



The Impact of Social Media Tourism Interaction on Revisit Intention among Young-Old Adults

Yang Fan¹, Lu Yan¹, Xu Ke²

¹School of Hospitality Administration, Zhejiang Yuexiu University, Shaoxing, , Zhejiang, China.

² School of Digital Commerce, Zhejiang Yuexiu University, Shaoxing, Zhejiang, China.

Email: 1461094223@qq.com, lannylu@163.com, 3500076484@qq.com

Abstract: With population ageing and the widespread use of social media, understanding revisit intention among young-old adults is important for destinations seeking to maintain a stable visitor base and improve marketing efficiency. The study surveyed young-old adults with experience of social media tourism interaction and analysed 166 valid responses using SmartPLS. The results showed that Social media tourism interaction had significant positive effects on Revisit intention, memorability of a previous travel experience, and destination attachment. Memorability of a previous travel experience had a significant positive effect on Destination attachment, whereas its effect on Revisit intention was not significant. Destination attachment also had a significant positive effect on Revisit intention. Therefore, the study recommends that destination marketing organizations facilitate two-way tourism communication between young-old adults and their friends, encourage tourists to recall travel experiences with an emphasis on the personal meaning of destinations, and maintain ongoing, responsive communication. These practices may help destinations strengthen relationships with young-old tourists and encourage repeat visits.

Keywords: Young-old adults; Social media tourism interaction; Memorability of a previous travel experience; Destination attachment; Revisit intention

1. Introduction

As population ageing continues, the tourism needs of older adults have received increasing attention. According to the National Bureau of Statistics of China, China's population aged 60 and above reached 323.38 million at the end of 2025, accounting for 23.0% of the total population (The National Bureau of Statistics of China, 2026). Within this large tourism market, young-old adults have become an important source of visitors for destinations because of their relatively good physical health and strong willingness to travel. For destinations, revisit intention is related to tourist loyalty and a stable visitor base and also affects marketing efficiency. Therefore, examining the mechanisms underlying Revisit intention among young-old adults has important theoretical and practical implications.

Among the factors influencing revisit intention, social media tourism interaction has received increasing attention. Young-old adults often use social media to discuss destinations with family and friends, exchange travel information, seek advice, and communicate about purchases of tourism products. Previous studies have examined the effects of social media on older tourists' travel intention, destination attachment, and tourism intention (Leung et al., 2025; Tang et al., 2024). However, these studies have mainly focused on general social media use, exposure to content, or experience sharing, with limited attention to distinguishing two-way communication among friends about a specific destination. Li et al. (2022) found that responses from online audiences influenced post-trip evaluations, suggesting that communication partners and interaction quality may matter more than whether tourists post content. Therefore, whether and how Social media tourism interaction influences Revisit intention among young-old adults requires further examination.

Memorability of a previous travel experience is an important antecedent of revisit intention (Lu et al., 2022; Li et al., 2022). Social media tourism interaction may enhance Memorability of a previous travel experience by evoking, reinforcing, and reconstructing travel memories (Huang et al., 2025). In turn, Memorability of a previous travel experience may strengthen tourists' Revisit intention toward the same destination (Lu et al., 2022). Although previous studies provide a basis for understanding the relationships between digital communication, travel experiences, and Revisit intention, few have examined two-way communication among friends about a specific destination and Memorability of a previous travel experience within the same analytical framework. General social media use or experience sharing differs substantially from communication among friends about a specific destination in terms of communication partners, content, and reciprocity. The mechanisms underlying these relationships therefore require further clarification.

In addition to tourists' recollections and evaluations of their travel experiences, their emotional connections with the destination itself also need to be considered. In the study, memorability of a previous travel experience refers to tourists' overall retrospective evaluation of a particular trip in terms of its distinctiveness, positive feelings, and personal value.



Destination attachment, in contrast, refers to tourists' emotional and functional connections with a specific destination. The former concerns why an experience is worth recalling, whereas the latter concerns why a place holds special meaning for tourists. Taking memorable tourism experiences as the starting point, Vu et al. (2024) examined the relationships between Destination attachment, the sharing of tourism experiences on social media, and revisit intention. Although Memorability of a previous travel experience and Destination attachment are related, they differ in their conceptual meanings and underlying mechanisms. Their respective relationships with Revisit intention therefore need to be examined separately.

Based on the above discussion, the study examines the relationships between social media tourism interaction, memorability of a previous travel experience, destination attachment, and revisit intention among young-old adults aged 50-74 who have engaged in Social media tourism interaction. The study aims to inform destination marketing organizations' efforts to communicate tourism information to young-old tourists, maintain relationships with them, and develop marketing strategies to encourage revisit intention.

2. Literature Review

2.1 Revisit intention

Revisit intention refers to tourists' subjective tendency to return to the same destination in the future based on a previous visit. Um et al. (2006) regarded Revisit intention as an important component of the revisit decision-making process and suggested that destination attractiveness and tourists' evaluations of tourism performance help explain the likelihood of returning. Their study extended the explanation of Revisit intention beyond overall satisfaction to tourists' specific evaluations of the destination and their experiences. Therefore, Revisit intention differs from actual revisit behaviour in that it develops from previous travel experiences and concerns future destination choices.

Travel experiences do not simply disappear when a trip ends. Instead, the memories tourists retain and the emotional connections they develop with the destination may continue to influence subsequent travel decisions. Lu et al. (2022) found that memorability of a previous travel experience was related to Revisit intention through destination attachment. Hu and Xu (2021) further showed that the relationship between memory and the tendency to revisit was also influenced by the risk of disappointment and changes at the destination. These findings suggest that memories of previous travel experiences are more than recollections of the past; they may also provide an important basis for future destination choices. Positive travel memories may therefore continue to influence which destinations tourists choose. Understanding Revisit intention requires examining both how tourists recall previous travel experiences and how these experiences develop into connections with a particular destination.

2.2 Social media tourism interaction

The conceptual basis of social media tourism interaction draws on social media and interactivity these two streams of research. Kaplan and Haenlein (2010) linked social media to Web 2.0 and user-generated content, emphasizing that digital platforms enable users to participate in content production, dissemination, and communication. Liu and Shrum (2002) discussed interactivity in terms of reciprocal actions between participants in the communication process and identified two-way communication as an important dimension. In the tourism context, the study defines Social media tourism interaction as two-way communication between tourists and others through social media concerning the same trip and its destination before, during, or after the trip. Such communication includes comments and replies, questions and answers about travel experiences, chat discussions, and exchanges following the sharing of travel content.

Compared with general social media use, Social media tourism interaction places greater emphasis on responsiveness and reciprocity in the communication process. Schivinski et al. (2016) distinguished between the consumption, contribution, and creation of social media content, indicating that users participate in platforms in different ways. In the tourism context, Li et al. (2022) found that constructive audience responses helped improve post-trip evaluations, whereas sharing travel experiences alone did not necessarily produce more favourable evaluations than private expressive writing. These findings suggest that examining the influence of social media on tourism requires attention to whether tourists communicate with others, rather than relying solely on browsing or posting behaviour. Therefore, the study focuses on two-way interpersonal interaction concerning travel experiences. Passive browsing and one-way posting without subsequent communication are excluded from the core meaning of Social media tourism interaction.

Social media tourism interaction may be related to tourists' intention to return to the same destination. Discussions, information exchange, and advice seeking concerning a destination allow tourists to learn about it and incorporate others' suggestions into their travel choices. Such communication may occur before a trip and continue during or after it, and its relevance extends beyond recalling previous experiences. For tourists who have already visited the destination, personal experiences and information obtained through communication jointly inform their consideration of a return visit. Vu et al. (2024) reported a positive relationship between the sharing of tourism experiences on social media and revisit intention. At the same time, Huang et al. (2025) also examined the relationships between social media and Revisit intention across different time horizons. Therefore, the study expects that greater engagement in Social media tourism interaction concerning a particular destination is associated with stronger Revisit intention toward that destination. Therefore, the

following hypothesis is proposed:

H1: Social media tourism interaction positively affects revisit intention among young-old adults.

2.3 Memorability of a previous travel experience

Memorability of a previous travel experience concerns the aspects of a travel experience that tourists retain and continue to recall after a trip. Through in-depth interviews, Tung and Ritchie (2011) explored the nature of memorable tourism experiences and identified the roles of affect, expectations, consequential outcomes, and recollection. Their findings emphasized that memorability is closely related to how tourists understand and remember their experiences. Kim et al. (2012) further developed a memorable tourism experience scale comprising seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Whereas Kim et al. (2012) distinguished multiple dimensions of experience content, Lu et al. (2022) focused on the overall distinctiveness, memorability, and personal value of a previous travel experience. Therefore, the study understands Memorability of a previous travel experience as young-old adults' overall positive and personally meaningful evaluation of a particular trip retained in memory.

The formation and retention of travel memories extend beyond the tourism setting. When tourists explain travel details, answer questions, or discuss shared experiences with others on social media, they retrieve and organize information about the trip. Responses from others may also draw their attention back to the positive emotions and personal value associated with the experience. Tung et al. (2018) found that listeners' responses to travel stories could influence how storytellers evaluated their travel memories. Li et al. (2022) further showed the role of constructive feedback in post-trip evaluations, while sharing travel experiences alone did not necessarily produce more favourable evaluations than private expressive writing. These findings suggest that recalling travel experiences has a social dimension and that two-way communication may lead tourists to reinterpret their experiences.

However, different social media behaviours cannot be assumed to have the same effects on memory. Huang et al. (2025) found a relationship between social media and memorable tourism experiences, whereas Li et al. (2025) reported that social media sharing weakened the effects of photo editing on experience evaluations and perceived memorability through emotional arousal. These findings suggest that the role of digital media depends on how tourists participate. The social media tourism interaction examined in the study is characterized by ongoing two-way communication about personal travel experiences. Its expected effects arise from repeated recollection of these experiences and feedback received during communication. Therefore, the study proposes the following hypothesis:

H2: Social media tourism interaction positively affects memorability of a previous travel experience among young-old adults.

Positive Memorability of a previous travel experience may further influence tourists' future destination choices. When an experience is considered special, valuable, and worth recalling, it provides a basis in personal experience for reconsidering the destination. Lu et al. (2022) found that Memorability of a previous travel experience was positively associated with revisit intention. Vu et al. (2024) also reported a positive relationship between memorable tourism experiences and Revisit intention in the context of tourism in Ha Long Bay. For young-old adults, the personal value associated with positive experiences may increase the attractiveness of a previously visited destination in subsequent travel choices. When tourists repeatedly regard a travel experience as particularly important and worth remembering, the destination is also more likely to become a point of reference when they plan another trip. Therefore, the following hypothesis is proposed:

H3: Memorability of a previous travel experience positively affects revisit intention among young-old adults.

2.4 Destination attachment

Destination attachment originates from the concept of place attachment in research on relationships between people and places. It primarily reflects the emotional, cognitive, and functional connections that individuals develop with a particular place (Low and Altman, 1992). Williams and Vaske (2003) examined its measurement through two dimensions: place identity and place dependence. These dimensions concern, respectively, the symbolic meaning of a place and the functional connection formed through its ability to meet individuals' activity needs. Scannell and Gifford (2010) further proposed a person–process–place framework, suggesting that attachment involves both the meanings individuals or groups assign to places and affective, cognitive, and behavioural processes. Thus, place attachment explains how a particular place acquires significance beyond its geographical location and becomes connected to individuals' lives and experiences.

Previous research found that place attachment mediated the relationship between social media use and travel intention, suggesting that exposure to digital media may be related to individuals' connections with places (Tang et al., 2024). Although that study examined broader social media use and travel intention, it provides relevant evidence for understanding how tourism communication relates to emotional connections with places. Discussions, advice seeking, and exchanges of tourism product information concerning a destination involve both evaluations of travel experiences and tourists' understanding of how well the place matches their interests and travel needs. Through communication with

friends, tourists may further clarify why they prefer a destination and what value its environment, activities, and services hold for them. Such understanding may help tourists develop special feelings toward the destination and regard it as a personally valuable travel choice. Therefore, the following hypothesis is proposed:

H4: Social media tourism interaction positively affects destination attachment among young-old adults.

Previous studies found that Destination attachment may also influence revisit intention (Lu et al., 2022; Vu et al., 2024). For young-old adults who have developed strong connections with a previously visited destination, returning means both participating in tourism activities again and reconnecting with a place that holds special meaning. When the destination has greater personal meaning and is perceived as less replaceable, their Revisit intention may also be stronger. Therefore, the following hypothesis is proposed:

H5: Destination attachment positively affects revisit intention among young-old adults.

Scannell and Gifford (2010) suggested that personal memories are closely related to the meanings attached to places. When tourists associate the positive emotions and personal value of a trip with the place where the experience occurred, the meaning of the experience may develop into Destination attachment. Cifci (2022) found that memorable tourism experiences could link self-congruity to Destination attachment. Therefore, the study proposes that the more young-old adults regard a particular trip as special, important, and personally valuable, the greater the special meaning of the destination to them. Therefore, the following hypothesis is proposed:

H6: Memorability of a previous travel experience positively affects destination attachment among young-old adults.

The research model is shown in Figure 1.

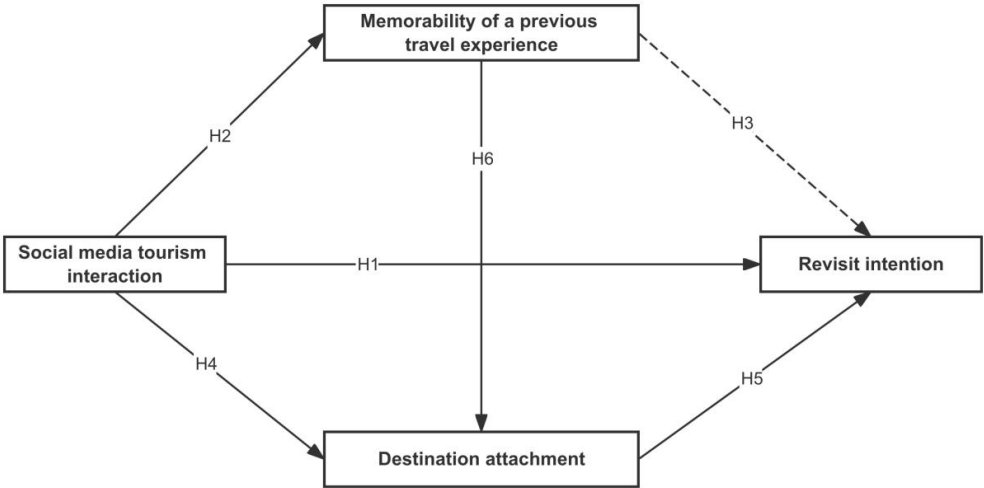


FIGURE 1 Research models.

3. Methodology

3.1 Measurement scales and questionnaire design

To avoid measurement bias arising from self-developed items, the study used established scales validated in previous empirical research and adapted selected items to the tourism context of the study. Social media tourism interaction was measured using five items adapted from Le and Ngoc (2024). The measurement items for memorability of a previous travel experience, destination attachment, and revisit intention were adapted from Lu et al. (2022). Memorability of a previous travel experience comprised seven items, while Destination attachment and Revisit intention each comprised four items. Therefore, the four constructs in the study were measured using 20 items in total. All items were assessed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items are presented in Table 1.

TABLE 1 Measurement scales

Measured item	
Social media tourism interaction (SMTI)	
SMTI1	I have discussed this destination with friends through social media.
SMTI2	I have discussed purchasing tourism products for this destination online (e.g., admission tickets, hotel accommodation, and souvenirs) with friends through social media.
SMTI3	I have asked friends for advice about this destination through social media.
SMTI4	I have obtained information about this destination (e.g., scenery, food, accommodation, and prices) from friends through social media.
SMTI5	My friends on social media have encouraged me to purchase tourism products for this destination (e.g., admission tickets, hotel accommodation, and souvenirs).
Memorability of a previous travel experience (MPTE)	
MPTE1	The experience was special to me.
MPTE2	The experience was memorable to me.
MPTE3	The experience was favorable to me.
MPTE4	The experience was valuable to me.
MPTE5	The experience was meaningful to me.
MPTE6	The experience was important to me.
MPTE7	The experience was unique to me.
Destination attachment (DA)	
DA1	That place is the best place for what I like to do on holidays
DA2	I am very attached to that place.
DA3	Holidaying in that place means a lot to me.
DA4	No other place can provide the same holiday experience as that place.
Revisit intention (RI)	
RI1	I intend to revisit that place in the near future.
RI2	I plan to revisit that place in the near future.
RI3	I would like to visit that place in the near future.
RI4	I probably will revisit that place in the near future.

The questionnaire used in the study consisted of four sections. The first section contained two screening questions about respondents' age and whether they had interacted with others through social media about a trip before, during, or after that trip. These questions determined their eligibility for the study. The present study focuses on young-old adults, operationally defined here as people aged 50-74, consistent with the age grouping used by Martin et al. (2015). So, only respondents aged 50-74 who had engaged in such social media tourism interaction were allowed to continue. The questionnaire automatically ended when a respondent selected "No" to either screening question. The second section established a consistent point of reference for responses to items measuring different constructs. Respondents were asked to recall their most recent completed trip within the preceding two years that met the above criteria. If the trip involved several places, they were asked to select one main tourism destination. The questionnaire explicitly instructed respondents to answer all subsequent measurement items with reference to the same trip and the same destination. The third section collected respondents' background information, including gender, age, educational level, and the social media platforms they used during the selected trip. The fourth section measured the four constructs in the research model: social media tourism interaction, memorability of a previous travel experience, destination attachment, and revisit intention.

To adapt the original English scales to the Chinese research context, the study first translated the English questionnaire into Chinese and adjusted selected expressions to the tourism context without changing the core meaning of the original items. The Chinese questionnaire was then back-translated into English, and this version was compared with the original English scales to assess semantic consistency between the language versions. Two professors in tourism were subsequently invited to review the content of the English and Chinese versions, focusing on the accuracy of the item wording and its suitability for the context of the study. Selected wording was revised based on their feedback.

3.2 Data collection

An online questionnaire was distributed through Wenjuanxing, and convenience sampling was used to recruit respondents through links shared on WeChat with friends and relatives, including older friends. WeChat was selected as the main distribution channel because it was commonly used by the target respondents. Data were collected from September 23,

2026 to September 30, 2026. A total of 291 survey records were collected. Of these, 123 records (42.3%) were screened out because the respondent selected “No” to at least one of the two screening questions, and the system immediately ended the questionnaire, these respondents did not proceed to the main questionnaire. Two questionnaires with identical responses across all measurement items were then excluded. This left 166 valid questionnaires for analysis, equivalent to 57.0% of all 291 records. The demographic characteristics of the sample are presented in Table 2. Of the respondents, 118 were female (71.1%) and 48 were male (28.9%). The largest age groups were 60-64 years (36.1%) and 55-59 years (31.9%), followed by 50-54 years (18.1%). Respondents aged 65-69 and 70-74 accounted for 9.0% and 4.8%, respectively. Regarding educational attainment, respondents with a senior high school or secondary vocational school education and those with a junior college education each accounted for 30.7% of the sample. Respondents with a bachelor’s degree or above accounted for 18.1%, followed by those with a junior high school education (17.5%) and a primary school education (3.0%).

TABLE 2 Sample profile (n = 166).

		Frequency	Percent
Gender	Males	48	28.9
	Females	118	71.1
Age	50–54	30	18.1
	55–59	53	31.9
	60–64	60	36.1
	65–69	15	9.0
	70–74	8	4.8
	Primary school	5	3.0
	Junior high school	29	17.5
Education background	High school or technical secondary school	51	30.7
	Junior college degree	51	30.7
	Bachelor’s degree or above	30	18.1

4. Results

4.1 Measurement model analysis

For each measurable item, Table 3 presents the descriptive statistical results of each measurement item in the sample of 166 respondents. The mean value of the items ranged from 3.390 to 3.990, the standard deviation ranged from 0.734 to 1.105, the skewness ranged from -0.802 to -0.041, and the kurtosis ranged from -0.834 to 0.882. The mean values of all the items are all higher than 3. Among them, the mean value of MPTE3 is the highest (3.990), while the mean value of SMT15 is the lowest (3.390).

Table 3 Descriptive Statistics

	Mean	S.D.	Kurtosis	Skewness
DA1	3.720	0.892	0.382	-0.565
DA2	3.630	0.924	0.117	-0.308
DA3	3.630	0.949	-0.110	-0.194
DA4	3.550	0.871	0.181	-0.261
MPTE1	3.910	0.866	0.808	-0.675
MPTE2	3.930	0.835	0.521	-0.557
MPTE3	3.990	0.798	0.419	-0.569
MPTE4	3.920	0.755	-0.834	-0.041
MPTE5	3.920	0.734	-0.474	-0.146
MPTE6	3.690	0.852	0.119	-0.302
MPTE7	3.880	0.900	0.356	-0.568
RI1	3.580	1.004	-0.393	-0.308
RI2	3.460	0.995	-0.307	-0.254
RI3	3.560	0.937	-0.232	-0.222

	Mean	S.D.	Kurtosis	Skewness
RI4	3.660	0.964	-0.037	-0.453
SMTI1	3.830	0.814	0.522	-0.431
SMTI2	3.620	1.018	0.266	-0.611
SMTI3	3.630	0.930	0.111	-0.375
SMTI4	3.810	0.932	0.882	-0.802
SMTI5	3.390	1.105	-0.492	-0.320

Note: N = 166.

Furthermore, Table 4 presents the test results of the reliability, convergent validity and discriminant validity of each concept. The Cronbach's α coefficients of each concept ranged from 0.815 to 0.917, and the composite reliability (CR) ranged from 0.878 to 0.941, both of which were higher than 0.70; the average variance extracted (AVE) ranged from 0.599 to 0.800, both of which were higher than 0.50, indicating that each concept had acceptable internal consistency and convergent validity.

Discriminant validity was evaluated by Fornell-Larcker criterion and heterotrait-monotrait ratio (HTMT). As shown in Table 4, the square roots of AVE for each concept range from 0.774 to 0.895, which are all higher than their correlation coefficients with other concepts, and thus comply with the Fornell-Larcker criterion. The HTMT values among the various concepts range from 0.629 to 0.894, all of which are below 0.90, supporting the discriminant validity of each concept.

Table 4 Reliability, Construct Validity and Correlation

	Cronbach's alpha	CR	AVE	Fornell-Larcker criterion				Heterotrait-Monotrait ratio		
				DA	MPTE	RI	SMTI	DA	MPTE	RI
DA	0.815	0.878	0.644	0.802						
MPTE	0.895	0.918	0.615	0.769	0.784			0.894		
RI	0.917	0.941	0.800	0.719	0.574	0.895		0.829	0.629	
SMTI	0.831	0.881	0.599	0.630	0.703	0.597	0.774	0.760	0.816	0.684

4.2 Structural model analysis

This study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among various concepts, and conducted statistical inference through 5,000 bootstrap resamples. Bootstrap employs the percentile method, two-tailed test, and a significance level of 5%. The results of the hypothesis test are presented in Table 5.

The results show that social media tourism interaction (SMTI) and destination attachment (DA) have a significant positive impact on revisit intention (RI) ($\beta = 0.272$, $p < 0.01$; $\beta = 0.619$, $p < 0.001$), supporting H1 and H5. The memorability of a previous travel experience (MPTE) had no significant effect on revisit intention ($\beta = -0.093$, $p = 0.316$), and H3 was not supported. The social media tourism interaction has a significant positive impact on the memorability of a previous travel experience and destination attachment ($\beta = 0.703$, $p < 0.001$; $\beta = 0.177$, $p < 0.05$) supporting H2 and H4. The memorability of a previous travel experience has a significant positive impact on destination attachment ($\beta = 0.645$, $p < 0.001$), supporting H6. Furthermore, the internal variance inflation factors (VIF) of each structural path ranged from 1.000 to 3.035, all of which were below 3.3, indicating no significant problem of multicollinearity.

Table 5 Results of Hypothesis Testing

Hypothesis	Path	Direct effects	T-statistics	Test results
H1	SMTI $\rightarrow$ RI	0.272**	3.226	Supported
H2	SMTI $\rightarrow$ MPTE	0.703***	18.702	Supported
H3	MPTE $\rightarrow$ RI	-0.093	1.002	Not supported
H4	SMTI $\rightarrow$ DA	0.177*	2.117	Supported
H5	DA $\rightarrow$ RI	0.619***	6.172	Supported
H6	MPTE $\rightarrow$ DA	0.645***	8.722	Supported

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

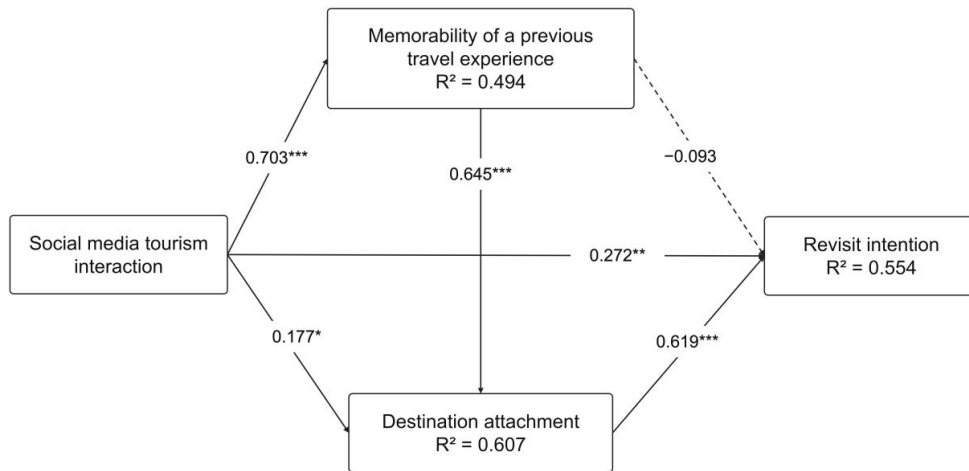


Fig. 2 Results of the PLS-SEM analysis.

Solid lines: $p < 0.05$. Dashed line: $p \geq 0.05$. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Figure 2 Results of PLS-SEM Analysis

5. Conclusions and Recommendations

5.1 Conclusions

This study focused on 166 respondents aged 50-74 who had experienced social media tourism interactions. The study examined the relationships among social media tourism interaction, memorability of a previous travel experience, destination attachment, and revisit intention. The following conclusions were drawn:

Firstly, social media tourism interaction has a significantly positive impact on the revisit intention, memorability of a previous travel experience, and destination attachment of the young-old adults. Specifically, first, social media tourism interaction has a significantly positive impact on revisit intention. The more young-old adults engage in two-way communication such as commenting, answering questions, chatting and discussing with friends and acquaintances around a specific destination, the stronger their willingness to visit that destination again will be. This discovery is consistent with Vu et al. (2024), who linked social media experience sharing to revisit intention, although the present study focuses on tourism exchanges among friends. Second, social media tourism interaction has a significantly positive impact on the memorability of a previous travel experience. The young-old adults who are more actively engaged in communicating their travel experiences through social media are more likely to evaluate their trips as being particularly special, valuable and worth recalling. The mechanism might lie in the fact that when tourists explain the details of their trip to others, answer related questions, or discuss their shared experiences, they will re-extract, organize and recount their travel memories; the responses and feedback from others may prompt them to once again focus on the positive emotions and personal values experienced during the event, thereby enhancing the memorable quality of the experience. This interpretation is supported by Tung et al. (2018), who showed that listeners' feedback shaped evaluations of travel memories, although the present study did not directly measure feedback quality. Thirdly, social media tourism interaction has a significantly positive impact on destination attachment. The exchanges, suggestions and information sharing conducted around a specific destination not only serve as a review of the travel experience, but also may help tourists further clarify the degree of alignment between the destination and their own interests, travel needs and emotional experiences, thereby strengthening their emotional and functional connection with the destination. This finding also complements Tang et al. (2024), who linked general social media use to place attachment, by examining destination-related interpersonal exchanges among young-old adults.

Secondly, destination attachment has a significantly positive impact on revisit intention, while the direct effect of memorability of a previous travel experience on revisit intention does not reach a significant level. This result differs from the finding of Lu et al. (2022) that the memorability of a previous travel experience directly positively predicts the revisit intention. This suggests that the positive evaluation of the travel experience and the attachment to the destination itself should be distinguished. A memorable travel does not necessarily mean that tourists are more likely to return to the same destination. For young-old tourists, the revisit intention may also be constrained by real-life conditions such as physical condition, living situation, family responsibilities, and travel costs. Even if the travel experience is memorable, it may not directly translate into a revisit intention. Hu and Xu (2021) likewise showed that the relationship between memorability and revisit intention through nostalgia depended on disappointment risk and destination change.

Finally, the memorability of a previous travel experience has a significantly positive impact on destination attachment. This finding, together with the positive relationship between destination attachment and revisit intention, is consistent

with Lu et al. (2022) and Vu et al. (2024). Although the two are interrelated, their direct relationship with the revisit intention is not the same. Combining the significant positive impact of destination attachment on the revisit intention, it can be seen that memorability of a previous travel experience may more indirectly affect the revisit intention by strengthening destination attachment rather than directly promoting it. Therefore, to understand the revisit choices of the young-old adults, it is necessary to simultaneously consider how they evaluate their previous travels and the emotional connection they have formed with the destination.

5.2 Practical Suggestions

First of all, facilitate two-way communication between young-old adults and their friends around the destination. The results show that social media tourism interaction has a significantly positive impact on revisit intention, memorability of a previous travel experience, and destination attachment. The destination managers can prioritize designing content and functions that are easy for friends and acquaintances to share, comment on, ask questions about, and discuss, such as information about the landscape, dining, accommodation, and tourism products. This enables tourists to continuously communicate with their familiar companions based on their personal experiences. Rather than merely releasing information in one direction, more emphasis should be placed on responses, inquiries and dialogues to facilitate genuine two-way interaction.

Secondly, organize the experience review around the personal significance of the destination to the tourists. The research has found that destination attachment has a significant positive impact on revisit intention, while memorability of a previous travel experience have no significant effect on revisit intention. This indicates that merely emphasizing "creating memorable experiences" is not sufficient to encourage revisiting; it is also necessary to promote the transformation of travel memories into emotional connections with the destination. Activities such as "My Destination Story" and "Reasons for Revisiting" can be launched on platforms like WeChat Official Account, Video Channel, and Douyin. Invite tourists to share the special significance of this place to them, the experiences worth revisiting, and the travel needs satisfied, and provide incentives such as small gifts, priority reservations, and re-visiting discounts for participation.

Finally, establish a continuous and responsive communication mechanism. The research has found that there is a significant positive impact of social media tourism interaction on the revisit intention. On the premise of voluntary participation of tourists, destination managers can provide channels for reviewing trips, exchanging destination information and learning about re-visit opportunities, and respond to practical problems in re-travel in a timely manner. The relevant measures should first be evaluated through small-scale pilot programs, and then the effectiveness should be judged based on the subsequent visit records.

5.3 Limitations and Future Research

First, the sample source and representativeness are limited. This study was conducted from September 23 to 30, 2026, through a questionnaire distributed on Wenjuanxing and forwarded on WeChat for recruitment. Although the respondents were reached, there is a possibility of sample bias. Future research can combine offline surveys, multi-channel recruitment, and stratified sampling to expand the coverage of different age, gender, and digital participation levels groups, in order to test the external validity of the conclusions.

Second, the measurement scope needs to be expanded. The items related to social media tourism interaction mainly cover discussions among friends about destinations, acquisition of suggestions, and related exchanges regarding tourism products. They do not directly measure the quality of responses, interaction frequency, and interaction stages; the memorability of a previous travel experience is evaluated as a whole, without differentiating specific experience contents. In the future, the interaction quality, frequency, and stages can be further refined, and different dimensions of memorable experiences can be distinguished. Future studies could also test whether health, family responsibilities, and travel costs condition the relationship between memorability and revisit intention.

Thirdly, this study measures the revisit intention rather than tracking the actual revisit behavior. Tourists' willingness to visit again does not necessarily translate into actual visits. The cross-sectional self-report design also limits conclusions about temporal order and causality, and recalling trips within the previous two years may introduce recall bias. In the future, we can track whether they actually return to the destination and further investigate how factors such as travel conditions, time, and cost affect the transformation of intention into behavior.

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