Do Motivation And Destination Image Affect Tourist Revisit Intention To Kinabalu National Park During COVID-19 Pandemic Recoveryphase?

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ABSTRACT

The recent Novel Coronavirus disease (COVID-19) outbreak has caused significantdisruptions to the Malaysian tourism sector. The pandemic originated from Wuhan, China, and ithas spread throughout the world and caused respiratory illness with symptoms such as cough, fever, and difficulty in breathing. To prevent the spreading of this pandemic, numerous countries, including Malaysia,have enforced a lockdown approach to stop the chain of infection of spreading this new disease. The government-ordered lockdowns haveaffected the lives of the citizens, and at the same time, created economic collapse unemployment situation. The travel restrictions imposed by the Malaysian government to control the spreading of COVID-19 outbreak has caused Malaysia to lose at least 60 per cent of the tourism business by the end of 2020. To recover the tourism industry, the government has gradually opened tourist attractions to the public. However, with the uncertainty in the environment, visitors tend to be cautious in deciding to visit the attractions.Therefore, this study aims to investigate the impact of motivationand image of destination on revisit intention during the post-COVID-19 pandemic recovery phase. Theresults from this study showed that the R square value of revisit intention was valued at 30.1%. This study provides scholars and practitioners with empirical evidence of revisit intention that contributes to the ecotourism industry. This study building on the Southeast Asian region (non-western country), and, this study extends the literature in the tourism market context and specifically, has implications for ecotourism, specifically national parks.

Keywords:Motivation, destination image, revisit intention, ecotourism, Kinabalu National Park

1.0   INTRODUCTION

At December 2019, China reported an outbreak in form pneumonia with any unknown cause. The outbreak was spreading all over the world through air, and sea transportation had,and by mid-March, it has spread to 146 countries. In Malaysia, the first COVID-19 case was confirmed on 25[th]January 2020, and it was spread through three imported cases, who entered Johor Bharu, Malaysia via Singapore on the 23[rd]January 2020. From a total population of 32.8 million, Malaysia reported 8718 COVID-19 infections cases, with 122 deaths as per end of July. According toUNWTO, (2020), a report concluded that the COVID-19 pandemic is related to travel; thus, a travel restriction was enforced on April 2020 and approximately, 100% destination and involve 97 countries in response to the pandemic. Meanwhile, 97 destinations (45%) have enforced totalsuspension or partial suspension for tourist, including Malaysia. The tourism industry in Malaysia contributes around 6.1% to the Malaysian GDP, with the value of RM82.6 billion. Top ten universal sightseers appearances in 2018 are from Singapore (10,615,986), Indonesia (3,277,689), China (2,944,133), Thailand (1,914,692),

Brunei (1,382,031), South Korea (616,783), India (600,311), the Philippines (396,062), Japan (394,540) and Taiwan (383,922). The immediate commitment of the travel industry to the country's GDP a year ago was recorded at 6.1%, with the estimation of RM 82.6 billion, compared to RM 76.6 billion out of 2016 (Today, 2019).These insights show that the travel industry has continuously contributed to the financial development ofthe nation. However, the outbreak of COVID-19 hasdevastated the Malaysian economy, particularly in the travel and tourism sector. The tourism industry recorded a total loss as high as RM 45 billion within the first two months of the year 2020(Bernama, 2020).Due to travel restriction to curbthe spread of the novel coronavirus COVID-19 outbreak, Asian and the Pacific is the first region to suffer the impact COVID-19 with 35% decline inthe total number of international tourist arrival in Q1 2020.Worldwide traveller appearance somewhere around 57% after the beginning of the lockdown in numerous nation, far reaching travel limitations and the shutdown of air terminal and national border(UNWTO, 2020).A consequently, the number of inbound traveller was declining compare to last year Q1 international tourist arrival. Malaysiawas also affected by the COVID-19 outbreak with the absence ofinternational tourists and local tourists arrival to their most favourite destinations in Malaysia. UNWTO expected that in the year 2020, international tourist arrival point would decline toa range of 58% to 78% for the current year, depending on the speed of containment and the duration of the term restriction. Sabah Tourism board reported the total number of visitors visiting Kinabalu Park in 2016 as 217,865 local tourists and 66,788 international tourists. In 2017, the local tourists who visited Kinabalu Park were 242,328 local tourists and 62,577 international tourists. In 2018, the number of tourists who visited Kinabalu Park was 216,907 local tourists and 63,84 Since the Movement Control Order or MCO, the number of visitorsvisiting Kinabalu Park has declined(Boards, 2020). Most the activities was halted until June 2020, and after June 2020, the activities are to local tourists and must comply with the SOP imposed by the Ministry of Health.

Since tourism is a service in nature, its products are intangibleand an experience(Gössling, Scott, Hall, Ceron, & Dubois, 2012; Prayag & Ryan, 2012), impressible to risk and treat (pandemic, epidemic disease and natural disaster). The unguarded nature can contaminate the image of travel destination and tourist motivation. A few studies that investigated motivation and intention to revisit of destinationpost-disaster are rare(Chew & Jahari, 2014; Dayour & Adongo, 2015; Tavitiyaman & Qu, 2013) compare to destination risky.In contrast to past studies,people tend to avoid visit at risky destination(Harun, Obong, Kassim, & Lily, 2018), andrecent research has found that repeat tourists do revisit destination despite risk or post-disaster(Chew & Jahari, 2014). The trend poses the difficultiesfor tourists to evaluate the attractiveness of destination as their travel destination as they have already experienced the services before. Thus, their travel decisions tend to be judgemental, and their expectation might be greater than what the reality can offer(Baloglu & W. McCleary, 1999; Chen & Tsai, 2007; Hung, Lee, & Huang, 2016).

With regards to the previous study that revealed that repeat tourists revisit destinations despite motivation(Chew & Jahari, 2014; Quintal & Polczynski, 2010), it was suggested that repeat tourist visit intention has a different perception, andtheir process image formation and travel behaviour are different from first-time visitors(Baloglu & W. McCleary, 1999; Oppermann, 2000). In this study,the context of revisit intention is a person who visited Kinabalu Park on a previous occasion(Dayour & Adongo, 2015; Zain, Zahari, Hanafiah, & Zulkifly, 2015). In other words, this study looks at the willingness to return to their favourite destination during the post COVID-19 recovery period based on previous service experience, the image of destination, culture, personal attachment, nationality and per year earning(Y. G. Kim & Eves, 2012).

Despite the crucial attention onthis current issue, tourist motivation literature was barely investigated, and studies that looked into motivation and destination image in the separate construct to understand their interrelation was scarce. Therefore,this study attempts to investigate the impact of tourist motivation and destination image on repeat revisit intention (see Fig. 1). Moreover,by integrating this construct, it will bring new insight to the traveller and destination manager better understandings andcan manage and change their promotion strategies to reduce the effect of COVID-19.

Furthermore, this study can help to formulate a recovery plan to the subsector of the tourism industry, such as occupancy accommodation rate for short term stay, inbound tourist, airline and restaurant.

2.0   Literature Review And Framework

To comprehend the exploration settings and to develop a sound hypothetical basis, this segment sums up the literature on each key variable in this investigation. In particular, this section aims to discuss revisit intention (dependent variable), motivation and destination image (independent variables).

2.1   Revisit Intention

Repeat visitations are a natural phenomenon formature holiday destinations (Eusebio & Vieira, 2013; Sun, Geng-Qing Chi, & Xu, 2013),and the Kinabalu National Park is no exception. Thus, securing repeat visitations is an important measure to sustain the competitiveness of those destinations. Studying the behaviours of repeat visitors would elicitinvaluable market information for a mature destination to maintain its competitive edge (Huang &Hsu, 2009)andenable them to gain a good market share (Harun et al., 2018). Oppermann, (2000)suggested that besides intention to recommend, intention to revisit is the other component of the attitudinal level of destination loyalty. Revisit intention refers to the visitors' willingness to revisit a similar place to gain satisfactory experiences and to develop destination loyalty(Chien, 2017). A pioneering study of revisit intention by Gitelson and Crompton, in 1984had identified five distinct motives behind revisit intentions, including reducing the risk of unpleasant experiences, seeking out similar people, building an emotional attachment, experiencing previously missed scenes, and prompting others to share their previous feelings(X. Zhang, Chen, & Jin, 2020).Hashemi, Marzuki, & Kiumarsi (2017) suggested that numerous holiday destinations rely on visitors'revisit to sustain their business. It is particularly relevantamongthe destinations that are operating during the post-COVID-19 pandemic phase. As a construct, revisit intention is influenced by motivation (Quintal & Polczynski, 2010)and destination image (Giao et al., 2020; Sciences & Africa, 2020). Studies that examined the influence of motivation and destination image on revisit intention are scarce and worth investigating.

2.2   Motivation And Revisit Intention

According to (Fan, Qiu, Hsu, & Liu, 2015),the travel behaviour of individuals can be determined through their motivations. Numerous studies (e.g.Hashemi et al., 2017; Thiumsak & Ruangkanjanases, 2016;) have shown that the visitors' motivations can predict the intention to revisit a destination or repurchase a travel product. Motivation refers to the state of need or a condition that drives an individual to perform a certain action that elicits satisfaction (Moutinho, 2000 cited in Fan et al., 2015). In other words, motivation is what causes a person to act to achieve a goal, and it is frequently used to describe why an individual acts. According to Bandura (2001), motivation is one of the crucial aspects that affect the behaviour of tourists. From the visitors' perspectives, the main motivations to visit a destination are to relax, to go on a vacation, to be far away from their daily routine work, to contact with new things, to visit their relatives and friends as well as to visit historical places (Wang & Leou, 2015). According to a study by Fan et al. (2015), individual motivation can be influenced by their age, income level, and marital status. (Hashemi et al., 2017) found that psychological motivation (physical motivations and social interaction) affects revisit intentions. Also, (Thiumsak & Ruangkanjanases (2016) found that tourists' motives (e.g. accommodation, shopping, restaurant & food, and attitude of Thai people towards visitor) influence revisit intention to Thailand.

Therefore, inferring from the literature and the empirical evidence mentioned above, the study, it is hypothesised that:

H1: There is a significant relationship between visitor's motivation and revisit intentions.

2.3   Destination Image And Revisit Intention

While there are various definitions tothe destination image, in general, it can be described as to individual perception or impression to a particular place that emotionally describes and portrays the

destination(Alhemoud & Armstrong, 1996; H. Kim & Richardson, 2003). Destination image is formed by a combination of destination attributes (e.g., beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities)(Kim.J, 2014). The destination image of a tourist destination plays an essential role in maintaining the competitive edge of a tourist destination as it has multidimensional effects on both the local community and visitors.Research by Phau, Quintal, & Shanka, (2014) and Huang & Hsu (2009)indicated that destination image is an important factor to attract an individual to visit and motivate to revisit. It is a widely recognised that destination image is an important construct, which influences tourists' decision-making, destination choice, post-trip evaluation and future behaviours (Zhang, Wu, & Buhalis, 2017). Giao et al. (2020) found that destination image attributes (e.g. infrastructure, variety seeking, accessibility, local food, atmosphere, environment, price, leisure and entertainment influence domestic tourists revisit intention. Findings from a study by Harun et al. (2018) found that two dimensions of destination image (entertainment and events, and natural attraction) have positive relationships with revisit intention.(Hashemi et al. (2017) posit that destination image influence revisits intention of international students to revisit neighbouring Malaysian countries.Campo-Martínez, Garau-Vadell, & Martínez-Ruiz, (2010)indicated that the destination image has a direct influence on the intention to revisit Mallorca Island in Spain. Bigné, Sánchez, & Sánchez, (2001) and Chi & Qu, (2008) suggested that destination image has a positive direct effect on revisit intention and willingness to recommend to others.At the same time, destination image has an indirect effect on revisit intention and willingness to recommend to others through service quality and tourist satisfaction. Thiumsak & Ruangkanjanases (2016) and Nurazizah & Marhanah (2020) found that destination image also influences revisit intention to destinations in Thailand and Yogyakarta.

Therefore, inferring from the literature and the empirical evidence mentioned above, the study hypothesised the following statements:

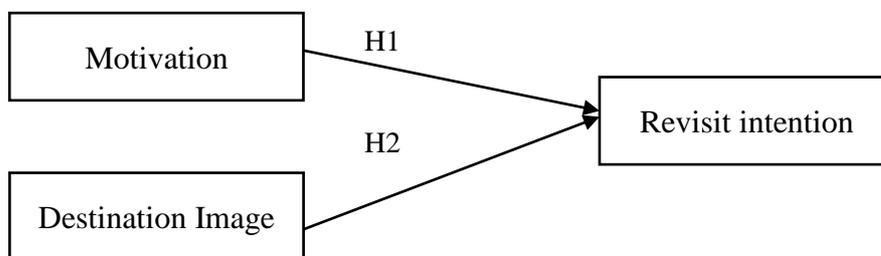H2: There is a significant relationship between destination image and revisit intentions.

Fig 1.Theoretical Framework

3.0   METHODOLOGY

3.1   Measurement

All constructs were measured by using sevenpoint-Likert types scales, anchoring from 1 (strongly disagree) to 7 (strongly agree) and the language of the questionnaire in English. A total of48 items measuring threeconstructs were included in the questionnaire.Thirty items were included in the questionnaire, and they were adapted from(Dayour & Adongo, 2015), and 12 items ondestination image weremodifiedfrom(Zain et al., 2015). Six modified items from(Gani, Mahdzar, & Anuar, 2019; Zeithaml, Berry, & Parasuraman, 1996)were adapted to measure revisit intentions.The items that were

adopted from previous literature has been previously established in term of their content validity and reliability. The items of the construct wereadopted and modified from previous literature to ensure the content is valid to be measured(DeVillis, 1991). The validity of the questionnaire was tested through content and face validity by several experts from the academician field and professional field in Malaysia. The redundancy of the attributes was eliminated, and some missing attributes were added to improve in the quality of the measurement.

3.2   Sample

Kinabalu National Park in Sabah, Malaysia, was recognised as thebackground in this research. The population and unit of analysis weredetermined by the international tourists and localswho had visited and experiencedthe attractions, specifically Kinabalu Mountain.The study was conducted between April until June 2020. A cross-sectional design was applied with self-administered questionnaire survey was used to collect data from 300 respondentsusing convenient sampling technique(Jin, Lee, & Lee, 2013; Wu, Li, & Li, 2018). The rationale of using convenient sampling technique wasdue tothe difficulty of getting the sampling frame from the hikers and visitors during the Movement Control Order (MCO)that was enforced in COVID-19 pandemic. At the same time, the operation of the Kinabalu National Park Department was shut, as well as the operation of the Sabah Tourism Board.

Additionally, the individual controlled poll based review is a broadly utilised for the unknown and self-revealing (personal administered questionnaire-based) survey methodology. Also, it empowers time and cost sparing advantages as it allows the gathering of essential information from an enormous population (Quintal & Polczynski, 2010). The data was collected by using the medium of social media like Instagram, WhatsApp and Facebook among fan club of Kinabalu Park.A total of 262 participants were seen as appropriate and can beutilised them for a conclusive investigation. A datasheet contained the information of the destinations, and a brief presentation of the examination was given to everyrespondent before information assortment was started.

3.3   Respondents' Profile

Engaging the insights from segment profile have demonstrated that the participants were female respondents (51.1%) and male respondents (48.1%).Based on data, it showedthat most of the respondents were in the age range of 20-35 (44.3%), the rest 28.2% were in the group age of 26-30 years and, 27.5% of participants were 31 years old and above. In term of education level, the findings showed that 91.9% of respondents were educated and professionals. Approximately half (49.2%) of the respondents earned money through personal income, and they were under the category of medium income level. Regarding travel party to Kinabalu National Park, most of the respondents travelled with friends/relative (38.5%,)slightly more than travelling withfamily/spouse (37.0%), individual travellers only contributed to (6.1%) and by tour agent (18.3%). Most of the respondents who visited Kinabalu National Park were international visitors (58.8%)and local visitors (41.2%).

4.0   DATA ANALYSIS RESULT

Finding the statistical model to analyse the data was extremely difficult for this current study, due to the challenges and the nature of the study. Partial Least Square-based Structural Equation modelling (PLS-SEM) Version 3.2 was utilised to analyse the data. Henseler, (2016)) expressed that the basic condition of demonstrating strategy is to plans and gauge the test basic condition models that contained at least one composites, with new rules for its utilisation. Also,Henseler, Ringle, & Sarstedt, (2014) pointed out that PLS can be utilised customarily to assess developmental and intelligent estimation model. PLS-SEM is increasingly merciful in managing an exploration model that comprises of either intelligent or developmental or the mix of both simultaneously. In the meantime, this current investigation endeavour to recognise and decipher the interceding impact to clarify the proposed theory. Joseph F. Hair, Hult, Ringle, Sarstedt, & Thiele, (2017); Holland, Shore, & Cortina, (2017)acknowledged thatPLS-SEM is the best tool to analyse the new model testing.Hair, Ringle, & Sarstedt, (2011) asserted that PLS-SEM calculations are by and large professed to perform especially

well with a small number of sample size and non-parametric data. PLS-SEM carries examinations in two stages which are measurement and structural model.

4.1   Measurement Model Assessment

To evaluate the measurement model assessment, it was conducted in the two-stage method. The first stage in the measurement model was to evaluate the value of reliability and validity of the constructs by examining the outer loading, composite reliability(CR), Cronbach' Alpha and Average Extracted (AVE). Table 1 shows the result of the convergent validity,internal consistency and reliability for each first-order construct. The result showed that the reliability and validity results fulfil the rule of thumb and all indicatorswere loading of more than 0.5, CR value was indicated of more than 0.7 (Henseler, Ringle, & Sarstedt, 2014b; Mackenzie, Podsakoff, & Podsakoff, 2011). Since the indicator loading lowervalue was lower thanthe cut of 0.5, and therefore, sixteen items were dropped. Convergent validity was inspected by utilising average variance extracted (AVE), which surpassed 0.50 (Henseler, Ringle, & Sinkovics, 2009). The second stage was to evaluate the discriminant validity by contrasting the squares of the relationship coefficients and AVE (Fornell & Larcker, 1981).

Additionally, this investigation used an ongoing technique proposed by Henseler, and Colleges(2014), the Heterotrait-Monotrait proportion (HTMT). Using this strategy, the necessity ofdiscriminant validity was satisfied as all HTMT esteem was lower than 0.9. Further, the reliability requirement prerequisite was fulfilled as the value of Cronbach' Alpha wasmore than the suggested degree of 0.7, and just a single variable is 0.642, which was concluded as over the negligible level recommended (Hair, William C. Black, J.Babin, & Anderson, 2010).

Table 3 illustratesthe measurement ofthe formative construct. The convergent validity of the construct was measured using redundancy analysis suggested by (Chin, 1998).The formative construct of destination image yieldeda path coefficient of 1.00, more than the standard yield 0.7. This result explained that formatively measured construct achieved a degree convergent validity (Klassen & Whybark, 1999),based on the result of multi-collinearity between indicator examined through VIF. The VIF value was consistent and below the threshold of 5 (Hair et al., 2017) and also 3.3 (Diamantopoulos & Siguaw, 2006).In this study, it can be concluded that collinearity did not critically level destination image construct, and it was not an issue for the estimation of the PLS path model. During thelast stage, the study assessed the significance and relevance of the outer weights of the formative indicator. The result indicated that all the destination image items were significant, except for D1,D2,D3,D5 and, D12. However, prior literature or theory provided evidence of the relevancy of these indicators for capturing the operationalised destination image. Last but not least,in a result, the items were retained in the formative construct even though their outer weight was not significant (Zain et al., 2015).

Table1: Discriminant validity (Reliability and validity checking for first order latent construct)

| Construct | Items | Convergent validity | | Construct Reliability | |
		Loading	AVE	α	CR
Revisit intention			0.531	0.774	0.848
	RI2	0.797			
	RI3	0.542			
	RI4	0.766			
	RI5	0.759			
	RI 6	0.749			
Motivation					
Novelty	N3	0.744			
	N4	0.787	0.504	0.923	0.934
Culture	C6	0.696			
	C7	0.654			
Adventure	A10	0.664			
	A11	0.763			
	A12	0.64			
	A13	0.783			
Social contract	SC 14	0.789			
	SC15	0.809			
Escape	E17	0.618			
	E19	0.72			
	E20	0.617			
Destination Attraction	DA 24	0.612			

Note: CR, composite Reliability, AVE, Average Variance Extracted

Table 2 : Assessment of discriminant validity of the first order constructs using the Fornell-Larcker

	1	2	3	4	5	6	7	8	9
Adventure (1)	**0.907**								
Culture (2)	0.533	**0.948**							
Destination Attraction(3)	0.581	0.348	**1**						
Destination Image (4)	0.116	0.235	**Formative**						
Escape (5)	0.51	0.503	0.555	0.236	**0.914**				
Motivation (6)	0.869	0.751	0.612	0.227	0.783	**0.842**			
Novelty (7)	0.638	0.607	0.268	0.236	0.558	0.819	**0.969**		
Revisit intention (8)	0.266	0.321	0.286	0.46	0.455	0.395	0.28	**0.854**	
Social contract (9)	0.735	0.637	0.421	0.182	0.636	0.889	0.73	0.3	**0.948**

Note: Values on the diagonal are squared root average variance extracted values, and those outside the diagonal are the correlation

Table 3: Measurement properties for formative construct

Construct	Items	Convergent Validity	Weight	VIF	t-value (p-value)
Destination Image		1		1.46-2.5	
	D1		0.112		0.687(0.246)
	D2		-0.24		1.387(0.083)
	D3		0.167		1.068(0.143)
	D4		-0.268		2.001(0.023)
	D5		0.146		1.021(0.152)
	D6		0.209		1.65(0.05)
	D7		0.651		4.233(0.00)
	D8		0.439		2.605(0.005)
	D9		-0.676		4.929(0.00)
	D10		0.221		1.846(0.033)
	D11		-0.219		1.797(0.036)
	D12		0.174		1.378(0.084)

4.2 Structural Model Evaluation

The structural coefficients for every way were inspected by utilising bootstrapping with 500 subsamples. Table 3 shows the outcomes. The way of the coefficients has shown that touristmotivation has a critical and has asignificantdirect impact on revisit intention, which underpins H1. Destination image showedthe association and the huge direct impact ofrepeat revisit intention, was supported H2. Table 3also shows the R2 value to endogenous latent factors, which showed 30.1% of the explanatory power of revisit intention(Chin, 1998).As per Chin, Peterson, & Brown, (2008), these rates indicated that the free factors clarification affect travellerrevisit intention moderately. Table 4, shows that motivation, as expected has a significant direct effect on revisit intention ($\beta=0.307$,$p< .01$),and destination image (($\beta=0.391$,$p< .01$). Therefore, H1 and H2 are supported.

Table 4: Assessment of structural path model

Construct	Hypothesis	Path (β)	t-value	R2
Revisit intention				0.301
Motivation	H1 Supported	0.307	6.116**	
Destination Image	H2 supported	0.391	5.291**	

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

4.3 Discussion And Implication

This current study contributes to the existingbody of tourism knowledge. This study successfully reveals the pivotal points of tourist motivation and destination image as predictors of visitor revisit intentionto Kinabalu Park(Dayour & Adongo, 2015). The major finding in this current study is to examine the relationship between motivation and revisit intention. The current model reveals that the issue of social contact, adventure, escape, novelty and destination attraction underlay the factors that formed tourist motivation. It excludedthe relaxation factor in the case of tourist to revisit Kinabalu Park.Ooi & Laing, (2010) and Brown, (2005) showed that social interactioncontributes to repeat visit since Kinabalu Park is a place that brings people from different backgroundsto get new friends and networking. Another factor, culture experience dimension also contributes to motivation tourist repeat visits. Past literature explained that tourist tooka trip to a specific place tocelebrate cultural diversity, which involves looking for the outside to what individuals cannot find inside(Mansfeld, 1992; Oppermann, 2000). The need to participate and learn about a destination's local culture, including rituals, values, music and dance constitute cultural motivations during their first visit in Kinabalu Park. It also indicates that repeat visit adventure activities have a higher priority compared to the destination attractiveness.Tourists like to repeat the visitbecause they like to discover something new and close to nature. Moreover, escapism is also a factor that desires the repeat visit. Tourists attempt to escape from daily routine and experience something new in different lifestyle. Surprisingly, relaxation did not trigger tourist repeat visit to Kinabalu Park.

Even though the study observedtourist who travelledto a destination for adventure and novelty, related to adventure activity, also, destination image contributes to the repeat visit. Destination image brings an important factor to the destination, and the managers need to consider and preparea marketing strategy to increase the number of visitor in future. The recognition in the factor of services provided by Kinabalu Park management also contained a value to be added to the study of repeat visit for their existing tourist.

The second point, theoretically this find crucial as it enlarges our understanding on tourist revisit intentionformulation in facing coronavirus COVID 19 pandemic recovery should consider tourist motivation in their model as well as the value of destination image. The mechanism underlying the complex associations between tourist revisit intention determinants, tourist motivation and destination image and revisit intention has been scarcely considered before.

To create repeat visit among local and domestic tourists, creative destination managers must pay attention to the pull and push motivation in attracting the tourists with the new normal, since Malaysia is currently under theMovement Control Order -Recovery Phase. Existing visitors can play a role in

sharing their beautiful experience when visiting Kinabalu park among their social media friends. The visitor makesmeaning from their experience to improve their daily life as well as using the emotion to enjoy their important moment.

4.4   Limitation And Future Research Direction

While this paper has revealed some insight into an integrative way to deal with motivation and destination image on repeat revisit intention,it isnot without its restrictions. To start, the information for this examination was gathered from Kinabalu National Park in Sabah which intentionally, hampers the clarify of the discoveries. As tourist motivation contrasts destination and culture, this issue can be understood by replicating this examination in various setting. Furthermore,a future study indestination image needs to gauge with themultidimensional approach since this current investigation analysed the impact with uni-dimension. The recreated analysis can concentrate on various participation, for example, between outside travellers just as residential vacationers and also, inhabitants living in the geological area of the goal. Second, other than motivation and destination image torevisit different factors also impacted intention.For example,destination experience, perceived value, perceived risk, satisfaction, and destination attribute could affect revisit intention.Future studies could integrate these constructs into the tourist revisit intention model to increase the predictability of the model. Third, since this study is a cross-sectional study, the future study can be conducted in longitudinal to enhance the validity of the data.

CONCLUSION

Currently, Malaysia is under thepost-pandemic COVID-19, and Malaysia has moved to the phase ofControl Order Recovery. Malaysia is currently in the stage of recovery from the pandemic that hasaffected the economy all over the world. It also affected the tourism industry, especially travelling activities,have changed due to the restriction and the shutdown of the border between countries to cut off the chain of COVID-19 outbreak.

The findings have clearly explained that Malaysia has a lot of valuable resources that can be exposed through social media among local and international tourist. Tourism product namely, eco-park, time park and ecotourism can catch the tourists' eyes.

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