

## Examining the Effect of Airportscape on Airport Image, Tourist Revisit Intention, Considering Roles of Sense of Place and Destination Image

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**Abstract.** Although research has shown that airports contribute to destinations, the role of airports in the revisit intentions of tourists has not been fully investigated. This study is conducted to fill this gap by first considering whether airport image is affected within the context of airportscape and sense of place and whether tourist revisit intention is affected by airport image and destination image. Seven major dimensions of airportscape are identified: airport information; airport ambience; check-in; security; basic facilities; baggage; and leisure & entertainment. The study also investigates the influence of airportscape on sense of place and the latter's influence on destination image. Using data from a survey involving 534 respondents in Vietnam, the results indicate that airportscape strongly affects airport image and there is a significant direct impact from airport image to tourist revisit intention. Sense of place is influenced by airportscape, while also influencing the airport image and destination image. Additionally, whilst both airport image and destination image impact revisit intention, the second is not found to be influenced by airport image. The findings strengthen the theoretical literature on the link between airports and tourism as well as provide insights to airport stakeholders, service providers, and tourism authorities.

**Keywords:** airportscape, airport image, sense of place, destination image, tourist revisit intention

## **1. Introduction**

According to the General Statistics Office of Vietnam (2023), in 2022, Vietnam witnessed a significant increase in the number of both domestic and international arrivals after a two-year interruption due to Covid 19 pandemic; and a target of welcoming 110 million visits in 2023 has been set (VNA, 2022). Repeat tourists make a contribution to obtaining this goal. The field of revisit intention of tourists has been investigated to find out the impact of destination image (Chen & Tsai, 2007), sense of place (Abou-Shouk et al., 2018), airport service quality (Prentice & Kadan, 2019), and airport servicescape (Jeon, & Kim, 2012).

Aviation is an important means of transport for the tourism sector (Graham et al., 2008) and airports contribute to destinations (Wattanacharoensil et al., 2016). The topic of airport image has also been researched to examine its attributes in association with the host city (Nghiem-Phú & Suter., 2018), its effect on passenger delight (Ariffin & Yahaya, 2013), behavioural intentions (Park & Park, 2018), and destination image (Wattanacharoensil et al., 2021). However, it lacks research focusing on the role of airport image in the revisit intentions of travellers.

Airportscape has recently risen as a new concept and its construct integrates comprehensive attributes of the servicescape and service quality of airports. It was also demonstrated to have considerable positive impacts on airport image, airport sense of place, and then destination image as a consequence (Wattanacharoensil et al., 2021). Nevertheless, the link between these variables and tourists' return intentions has not been fully investigated. Current work is conducted to fill this gap by finding out the structural relationship among the aforementioned variables to provide insights into returning intentions of travellers related to airports.

Specifically, this study aims to examine the impact of Airportscape on Airport Image, consequently, on Tourist Revisit Intention, considering the roles of the airport's Sense of Place and Destination Image. Airportscape is constituted by seven dimensions: Airport Information; Airport Ambience; Check-in; Security; Basic Facilities; Baggage; and Leisure & Entertainment. Sense of place is considered to have an effect on airport image and destination image and the latter is considered to affect tourist revisit intention. Both airport image and sense of place are hypothesized to be potentially affected by Airportscape. The last relationship which mentions the impact of airport image on destination image is also tested. This study is the case for the airport industry from the perspective of tourism. The findings foster a deeper understanding of the connection between airports and tourists' intention of revisiting; and provide airport stakeholders, service providers, tourism authorities with practical recommendations.

The survey was conducted right in the first two weeks after the Luna new year holidays (Tet) in Vietnam. Tet is the period that Vietnamese inbound tourism welcomes a large influx of tourists. According to the Vietnam National Administration of Tourism (VNAT), between January 21st – 26th 2023 (six days of the Tet), Vietnam welcomed approximately 9 million domestic visits, an increase of 47.5% compared to the same period of the Tet in 2022 (VNA, 2023) and in January 2023, there were about 13 million domestic arrivals (VNAT, 2023). This Tet, families chose to travel and enjoy New Year's Eve at tourist destinations by virtue of favourable weather conditions and long-lasting Tet (seven days). The number of passengers traveling by air accounted for a large proportion: Tan Son Nhat International Airport served 20,975 flights during the seven-day Tet, an increase of about 26.5% over the same period in 2022, and 3,147,014 passengers, up 61%; Noi Bai International Airport from January 19th to 29th 2023 saw 5,618 flights, an increase of 49% compared to the same period of 2022, nearly 900,000 passengers traversed the airport during the festive time, up 71% (The World and Vietnam Report, 2023); Da Nang International Airport handled 444 domestic flights carrying nearly 57,000 passengers during January 20th – 26th 2023 (Danang Today, 2023); Phu Quoc International Airport served 400 domestic and international flights (Tuoitre News, 2023); and Cam Ranh International Airport served 35 domestic flights/day (Tuoitre News, 2023). Choosing such a time helps the survey approach the respondents who have just had experiences with airports and remember well their feelings

about airports and tourist destinations.

## **2. Literature Review**

### **2.1. Airportscape**

Bohl (2016) used the term “airportscapes” with a simple meaning to express the servicescapes which are located inside an airport. Recently, Wattanacharoensil et al. (2021) mentioned airportscape as an operational definition referring to the airport multidimensional construct which reflects the servicescape and service quality of an airport; and developed a ten-dimension airportscape construct by integrating attributes of airport servicescape and airport service quality. Servicescape refers to the built (manmade, physical) environment that influences customers’ and employees’ experience and can be controlled by a firm (Bitner, 1992). Servicescape in the airport context has been researched to point out influential dimensions to various dependent variables such as anxiety and enjoyment of travelers (Bogicevic et al., 2016), traveler satisfaction (Moon et al., 2016), customers’ behavioural intentions (Jeon & Kim, 2012). Service quality attributes in the airport context were proposed by Fodness & Murray (2007) and have been chosen to investigate their impacts on the satisfaction of passengers (Bogicevic et al., 2013), destination choice (Prentice & Kadan 2019), and investigate service quality attributes at Australian airports (Trischler, & Lohmann, 2018). The aforementioned ten-dimension airportscape construct was developed on the results of those previous studies and includes the following dimensions: airport information/signage/layout, terminal ambience, flight information screens, check-in, security, basic facilities, immigration, gate area, baggage, and leisure/ entertainment. The effect of each dimension on airport image and sense of place was tested; then investigating the effect of airport image and sense of place on destination image. The results revealed that airport information/signage/layout, basic facilities, and leisure/ entertainment have positive impacts and flight information screens has a negative impact on the perceived sense of place of travelers. Meanwhile, there are four components (terminal ambience; security; gate area; leisure & entertainment) that remarkably positively influence airport image and basic facilities component makes a negative effect. Moreover, the findings show that there remains positive relationships among sense of place, airport image, and destination image and the most influential item is sense of place.

Adapting from the airportscape construct established by Wattanacharoensil et al. (2021), this study suggests seven components to constitute airportscape: Airport Information; Airport Ambience; Check-in; Security; Basic Facilities; Baggage; and Leisure & Entertainment. The “immigration” dimension was removed because the targeted respondents of the survey are domestic visitors. The “flight information screens” dimension was incorporated into the “airport information” dimension, adapted from Brida et al. (2016).

Differing from the previous study, current research examines the overall impact of airportscape on sense of place and airport image; and investigates simultaneously the structural relationships among airport image, sense of place, destination image, and tourist revisit intention.

### **2.2. Sense of place**

The sense of place concept was mentioned for several decades. Datel & Dingemans (1984) defined sense of place as the complex bundle of meanings, symbols, and qualities that a person or group associates (consciously and unconsciously) with a particular locality or region. Shamai (1991) defined sense of place as a concept of attachment to place, national identity, and indigenous awareness. Stedman (2003) suggested that sense of place refers to the components of the physical environment, human behavior, and social and/or psychological processes interwoven together to formulate meaning and attachment to a place. In terms of airports, Wattanacharoensil et al. (2016) addressed that the physical environment is more often used to enhance the place identity than the other two components. Additionally, Figueiredo & Castro (2019) confirmed that the architectural designs can represent

regional culture, customs, histories, and landscapes of the place, which can especially portray the sense of place of a destination to travellers.

According to Masjutina, 2017, sense of place is now discussed as a competitive element that gives the airport a distinct identity, consequently, helps create an airport branding identity. Using the concept of sense of place in the airport interior and design can strengthen the emotional connection between air travelers and the airports (Masjutina, 2017), and then the destination as a result (Wattanacharoensil et al., 2016).

Recently, Wattanacharoensil et al. (2021) have adopted from Stedman, R. C. (2003) and proposed 4 elements to measure sense of place and confirmed the positive strong impact of the sense of place of an airport on the airport image and the destination image. In another context, Yerimou et al. (2022) rejected the moderating role of sense of place, measured by 5 elements, on the relationship between airport atmospherics, airport experience, and destination revisit. The present research is to contribute to the literature on the sense of place and its relationship to airport and destination images. The measurement of sense of place was modified from the scale suggested by Wattanacharoensil et al. (2021) and Yerimou et al. (2022), adding an element of souvenirs on sale at the airports.

### **2.3. Airport image**

Nghiêm-Phú & Suter (2018) considered airport image as the holistic perception of an individual user of an airport. Park & Park (2018) mentioned airport image as an impression that has been formed by the airport's users for a certain period of time or an overall impression perceived by the airport's users. Kim et al. (2020) defined airport image as not only a multilevel response that reflects airport passengers' subjective and emotional aspects on the basis of their understanding of the airport but also as an image specific to the airport, which is differentiated from other airports. The airport image has become an important aspect of airport branding and can be a brand itself, giving airport customers the definition of the airport (Kim et al., 2020). According to Bogicevic et al. (2016), airport image can work as an attribute indicator that impacts airport satisfaction and consequent behaviour.

It has been said that airport image is composed of two basic dimensions of cognitive image and affective image (Baloglu et al., 1999). Affective image represents the emotional response of individuals to a place. Cognitive image, on the other hand, represents the visible and invisible attributes of a place (Nghiêm-Phú & Suter, 2018). Accordingly, Nghiễm-Phú & Suter (2018) developed thoroughly a scale of 62 attributes of airport image which then was reduced to 24 attributes well-correlated with the name of the host city in the results of their study. Ariffin & Yahaya (2013) used 18 items modified from Fodness & Murray (2007) to measure airport image which was confirmed to be positively related to passenger delight. Meanwhile, Park & Park (2018) proposed the measurement of airport image that was broken down into 4 elements: favorable image, atmosphere, friendliness, and overall image, to test and affirm the effect of airport image on behavioral intentions (willingness to reuse, recommend, and speak positively about the airport). The measures of airport image in this study were formed based on the concept and the scale suggested by Park & Park (2018).

### **2.4. Destination image**

The concept of place image is important because it can determine in part whether visitors are satisfied with and loyal to a place (Hernandez-Lobato et al., 2006). In destination research, researchers have defined destination image in a variety of ways. Tasci & Gartner (2007) defined destination image as a set of impressions, ideas, expectations, and emotional thoughts about a place. Chiu et al. (2016) stated that destination image definition focuses on an individual's overall perception of a place. It is also defined as associations and pieces of information connected with a destination (Stylos et al., 2017). In the airport context, an airport is a place where travellers formulate their mental perception of the characteristics of a destination (Wattanacharoensil et al., 2017). In addition, Park & Park (2018) found that the airport service quality and airport servicescape are critical elements affecting the change in

image creation and destination choices of travellers. According to Wattanacharoensil et al. (2021), airports with attributes of terminal ambience, security, gate area, leisure & entertainment, and basic facilities significantly influence the airport image, subsequently, the destination image. In this study, the measures of destination image were adopted from the scale proposed by Wattanacharoensil et al. (2021), including three attributes (i.e. airport represents the image of the destination; airport provides a sense of destination even when visitors do not have a chance to visit the city itself; and airport is a representative of the destination) to test the relationship between destination image, airport image, and the revisit intention of tourists.

## **2.5. Tourist revisit intention**

Repeat tourism is seen as an important factor in raising destinations' revenues and is shown to be less costly, therefore, numerous studies have been conducted to understand the antecedents of tourists' revisit intention (Seetanah et al., 2020). According to these researchers, tourists' revisit intention refers to their perceived likelihood of coming back to the same destination and they used a binary response (yes/no) question to capture this variable. Stylos et al. (2016) defined it as an individual's readiness or willingness to repeat visitation to the same destination and suggested four items to gauge the visitors' intention of revisiting within two years. Most recently, Yerimou et al. (2022) measured the revisit intention of tourists by three items. This study follows the definition from Stylo et al. (2016) and proposes a three-item measurement of revisit intention, adjusted from Yerimou et al. (2022) to be appropriate to the target respondents of the survey (domestic visitors).

## **2.6. Proposed hypotheses and research model**

### **2.6.1. Airportscape, Sense of Place, and Airport Image**

The concept of airportscape that integrates airport servicescape and airport service quality was first developed by Wattanacharoensil et al. (2021) recently. They also tested the impact of each airportscape dimension on sense of place and airport image and their hypotheses were partially supported. As far as we are aware, no investigation into airportscape has taken place, especially its overall impacts on airport image and airport's sense of place. This study has the intention to examine the overall impacts of airportscape on these two variables, as such, the first and second hypotheses are posited below:

*H1: The Airportscape has a positive effect on the Sense of Place.*

*H2: The Airportscape has a positive effect on the Airport Image.*

### **2.6.2. Sense of Place, Airport Image, and Destination Image**

In the current airport context, the relationship between sense of place and airport image is being researched. Masjutina (2017) suggested that the sense of place plays a role in creating a positive and identity image of the airport. Nghiêm-Phú & Suter (2018) confirmed that the affective image of passengers about an airport is attached to the host city. Moreover, Wattanacharoensil et al. (2021) found that a sense of place strongly predicts the airport image and destination image. Hence, this study investigates the impact of sense of place on airport image and suggests the following hypothesis:

*H3: The Sense of Place has a positive effect on the Airport Image.*

Previous studies have pointed out the relationship between an airport and its destination. An airport provides visitors with the first images of a destination (Martín-Cejas, 2006); plays an active role in the formation of first and last impressions of its host city on visitors (Nghiêm-Phú & Suter, 2018); attributes to the destination and tourism experience by acting as an experienced provider (Wattanacharoensil et al., 2016); and represents and exhibits the positive characteristics of a destination, consequently, can possibly promote favorable images of its destinations (Wattanacharoensil et al., 2017). More recently, Wattanacharoensil et al. (2021) have affirmed the positive impact of an airport's sense of place and airport image perceived by travelers on the destination image. In details, sense of place and airport image strongly explain 90% of the variance in the destination image construct. Accordingly, it is

hypothesized that:

*H4: The Sense of Place has a positive effect on the Destination Image.*

*H5: The Airport Image has a positive effect on the Destination Image*

### **2.6.3. Airport Image and Tourist Revisit Intention**

Bigne et al. (2001) claimed that tourists with a positive image could be likely to return to the destination. Alcañiz et al. (2005) also addressed that image has a positive effect on both intentions to return and willingness to recommend. Thus, when passengers or visitors have favorable images of an airport or destination, they may tend to reuse that airport or revisit that destination. According to Nghiêm-Phú & Suter (2018), an airport plays an active role in shaping the first and last impressions of its host city on tourists, so if tourists hold a positive image of an airport, perhaps they will revisit the destination where that airport is located. Currently, Saut & Song (2022) have tested the direct impact of airport image on behavioral intention toward destination visit. Hence, the following hypothesis is formed:

*H6: The Airport Image has a positive effect on the Tourist Revisit Intention*

### **2.6.4. Destination Image and Tourist Revisit Intention**

Destination image has been used as both predictor and mediator variable in the relationship with the revisit intention of tourists. Prayag & Ryan (2012) indicated that destination image, personal involvement, and place attachment are antecedents of tourists' loyalty to Mauritius including satisfaction levels as a mediator. Pratminingsih et al. (2014) pointed out that destination image and revisit intention to Bandung-Indonesia are positively related. Thiumsak et al. (2016) have found five significant predictors that have positive effects on tourists' intention to revisit Bangkok including overall destination image. Travellers' plans for later visits to a destination can be influenced by negative experiences at the airport (Kirk et al., 2014). In the study done by Chuchu (2020), destination image plays the role of a mediator and partially affects travelers' intention to revisit. Loi et al. (2017) stated that the quality of tourist shuttles predicts the intention to revisit through two mediators - destination satisfaction and image. Accordingly, this study investigates the influence of destination image on revisit intention of tourists and proposes the seventh hypothesis:

*H7: The Destination Image has a positive effect on the Tourist Revisit Intention*

The ultimate purpose of this research is to examine the role of airport image in the revisit intentions of tourists, as well as the structural relationship between airportscape, sense of place, destination image, and airport image. Airport image is affected in the context of sense of place and seven-dimension constructive airportscape. These seven major dimensions of airportscape are airport information; airport ambience; check-in; security; basic facilities; baggage; and leisure & entertainment. To achieve the research aim, the research model shown in Figure 1 is proposed.

## **3. Methodology**

### **3.1. Measurement development and scale validation**

A measurement of five constructs, namely, airportscape, airport image, sense of place, destination image, and tourist revisit intention was conducted to achieve the research aim. This study performed a scale development procedure as recommended by Churchill (1979), applying qualitative techniques, including (1) an extensive review of airport literature; (2) an expert panel review to identify the salient dimensions relevant to the five abovementioned constructs; and (3) scale refinement and validation.

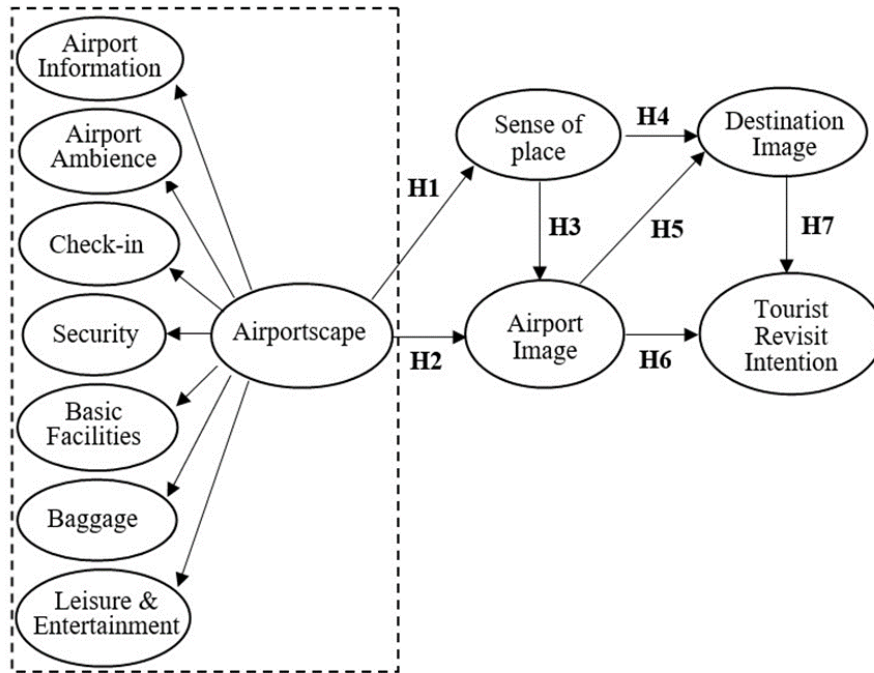


Fig. 1: Proposed Conceptual Model (created by authors)

The initial analysis of the literature revealed (1) 34 items from the seven airportscape dimensions, namely, Airport Information, Airport Ambience, Check-in, Security, Basic Facilities, Baggage, and Leisure & Entertainment; (2) 4 items measured Airport Image; (3) 5 items measured Sense of Place of the airport; (4) 3 items measured Destination Image; and (5) 3 items measured Tourist Revisit Intention. Subsequently, a panel of experts was used to evaluate the content adequacy of the items. The selected experts were one senior professional from the airport authority, three senior professionals from the airline industry, and three university professors with a specialism in airline business research. They assessed the suitability of the attributes and offered advice for improving the questionnaire statements.

The panel removed two items that were considered unnecessary to the Vietnamese airport context, namely, “quantity of signage” and “size of signage”; and recommended adding one item, namely, “souvenirs at the airport reflect the unique culture of the destination”. Besides, the panel considered two items to be unclear, namely, “efficient check-in process” and “efficient security screening processes”, and changed them into “clearly and appropriately communicating check-in staff” and “clearly and appropriately communicating security staff”. The experts also suggested replacing the “This destination will be my first choice over other destinations” statement with the “I intend to bring my family and friends to visit this destination” one. As a result, a total of 47 items of the five constructs was identified and shown in Table 1 with relevant literature. For a survey, these 47 items were incorporated into questionnaire statements and assessed with a 5-point Likert-type scale ranging from 1 = strongly disagree to 5 = strongly agree.

Table 1: Potential Dimensions/Items and Related Literature for Variances (created by authors)

Dimensions/Items	Related Literature
Airport Information 1. Clear signage and wayfinding 2. Available, appropriately presented information screens 3. Visible flight information screens 4. Updated information on screens 5. Suitable location of information screens	Brida, J. G. et al., 2016
Airport Ambience	Wattanacharoensil et al., 2021

<ol style="list-style-type: none"> <li>1. Pleasant lighting</li> <li>2. Comfortable temperature</li> <li>3. Appropriate announcement level</li> <li>4. Desirable aroma</li> <li>5. Clean facilities</li> </ol>	
<p>Check-in</p> <ol style="list-style-type: none"> <li>1. Courteous, helpful check-in staff</li> <li>2. Clearly and appropriately communicating check-in staff</li> <li>3. Acceptable waiting time at check-in</li> <li>4. Easy-to-use self-check-in kiosks</li> </ol>	Wattanacharoensil et al., 2021
<p>Security</p> <ol style="list-style-type: none"> <li>1. Safe, secure screening processes</li> <li>2. Courteous, helpful security staff</li> <li>3. Clearly and appropriately communicating security staff</li> <li>4. Thorough security screening of passengers</li> <li>5. Acceptable waiting time at security checkpoints</li> </ol>	Wattanacharoensil et al., 2021
<p>Basic Facilities</p> <ol style="list-style-type: none"> <li>1. Clean washroom/toilets</li> <li>2. Availability of WIFI</li> <li>3. Wide range of restaurant products</li> <li>4. Reasonable price of restaurant products</li> <li>5. Availability of ATM/banks/money exchange service</li> <li>6. Availability of retail stores</li> </ol>	Wattanacharoensil et al., 2021
<p>Baggage</p> <ol style="list-style-type: none"> <li>1. Good baggage service quality (packing, transport)</li> <li>2. Large circular space for baggage reclaim</li> <li>3. Easy-to-find baggage trolleys</li> </ol>	Wattanacharoensil et al., 2021
<p>Leisure &amp; Entertainment</p> <ol style="list-style-type: none"> <li>1. Attractive interior decoration of the airport</li> <li>2. Fashionable interior and exterior of the airport</li> <li>3. Enjoyable airport amenities</li> <li>4. Interesting events and exhibitions</li> </ol>	Wattanacharoensil et al., 2021
<p>Airport Image</p> <ol style="list-style-type: none"> <li>1. Favorable image of airport</li> <li>2. Excellent atmosphere of the airport</li> <li>3. Sense of friendliness</li> <li>4. Satisfactory overall image of the airport</li> </ol>	Park & Park, 2018
<p>Sense of place</p> <ol style="list-style-type: none"> <li>1. Airport provides a clear sense of place identity</li> <li>2. Events and exhibitions at the airport reflect the unique culture of the destination</li> <li>3. Souvenirs at the airport reflect the unique culture of the destination</li> <li>4. Fashionable interior and exterior reflect the culture of the destination</li> <li>5. “Flavour” of the destination is perceived everywhere at the airport</li> </ol>	Wattanacharoensil et al., 2021 Yerimou et al., 2022
<p>Destination Image</p> <ol style="list-style-type: none"> <li>1. Airport represents the image of the destination</li> <li>2. Airport provides a sense of destination even when I do not have a chance to visit the city itself</li> <li>3. Airport is a representative of the destination</li> </ol>	Wattanacharoensil et al., 2021



<p>Tourist Revisit Intention</p> <ol style="list-style-type: none"> <li>1. Intention to revisit this destination in the near future</li> <li>2. Experience at the airport made it more likely to revisit the destination</li> <li>3. Intention to bring family and friends to visit this destination</li> </ol>	<p>Yerimou et al., 2022</p>
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### 3.2. Data gathering and analysis method

The target population of this work was Vietnamese inbound tourists only, due to the Covid-19 crisis, who travelled within the country in the past 12 months. To collect data, an online self-completion survey was conducted in the first two weeks after the Tet, from January 27<sup>th</sup> to February 10<sup>th</sup>, 2023. As mentioned before, this period of time helps approach the respondents who have had experiences with airports and remember well their feelings about airports and tourist destinations.

Online questionnaires were disseminated via a link using convenience and snowball sampling to the networks of the researchers. The potential respondents were filtered through a dichotomous question. Only those who did visit an airport as a tourist were eligible to participate in the survey. As a result, this study obtained 534 usable completed fulfilled questionnaires from the respondents for the statistical analysis.

After being gathered, research data were quantitatively analysed using the SPSS version 20 and AMOS version 20 software. First, descriptive statistics were used to show the sample’s demographic information. Then, Cronbach’s Alpha coefficient for multivariable scale and Exploratory Factor Analysis (EFA) were used to evaluate the reliability as well as the validity and model fit checks of the scales. Next, Confirmatory Factor Analysis (CFA) was conducted to test the fit of the hypothesized measurement model in this study to the data collected before carrying out the Structural Equation Modeling (SEM) to test suggested relationships.

## 4. Results

### 4.1. Respondent profiles

Table 2 shows the demographic information of respondents in the survey. The results of 56.6% female and 43.4% male respondents show that the gender ratio was comparable. About 33.5% of respondents were from 31–40 years old (the largest age group of respondents), followed by the age groups of 41 – 50 (23.6%), 22 – 30 (21%), below 22 (11.4%), 51 – 60 (7.7%) and over 60 (2.8%). Most respondents (79.5%) are employees in both public and private sectors. About 15% of respondents are students, 3.4% of those are retired and the smallest occupation group is housewife/househusband with 1.5%. The highest percentage (27.5%) travelled with their family and kids, followed by those travelled with relatives (19.5%), friends (17%), colleagues/partners (15.7%), travelled alone (10.9%) and with spouse (9.4%).

Table 2: Demographic Information for the Respondents (n=534) (created by authors)

Variables	Categories	Frequency	Percentage (%)
Gender	Male	232	43.4
	Female	302	56.6
Age	Below 22	61	11.4
	22 – 30	112	21.0
	31 – 40	179	33.5
	41 – 50	126	23.6
	51 – 60	41	7.7
	Over 60	15	2.8
Occupation	Public sector employee	201	37.6

	Private sector employee	224	41.9
	Retired	18	3.4
	Housewife/Househusband	8	1.5
	Student	83	15.5
Travel with	Alone	58	10.9
	Spouse	50	9.4
	Family and kids	147	27.5
	Relatives	104	19.5
	Friends	91	17.0
	Colleagues/Partners	84	15.7

#### 4.2. Measurement Model

The results of Cronbach's Alpha test are in the range of 0.856-0.944 greater than 0.6 and Corrected Item-Total Correlation varies from 0.629 to 0.885 greater than 0.3 demonstrating the appropriate reliability of the scale (Nunnally & Bernstein, 1994).

Principal Axis Factoring extraction and Promax primary rotation approach were used in the exploratory factor analysis. The results with load factors greater than 0.5, KMO = 0.948 > 0.6, Sig.= 0.000, the Total Variance Extracted reached 68.938% > 50%, Eigenvalue Index = 1.012 > 1, and 7 groups extracted show that the validity and model fit checks of the airportscape scales (Hair et al., 2010). The EFA results of other variables ensure the standard as well.

The results of CFA which are shown in Figure 2 with 971 degrees of freedom, Chisquare = 2663 (P-value = 0.000 < 0.05), Chi-square/df = 2.743 < 5, GFI = 0.807 > 0.8, TLI = 0.919 > 0.9, CFI = 0.924 > 0.9, RMSEA = 0.057 indicate that the model fits indices (Hair et al., 2010; Baumgartner & Homburg, 1996). Furthermore, Composite Reliability (CR) values of scales greater than 0.7 together with Average Variance Extracted (AVE) values greater than 0.5 (Table 3) demonstrate that all scales meet the requirements of reliability and Convergent validity (Bagozzi & Yi, 1988).

Table 3: CR and AVE results (created by authors)

Dimensions	CR	AVE
Airportscape	0.92	0.61
Airport Image	0.93	0.77
Sense of Place	0.92	0.69
Destination image	0.91	0.78
Tourist Revisit Intention	0.90	0.75

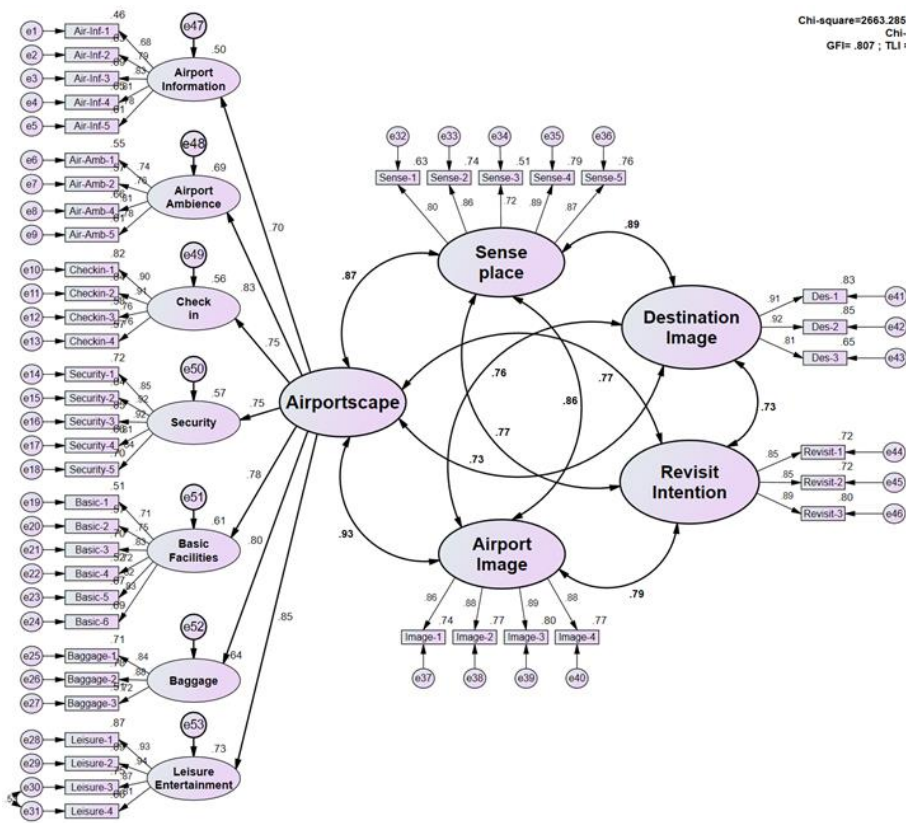


Fig. 2: CFA results (created by authors)

### 4.3. Structural Equation Modelling

After analyzing CFA, SEM was carried out to test the proposed hypotheses with the application of the same criteria of CFA. The results shown in Figure 3 demonstrate the fit of the research model with Chi-square/df = 2.677, GFI = 0.811, CFI = 0.927, TLI = 0.922, and RMSEA = 0.056.

The hypothesis results after standardizing shown in Table 4 revealed that hypothesis 5 was rejected due to the corresponding P-values = 0.638 > 0.05. The other hypotheses were both significant and supported at P-values < 0.05. This outcome confirmed that airportscape positively and strongly affected both airport image and sense of place. Airport image directly and considerably impacted tourist revisit intention. However, there was not enough evidence to conclude that airport image impacted destination image, meanwhile, destination image did impact tourist revisit intention. Moreover, sense of place influenced airport image and greatly influenced destination image.

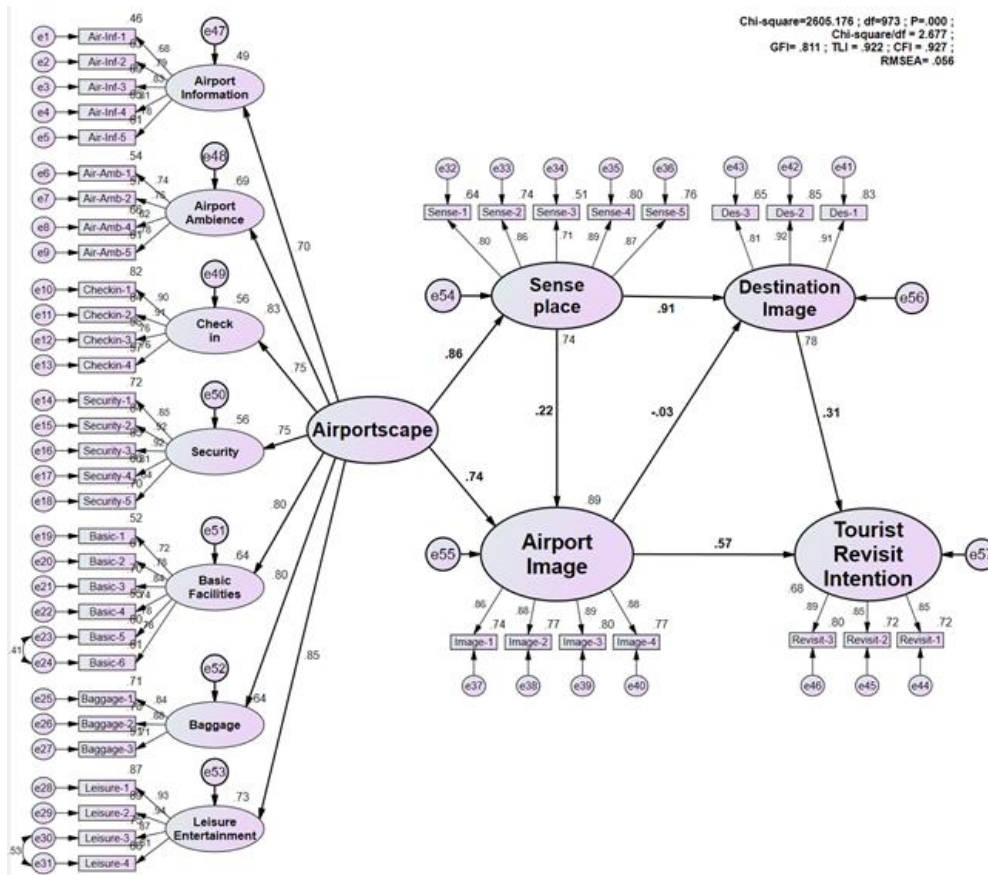


Fig. 3: Estimated Model (created by authors)

Table 4: Standardized hypothesis results (created by authors)

Hypothesis	Estimate	SE	CR	P	Result
H1 : Airportscape → Sense of place	0,86	0,10	13,96	***	Supported
H2 : Airportscape → Airport Image	0,74	0,11	10,25	***	Supported
H3 : Sense of place → Airport Image	0,22	0,05	4,05	***	Supported
H4 : Sense of place → Destination Image	0,91	0,07	13,02	***	Supported
H5 : Airport Image → Destination Image	-0,03	0,08	-0,47	0,638	Rejected
H6 : Airport Image → Tourist Revisit Intention	0,77	0,57	10,50	***	Supported
H7 : Destination Image → Tourist Revisit Intention	0,77	0,31	5,95	***	Supported

## 5. Discussion

This research contributes several new points of discussion in the airport context. First, airportscape was developed and contains seven dimensions (i.e. airport information; airport ambience; check-in; security; basic facilities; baggage; and leisure & entertainment) by incorporating attributes from current literature together with additional items and modified items from the expert panel. Moreover, the airportscape was also verified as an antecedent of the airport image (H1) and airport’s sense of place (H2), with 0.86 and 0.74 correlations respectively. This is consistent with the findings in Wattanacharoensil et al. (2021)

that certain Airportscape dimensions have a positive effect on the Sense of Place and Airport Image - though investigation into which specific dimensions bears the most influence on the respective variables is outside the scope of this study. Therefore, it is accepted that the extent to which tourists are satisfied with their experience with the Airportscape will positively affect their Sense of Place and Image of the Airport. Satisfaction with the Airportscape facilitates a sense of place for consumers. Similarly, the more satisfied users are with the Airportscape, the more well perceived the airport is. This finding is significant as it confirms the relationship between the Airportscape, a relatively new concept developed in Wattanacharoensil et al. (2021) for which there is no other known research on, and the Sense of Place and Airport Image variables.

The results also reveal that sense of place has an effect on airport image and destination image. This conclusion supports the deduction established by Wattanacharoensil et al. (2021) who found that a sense of place strongly predicts the airport image and destination image; Nghiêm-Phú & Suter (2018) who confirmed that the affective image of passengers about an airport is attached to the host city; Wattanacharoensil et al. (2017) who affirmed that airports can possibly promote favorable images of its destinations; Wattanacharoensil et al. (2016) who pointed out that an airport attributes to the destination and tourism experience by acting as an experienced provider.

Contrastingly, when testing the impact of airport image on destination image, H5 was rejected. This is in contrast with previous studies (Martín-Cejas, 2006; Nghiêm-Phú & Suter, 2018; Wattanacharoensil et al., 2016; Wattanacharoensil et al., 2017; and Wattanacharoensil et al., 2021) which showed the link between airport/airport image and destination image. The destination image in this study was measured by attributes that contribute towards the *overall* image of an airport. In the context of Vietnam, a developing country, the majority of the airports are extremely small, so space and financial resources are devoted to the essential functions of the procedure at the airport rather than to foster a destination-specific image for tourists experiencing the airport. Consequently, the destination image itself may not be present in many airports for it to be influenced by airport image.

Airport image, however, is found to have a significant direct influence on the revisit intention of tourists (H6). This finding complemented Nghiêm-Phú & Suter (2018) which found that tourists' impression of an airport has an active role in shaping their impression of the host city. Therefore, with a positive correlation of 0.57, it is accepted that the better tourists' image of the airport is, the more likely they are to revisit the host destination. In other words, when tourists are deciding whether to revisit the city, their image of the airport (shaped by their experience with the Airportscape) will bear relevance. This is perhaps because the choice to revisit a destination not only consists of the user's experience at the destination itself, but also the journey to and from it; and part of this journey is located at the destination's airport. The Airport should thus act as more than a space for planes to land and take off or for passengers to board and exit their flights - it marks the beginning and end of their journeys and therefore contributes to whether they intend to return and experience both the Airport and Destination once more. Therefore, the image tourists have of an airport impacts their intention to revisit the destination.

Furthermore, this study consolidates an additional method of measuring airport image in relation to tourists' revisit intention as proposed by Park & Park (2018). While airport image was measured in terms of its attributes in Saut & Song (2022), which are terminal, toilet facilities, variety and number of cafes and restaurants, and interior design, this study opted to take a more holistic approach to measuring airport image terms of the overall impression users have over a time period, taking into account factors such as atmosphere, friendliness, and overall image. This choice allows the study to objectively and holistically connect the airport image to the revisit intention of tourists.

Lastly, it is found that the Destination Image also has a positive effect on the Tourist Revisit Intention. Tourists who have a good impression of the destination from their time at the airport are more likely to revisit than those who do not. This outcome is in line with previous studies by Pratminingsih

et al. (2014) who pointed out that destination image and revisit intention to Bandung-Indonesia are positively related; Prayag & Ryan (2012) who indicated that destination image is an antecedent of tourists' loyalty to Mauritius including satisfaction levels as a mediator; Thiumsak et al. (2016) who found five predictors that have positive effects on tourists' intention to revisit Bangkok including overall destination image. Therefore, one's image of the destination affects whether one wishes to return the city.

## **6. Implications**

### **6.1. Theoretical implications**

This work extends the airport literature by complementing the airportscape measurement which has been developing recently and discovering a direct impact of airport image on the revisit intentions of tourists. The airportscape construct was developed and tested by incorporating the verified attributes from previous literature on the airport and additional items and modified items from the expert panel. This study affirms the importance of airportscape and its influence on airport image, subsequently, on tourist revisit intention. Hence, this study is amongst a few studies that *objectively* connect the airport image to the tourist revisit intention. Based on the Vietnamese airport context, the findings reveal that the more positive perception the tourists have towards airportscape, the more positive image they perceive of the airport. Most importantly, the more positive airport image is perceived by the tourists, the higher possibility they return to the destination where that airport is located. This deduction suggests that future research is encouraged to learn more about these relationships.

In addition, the current research reaffirms airportscape's influence on sense of place, and the latter's impact on airport image by empirically testing the structural relationships among these concepts, therefore, contributing to the significance of sense of place variable.

### **6.2. Managerial implications**

The findings of this research provide some implications for airport businesses, management, and operations as well. It is found that users' experience with all Airportscape dimensions was highly correlated with the overall Airportscape experience, showing that all seven theorised dimensions bear significant relevance to the Airportscape. The authenticated measurement of airportscape involving 32 items under seven dimensions recommends a considering checklist to airport stakeholders when strategic planning and making decisions in managing and operating airports. This checklist can also guide airport service providers in determining which areas should be improved because airportscape positively affects airport image and consequently revisit intention of tourists.

Based on the positive direct influence of airport image on the tourist revisit intention, airport authorities should continuously improve the image of airports by making airports become more friendly, strengthening the excellence of airport atmosphere, and building a favorable image and overall image of airports to satisfy the visitors. Airport image could also be promoted by improving sense of place of the airport. Airport stakeholders should hold more events and exhibitions at the airport that reflect the unique culture of the destination; promote a clear sense of place identity; facilitate stores at airports to exhibit and sell special souvenirs that reflect the unique culture of the destination; invest in fashionable interior and exterior to reflect the culture of the destinations; and foster a "flavour" of the destinations everywhere at the airports.

Improving sense of place can also result in the improvement of destination image which has a positive effect on tourist revisit intention. Based on this relationship, airport authorities can enhance destination image through three recommendations: improve airports to represent the image of the destination; provide a sense of destination even when travellers do not have a chance to visit the city itself; and design airports to be representative of the destinations.

## 7. Conclusions

It should be acknowledged that this study has certain several limitations. The respondents of the survey are Vietnamese domestic tourists, therefore, some items/dimensions of airportscape are not included in the measurement (e.g. immigration). A wider range of samples can allow a wider range of assessments and might disclose more insightful knowledge. Furthermore, the airports which have been chosen to reflect fall into one nation and this could bias the explanatory strength of the model. Hence, additional airport contexts should be considered. Besides, tourists' purpose of visit should also be cautioned because it may impact their intentions of revisiting. Future research should take into account these directions.

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