social sciences; (3) the study also allowed for variations in the definition of construct since it had different labels; (4) the study focuses on final quantitative results. The exclusion criteria are as follows: (1) a study of behavioural intention other than tourism studies; (2) a study with data not reliably extracted, duplicate, or overlapping data; (3) articles other than proceeding papers, conference, editorial, and author response theses and books; case reports, case series, and systematic review studies, and; (4) articles abstract only paper or without full text available.

A protocol based on the PICO ((Population, Intervention, Comparison, Outcome) approach was developed to guide our review structure. PICO is used mainly in quantitative evidence synthesis as it holds more sensitivity than any other approach, which was proposed as a method for qualitative and mixed method searches (Tawfik et al., 2019). The PICO approach also helped to formulate the research questions for the study. According to this approach, we started to search for the database based on identified search terms and refined the findings to obtain eligibility based on specified exclusion and inclusion criteria. The Scopus database was used for this purpose as it is one of the most significant abstract and citation databases of peer-reviewed literature, widely used for literature review. In addition, it is preferred to conduct the research from the whole database without keeping any specific timeframe to see the progress in the literature over the years. The keyword selection was based on a preliminary review of the available literature and previously published SLRs. We used different sets of English keywords, using the asterisk wildcard to include permutations of each phrase and Boolean operators. At least two keywords are combined to enable better literature results. Below is the list of keywords applied for the study:

1. 'tourist's behavio* intention' AND 'cultural tourism destinations'
2. 'tourist's revisit intention' AND 'cultural tourism destinations'
3. 'tourist's behavio* intention' AND 'cultural tourism destinations' OR 'tourist's revisit* intention' AND 'cultural tourism destinations'
4. 'tourist's behavio* intention' AND 'cultural resource*' OR 'tourist's revisit* intention' AND 'cultural resource*'
5. 'tourist's behavio* intention' AND 'cultural heritage*' OR 'tourist's revisit* intention' AND 'cultural heritage*'
6. 'tourist's behavio* intention' AND 'historic* heritage*' OR 'tourist's revisit* intention' AND 'historic* heritage*'
7. 'tourist's behavio* intention' AND 'heritage* site*' OR 'tourist's revisit* intention' AND 'heritage* site*'

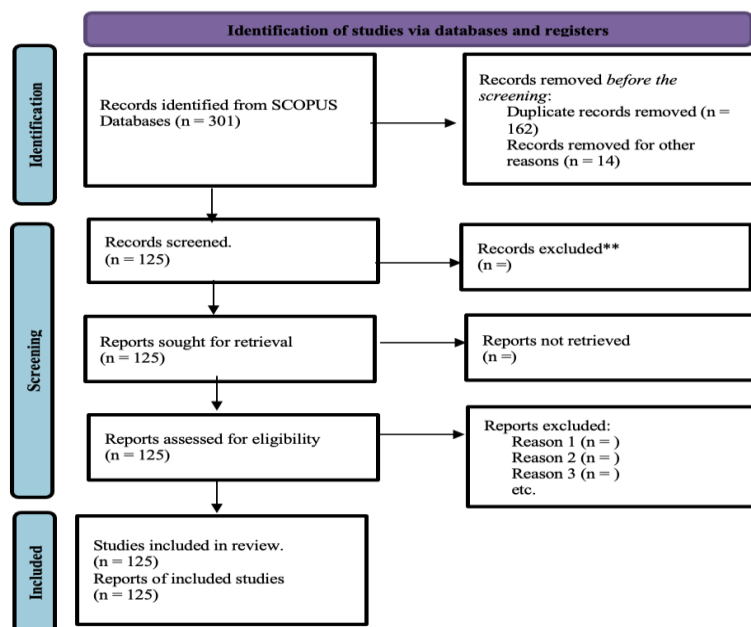Figure 1 shows the PRIMSA model flow chart developed from the initial data statistics

Figure 1: PRISMA model flow chart

The selected keywords help to extract more specific and relevant data from the database. All the extracted data, including title, abstract, keywords, authors' name and affiliations, journals name, and year of publications of the identified records, were exported to an MS Excel spreadsheet. Initially, 301 articles were identified, of which 176 were removed due to non-empirical or conceptual and duplicate data. The remaining 125 articles were included in the final review analysis. The MS Excel spreadsheet was modified by adding the items for which data were sought for data management. More specifically, the included studies' bibliographic details, the PRISMA checklist's essential items with some extensions, and an item to address reporting the PRISMA flowchart were added to the data management spreadsheet (see Figure 1 above).

Review analysis and discussion

The review analysis was conducted using two software's, VOSviewer and Biblioshiny. These software's are the most prominent for conducting a systematic literature review analysis. VOSviewer is applied to analyse Co-authorship and Co-occurrences of data, whereas Biblioshiny is applied to analyse the publication trend, word cloud, and network analysis. The detailed analysis is explained below.

Articles publication timeline

The 125 articles in the final dataset were published between 2003 and 2023, indicating that the application of behavioural intentions in cultural tourism and other related areas is a very recent phenomenon in social science studies. The statistics show that the articles published from 2003-2018 have gradually increased and continue to be a growing field. More than 50% of publications are between 2019 to 2023. It is not easy to assess if this figure is representative of real growth in the field or instead caused by the multiple and diverse impacts of COVID-19 – with it being highlighted that some researchers were able to focus on writing up publications during lockdown periods while others were faced with multiple challenges hindering their ability to progress with the research. It will be important to trace the long-term impact of COVID-19 on publications in this field with site closures, travel restrictions, and personal challenges, altering the amount and type of research that can be done during this period.

Figure 2: Articles publication timeline

Source-wise and Source Production Timeline-wise Articles Distribution

Literature on tourist's behavioural intentions toward the cultural destination is published in over 62 sources across 125 articles. The journal "Sustainability (Switzerland)" was found to have the most significant number of publications that includes (20 nos.), followed by "Tourism Management" (9 nos.), "Current Issues in Tourism" (6 nos.), and "Asia Pacific Journal of Tourism" (5 nos.). The remaining sources have at least one article published in the study area (refer to Figure 3).
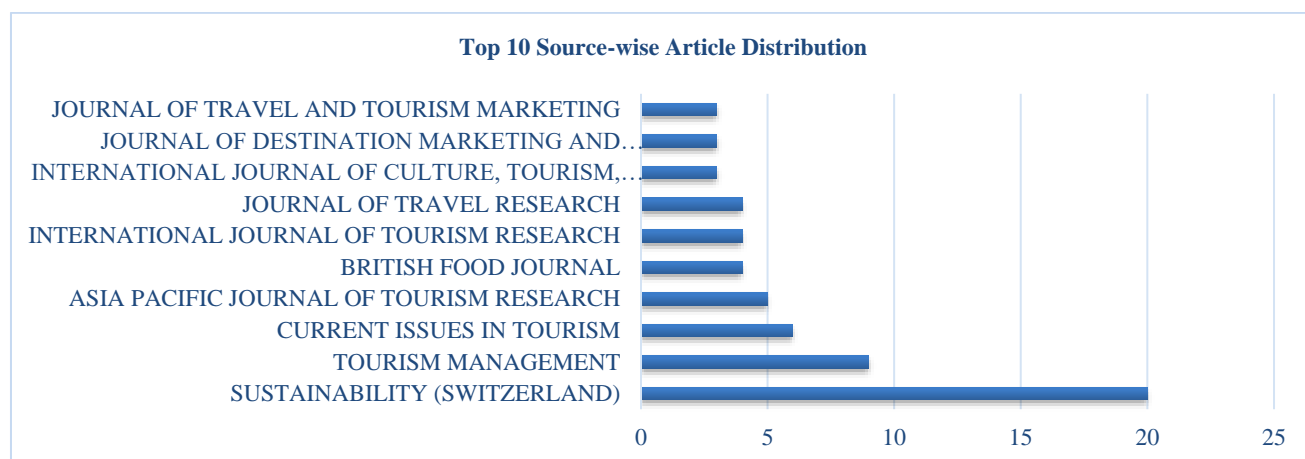

Figure 3: Article source-wise distribution

In addition, the sources with a maximum number of articles have a good cite-score. They are published in "Quartile-A" journals. The production timeline of the sources represents that these articles have been remarkably published in recent years and, therefore, have shown an increasing trend over the period (see Figure 3 and Figure 4).
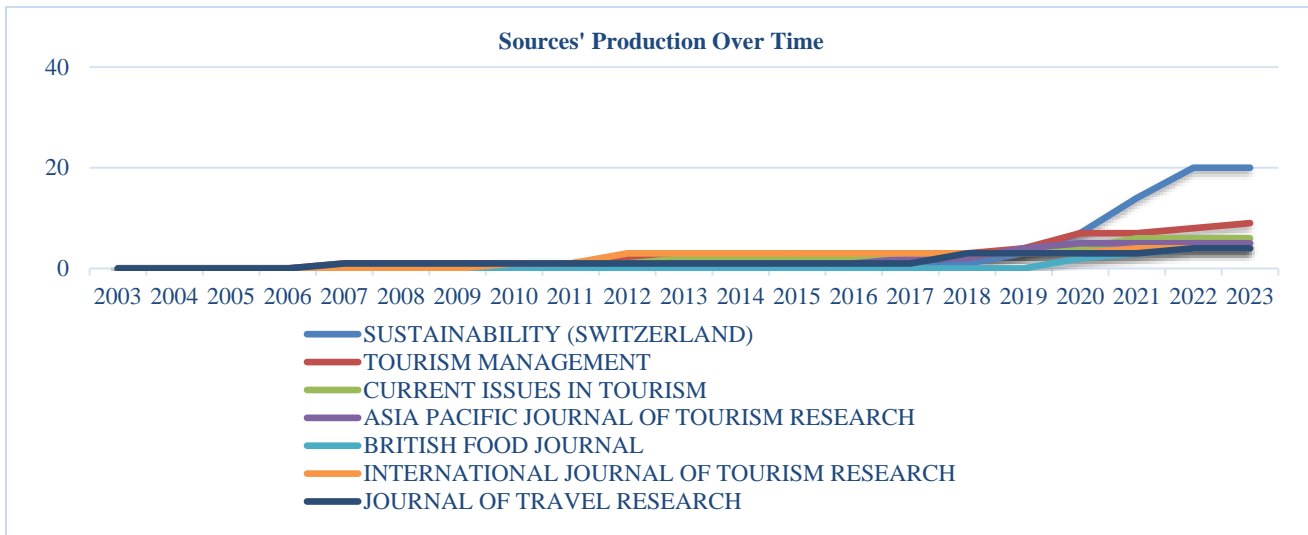
Figure 4: Source's production timeline

Authors contribution

According to the Scopus database, 360 authors have contributed to this area. Out of these, four authors are identified as the leading contributors, with four articles each by (Lee C K), (Ramkissoon H), and (Zhang H), and three articles by (Uysal M) in this area of research. Twenty-three authors have published at least two articles, whereas the remaining authors have published only 1 article (See Figure 5, showing the result of only 27 authors' contributions).
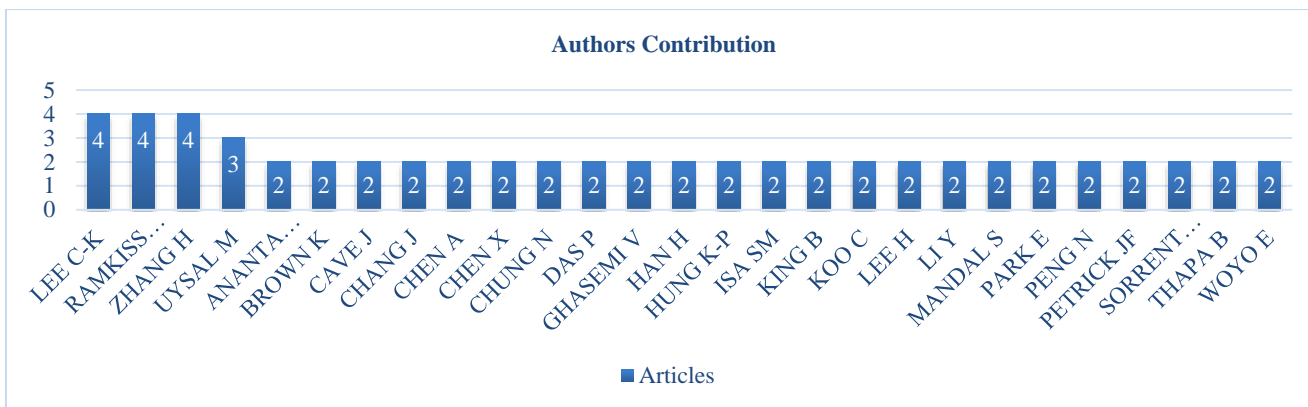

Figure 5: Author's contribution

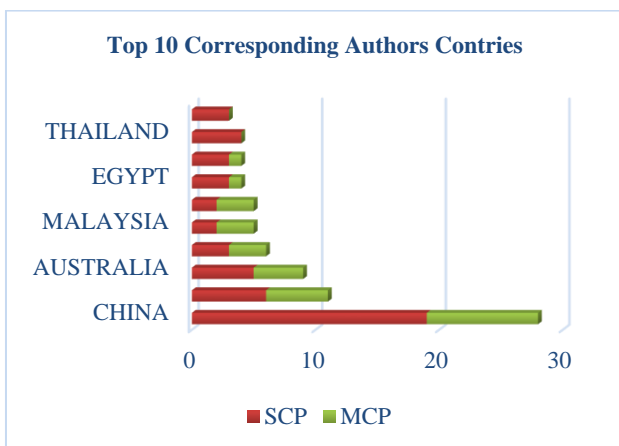*Distribution of articles by surveyed countries: Corresponding author's countries and most cited countries*
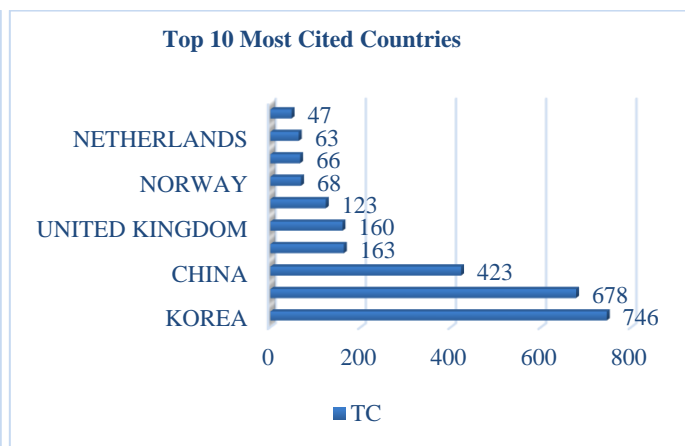

Figure 6: Corresponding author's countries

Figure 7: Most cited countries

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Figure 6 shows the corresponding author's contributions from single-country publications (SCP) and multiple-country publications (MCP). From Figure 6, it is noted that China (28 nos.) has a maximum number of authors' contributions both in terms of SCP (19 nos.) and MCP (09 nos.), followed by Korea (11 nos.), and Australia (09 nos.). It is also notable that India has found its place with 03 corresponding authors and ranked in the 10th position. In contrast, Figure 7 denotes the total number of citations received by a country, wherein Korea received 746 total citations, followed by Australia with 618 total citations, and China with 423 total citations. Thus, it can be said that even though China has the highest number of corresponding author contributions, it still has lower citations than Korea and Australia.

Country specific production
Most research studies focus on more than one specific region to study tourists' behavioural intentions. For illustration, out of 125 articles, China (91 times) is frequently considered the highest number of times. Similarly, the USA (46 times), South Korea (36 times), Malaysia (21 times), and Spain (20 times) also frequently consider studying regional-specific production. (See Figure. 8)
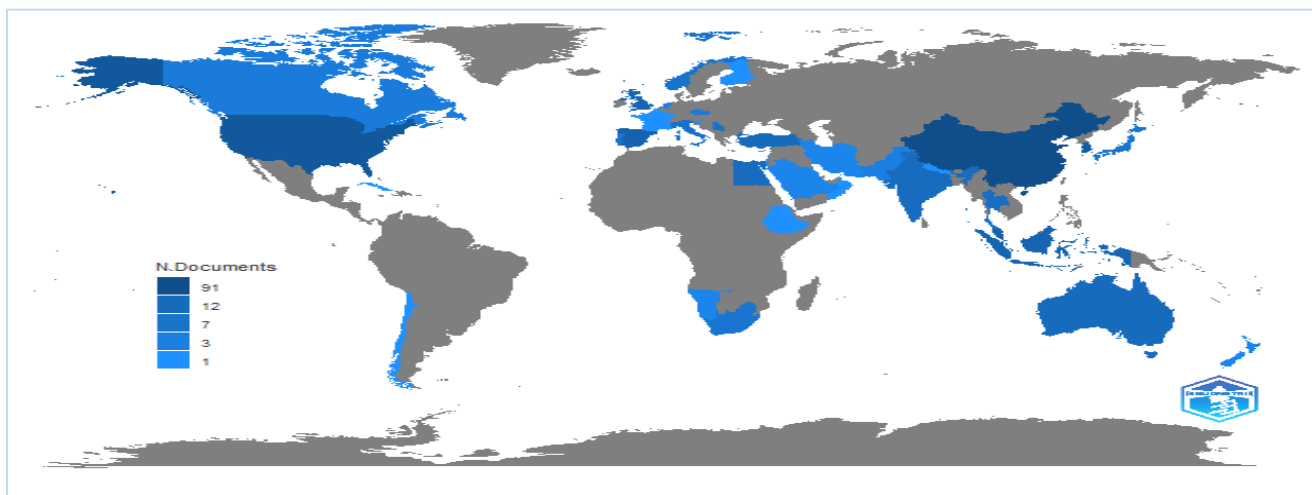

Figure 8: Country's specific production

Word frequency overtime
The word frequency over time helps us understand the researchers' most frequently used words. Figure 9 are notable that researchers have frequently used 'destination image' (16 times) and 'revisit intention' (16 times). Other words, such as 'satisfaction' (11 times), 'cultural tourism' (9 times), 'loyalty' (6 times), 'perceived value' (6 times), and so on, are also found to be the most frequently used words in the research domain area. Furthermore, it is also interesting to note that these words have been highly used in recent times from 2020 onwards. Hence, it is assumed that the significant authors have applied these keywords to study the behavioural intention of tourists visiting or revisiting a cultural tourism destination during or after the COVID-19 pandemic.
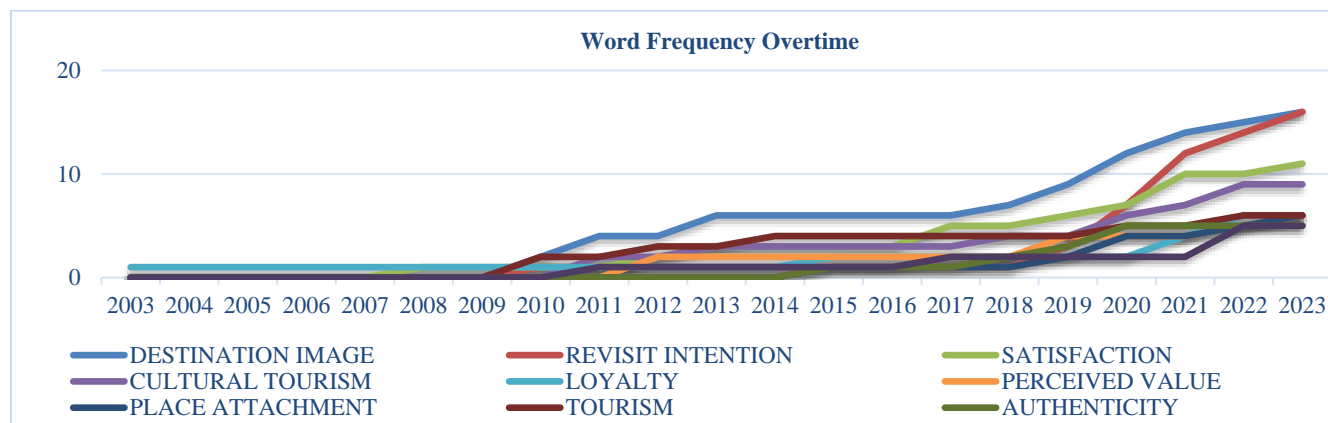

Figure 9: Top 10 Word frequency overtime

Network analysis
Co-authorship by countries
Network analysis is used to analyse the social structure that emerges from the recurrence of the relations (Holster, 2022). Previous researchers have conducted network analysis to identify the various clusters and observe their relationships. Therefore,

this study also employs a network analysis for co-authorship by countries and the author's keyword co-occurrences. The co-authorship analysis was performed by considering 16 countries and at least four documents. The most prominent and clear co-authorship clusters were obtained at a resolution of 1.0. (Refer to Figure 10). Thus, the 16 countries can be categorised into four main clusters that measure the extent of joint publications between them. It is noted that the intensely collaborative network of authors from cluster 1 includes (7 countries, red), namely, Australia, Canada, China, South Korea, Thailand, Turkey, and the United States. Cluster 2 includes (5 countries, green) such as Egypt, Hong Kong, Italy, Taiwan, and the United Kingdom.
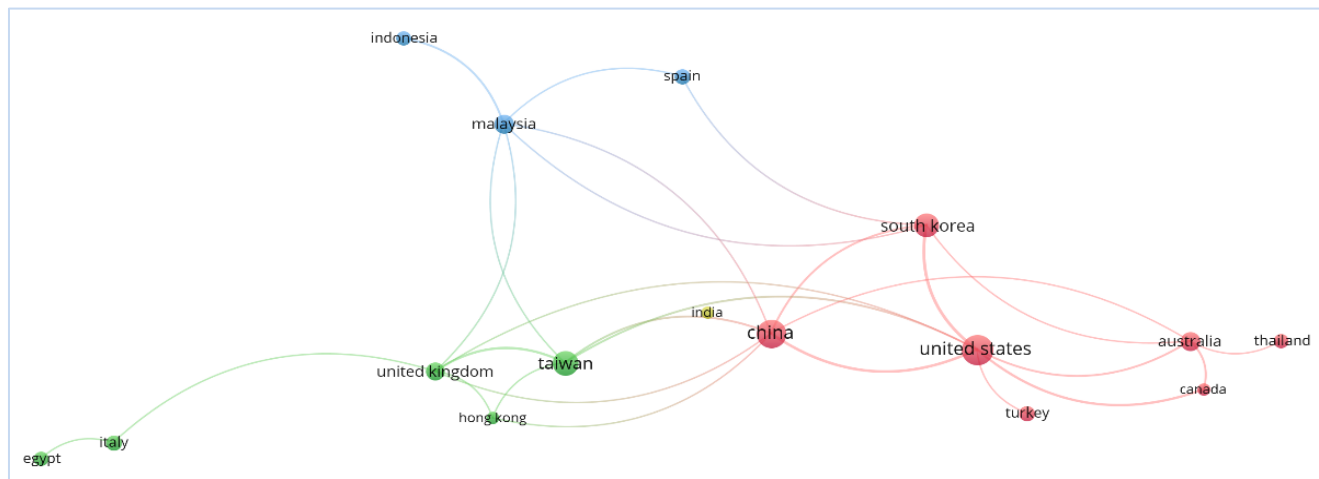

Figure 10: Co-authorship by countries

Cluster 3 shows (3 countries, blue), including Indonesia, Malaysia, and Spain; the last Cluster 4 includes (1 country, yellow), i.e., India. Herein, the United States (cluster 1), Taiwan (cluster 2), and Malaysia are indicated to be the most influential countries according to node size illustrated in Figure 10. These clusters also appear as strongly connected in the network, indicating a higher degree of citations among the publications that originate in these countries. However, even though cluster 4 is shown, it still shows no collaborative network with these countries. This indicates that India is still in a niche stage to collaborate with these countries in this area of research.

Author's keyword co-occurrences
As illustrated in Figure 11, it shows the network visualization of the author's keywords co-occurrences. The analysis is performed considering at least two keywords, and the least occurrence words are discarded, which resulted in 80 authors' keywords that measure the 9 clusters. Cluster 1 includes (14 items), Cluster 2 (13 items), Cluster 3 (13 items), Cluster 4 (12 items), Cluster 5 (10 items), Cluster 6 (10 items), and Cluster 7 (8 items). The significant authors have indicated that the focal areas of the extant research primarily pertain to the destination image, satisfaction, and revisit intentions. Furthermore, the theory of planned behaviour, perceived value, and loyalty also indicates an emerging interest in revisit behavioural intention studies. These findings suggest the academic community's interest in exploring the applicability of behavioural intention studies for managerial processes across different areas such as management, finance, supply chain, decision-making, sustainability, etc.
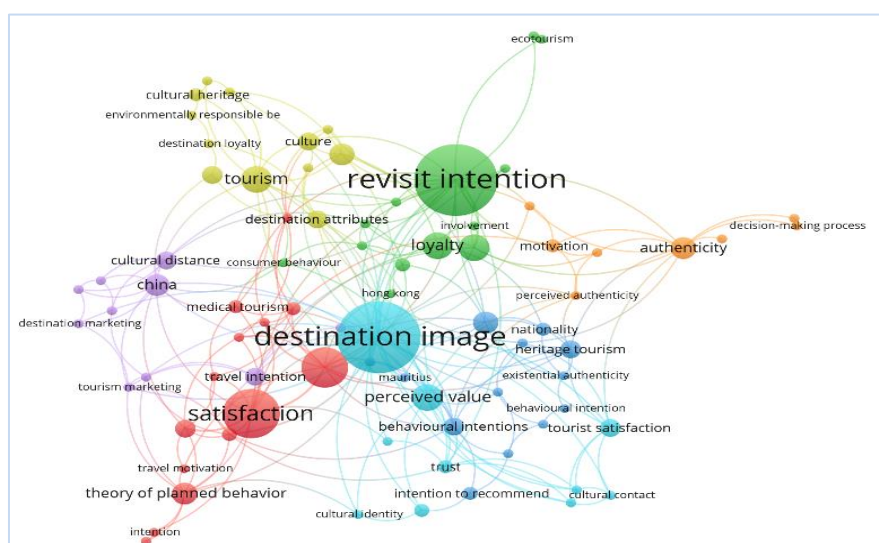

Figure 11: Density visualization

Interest in cross-cultural research has produced many studies across several disciplines, such as psychology, sociology, geography, political science, marketing (Ramkissoon, et al., 2011), and tourism (Yu & Ko, 2012). At the same time, tourists have been the focus of several tourism and hospitality studies, and researchers have largely ignored the role of culture and their contextual variables in explaining the cultural behaviours of travellers. Even the efforts to date have yet to be limited in identifying what specific antecedents influence tourists to consume cultural products and what aspects of a destination are more appealing. The present review analysis result derived that the antecedents such as the tourists' attitude, subjective norms and perceived behavioural control are the most important antecedents of Theory of Planned Behaviour (TPB) influencing tourists behavioural intention (Al-Khaldy et al., 2022; Anantamongkolkul & Kongma, 2020; Ashraf et al., 2020; Fan et al., 2023; Gemar et al., 2019; Han et al., 2020; Han et al., 2019; Khajehshahkoohi et al., 2022; Lee et al., 2020; Lee et al., 2018; Pantano & Corvello, 2014; Ran et al., 2021; Soliman & Abou-Shouk, 2017; Tjørve et al., 2018; Villacé-Molinero et al., 2023; Wang, 2016; Yang et al., 2022; Zhang et al., 2020). However, in addition to TPB attributes, the study also revealed that tourists' destination image, tourists' satisfaction, tourists' memorable experience, tourists' motivation and perceived authenticity are the most keyword occurrences in the research, which influence tourists' revisit behavioural intention to cultural destination.

Through review analysis, it is noted that numerous works have also been carried out in cultural tourism studies. They found that tourists' destination image is the most prominent antecedent influencing their behavioural intentions. Sahin & Baloglu (2011) said that the image is often associated with history, religion, and culture. Therefore, Ángel Solano Sánchez et al. (2022), Chen & Funk (2010), Jiang & Sun (2022), Ramkissoon & Uysal (2011), have suggested that various information about the facilities and services, climate, accessibilities, safety, security, culture and diversity, and flora and fauna, should be linked with the destination image to develop possible strategies. Adding to this, many previous researchers have also found a positive and significant relationship between destination image and behavioural intentions in different areas of tourism, such as Lin et al. (2020) virtual reality, Chin et al. (2022) rural tourism development, Choe & Kim (2018) local food consumption, Wu & Liang (2020) wine product, and cultural attractions (Noh & Vogt, 2013; Ramkissoon, et al., 2011; Ramkissoon & Uysal, 2011). However, (Cheng et al. 2018; Kusumawati et al., 2021; Ragab et al., 2020; Ran et al., 2021) contradicted the previous result and revealed that there exists no significant impact of destination image on behavioural intention to visit the cultural destination.

Tourist satisfaction has always been considered an important antecedent of behavioural intention to revisit a cultural destination by many previous scholars, directly or indirectly. Lam-González et al. (2021) assessed and revealed that lower level of dissatisfaction with hygiene, cleanliness, and crowding at the destination, condition of infrastructure, destination tourism superstructure, and on-site cultural heritage, activities, and their promotion locally at the destination will lead to a greater level of satisfaction and vice versa. It is also stated that if the tourists are dissatisfied with all the factors, it will lead to no revisit intention to the destination. Thus, it is concluded that hygiene, cleanliness, and crowding are the only factors affecting tourists' intention to revisit the destinations. It was noted that many previous researchers had used tourist satisfaction as one of the important antecedents of behavioural intentions and found a direct relationship between them (Alcántara-Pilar et al., 2017; Arasli et al., 2021; Chung et al., 2017; Evren et al., 2020; Hailey Shin et al., 2021; Huang et al., 2012; Hung et al., 2019; Lee et al., 2012; Ngah et al., 2021; Park et al., 2019; Pivac et al., 2019; Ragab et al., 2020; Raimkulov et al., 2021; Rehman et al., 2022; Rungklin et al., 2023; Satchapappichit, 2020; Vong, 2013; Xu et al., 2019). Thus, more tourists are satisfied, leading to the intention to revisit the destination.

The tourist experience is an important area in the current research field of tourism industry. It is defined as a perceptual process acquired through a period or an activity of sun, sea and sand (Wang & Lin, 2021), recreational experience (Wu et al., 2020), emotional and behavioural experience (Chen et al., 2018), and memorable tourism experience (Kutlu & Ayyildiz, 2021; Peng et al., 2023). Many previous researchers have studied that memorable tourist experiences do not affect the tourist revisit intention, such as (Wang & Lin, 2021) focused on food experience does not influence the cultural landscape and thus is not significant towards revisit intention. Zhang et al., (2021) also stated that multi-experiences in art performance tourism do not significantly impact tourists' revisit intention. A recent study by (Munawar & Tarmidi, 2021; Villacé-Molinero et al., 2023) also stated that travel experience does not significantly impact tourists' revisit intention. In contrast, (Gupta & Sajnani, 2020; Kunasegaran et al., 2020) noted that the food experience at the destination influences the tourist's behavioral intention to revisit the destination. While evaluating the Gastro tourism experience (Mandal et al., 2022) stated that such experience positively influences the revisit intentions. A similar study on a recreational experience positively influences revisit intention (Wu et al., 2020). Another study (Teng, 2021) found no direct positive significance of tourists' film experience toward the behavioural intention.

Research in tourists' motivation focuses on a wide range of push and pull motives, and findings from these studies provide an important basis for understanding tourists' needs and wants. Tourism is a high-quality leisure activity that allows people to reduce their stress levels and avoid over-stimulation in a relaxing, quiet environment. Individuals can express themselves through leisure travel, which will typically improve their physical and spiritual well-being. When a family travels together, the relationships among the family members will be enhanced and harmonious through their shared participation in leisure activities. When people engage in tourism activities, they have different tourist motivations. Tourist's behavioural intentions are highly motivated by wildlife appreciation, sightseeing, relaxing, improving friendships, getting out of the city, and visiting while passing by (Anantamongkolkul & Pattanapokinsakul, 2022; Tan et al., 2021), nature and adventure, local arts and culture, escape and relaxation (Baniya et al., 2021). Iversen et al. (2015) have also identified the five determinants of travel motivations: Status, relaxation, activity in nature, social interaction, and novelty (Evren et al., 2020). (Chang et al., 2021) have categorised tourists' motivation into four dimensions: Physical, Cultural, Interpersonal, and Prestige/social status. Along with the motivational factors, other synonym factors such as the desire, and interest, are also found significantly and positively impacted

the tourist's revisit intention (Lee et al., 2018; Soliman & Abou-Shouk, 2017). It has also influenced tourists' cultural and behavioural intentions to visit the destination (Bilim & Ay, 2022; Ramkissoon & Uysal, 2011). Travel motivation has also been found to be a moderating factor between authenticity and revisiting intentions (Liu, 2019). A study conducted on a corporate museum in Taiwan identified the four dimensions of travel motivation as intellectual, aesthetic, stress relief, and social interaction motivation, of which aesthetic appeal directly influenced customer loyalty intentions. Further, the results also show that leisure experience mediates the effect of leisure motivation on loyalty intention (Wu, 2017).

Authenticity is one of the most popular topics in recent studies. Nowadays, consumers are interested in the nostalgia and the non-contemporary; thus, searching for authenticity is one of the most convenient ways of experiencing the non-contemporary. In this regard (Ramkissoon, 2015) has proposed a theoretical model that can be applied to cultural behavioural intention studies. He says behavioural intentions can be influenced by place attachment, satisfaction, and perceived authenticity. Such perceived authenticity is the first and foremost step toward cultural behavioural intentions. Moreover, while assessing the tourist's perceived street food authenticity, it was claimed that there is no significant influence of the perceived authenticity and intentions to visit and recommend to peers and friends (Gupta & Sajnani, 2020). Karagöz & Uysal, (2022) have classified perceived authenticity into existential and object-based authenticity. In contrast (Atasoy & Eren, 2023) have classified it into three dimensions: objectivism, constructivism, and existentialism, and thus found that perceived authenticity has a direct influence on behavioural intentions and indirect influence through destination image and perceived value. Further, (Dai et al., 2022; Park et al., 2019) found that only existential authenticity positively influences cognitive loyalty. In contrast, (Curran et al., 2018) found that existential authenticity has no significant impact, while object-based authenticity directly and indirectly through serious leisure significantly influences behavioural intention. Moreover, while testing the relationship between perceived authenticity, motivation, information search behaviour, and destination imagery on behavioural intentions to consume cultural attractions, it was noted that perceived authenticity has a positive significant impact compared to other constructs. Such perceived authenticity was also found to have a moderating effect on motivation, information search behaviour, destination imagery, and behavioural intentions (Ramkissoon & Uysal, 2011). The findings also align with those (Ariffin & Jabar, 2018), where heritage and cultural authenticity directly and indirectly correlate with behavioural intentions through experience quality.

Conclusion and implications

Cultural tourism has often improved tourism growth and development, becoming an attractive component of many destinations (Li & Kwortnik, 2021; Woyo & Woyo, 2019). It is a fact that people want to experience living places and cultures other than their environment. Thus, it gives a comprehensive scope for the tourism industry to maintain and preserve the cultural tourist destination. Therefore, the present study has aimed to conduct a bibliometric analysis to understand the current trend and growth in the research area and map the important antecedents of behavioural intentions to revisit the cultural destination. The study revealed that most of the research has been carried out in recent years and is thus expected to show an increasing trend. It is also revealed that behavioural intentions, such as travel intention, revisit intention, recommendation, word of mouth, and loyalty, have been defined and expressed differently. The study also covers the network analysis, which can identify the factors influencing tourists' revisit behavioural intention. This is investigated in the qualitative stage by conducting a detailed review analysis of the literature to identify the most prominent antecedents that influence behavioural intention to revisit cultural destinations. The factors include such as tourists' destination image, tourists' satisfaction, tourists' memorable experience, tourists' motivation, and perceived authenticity. The study has made a theoretical contribution and practical implications. These results contribute to the literature on tourist behavioural intentions and provide a valuable source for administrators in implementing sustainable strategies to attract more potential travellers, improve their perception, and encourage them to revisit destinations in advance. First, tourism practitioners can apply the findings to promote and attract cultural tourists to visit their destinations by emphasising their creativity. The research findings provide insights into various creative aspects of visiting a destination. Cultural tourists seek actual participation to experience something new and authentic rather than only observe and remember. Tourism organisations should ensure authenticity and tradition when offering experiences to tourists, especially cultural tourists who are likely looking for creativity during their visits. In addition, the people in this special tourist market must participate and experience something unique that the destination offers. For example, a traditional wedding reception can be promoted to attract cultural tourists.

From a managerial implication perspective, tourism personnel, including the staff at a tourist attraction, should prepare "once in a lifetime" activities for tourists that they could not experience anywhere else (Schaffer, 2016). It is also to be considered that the organisers should aim to increase visitors' expenditure and should stimulate the setting of planned spending (Brida & Tokarchuk, 2015). Tourism policymakers should also be concerned about the concept of co-creation. This concept allows tourists to create a travel activity based on their interests. Also, co-creation assists a business in strengthening its relationship between the firm and its customers. Tourists can introduce their tailor-made activities. A local community can also apply the co-creation concept and create value for a visitor. Collaboration between locals in a community should be practiced (Phengkona, 2021). One group in the community can offer a homestay, while another group can provide authentic local activities. The other teams in such a community can do transportation and local cuisine. However, local cultural preservation should be ensured to satisfy this tourist segment through perceived risk and trust (Abror et al., 2022).

The study has three main limitations, which are as follows. First, we searched only one database, i.e., Scopus, so we might need related studies on the other databases. Although these databases provide an extensive range of academic literature, further studies could extend the data collection from the other databases (e.g., via Web of Science). However, our bibliometric analysis

coverage is extensive since the journals listed on these databases are well-known. Second, we followed a primary study search protocol based on the synonyms and related keywords; however, some of the studies that may be related to the tourist behavioural intentions towards the destination are missing because of the lack of our keywords in there, title, author, keyword, and abstract. Furthermore, future research could endeavour to add other keywords to expand the results of studies. Third, although the accurate analysis was conducted to reduce subjectivity in identifying themes for drivers and barriers of tourist behavioural intentions, future studies could work to ensure that other sub-themes are categorised. Tourist behaviour intentions, especially towards cultural destinations, are a prime concern for tourism organisations, marketing managers, and destination countries. The current study is one of the first comprehensive reviews on understanding the various indicators that drive tourist behavioural intentions. We have categorised the indicators based on contextual, personal, destination, and social factors. Even though this article provides a few starting points for practitioners and future analysts while investigating tourist behaviour and its drivers, it includes limitations as it is restricted to the Scopus database, empirical evidence, and the English language. A further augmentation, including different databases, a review of meta-analyses, and different reviews, just as articles in different dialects, would give fascinating findings.

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