

Table 1 shows the factor loadings after rotation. The items that cluster on the same components suggest that component 1 represents an favourable city, component 2 a perceived value, component 3 accommodation quality, component 4 entertainment, and component 5 natural beauty.

Conclusion

Five features: favourable city, perceived value, accommodation quality, entertainment, and natural beauty in destination place have a significant impact on tourists' revisit intention. Destination image has become one of the key feature on the tourists' revisit intention. The conclusion of this study can related tourism enterprises and departments to increase their customers.

Key words: *Destination image, re-visit, tourism*

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