Towards recreational travel modelling in non-western countries: An empirical study using a structural equation modeling approach

Nidal Alzboun[a,b*], Nour Al Okaily[a], Hamzah Khawaldah[a], Ayman Harb[a] and Muhammad Alshurideh[a,b,c]

[a]*The University of Jordan, Amman, Jordan*
[b]*University of Sharjah, Sharjah 27272, United Arab Emirates*
[c]*Applied Science Research Center, Applied Science Private University, Amman 11937, Jordan*

A B S T R A C T

Recreational tourism as a niche market has prompted researchers to take a variety of approaches to investigate the elements that influence travelers' decisions to engage in leisure activities. The reasons why Muslim visitors select leisure-based travel are commonly discussed in the tourism literature, although little research has been done in this area. By analyzing the significance of travel motivation, emotional response, and satisfaction in determining attitudinal loyalty for Muslim leisure travelers, this study aims to bridge this knowledge gap. This study employed Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) using AMOS version 23 to answer the research questions. According to the findings, emotional experiences and extrinsic motives have a good direct impact on satisfaction and an indirect impact on the inclination to return. Having a deeper understanding of leisure-based travel from the perspective of Muslim tourists will benefit recreation managers.

1. Introduction

Muslim tourism is a rapidly growing industry. It is regarded as one of the most lucrative tourism markets in the entire globe (Rahman et al., 2017; Muhamad et al., 2019; Ainin et al., 2020; El-Gohary, 2016). Therefore, when creating business strategies and plans, it is crucial that destinations, companies, and organizations involved in the travel industry take this market segment's needs, wants, and demands into account. As a result, it is crucial to comprehend the unique characteristics, requirements, and preferences of Muslim tourists (Oktadiana et al., 2016). Understanding the specific preferences of Muslim travelers may thereby benefit destinations, hospitality providers (i.e., hotels and restaurants), transportation services, and any other institutions involved in the tourism and hospitality industry (Battour et al., 2011). Many countries throughout the world market themselves as Muslim-friendly holiday destinations (Khan & Callanan, 2017). They support efforts made by the private sector to offer goods and services targeted at Muslims. Additionally, a lot of tourism-related businesses in some nations, like Malaysia and Turkey, have changed the goods and services they offer to meet the demand of Muslim tourists (Henderson, 2009). Hence, more research efforts geared toward understanding this important market segment are warranted (Ryan, 2016). Therefore, this study attempts to explain how Islamic culture will interact with tourism. The objectives of this kind of tourism are connected to the economy, society, and religion (Haq & Wong, 2010). As a result, the Islamic faith influences not just the host communities and tourist experiences but also how businesses are managed, tourism rules are formulated, and travel destinations are created. The cultural norms and values of Islam have an impact on consumer

* Corresponding author
E-mail address Nal-zboun@sharjah.ac.ae (N. Alzboun)

expectations, attitudes, preferences, and motives. Understanding and identifying the driving causes behind Muslim tourists' behavior is crucial. The reasons why people travel, as well as their happiness and intent to return, are closely related.

The main driver of human behavior is motivation, which is the desire to work toward a certain objective (Jang et al., 2009). When referring to consumer behavior, it reflects a person's desire for certain things, experiences, or services. According to Jang et al. (2009), Kasim et al. (2013), and Ryan (1998), travel motivation indicates a person's inclination, level of preparation, and desire to travel. To take use of the man-made and/or natural attractions that are situated outside of his usual domicile, a person is primarily motivated to travel. Recreational travel is one activity that Muslim travelers look for and engage in. This market segment strongly favors this kind of reputable tourism.

The rise of recreational tourism as a niche market has prompted researchers to take a variety of approaches to investigate the elements that influence travelers' decisions to engage in leisure activities (Funk & Bruun, 2007). Little research has been done on the factors that influence Muslim tourists to select leisure-based travel, despite being often explored in the tourism literature. (e.g., Yoon & Uysal, 2005; Prayag et al., 2017; Zhang et al., 2020). This study aims to fill this knowledge gap by investigating the significance of travel motivation, emotional response, and satisfaction in predicting attitudinal loyalty for Muslim leisure travelers. This will help recreation managers better understand leisure-based travel from the perspective of Muslim travelers.

1.1 Loyalty

The loyalty concept is of high relevance in leisure studies (Tsitskari et al., 2014), given that loyal tourists bring multiple benefits to recreational destinations such as profits generation, dissemination of recommendations, and opportunities for establishing relationship marketing (Zeithaml & Bitner, 2006; Alexandris et al., 2008). Retaining existing recreational travelers is also less expensive than attracting new ones (Zeithaml & Bitner, 2006). In a framework combining behavioral, attitudinal, and composite approaches, the understanding of the construct has developed (Oppermann, 2000). While the attitudinal approach focuses on the psychological stances that underlie behaviors as exemplified by travelers' sentiments, desirable comments, and intention to participate in a particular activity, behavioral loyalty concerns the frequency of participation in a specific recreational activity. In addition, the composite approach incorporates coveted attitudes toward a certain location over time in addition to repeated behavior (Oppermann, 2000; Alexandris et al., 2008).

However, the attitudinal approach is the most used measure of loyalty in recreation studies (e.g., Alexandris et al., 2004; Alexandris et al., 2009; Tsitskari et al., 2014). Since tourists may prefer novelty, they might not actually return after having a positive experience at their destination, according to supporters of this strategy (Boo et al., 2009). Given that attitudes are more consistent over time than behaviors, which can change because of outside influences, the attitudinal approach is thus intended to provide a comprehensive meaningful understanding of loyalty (Oppermann 2000; Joo et al., 2020). Travelers' recommendations also promise the benefits of increasing awareness of a destination, thereby impacting favorably on tourists' destination preferences and selection (Chi & Qu, 2008). Based on this, loyalty is operationalized in the current study as tourists' intent to revisit and recommend recreational destinations.

1.2 Satisfaction

For a variety of reasons, academics in the fields of tourism and hospitality have given the subject of visitor pleasure a lot of attention. First, Prayag et al. (2017) argue that it is crucial to the success of tourist destinations. Second, it has a significant impact on the survival of tourism products and how they affect behavioral results (Naidoo et al., 2011). Satisfaction has been defined as tourists' cognitive and/or emotional reactions resulting from evaluations of the consumption experiences (Baker & Crompton, 2000; Yuan & Jang, 2008). Hence, the central principle for understating tourists' satisfaction is the expectancy disconfirmation theory (Baker & Crompton, 2000; Yüksel & Yüksel 2001; Chen & Chen, 2010), whereby satisfaction formation is a function of comparison between tourists' expectations and the destination actual performance. Satisfaction and discontent are determined by a post-consumption assessment of whether the destination experience was better or worse than what was anticipated (Oliver, 1997). Either the global level or the attribute level of this evaluation procedure takes place (Prayag et al., 2017). In contrast to attribute-based satisfaction, which is concerned with tourists' opinions about several important service dimensions they encountered at the destination, global satisfaction is tourists' overall assessment of the aggregated destination experience (Chen and Chen, 2010). The global measure of satisfaction has frequently been used in tourism studies in the past to see how casual links are built with other factors (i.e., loyalty) (e.g., Bigné et al., 2001; Prayag et al., 2017).

According to several empirical studies (such as those by Bigné et al. (2002), Chen and Chen (2010), and Prayag et al. (2017), there are strong correlations between tourists' satisfaction and their commitment to a place. According to Yoon and Uysal (2005), Zabkar et al. (2010), and Prayag et al. (2017), travelers who are satisfied with their travel experiences are more likely to develop the desired commitment and affection toward a certain destination.

1.3 Extrinsic and Intrinsic Motivations

The idea of motivation has its roots in psychology research that explains people's actions in terms of their underlying wants (Pearce, 2005). Maslow's (1970) theory of human needs, which defines five categories of needs starting with the basic needs and moving on to safety, social needs, self-esteem, and self-actualization, thus serves as the fundamental foundation for understanding tourist motivation. The distinctiveness of such incentives in the context of tourism has later been explained using many study conceptualizations. Crompton (1979), for instance, listed several sociopsychological and cultural reasons why people travel for fun. Exploration, escape, relaxation, prestige, regression, kinship, and social interactions are some of the sociopsychological motives. Novelty and educational motives are examples of cultural motives. According to the two-dimensional model developed by Mannell and Iso-Aloha in 1987, people engage in tourist activities to satisfy both their need to flee (from, say, personal or interpersonal obstacles) and their need to seek rewards (from, say, personal or interpersonal rewards).

From a more general conceptual perspective, Dann (1981) presented the push-pull model, which offers a thorough synthesis of traveler motivations. Push factors are the underlying psychological motivations that propel travelers to take vacations, such as the need for leisure and novelty. On the other hand, pull factors refer to the allure of currently available tourism resources that encourage travelers to choose a certain area, such as beaches and cultural attractions. Although some authors claim that the push-pull model represents two separate decisions related to decision-making and destination selection (Klenosky, 2002; Prayag and Ryan, 2010), many empirical studies have used this model to provide an almost complete picture of all the factors influencing the travel processes (e.g., Jang & Cai, 2002; Yoon & Uysal, 2005; Funk & Bruun, 2007; Battour et al., 2017; Jaapar et al., 2017). So, in this study, this model has been employed.

According to several research (Battour et al., 2017; Giraldi, 2016; Devesa et al., 2010; Yoon & Uysal, 2005), post-trip visitor motives are a major factor in deciding how satisfied visitors are with their actual destination experience. In other words, a destination's qualities, and success in providing a high-quality consumer experience that satisfies visitors' diverse wants and desires are reflected in their level of satisfaction (Fang et al., 2008). Despite variations in how the construct is conceptualized, travel motivation is acknowledged as a crucial element underlying tourist behavior (Jang and Cai, 2002). Similar findings were made by Battour et al. (2017), who discovered a substantial connection between push-pull motives and visitor satisfaction.

The three elements of intrinsic motivation are interest or enjoyment, experienced pressure and tension, and a sense of relatedness. Ainley, Hidi, and Berndorff (2002) contend that interest and enjoyment are both psychological states and individual preferences. It makes sense to assume that reviewers who are particularly excited about or appreciative of something will devote a lot more time to related activities than those who are less enthused about it (Thomas, 1988), resulting in a more accurate and objective assessment. Therefore, it seems sensible to assume that interest and enjoyment are trustworthy behavioral indicators of intrinsic motives and serve as behavioral indicators of reviewers' motivations. Pressure and stress, on the other hand, are thought to be subpar predictors of internal drives. When they are under stress, they lack motivation. This suggests that the pressure to finish many evaluations quickly may have a negative impact on the caliber of the review provided.

1.4 Emotions

Psychologists have described emotions as unique affective states characterized by a string of strong feelings connected to a particular thing (Hosany, 2012), which can then influence propensities to act (Martin et al., 2008). As a result, the importance of emotions as a personal experience, a physiological component, and a behavioral reaction has been highlighted (Volo, 2017). Tourists' emotions have been investigated as a key component in destination experiences when applied to the tourism environment (Bigne et al., 2008). Authors concurred that travel experiences elicit a range of emotional reactions, some of which may vary as travelers use tourism services and goods (Volo, 2017). The terms "positive" and "negative" dimensions have traditionally been used to define these evoked emotions (e.g., del Bosque and San Martin 2008; Lee et al. 2008). However, this method has come under fire for failing to distinguish between the range of emotions that fall under each dimension (Prayag et al., 2017).

The 15 elements that make up the Hosany and Gilbert (2010) created Destination Emotion Scale represent the three emotions of joy, love, and pleasant surprise to give a complete picture of how tourists are feeling. Joy pertains to the feeling of pleasure that comes from engaging in consuming, whereas the love component shows how tourists improve tourist destinations. Finally, it is recognized that a surprise is a neutral emotion brought on by unexpected happenings. This study uses the concept of emotions established by Hosany and Gilbert (2010) to provide an overall understanding of tourists' experiences since scale validity makes it possible to understand the complexity of tourist emotions (Lee & Kyle, 2013).

Although few academic studies have focused on this aspect in the context of leisure travel, previous tourism studies have looked at the effects of emotional experiences on the formation of tourists' satisfaction (Rahmani et al., 2019; Ratnasari et al., 2021; Bigné et al., 2008; Hosany and Gilbert 2010; Ali et al., 2016). According to Prayag et al. (2017), travelers integrate affective memory traces that are left behind after having positive experiences at destinations to create post-consumption

judgments of satisfaction. Similar to this, Serra-Cantallops et al. (2018) demonstrated that happiness, love, and pleasant surprises can lead to contentment.

2. Hypotheses

Accordingly, the below hypotheses are formulated:

H₁: *Extrinsic motivation has a positive influence on satisfaction.*

H₂: *Intrinsic motivation has a positive influence on satisfaction.*

H₃: *Emotional experience has a positive influence on satisfaction.*

H₄: *Satisfaction has a positive influence on revisit intention.*

H₅: *The impact of extrinsic motivation on revisit intention is mediated by satisfaction.*

H₆: *The impact of intrinsic motivation on revisit intention is mediated by satisfaction.*

H₇: *The impact of emotional experience on revisit intention is mediated by satisfaction.*

3. Study Methodology

The target group, Muslim travelers in Jordan, was given a self-administered survey, which was developed. Because of time constraints that prevented a longitudinal examination, the type of survey used has a quantitative and cross-sectional design. (Dillman et al., 2009). To gather the necessary primary data, an online survey was created and sent to Jordanians via social media (Facebook, WhatsApp). 305 completed questionnaires were returned and used in the analysis. All study participants provided their informed permission. The participants were thanked on the last page, and it was emphasized that their answers would be kept private and anonymous. The study's instrument is divided into four sections: respondents' socioeconomic factors; their intrinsic motivations; their emotional experiences; their satisfaction; and their intention to return. Using a Five-Point-Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree), the final four questions of the survey were evaluated. The questionnaire was put through a pilot study to make sure respondents would understand the measuring scales used here. Considering the conclusions, many items' language and format were modified. The processes for data collection were conducted from March to April 2022. To address the research topics, this study used Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with AMOS version 23. In addition, the model fit for each latent variable was assessed using the goodness-of-fit indices of chi-square, the Comparative Fit Index (CFI), and the Root Mean Square Error of Approximation (RMSEA).

4. Findings

The demographic characteristics of the respondents are described in Table1, where female respondents made up 65.9% of the sample and middle-aged people made up 88.3% of the sample. Regarding the respondents' monthly income, many of the respondents (39.7%) make 500 JD or less. In addition, 71.8 percent of people travel for pleasure or vacation. Finally, according to the respondents' responses, most participants (73.1%) travel with their families and spend 1–7 days.

Table 1
Respondents profile.

Demographic	Categories	Frequency	%	Demographic	Categories	Frequency	%
Gender	Male	116	38%	Stay period	1-7 days	242	79.3%
	Female	189	62%		> 8 days	63	20.7%
	Total	305	100%		Total	305	100%
Level of income	less than 500 JD	121	39.7%	Traveling with	Alone	10	3.3%
	500-999 JD	88	28.9%		With Family Members	223	73.1%
	1000-1499 JD	24	7.9%		With Friends	42	13.8%
	1500-1999 JD	27	8.9%		Organized Tour	23	7.5%
	≤ 2000 JD	45	14.8%		Other	7	2.3%
	Total	305	100%		Total	305	100%
Purpose of visit	Leisure/holidays	219	71.8%	Age	18-29 years	124	40.7%
	Shopping	25	8.2%		30-39 years	70	23.0%
	Visiting friends and relatives	13	4.3%		40-49 years	75	24.6%
	Visiting Cultural and Heritage Sites	8	2.6%		50 years and above	36	11.8%
	Business	31	10.2%		Total	305	100%
	Other	9	3.0%				
	Total	305	100%				

5. Data Screening

A multivariate outliers check was done on the data. According to the Mahalanobis distance limit of 0.001 (Tabachnick & Fidell, 2007), 15 instances of out-of-range values were found and eliminated. A final sample size of 305 (using listwise deletion) and a ratio of more than 7 cases per variable (the minimum amount of data for factor analysis) met the requirements. Aside from that, skewness and kurtosis were used to test the multivariate normality assumption (see Table 3).

6. Exploratory factor analysis (EFA)

Using primary axis factoring and Promax (oblique) rotation, 26 recreational tourism-related items were examined. Five factors were identified through the study, which together accounted for 63.23% of the variance for the complete collection of variables. Due to the high loadings of the following items: Mot.5, and Mot.2, respectively, the first and second variables were referred to as intrinsic and extrinsic motivation. These variables accounted for 26.15% of the variance. Emotional experience and satisfaction were the third and fourth factors identified. The following items' high loadings on certain factors led to their designation as such: EE.4, ST3. This component accounted for 25.57% of the variance. Because the following items had high loadings, the fifth extracted factor was given the name "Revisit Intention." RI.4 was the factor that accounted for 11.51% of the variance.

Over 40% of the variables included share common characteristics, which is quite high. Bartlett's test of sphericity was significant (2 (561) = 7578.871, p .001) despite the KMO being.901 and the KMO being.901. Both results suggest that the variables are at least sufficiently related to allow for factor analysis. Using Cronbach's alpha, the internal consistency of each scale was evaluated. According to George and Mallery (2003), the alphas vary from (0.810) to (0.955), and it was praiseworthy. Based on the average of the items, composite scores were produced for each of the fifth criteria. Higher ratings meant that the tourism scale's factors were more significant. Intention to return was the factor most frequently reported in local tourism, and its distribution was negatively skewed, whereas extrinsic incentive was the factor least frequently reported and its distribution was favorably skewed. Table 3 provides descriptive information. In order to assume a normal distribution, the skewness and kurtosis were both well within acceptable bounds (Hair et al., 2010).

Table 2
Factor loadings, Cronbach's α, and commonalities based on a principal axis factoring with Promax rotation for 26 items from the tourism scale (N =305)

Factors	Cronbach's α	Factor loadings						Communalities
Intrinsic motivation	**.810**							**Communalities**
Mot.5	------	------	------	-----	.830	------	------	.582
Mot.3	------	------	------	-----	.678	------	------	.410
Mot.1	------	------	------	-----	.656	------	------	.563
Mot.4	------	------	------	-----	.587	------	------	.671
Extrinsic motivation	**.894**							
Mot.2	-----	.934	------	-----	------	------		.469
Mot.13	-----	.863	------	------	------	------		.538
Mot.11	-----	.822	------	------	------	------		.435
Mot.6	-----	.694	------	------	------	------		.487
Mot.9	-----	.649	------	------	------	------		.729
Mot.12	-----	.550	------	------	------	------		.817
Emotional Expr	**.952**							
EE.4	------	------	.957	------	-----	------		.863
EE.5	------	------	.906	------	-----	------		.674
EE.2	------	------	.894	------	-----	------		.941
EE.1	------	------	.800	------	-----	------		.911
EE.3	------	------	.705	------	-----	------		.661
EE.6	------	------	.569	------	-----	------		.504
Satisfaction	**.904**	------	------	------	-----	------		.622
St.3	------	------	------	------	.892	------		.832
St.1	------	------	------	------	.656	------		.801
St.2	------	------	------	------	.616	------		.600
St.4	------	------	------	------	.560	------		.655
Revisit intention	**.955**							
RI.4	------	------	------	-----	------	.963		.628
RI.6	------	------	------	-----	------	.936		.774
RI.5	------	------	------	-----	------	.896		.751
RI.3	------	------	------	-----	------	.810		.500
RI.1	------	------	------	-----	------	.689		.663
RI.2	------	------	------	-----	------	.561		.498

Note. Factor loadings < .4 are suppressed.

Table 3
Descriptive Statistics of the model (N =305)

Factors	Items	M(SD)	Skewness	Kurtosis
Intrinsic motivation	4	4.03 (.692)	-.134	.790
Extrinsic motivation	6	2.97(.923)	.057	-.989
Emotional Expr	6	4.12 (.964)	-.029	.372
Satisfaction	4	3.14 (.705)	-.٢48	-.003
Revisit intention	6	4.24(.954)	-.394	1.345

7. Measurement Model Fit

The James, Muliak, and Brett (1983) two-step methodology will be used for this inquiry. In this method, the measurement model(s) are examined to determine the degree of model-data fit, then a structural model analysis is performed (Vehkalahti, 2011). Using the Maximum Likelihood (ML) estimate technique, the CFA was performed to ensure the convergent and discriminant validity of the constructs. The CFA findings showed that the measurement model adequately described the data ($\chi 2$= 491.491, $\chi 2$/df=1.755, CFI=0.962, SRMR =0.053, RMSEA=0.055, and Pclose=.147). All the goodness-of-fit indices for model constructs were also within the optimal range provided by Gaskin & Lim, 2016, and Hu & Bentler, 1999. According to Table (5), the findings show an excellent model fit. All factor loadings, as shown in Table II, were greater than 0.5, and the crucial ratio of regression weights (t-values) for each indicator were higher than the threshold range of ±1.96 and was statistically significant (p<.001).

Table 4
Parameter estimates and regression weights for LT scale.

Indicators			SRW	URW	S.E.	T-value	P
RI.4	←	Revisit intention	.936	1.000	------	------	------
RI.6	←	Revisit intention	.861	.828	.040	20.779	***
RI.5	←	Revisit intention	.855	.894	.044	20.394	***
RI.3	←	Revisit intention	.835	.931	.048	19.325	***
RI.1	←	Revisit intention	.799	.917	.052	17.607	***
RI.2	←	Revisit intention	.694	.987	.073	13.611	***
Mot.12	←	Extrinsic motivation	.877	1.000	------	------	------
Mot.11	←	Extrinsic motivation	.857	.984	.059	16.580	***
Mot.13	←	Extrinsic motivation	.746	.877	.052	16.816	***
Mot.6	←	Extrinsic motivation	.727	.788	.060	13.107	***
Mot.9	←	Extrinsic motivation	.659	.767	.067	11.479	***
Mot.2	←	Extrinsic motivation	.609	.650	.063	10.267	***
EE.4	←	Emotional expr.	.972	1.000	------	------	------
EE.2	←	Emotional expr.	.913	.909	.030	30.228	***
EE.1	←	Emotional expr.	.835	.844	.038	21.986	***
EE.5	←	Emotional expr.	.959	.986	.025	39.520	***
EE.3	←	Emotional expr.	.799	.901	.046	19.606	***
EE.6	←	Emotional expr.	.783	.913	.049	18.673	***
Mot.4	←	Intrinsic motivation	.791	1.000	------	------	------
Mot.3	←	Intrinsic motivation	.754	.769	.065	11.816	***
Mot.5	←	Intrinsic motivation	.670	.836	.080	10.395	***
Mot.1	←	Intrinsic motivation	.762	.932	.078	11.940	***
St.3	←	Satisfaction	.788	.902	.063	14.270	***
St.1	←	Satisfaction	.819	1.000	------	------	------
St.2	←	Satisfaction	.934	.990	.055	17.895	***
St.4	←	Satisfaction	.647	.888	.081	10.963	***

Table 5
Goodness-of-fit indices of the measurement and structural models.

$\chi 2$= 504.524, $\chi 2$/df= 1.783, CFI= 0.960, SRMR = 0.059, RMSEA= 0.056, and Pclose= 0.104

Model	$\chi 2$	DF	$\chi 2$/DF	CFI*	SRMR*	RMSEA*	P Close*
Measurement Model	491.491	280	1.755	0.962	0.053	0.055	0.147
Structure model	504.524	283	1.783	0.960	0.059	0.056	0.104
Threshold	--	--	Between 1 and 3	>0.95	<0.08	<0.06	>0.05
Interpretation	--	--	Excellent	Excellent	Excellent	Excellent	Excellent

* Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin. Gaskination's StatWiki.

The path diagram demonstrated how modification indices (MIs) for highly correlated indicators were confirmed to modify the general model and produce a model that fits the data better. Using (MI) to update the model, measurement errors were correlated (Fig. 1). No indication was eliminated from the measurement model before the model was revised since the factors loading had a positive value. Additionally, all factor loadings were higher than the predetermined threshold of 0.30 (Gaskin, 2016). All elements were retained for the measurement model of the tourism scale due to the results that were obtained.

Also, Fig. 1 depicts the revised measurement model for the endogenous and exogenous variables "**Intrinsic motivation, Extrinsic motivation, Emotional Experience, Satisfaction, Revisit Intention**". As Fig. 1 illustrates, five factors were measured by 26 items. Emotional Experience was measured using (6) items but Intrinsic motivation, Extrinsic motivation factors were measured through (6, 4) items to each factor, finally, both Satisfaction and Revisit Intention factors were reflected through (4, 6) items, respectively.
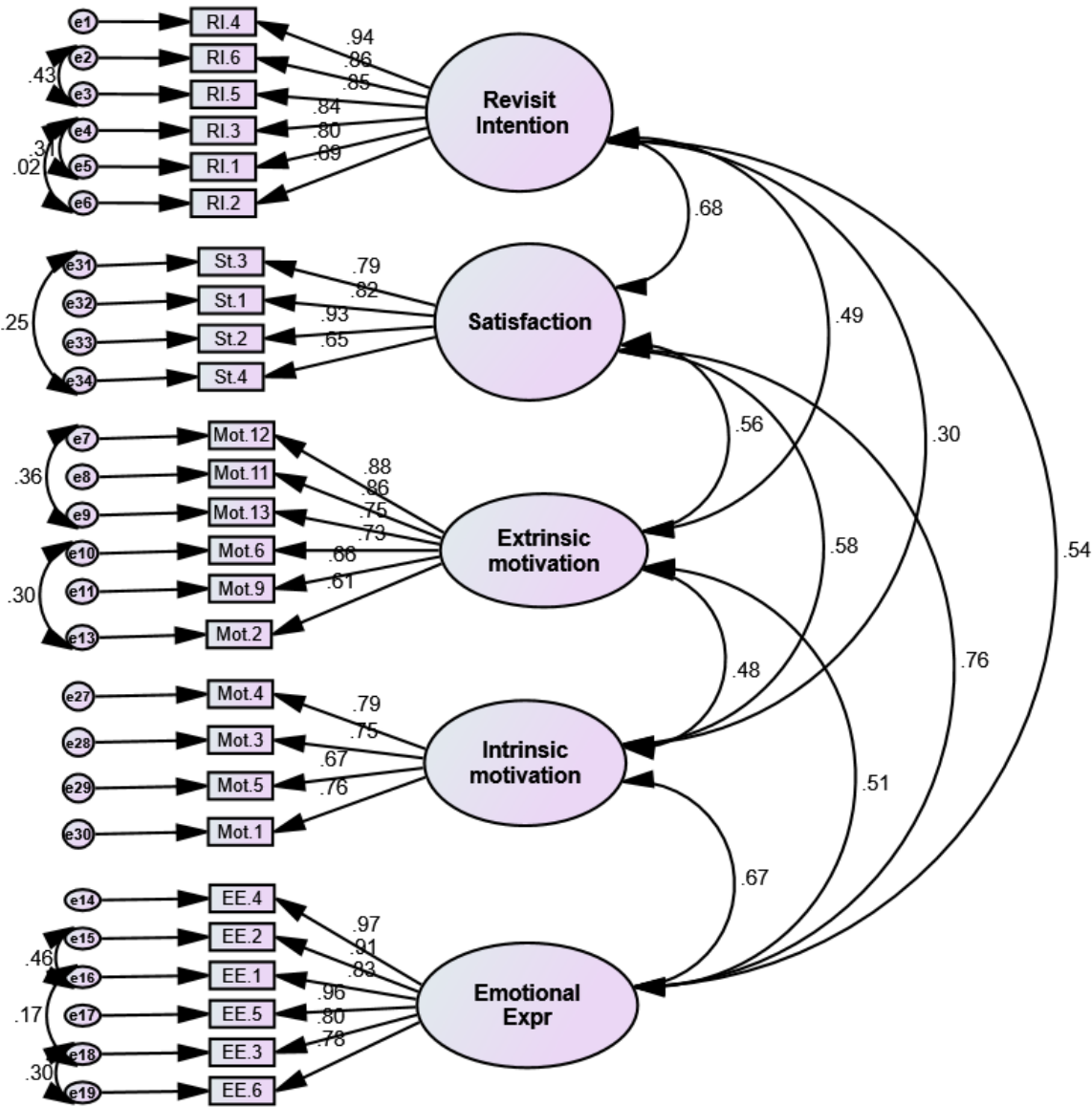

Fig. 1. Revised Measurement Model for Local tourism

8. Discriminant validity, convergent validity, and Composite Reliability

According to MacKenzie et al. (2011) and Shaffer et al. (2016), Table 6 demonstrates that the Composite Reliability (CR) of five latent components is better than 0.70 and the Average Variance Extracted (AVE) above 0.50, indicating extremely good construct reliability and convergent validity, respectively. The discriminant validity between the two latent constructs is also established based on the AVE greater than MSV for variables and MaxR(H)> 70 (Najera, 2019) and (Shaffer, and DeGeest, 2016). latent variables correlated with itself greater than outside variables. see Table 6.

Table 6
Discriminant Validity, Convergent Validity, and Composite Reliability

Factors	CR	AVE	MSV	MaxR(H)	Revisit Intention	Extrinsic motivation	Emotional Experience	Intrinsic motivation	Satisfaction
Revisit Intention	0.931	0.695	0.467	0.946	0.833				
Extrinsic motivation	0.885	0.565	0.312	0.907	0.491***	0.752			
Emotional Experience	0.953	0.775	0.574	0.975	0.537***	0.510***	0.880		
Intrinsic motivation	0.833	0.556	0.455	0.838	0.303***	0.480***	0.674***	0.746	
Satisfaction	0.878	0.645	0.574	0.918	0.683***	0.558***	0.758***	0.575***	0.803

*** $p < 0.001$, * Composite Reliability = (CR)> 0.70, Average Variance Extracted= AVE >0.50, Maximum Shared Variance= AVE >MSV; McDonald Construct Reliability= MaxR(H)>70

9. Structural model

After validating the measurement model of the study, the structural model was developed. All mediators, endogenous variables, exogenous variables, and measurement error terms were incorporated in the structural model. All the latent constructs' first-order factors were also included. The structural model's links between internal and external motivation, emotional experience, satisfaction, and revisit intention. To demonstrate the significance of the hypotheses, trajectories, and explanatory power of the models, the R^2 and beta values for the endogenous variable were determined. The analysis was performed by converting the measurement model into a structural model and showed a good fit model according to Hair et al. (2010), and Gaskin (2018) where, $\chi2= 504.524$, $\chi2/df= 1.783$, CFI= 0.960, SRMR = 0.059, RMSEA= 0.056, and Pclose= 0.104 without the need for improvement or modification (see Fig. 2 and Table 7).

Also, the coefficient of determination (R^2) for satisfaction was 0.62 indicating that Intrinsic motivation, Extrinsic Motivation, and Emotional Experience explained 62% of the variance in satisfaction, and satisfaction explained 48% of the variance in revisit intention. The structural model results showed that all paths in the structural model were statistically significant ($p<0.001$) and in the positive direction, except for only one path which is the path between (Intrinsic motivation → satisfaction) was insignificant at ($p<0.05$).
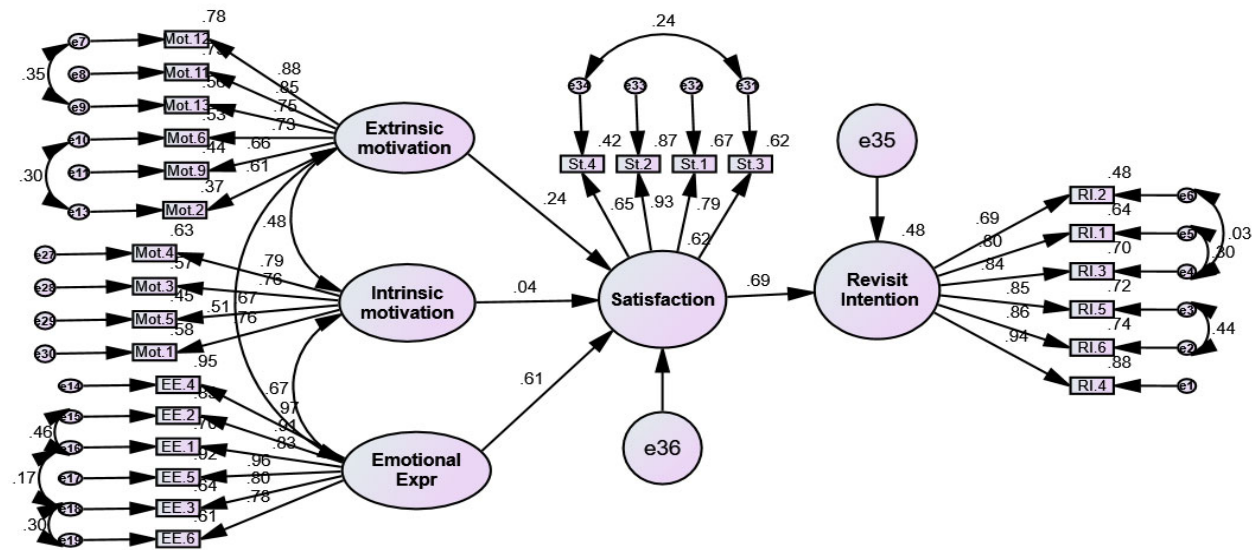

Fig. 2. Structural model

Table 7 provides the standardized estimated coefficients, t-value, and significant levels that are used to decide whether to accept or reject the proposed hypotheses. Table 7 shows extrinsic motivation and emotional experience have a positive direct impact on satisfaction (standardized coefficient=0.239; t=4.082; P<0.001, and standardized coefficient 0.613; t=8.359; P<0.001, respectively), thus supporting H1 and H3. In addition, satisfaction has a positive direct impact on revisit intention (standardized coefficient=0.690; t=11.181; P<0.001), thus supporting H4. Finally, the results show that intrinsic motivation has an insignificant impact on satisfaction (standardized coefficient=0.039; t=0.538; P<0.05), thus, H2 is not supported.

Table 7
Summary of hypothesis testing results

Hypothesis path description			SRW*	URW*	S.E.*	T value	P	Results
Extrinsic motivation	→	Satisfaction	.239	.134	.033	4.082	***	Supported
Intrinsic Motivation	→	Satisfaction	.039	.036	.066	.538	.591	Not Supported
Emotional Experience	→	Satisfaction	.613	.475	.057	8.359	***	Supported
Satisfaction	→	Revisit Intention	.690	.641	.057	11.181	***	Supported

Note: **$p<0.01$; ***$p<0.001$, SRW=Standardized Regression Weights, URW= Unstandardized Regression Weights, S.E.= Standard Error

Table 8 presents the indirect effect of the latent independent variables on the dependent variables. Extrinsic motivation has a significant indirect effect on revisit intention mediated by satisfaction with 0.086. Moreover, emotional experience has a significant indirect impact on revisit intention mediated by satisfaction with 0.304. Furthermore, results provide support for hypotheses 5, and 7, which referred to the indirect relationship between extrinsic motivation, emotional experience, and revisit intention mediated by satisfaction. Table 8 illustrates that satisfaction mediates extrinsic motivation - revisit intention and emotional experience - revisit intention relationships. (b= 0.086, and b=0.304 respectively, $P<0.01$).

Table 8
Direct, Indirect effect, Total indirect effect, Total indirect

Hypothesis path description	Indirect effect(mediator)	Results	Hypotheses
EM →ST →RI	.086	**	H5 supported
IM →ST →RI	.023	NS	H6 not supported
EE →ST →RI	.304	**	H7 supported

**=$P<0.01$, NS= not significant, all P values calculated using the bias-corrected bootstrap procedure. EM "Extrinsic motivation, IM "Intrinsic Motivation", EE "Emotional Experience", ST "Satisfaction", and RI "Revisit Intention".

10. Discussion of findings

This study aims to model the intentional behavior of Muslim travelers conducting domestic tourism in Jordan. It measures the influence of motivation (intrinsic and extrinsic), and emotional experience on satisfaction (mediator), and how satisfaction affects revisit intentions. The quantitative findings revealed from the structural equation modeling revealed that Muslim travelers' revisit intention is directly affected by visitor satisfaction and indirectly by extrinsic motivation and emotional experience of visitors. The satisfaction construct acted as a mediator between visitor motivation and emotions and revisit intention. Intrinsic motivation shows an insignificant effect on both satisfaction and revisits intention.

Extrinsic motivation significantly contributed to visitors' satisfaction. Their expectations of visiting domestic destinations have exceeded their perceptions. These motivations included the impact of visitors' desire to explore new places, increase their knowledge and information, build new friendships, and acquire belonging feelings, in addition to exploring their skills. This means that visitors are motivated to do untraditional travel (i.e., relaxation and recuperation) to acquire new experiences. This finding is in line with the claim that socio-psychological motives including exploration and cultural motives including novelty and educational factors motivate visitors to travel and explore new sites and get new experiences and then feel satisfied. This is concurrent with previous studies' findings (i.e., Battour et al., 2017; Giraldi, 2016; Devesa et al., 2010; Yoon & Uysal, 2005).

As for the emotional experience, results revealed that Muslim travelers have gained significant emotions to feel satisfied with their visit and intend to re-visit. They agreed that they felt delighted, happy, excited, and pleased to experience tourism in Jordan. These feelings lead to another feeling, satisfaction. Feeling satisfied in turn leads to positive behaviors of visitors including their recommendations of the destination to others, revisiting, and saying positive things about it. This means that visiting a place where customers can explore new things and be educated in a novel experience will contribute to visitors' emotional status and in turn will lead to their satisfaction. This result is in the same vein as (Bigné et al., 2008; Rahmani et al., 2019; Hosany & Gilbert, 2010; Ali et al., 2016).

11. Conclusion

Around the world, people are becoming more and more conscious of the value of leisure and recreation activities for both individuals and communities. A wide range of ages, cultures, and religions may be drawn to recreational activities. Providers of leisure services and recreational activities in collectivist cultures should be aware of how the general population views leisure and recreation in order to create goods, initiatives, and services that support that viewpoint (Mgonja, 2020). But do Muslim leisure travelers' travel intentions, travel experiences, happiness, and travel behavior and loyalty differ from those of Western travelers? Therefore, the current study's goal is to investigate how revisit intention for Muslim leisure travelers is affected by travel motivation (both intrinsic and extrinsic), emotional experience, and satisfaction. According to the findings, emotional experiences and extrinsic motives have a good direct impact on satisfaction and an indirect impact on the inclination to return.

This study contributes to the extant knowledge of recreational travel within different settings. The findings provide evidence from a Muslim country where religious values and cultures play a crucial role in planning their leisure activities and motivate them to visit and explore new places and cultures. The study has adapted and tested a rigorous model using an advanced statistical technique (structural equation modeling) and hence this research model can be validated and tested in other countries and cultures.

Regarding the practical ramifications, it is essential to comprehend why people travel to predict future travel trends and consumer viewpoints. The results of the present study offer recommendations to marketers and travel agents who may arrange trips for Muslim tourists. It provides them with a list of the causes Muslin tourists look for in order to feel content and return to the same or comparable locations. Exploring new places and gaining novel experiences are two main factors that influence Muslim traveler satisfaction and foster their revisit intention. Emotional experience is another determinant factor that predicts their satisfaction and loyalty behaviors. Tour operators and travel agencies should pay considerable attention to these factors if they want to increase their shares of the Muslim travel market. Marketers would use these factors to motivate the Muslim community to travel and feel satisfied and repeat their visits.

12. Limitations and future research

The current study has adopted a familiar model to explore the travel behavior of Muslim travelers. Calls for new research that can develop the research model and add new factors relevant to Muslim culture are called for. Testing this research model in other Muslim countries could help generalize its outcomes. Comparing the recreational travel model of this study with a Western model could help explore the differences through cultures.

References

Alexandris, K., Kouthouris, C., Funk, D., & Giovani, C. (2009). Segmenting winter sports tourists by motivation: The case of recreational skiers. *Journal of Hospitality Marketing and Management*, *18*, 1-20.

Alexandris, K., Kouthouris, C., Funkc, D. & Chatzigianni, E. (2008). Examining the relationships between leisure constraints, involvement, and attitudinal loyalty among Greek recreational skiers. *European Sport Management Quarterly*, *8*(3), 247-264.

Ali, F., Amin, M. & Ryu, K. (2016). The role of the physical environment, price perceptions, and consumption emotions in developing customer satisfactions in Chinese resort hotels. *Journal of Quality Assurance in Hospitality and Tourism*, 17(1), 45-70.

Ainin, S., Feizollah, A., Anuar, N. B., & Abdullah, N. A. (2020). Sentiment analyses of multilingual tweets on halal tourism. *Tourism Management Perspectives, 34*, 100658.

Baker, D., & Crompton, J. (2000). Quality, Satisfaction, and Behavioral Intentions. *Annals of Tourism Research*, *27*(3), pp.785-804.

Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017). Islamic tourism: an empirical examination of travel motivation and satisfaction in Malaysia. *Current Issues in Tourism*, *20*(1), 50-67.

Bigné, J., Sánchez, M. and Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behavior: inter-relationship. *Tourism Management*, *22*(6), 607-616.

Bigné, J., Mattila, A. and Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing, 22*(4), 303-315. doi:10.1108/08876040810881704.

Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, *30* (2), 219–231.

Chen, C., & Chen, F. (2010). Experience quality, perceived value, satisfaction, and behavioral intentions for heritage tourists. *Tourism Management*, *31*(1), 29-35.

Chi, C., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636. https://doi.org/10.1016/j.tourman.2007.06.007.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.

Dann, G. M. S. (1981). Tourist motivation and appraisal. *Annals of Tourism Research*, *8*(2), 187- 219.

Del Bosque, I., & Martin, H. (2008). Tourist satisfaction: A cognitive-affective model. *Annals of Tourism Research*, *35*(2), 551–573.

Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, *31*(4), 547-552.

El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives, 19*, 124-130.

Fang, M., Yodmanee, T., & Muzaffer, U. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of Vacation Marketing*, *14*(1), 41.

Funk, D.C., & Bruun, T. (2007). The role of socio-psychological and culture-education motives in marketing international sports tourism: a cross-cultural perspective. *Tourism Management*, *28*, 806 819.

Giraldi, A. (2016). Understanding the motivation of repeat visitors to Rome. *European Journal of Tourism Research, 13*(1), 43–57.

Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2010). *Multivariate Data Analysis*. 7th ed., Prentice-Hall, Englewood Cliffs, NJ.

Henderson, J. C. (2009). Islamic tourism reviewed. *Tourism Recreation Research, 34*(2), 207-211.

Hosany, S. (2012). Appraisal Determinants of Tourist Emotional Responses. *Journal of Travel Research*, *51*(3), 303-14.

Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experience towards hedonic holiday destinations. *Journal of Travel Research*, *49*(4), 513-526.

Jaapar, M., Musa, G., Moghavvemi, S., and Saub, R. (2017). Dental tourism: Examining tourist profiles, motivation, and satisfaction. *Tourism Management*, *61*, 538–552.

James, L. R., Mulaik, S. A., & Brett, J. M. (1983). *Causal analysis: Assumptions, models, and data.* Beverly Hills (Calif.): Sage.

Jang, S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research, 33*(1), 51-73.

Jang, S., & Cai, L. A. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Journal of Travel & Tourism Marketing*, *13*(3), 111-133.

Joo, D., Woosnam, K., Lee, S., & Lee, C. (2020). Destination loyalty as explained through self-congruity, emotional solidarity, and travel satisfaction. *Journal of Hospitality and Tourism Management, 45*, 338-347.

Haq, F., & Wong, H.Y. (2010). Is spiritual tourism a new strategy for marketing Islam? *Journal of Islamic Marketing*, *1*(2), 136-148.

Khan, F., & Callanan, M. (2017). *The "Halalification" of tourism. Journal of Islamic Marketing, 8*(4), 558-577.

Klenosky, D. (2002). The "Pull" of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research, 40*(4), 385-395.

Mannell, R. C., & Iso-Ahola, S. E. (1987). Psychological nature of leisure and tourism experience. *Annals of Tourism Research*, *14*, 314–331.

Martin, D., O'Neill, M., Hubbard, S., & Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioral intentions. *Journal of Services Marketing*, *22*(3), 224–236

Maslow, A. H. (1970). *Motivation and Personality*. New York: Harper & Row.

Mgonja, J. T. (2020). Leisure and recreation in non-western societies: critical perspectives and implications for future research. *World Leisure Journal, 62*(3), 261-271.

Muhamad, N. S. A., Sulaiman, S., Adham, K. A., & Said, M. F. (2019). Halal tourism: literature synthesis and direction for future research. *Pertanika Journal of Social Science and Humanities, 27*(1), 729-745.

Naidoo, P., Ramseook-Munhurrun, P. & Seegoolam, P. (2011). An assessment of visitor satisfaction with nature-based tourism attractions. *International Journal of Management and Marketing Research, 4*(1), 87-97.

Lee, K. L., Lee, C. K., Lee, S. K., & Babin, B. J. (2008). Festival escapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, *61*(1), 56–64.

Lee, J., & Kyle, G. (2013). The Measurement of Emotions Elicited within Festival   Contexts: A Psychometric Test of a Festival Consumption Emotions (FCE) Scale. *Tourism Analysis*, *18*(6), 635-649.

Oktadiana, H., Pearce, P. L., & Chon, K. (2016). Muslim travelers' needs: What don't we know? *Tourism Management Perspectives, 20*, 124-130.

Oliver, Richard L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. New York: McGraw-Hill.

Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, *39*, 78 – 84.

Pearce, P. L. (2005). Tourist Behavior: Themes and Conceptual Schemes. Channel View Publications.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54. https://doi.org/10.1177/0047287515620567.

Prayag, G., & Ryan, C. (2010). The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach. *Current Issues in Tourism*, *14*(2), 121–143.

Rahman, M. K., Zailani, S., & Musa, G. (2017). What travel motivational factors influence Muslim tourists towards MMITD? *Journal of Islamic Marketing*, *8*(1), 48-73.

Rahmani, K., Gnoth, J., & Mather, D. (2019). A psycholinguistic view of tourists' emotional experiences. *Journal of Travel Research*, *58*(2), 192-206.

Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2021). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*, *12*(4), 864-881.

Ryan, C. (2016). Halal tourism. *Tourism Management Perspectives, 19*, 121–123. http://dx.doi.org/10.1016/j.tmp.2015.12.014.

Serra-Cantallops, A., Ramon-Cardona, J. and Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Span. J. Mark*, 22, 142–162.

Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). *Using multivariate statistics* (Vol. 5, pp. 481-498). Boston, MA: Pearson.

Tsitskari, E., Antoniadis, Ch. & Costa, G. (2014). Investigating the relationship among service quality, customer satisfaction, and psychological commitment in Cyprian fitness centers. *Journal of Physical Education and Sport*, *14*(4), 79, 514 – 520.

Volo, S. (2017). Emotions in Tourism: from Exploration to Design. Design Science in Tourism. Foundations of Destination Management, edited by Daniel R. Fesenmaier and Zheng Xiang. Springer International Publishing: Switzerland.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, *26*(1), 45-56.

Yuan, J., & Jang, S. (2008). The effects of quality and satisfaction on awareness and behavioral intentions: Exploring the role of a wine festival. *Journal of Travel Research*, *46*(3), 279-288.

Yuksel, A., & Yuksel, F. (2001). Measurement and Management Issues in Customer Satisfaction Research: Review, Critique, and Research Agenda: Part Two. *Journal of Travel & Tourism Marketing*, *10*(4), 81-111.

Zabkar, V., Brencic, M. M., & Dmitrovic, T. (2010). Modeling perceived quality, visitor satisfaction, and behavioral intentions at the destination level. *Tourism Management*, *31*(4), 537-546.

Zhang, M., Tian, D., Wang, Q., and Law, R. (2020). Influence of Cultural Identity on Tourists' Authenticity Perception, Tourist Satisfaction, and Traveler Loyalty. *Sustainability*, *12*(16), 6344. https://doi.org/10.3390/su12166344

Zeithaml, V.A., & Bitner, M.J. (2006). *Services marketing: Integrating customer focus across the firm*. New York: McGraw-Hill.