

**ASSESSING THE RELATIONSHIP BETWEEN TOURISM
MARKETING MIX, TOURISM QUALITY STANDARDS
AND IMAGE ON SATISFACTION AND LOYALTY IN
JORDAN CURATIVE TOURISM**

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By

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
in Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

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ABSTRACT

Curative tourism is a unique type of tourism that offers various therapeutic properties for healing diseases and maintaining health. In Jordan, this sector contributes significantly towards the country's GDP. This study was conducted to accomplish five objectives; to examine which of the marketing mix components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine which of the quality standards components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine which of the destination image components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine the relationship between tourist satisfaction and tourist loyalty in destination curative tourism, and to examine tourist satisfaction mediating effect on marketing mix, quality standards, and image and destination loyalty. The research framework was based on Oliver's Theory of Loyalty and was developed to study curative tourism customer satisfaction and loyalty in Jordan. Questionnaires were distributed to 950 local and international tourists at four tourist attraction sites, i.e. AlHemmah (North), Dead Sea (Central), Ma'in (East), and Afra (South). Out of 950 questionnaires, 690 were collected (representing a 73% response rate). Exploratory factor analysis was applied to validate the construct, and all hypotheses were tested through multiple regression. Twenty-two of 30 sub-hypotheses were supported revealing that tourist satisfaction in curative tourism partially mediates place, safety and security, travel environment, price and value, and natural attraction, whereas tourist satisfaction fully mediates harmony. The study contributed to the literature by revealing that tourist satisfaction mediates the relationships between tourism marketing mix, quality standards, and destination image, and destination loyalty. Additionally, tourist satisfaction also is positively linked to tourist loyalty towards curative tourism in Jordan.

Keywords: Curative Tourism, Marketing, Satisfaction, Loyalty, Jordan

ABSTRAK

Pelancongan kuratif adalah sejenis pelancongan unik yang menawarkan pelbagai kaedah rawatan terapeutik untuk penyembuhan penyakit dan pemeliharaan kesihatan. Di Jordan, sektor ini menyumbang secara signifikan ke atas Keluaran Dalam Negara Kasar (KDNK) negara. Kajian ini dijalankan bagi mencapai lima objektif; mengenal pasti komponen campuran pemasaran mana yang mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong dalam destinasi pelancongan kuratif; mengenal pasti komponen piawaian kualiti yang mana mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong kepada destinasi pelancongan kuratif; mengenal pasti komponen imej destinasi yang mana mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong kepada destinasi pelancongan kuratif; mengenal pasti perhubungan di antara kepuasan pelancong dan kesetiaan pelancong kepada destinasi pelancongan kuratif; dan mengenal pasti kesan perantaraan kepuasan pelancong ke atas campuran pemasaran, piawaian kualiti, dan imej, dan kesetiaan ke atas destinasi. Rangka kerja kajian ini dibangunkan berdasarkan teori kesetiaan Oliver bagi mengkaji kepuasan dan kesetiaan pelancong kuratif di Jordan. Sebanyak 950 soal selidik telah diedarkan kepada pelancong tempatan dan antarabangsa di empat kawasan tarikan pelancong, i.e. AlHemmah (Utara), Laut Mati (Tengah), Ma'in, (Timur) dan Afra (Selatan). Daripada jumlah tersebut, hanya 690 sahaja yang digunakan untuk analisis (mewakili 73% kadar maklum balas). Analisis faktor penerokaan telah diguna untuk mengesahkan konstruk dan kesemua hipotesis telah diuji melalui regresi kepelbagaian. Sebanyak 22 daripada 30 sub-hipotesis disokong di mana ini menunjukkan bahawa kepuasan pelancong dalam pelancongan kuratif menjadi perantara separa kepada tempat, keselamatan, persekitaran, pengembaraan, harga dan nilai, dan tarikan semula jadi. Manakala kepuasan pelancong menjadi perantara sepenuhnya ke atas elemen harmoni. Kajian ini menyumbang kepada sorotan karya dengan mendedahkan bahawa kepuasan pelancong menjadi perantara dalam hubungan di antara campuran pemasaran pelancong, piawaian kualiti, dan imej destinasi dan kesetiaan destinasi. Selain itu, kepuasan pelancong juga didapati berhubung secara positif dengan kesetiaan pelancong terhadap pelancongan kuratif di Jordan.

Kata Kunci: Pelancongan Kuratif, Pemasaran, Kepuasan, Kesetiaan, Jordan

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LIST OF ABBREVIATIONS

MOTA	Ministry of Tourism and Antiquities
JTB	Jordan Tourism Board
TQM	Total quality management
WOM	Word Of Mouth
SGC	Statistic General Circle
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
PCA	Principal Components Analysis
MSA	Measure Of Sampling Adequacy
AVE	Average Variance Extracted
KMO	Kaiser-Meyer-Olkin
SPSS	The Statistical Package for the Social Science

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

In today's ever-evolving marketplace, tourism is considered as one of the largest and fastest growing global economic sectors. It is a significant contributor to national and local economies around the world and is increasingly promoted as having an important role in contributing to development goals. According to Edgell, Allen, Ginger & Swanson, (2008, p. 2), "tourism" is inherently a complex field difficult to define, resisting comparability within itself and with other industries". Finding a general definition of tourism is not an easy task, primarily because of the diverse facets of tourism which holds different perspectives (Bogari, 2002).

Ritchie (2003) claims that there are various elements that defines tourism which ranges from tourists themselves, to the tourism industry and even to the host community or destination. This has been expounded by Goeldner and Ritchie (2006, p. 6) When they defined tourism as "the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors".

Curative tourist destinations are one of the most popular industries in tourism which is considered as the type of tourism that offers various therapeutic properties for healing

diseases and maintaining health. Basically, this type of tourism involves natural elements, such as hot and curative springs, mud baths and wraps, herbs, as well as exposure to the sun, dry climate and salt lakes like the Dead Sea in Jordan for rejuvenating health. These destinations' importance takes the limelight when considering the fact that as the world's population is becoming older and individuals are increasingly getting inflicted with various diseases transforming these curative destinations into a paradise for people in need of curative healings.

Conversely, with the international trend towards the concept of natural treatment is becoming the current vogue, scientists, physicians and therapists have attempted to study and explore natural therapy; a therapy that involves the healing treatment of many diseases associated with old age, through the use of pure curative resources such as gases and mud.

More importantly, this industry promotes international understanding and gives support to local handicrafts and cultural activities, therefore, it occupies an important segment of a country's economy, particularly when considering its contributions towards foreign exchange earnings, generation of additional income and creation of employment opportunities.

In line with the introduction of this research, this chapter presents the definition and background of curative tourism in Jordan, the problem statement, the research questions, the research objectives, the significance as well as the scope of this study. This chapter ends with the organization of the remaining chapters.

1.2 Background of the Study

In Jordan, the hot curative water treatments have a long history of evidence, which shows human habitation near the springs in Jordan. These hot water springs are located in various regions of Jordan, from north to south, where people's day to day lives depend on them whether for drinking or in some instances, for curative water treatments.

In Jordan, the tourism industry contributes 11% of the GDP and operates more than 41,900 workers in different tourism activity and the sector plays a prominent role in the development of the country (MOTA, 2010). This industry helps reduce migration to the city and contributes to the elimination of poverty and unemployment problems in Jordan. In addition, it offers a wide variety of tourist attractions and activities, such as the Gulf of Aqaba beach resorts, the Dead Sea, the thermo-curative springs in the Jordan Valley, horse and camel riding, religious sites at Mont Nebo, Jesus Baptismal Site near the River Jordan, the Islamic shrines in the Jordan Valley and the ruins from different historical periods. The attractions also include Petra, which is one of the seven wonderful sites in the world's structure of the 4th century AD, the city of Jerash Greco-Roman of the 1st century AD and the Umayyad Arab castles in the Jordan desert from the 6th century. Besides, Jordan's location itself creates another kind of importance; it joins the west with the east.

An early period of history had built its richness of several Roman and Islamic sites. In addition, the late King Hussein mentioned that Jordan is considered as the cradle of civilization; in an area and a world of intolerance, the people, i.e. the believers of one God, live in peace and total harmony as members of one family (Ministry of Tourism and

Antiquities (MOTA, 2008). Jordan is characterized by its excellent safety and security, and perceived as one of the safest destinations in the region (Blanke & Mia, 2007).

Jordan leverages its historical and archaeological ruins when it comes to tourist attractions. This type of tourism constitutes 70% of the overall inbound tourism flowing into the country. Like many countries, Jordan is highly interested in curative tourism especially in areas where they have curative water destinations, and where they can develop their infra and superstructures to cope with the vast international demands. This kind of development can be seen by visitors in places such as the Dead Sea and Ma'in (Ministry of Tourism and Antiquities (MOTA, 2009). This attention is due to the great importance of curative tourism in completing medical treatment, which patients receive in hospitals or medical centres. This is because curative therapy helps to achieve a better result resulting from medical treatment.

However, a thorough revision of the literature regarding curative waters, the notion of turning to nature for treatment has been constantly raised by various scholars and practitioners with the consensus that curative therapy is a complement to medical treatment and not a substitute (Burkhart, 2000; Harahsheh, 2002; Lund, 1996; Salameh & Rimawi, 1997). The curative tourism destination is not limited to spas or health resorts, but also includes other private parties such as hotels, insurance companies and tour operators to link between curative spas and patients. The purpose is to provide an enjoyable stay for the patient or the tourist by exploiting the natural attractions of the curative locations, such as archaeological sites, landscapes, reserves and others, or by making artificial amusements to let the patient feel relaxed and calm. This in turn has its impact on lifting the morale of the

patient and accelerating the time of recovery. Ananzah (2000) mentioned that curative water is considered a health tonic by so many people because of these naturally occurring curatives and their wonderful way of offering needed curatives into the body.

There is a notable scientific evidence that proves bathing in curative water can give health benefits including easing rheumatoid arthritis pains and helping to heal an array of skin ailments. It is without a doubt that curative tourism is one of the world's largest industries and in many regions the single largest source of investment and employment in the country. However, curative tourism is a big challenge for business especially when making tourist industry more environmental-friendly.

This research study attempted to analyze the visitors' level of satisfaction with regard to curative tourism services rendered to them while being in the country, as well as to uncover the main bottlenecks facing curative tourism in this country in an effort to suggest possible solutions whenever applicable which will help develop the curative sites according to international standards. These curative sites were identified and classified according to certain criteria for tourism development purposes.

Tourism in Jordan is declining in revenues owing to the decreasing number of tourists visiting the country, which is a major threat to Jordanian economy. MOTA indicators show that the number of tourists who entered Jordan decreased from 0.2 in 2009 see (Table1.1) below, which equals to 7084552 tourist as compared to the number of tourist amounting to 7100483 tourists in 2008 (Ministry of Tourism and Antiquities (MOTA, 2010) and more

specifically for curative tourism sector such as Dead Sea visitors, the number decreased from 205116 in 2008 to 202582 in 2009 (- 2534 tourists). Table 1.1 below shows also, the number of tourists patronizing curative tourist destinations in Jordan in the years 2004-2009 particularly, Main, Dead Sea and Afra.

Table 1.1
Arrival of Tourist at Classified Hotels by Location

Item	2004	2005	2006	2007	2008	2009	Relative Change 08/09
Tourism income	943.0	1021.6	1460.8	1638.9	2088.9	2066.9	-1.1 %
Total no. of arrival and tourists	5586659	581737	6712804	6528626	7100483	7084552	-0.2
Dead Sea		120316	128588	155759	205116	202582	-1.2 %
Main Spa		3118	9093	7960	1979	1876	-5.4 %
Afra Spa		-	-	*8243	47244	39576	-19.4 %

Source: (MOTA, 2010)

* -- 6 month statistics

The speed with which curative tourism is developing around the world obliges the management of tourist destinations to continuously fine-tune their market development strategies. Of course, Jordan is no exception. Having mentioned this, in 2004, Jordan adopted a development policy that established priorities aimed at achieving client-oriented strategies, gaining foreign markets, refining marketing strategies and strengthening partnerships (MOTA, 2004).

Notably, Jordan is one of the few places in the world where one can find both physical and emotional healings together. For example, Jordan has been bestowed with gracious natural sites with all their healing resources, such as the curative water of the Dead Sea (Salameh & Rimawi, 1997). In the context of Jordan, the following three factors are crucial for marketing health tourism in order to increase the visibility of the country on the world tourism map. They are; (1) the development and execution of superb marketing mix including but not limited to the skilful management of contact with tourists, (2) Pricing, and (3) Promotion aimed at achieving tourists' expectations (MOTA, 2009).

Besides, provision of world-class tourism quality standards could be done by investing on variables, such as safety/security, hygiene as well as accessibility, among others. It is the aim of Jordan's curative tourism players to establish a strong image via investments in infrastructure, historic/natural attractions and outdoor activities among others to attract tourist to this destination.

Furthermore, a perceptive and visionary marketing mix supported by all related agencies will impress tourists, while factors like security give support to the tourists in terms of confidence and trust, which help in promoting various destinations in Jordan (Magablih, 2002). Thus, the present study will accordingly attempt to analyze the visitors' level of satisfaction with regard to curative tourism services rendered by the curative tourism sites in Jordan.

1.3 Problem Statement

This study identifies three problem statements based on issues discussed below:

1.3.1 National Issues affecting the visitors

MOTA has noted in its statistic study that the number of visitors decreased by 0.2 in 2009, which is a major threat to the Jordanian economy as shown on the above (Table 1.1, P.6). In addition, the Central Bank of Jordan (CBJ, 2009) revealed that the decline occurred in the income generated from the tourism sector - in 2008, it was of 2088.9 million Jordanian dinars, decreasing to 2067 million dinars in 2009.

The drop in revenue according to Jordanian agents was due to problems associated with lack of adequate facilities to promote curative tourism. The drop in tourism revenue indicates that there is a problem in this sector. Moreover, this decline may also be attributed to the dissatisfaction of tourists and their lack of loyalty owing to the improper coordination among government agencies and institutions coupled with the lack of hygiene of bath and cafe and tourism marketing (Ananzah, 2000; Maayah, 1999).

It is also notable that in Jordan, issues such as lack of proper and effective planning, and unfair competition from the hospitals in cities and lack in curative water treatments in the city are issues that hinder curative tourism's growth (Harahsheh, 2002). Although Jordan is famous for its unique tourist and archaeological sites, studies such as Roudan, Al-Ardah, & Bedour (2000) summarized in their reports to MOTA that there are lack of facilities, promotional campaigns and tourism marketing in many destinations and sites. These lacks

of coordination facilities and promotions will greatly affect tourist satisfaction and loyalty. In line with the search for solutions, Saman (2000) observed that Jordan needs to take the utmost importance of quality in order to optimize the use of curative tourism which could become a major contributor to the economy of the country. Additionally, the thermal springs were used in ancient time for therapeutic purposes and were regarded as significant places. Therefore, the curative tourism of Jordan holds promising possibilities. Thus, the present study examines customer satisfaction and destination loyalty in order to have a view on how to build a marketing mix that improves this particular industry in Jordan.

1.3.2 Variables lack research

Referring to Ayyildiz and Cengiz's (2007) work, the gap in research calls for research concerning the determinants of customer loyalty in Spas and the impact of country image on customer loyalty in Turkish Spas. Other studies on destination loyalty were conducted by Opperman (1998), and Pritchard and Howard (1997). In the context of Korea, travellers' loyalty should establish not only cultural experiences but convenient transportation in light of access to beaches, cultural attraction, and amenities. In addition, special service for the elderly, disabled, and children are also expected. Chen (2010) stated that tourist satisfaction leads to higher destination loyalty, which prompts tourists to visit a destination again and recommend it to others. Furthermore, destination marketers need to consider destination awareness, image and improved service quality through destination loyalty to fill the research gap.

Al-Refaie, Ko, and Li (2012) claimed that there is a gap to understand the relationship between factors service quality, destination image with loyalty and tourist satisfaction in Jordan tourism spot that can provide valuable reference information for tourism service providers. Sarker, Aimin, and Begum (2012) examined the impact of product, price, place, promotion, people, physical evidence and process, which are considered as tourism marketing mix elements, on tourists' satisfaction. The sound knowledge of the impact of marketing mix elements on tourists' satisfaction would allow tourism operators to develop strategies to maximize both visitor satisfaction and profitability. They concluded that some of the tourists' negative or unsatisfactory experiences need to be defined within a specific context of evaluation.

According to Nusairat and Al-Dmour (2004), tourism marketing mix and good image of curative tourism plays an important role on tourist satisfaction decision. The limited visitors to Alhemmah spa and Afra are due to the lack of services in these sites. Hejazeen (2007) pointed out that curative tourism has the potential of creating jobs for Jordanians; this potential is still not visible to the Jordanian job seeker. This is largely due to a lack of professional tourism education, feelings of insecurity generated by low levels of payment associated with the volatile and sometimes unpredictable nature of curative tourism, and the perceptions influenced by community social values about working in this sector. Altaee (2009) observed that lack of literature review research in the tourism marketing mix with loyalty and tourist satisfaction in curative tourism, plays an important role in the success of the tourism field. Moreover, Azman and Kim (2010) presented the lack of empirical studies on curative tourism motivation in understanding the fundamental needs

of the curative tourism goes during holiday, as there is a growing concern for health among the population at present.

Investigating curative tourism from the demand perspective is needed in order to focus on the development, marketing and positioning studies of the curative tourism facilities. In the context of Malaysia, Sondoh, Omar, Wahid, Ismail and Harun (2007) stated that there is a notable lack of studies concerning product based image, marketer's brand image and the relation between satisfaction and loyalty.

1.3.3 Lack of Mediating Effect of Tourist Satisfaction

On the other hand, according to Bloemer, De Ruyter and Peeters (1998), the accurate relation between image and loyalty is debatable while Yoon and Uysal (2005) claimed that satisfaction is noted to mediate travel motivation and destination loyalty. However, studies concerning the topic are still lacking.

Although there are many researches on tourist satisfaction and loyalty in the tourism sector, the study which addressed tourist satisfaction as mediator between the independent variables marketing mix, tourism quality, image with dependent variable tourist loyalty is still lacking as evidenced by previous studies such as Boshoff and Gray (2004); Chi and Qu (2008); Chumpitaz and Swaen (2003); Eraqi (2006); Hosany and Witham (2009); Naidoo, Munhurrin, and Seegoolam (2010). However, it cannot be assumed that the same marketing mix, tourism quality, image with tourist loyalty on one curative tourism sector will have the same impact on the entire curative tourism sectors as mentioned in past

research such as Anderson *et al.* (1994); Baidya and Basu (2009); Bigne *et al.* (2001); Chae Suh and Yi (2006); Cronin and Taylor (1992); Dick and Basu (1994); Herrmann *et al.* (2007); Hirankitti *et al.* (2009); Ivy (2007); Krishn and Seema (2008); Lobato *et al.* (2006); and Nasution and Mavondo (2005). Thus, the present study contributes to the study of curative tourism in the light of tourist satisfaction.

This study will attempt to bridge the gap of knowledge within Jordan's context and focus on the marketing factors and main curative tourism sites in Jordan. From the above discussion, it is clear that the curative tourism sector in Jordan is riddled with issues, which compounds the justification of carrying out the present study. Therefore, the present study attempts to examine whether the successful implementation of effective use of the marketing mix, tourism quality standards, and strong image is significant to increase satisfaction.

Furthermore, no previous studies examined marketing mix, tourism quality standards, and strong image in curative tourism settings. This shows that there is a gap in previous studies in curative tourism.

1.4 Research Questions

Based on the problem statement, this study intends to address the following research questions:

1. Which of the tourism marketing mix components has more impact on tourist satisfaction and loyalty in curative tourism destinations?
2. Which of the quality standard components has more impact on tourist satisfaction and loyalty in curative tourism?
3. Which of the destination image components has more impact on tourist satisfaction and loyalty in curative tourism destinations?
4. Does tourist satisfaction have an effect on tourist loyalty in visiting curative tourism destinations?
5. Does tourist satisfaction's mediating effect have an impact on the marketing mix, quality standards, image and destination loyalty?

1.5 Research Objectives

The general objectives of this study are to examine the relationship between marketing mix, quality standards, destination image, tourist satisfaction and the impact of tourist satisfaction on loyalty.

The objectives are described as follows:

1. To examine which of the tourism marketing mix components has more impact on tourist satisfaction and loyalty in curative tourism destinations.
2. To examine which of the quality standard components has more impact on tourist satisfaction and loyalty in curative tourism destinations.
3. To examine which of the destination image components has more impact on tourist satisfaction and loyalty in curative tourism destinations.
4. To examine the relationship between tourist satisfaction and tourist loyalty in curative tourism destinations.
5. To examine the tourist satisfaction mediating effect on the marketing mix, quality standards, image and destination loyalty.

1.6 Definition of Key Terms

1. *Tourism*

- a. ***Tourism*** is the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors (Goeldner & Ritchie, 2006).
- b. ***Curative tourism*** is defined as the primary motive for specific forms of special-interest tourism (Clift & Page, 1996). The term is also defined as “travelling for

the purpose of treatment from certain body disorder or for relaxation and recreation in natural therapeutic sources such as hot and curative springs, salt lakes, mud, radioactive sand, herbal baths, sun and climate, and the like, for a period of time (an average of 2-4 weeks) and can be months depending on the type of disease” (Harahsheh, 2002).

c. A *spa* can be defined in three different ways; (1) a *spa* is the social aspect of using water therapeutically, (2) a *spa* is a natural space and place with a perspective on time, and (3) a *spa* is a space with a purpose, through a plan by a purpose for a period of time (Lund, 2000). He further defines *spa tourism* as “a place, where curative services are rendered to visitors by using water therapy (thermo-curative, salty or fresh waters), mud wraps, herbal baths, beauty treatments, nutritious food, etc.”.

2. ***Customer loyalty*** refers to a “deeply held commitment to rebury or repertory a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver, *Loyalty* can also be defined as the future behaviour of commitment to purchase a product or service, or the link with a provider on all occasions when other alternatives are possible (Rundle-Thiele & Lockshin, 2001).
3. ***Customer satisfaction*** is defined as “a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations” (Kotler & Scheff, 1997; Teas,

1993). In addition, Baker and Crompton (2000) define satisfaction as “the tourist’s emotional state after experiencing the trip.”

4. ***The tourism marketing mix*** is a set of controllable marketing variables that the firm blends to produce the response it wants in the target market (Kotler & Armstrong, 1989). *The marketing mix* is also defined as the controllable variables that an organization can co-ordinate to satisfy its target market (McCarthy & Perreault, 1987).

The following are definitions of related terms used:

4a. ***A product*** is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler & Armstrong, 2006).

4b. ***Price*** is defined as the sum of all the values that consumers exchange for the benefits of having or using a product or service (Kotler *et al.*, 2008).

4c. ***Placement or distribution*** is a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers (Kotler and Armstrong, 2006).

4d. ***Promotion*** is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984).

4e. ***People*** are a key element of a customer-centred organization and source of differentiation variability together with product, services, channel and image (Kotler, 2000).

4f. The *pace* of the process and the *skill* of the service providers are both apparent to the customer and fundamental to his or her satisfaction with the purchase (Hirankitti *et al.* 2009).

4g. *Physical evidence* refers to the surroundings in which the service production is housed (Mittal & Baker, 1998).

5. The Standards of Quality

a. Safety and security are primary requirements for growth, attractiveness and competitiveness of a tourism destination. Without safety, destinations cannot successfully compete in creating markets (Cavlek, 2002).

b. Better hygiene through hand washing, food protection and domestic hygiene, brings the goals for improving the water quality.

The reduction of different diseases is also related to better sanitation, hygiene practices and water (Van Wijk & Murre, 1993).

c. Accessibility is defined as an ease of reaching the opportunities (i.e. Goods, services, activities and facilities) in a given destination (Litman, 2003).

d. Transparency is defined as “being open and honest with the public (Tinto & Billiton in Resolution Copper Report, 2006).

e. Authenticity is the most essential conservation value of the built heritage and it

is one of the preservable values. Appreciation of the diversity of cultures and emphasis on enriching the world heritage is an entirely new viewpoint (Kari Niskasaari, 2008).

- f. Harmony is defined as fitting harmoniously into the environment. Adam Smith said that a natural harmony will arise by itself due to the market mechanism which functions as the invisible hand (Petermöller & Britzelmaier, 2008).
- g. Image is defined as the “sum of beliefs, ideas and impressions that a person has of a destination” (Crompton, 1979). It is more important to understand those aspects of image that are held in common by members of a particular group, which constitute a better market segmentation and development of appropriate marketing strategies (Jenkins, 1995).

1.7 Significance of the Study

The present study attempts to present that the successful implementation of effective use of the marketing mix, tourism quality standards and strong image is significant to increase satisfaction and loyalty and in doing so will increase the value of Jordan's curative resources in various ways. The study will boost MoTA's, JTB's (Jordan Tourism Board) along with the rest of the stakeholders' effective and efficient investment in marketing activities for the purpose of attracting more tourists through various channels and of providing good curative tourism resources in different sites.

For marketing efforts, the main issue that has to be incorporated is what marketing strategy or effort is Jordan carries out. MoTA has played a role in the development of tourism in different ways. The main issue is to establish the tourism national strategy which aims to attract high yield of tourists to the country and to position Jordan as a unique destination and develop the effecting tourism infrastructure and mentor or supervise tourism activities in the sites such as food quality, service quality, hygiene and accommodation, price and value, personal communication, safety and security, transportation, in order to tourist satisfaction.

This study is expected to contribute to the theoretical, methodological and practical sides of understanding the satisfaction and loyalty issues in the curative tourism industry. From the theoretical perspective, evidently, empirical studies on the curative tourism in Jordan are very limited.

Furthermore, with the increasing business competition, the tourists need more quality standards provided by the tourism sites. In addition, curative tourism requires a more in-depth understanding owing to the different treatments from other factors of tourism such as hotels and Eco tourism. So, this sector may need investigation of the impact of tourism marketing mix comprising of seven dimensions, namely, product, price, physical evidence, promotion, personnel, place and process, on tourist satisfaction and loyalty in curative tourism. Also, the dimensions of tourism quality standards, namely, safety and security, hygiene, accessibility, transparency, authenticity and harmony, which were used in this research, have been established by the WTO (2003) and have not been studied together

with tourist satisfaction and loyalty in curative tourism. Furthermore, the impact of destination image with seven dimensions, namely, travel environment, natural attraction, infrastructure, accessibility, relaxation aspect, price and value on tourist satisfaction, as well as loyalty in curative tourism will add more information about the curative tourism in Jordan.

According to Azman and Kim (2010) there are many studies related to health tourism, especially in the field of medical tourism, but very limited information on curative tourism can be found in tourism literature. Nonetheless, the studies focused on the development, marketing and positioning the curative tourism establishments the supply side, rather than the demand side of curative tourism goes/tourists. Apart from that, it seems that most studies on this sector have been conducted in the western countries (Narayan, Rajendran, Sai & Gopalan, 2009), for example, the USA, (Uysal, Chen & Williams, 2000), Mexico, (Lobato *et al.* 2006) and Turkey (Seyhmus & Mangaloglu, 2001).

Hence, this study attempted to contribute to an expanding stream by adding Jordan in the list of references. It is important to extend the scope of curative tourism outside the western countries so that a serious gap in the literature can be attended to substantially. More importantly, empirical findings developed with the data from those countries may not be valid in other countries, and thus, further research could demonstrate their applicability.

In addition to improving our understanding of the theoretical and methodological perspectives, we may also attain a better view on the practical side of the tourist satisfaction in the curative tourism sector, which will continually be one of the most

challenging industries that is susceptible to many influential factors surrounding it, either locally or internationally. Practically, demographic changes, economic conditions, education qualification, cultural diversification, infrastructural sites, accessibility and income tend to play significant roles in the tourism industry in order to attain better loyalty of tourists.

Moreover, the findings may enable the researchers, i.e. tourism service provider, JTB and MOTA, to understand the needs of the tourists especially in curative tourism. By determining which factors that have such impact, the experts can have a better understanding and knowledge about which type of tourists who intend to come to the four selected destinations by focusing on their generating markets, their age and their length of stay. These factors can be the inputs to the system of destination marketing.

Finally, this study is an essential contributor to the process of understanding Jordan's curative tourism sector by using different variables marketing mix, quality standards and image with tourist satisfaction and loyalty in curative tourism in the sector. Therefore, this study could provide a proper impetus and serve as an important source of reference for practitioners and also for generating more discussions in seminars and conferences.

In sum, the present study involves analyzing the relation between a number of variables as a set of tourist satisfaction and desire to repeat the visit. Notably, most studies in Jordan had focused on the effects of tourism on the economy rather than the tourist satisfaction on loyalty. As a novel extension to the existing literature, this study represents the first of its

kind that focuses on spa tourism as discussed in this context. More importantly, the findings of the present study will contribute to the existing literature on tourist satisfaction and loyalty, which will benefit many interested parties, such as the academicians, practitioners, students, ministries and tourist agencies.

1.8 Scope of the Study

This study only covered the curative tourism destination sites in Jordan. Also, the research exclusively concentrated on the four tourism destination sites that provide spring water natural services. This research exclusively concentrated on the four major curative tourism destination sites in Jordan, which are recognized by MoTA; see the curative tourism map of Jordan (figure1. 1) Below, they are ALhemmah (North), Dead Sea (Central), Ma'in (East) and Afra (South).

These tourism destinations are involved in the curative tourism industry of Jordan. These sites are distributed geographically into three regions, as follows:

1. The northern region that includes Hemmah Jordan, North Shouneh and DeirAla bath.
2. The middle region that includes the Dead Sea, Ma'in and Zara Spa.
3. The southern region that includes Afra and Brabitah Spa.

These regions are clearly highlighted in the map below.



Figure 1.1

Curative Tourism Map of Jordan

Source: <http://www.lonelyplanet.com/worldguide/Jordan>

1.9 Organization of the Remaining Chapters

This thesis comprises six chapters altogether. The first chapter provides the background of the study, the problem statement, and the objectives of the study, the research questions and the potential contributions of the study. Curative tourism in Jordan is explained in Chapter Two of this thesis. Meanwhile, Chapter Three focuses on the review of the existing literature that relates to the variables considered in this study, which include marketing mix, tourism quality standards, destination image, customer tourist satisfaction and destination loyalty. Based on the literature review, a theoretical framework was developed and the hypotheses were subsequently produced for this study.

Chapter Four explains the research methodology of this study, which includes the research design, the variable measurements, the sample of population, the data collection procedure,

the questionnaire design with the results of the pilot test and the statistical techniques used in this study. Chapter Five discusses the findings of this study, whereby the profiles of respondents, the goodness of the measures, the descriptive analyses and the results of the hypothesis testing are presented. A summary of the results is presented at the end of this chapter, i.e. Chapter Six. The final chapter re-capsulate the findings followed by the related discussions. The implications of the study are explained as well. Chapter Six ends with recommendations of area for future research and also the conclusion of this study.

CHAPTER TWO

CURATIVE TOURISM IN JORDAN

2.1 Introduction

The inception of curative tourism in Jordan involves certain elements that make it as unique to the world as it is today. Therefore, in order to explore the elements of Jordan's curative tourism industry for the purpose of achieving the objectives of the present study, the present chapter will explore the types of tourism that exists in Jordan's tourist industry, how the industry was developed, and the elements that contribute to the uniqueness of Jordan's curative tourism. Also, the significant locations of these curative waters are also elaborated. More importantly, the bodies that are responsible for the running of these curative tourist sites will be listed down and discussed in detail as they hold the key to the making or breaking of Jordan's curative tourist industry. Lastly, the strategies adopted by the bodies and the government of Jordan to enhance, maintain and promote these sites are also explored in the present chapter.

2.2 Curative Tourism

2.2.1 The Definition of Curative Tourism

Curative tourism, according to Clift and Page (1996), is the primary motive for specific forms of special-interest tourism. The term is elaborated more by Harahsheh (2002) when he said it is that travelling for the purpose of treatment for a period of time (on average 2- 4

weeks) which can take months depending on the type of disease. This is owing to the fact that for certain body disorders, for relaxation and recreation in natural therapeutic sources, the patient can be fully or partially under medical supervision. He or she can visit certain tourist spots or indulge in cultural activities such as hot and curative springs, salt lakes, mud, radioactive sand, herbal baths, sun and climate and the like if his or her case permits.

2.2.2 Types of Cities for Curative Tourism

According to Jallad (2000) there are four types of cities for curative tourism, namely:

Cities that depend on curative water(s)

Cities that exploit natural phases of the treatment

Cities is combining curative water and air, which helps in a natural treatment program

Cities that use sea water and sand in the treatment

2.2.3 Definition of Spa Tourism

Webster (1977) defined “spa” in his dictionary as:

(1) A watering place, watering hole;

(2) A health resort near a spring or at the seaside.

Lund (2000) defines a “spa” tourism as “*a place where curative services are rendered to visitors by using water therapy (thermo-curative, salty or fresh waters), mud wraps, herbal baths, beauty treatments, nutritious food, etc*”.

2.2.4 Types of Spas

Spas are defined as the places with certain natural therapeutic properties due to the earth or the sea and have adequate facilities, thus allowing the treatment of certain diseases, or the prevention or mitigation of them. According to the International Spa Association (ISPA), a spa is placed within seven (7) categories:

- a. Club Spa:* It is a facility, which offers services on a day-use basis, mainly for fitness.
- b. Cruise Ship Spa:* It is on a cruise ship that provides spa services, fitness and wellness and cuisine menu choices.
- c. Day Spa:* A spa offering a variety of ministered spa services to customers on a day-use basis.
- d. Destination Spa:* A spa whose sole purpose is to provide health and lifestyle improvement through professionally-managed spa services, physical fitness, educational programs and on-site accommodations. Spa cuisine is served exclusively.
- e. Medical Spa:* A spa whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as conventional and complementary therapies and treatments.
- f. Curative Springs Spa:* A spa offering an on-site source of natural curative, thermal or seawater use in a hydrotherapy treatment.

- g. *Resort-Hotel Spa*:** A spa owned by and located within a resort or a hotel providing professionally-administered spa services, fitness and wellness components and spa cuisine menu choices (Barre *et al.* 2005).

For an in-depth look at the how curative tourism came about, the following paragraphs will elaborate on its history and development.

2.3 Types of Tourism in Jordan

Jordan's tourism board classifies this country's tourism as follows:

A) Historical Culture Tourism

Jordan has played a crucial role in trade between the east and the west in the past. This role is attributed to its significant geographic location – it is at the crossroads of Asia, Africa and Europe. It also played a role in the Roman, Biblical and early Islamic periods. Historically, some parts of Jordan were encompassed in the dominions of ancient Iraq, such as the Sumerian, Akkadian, Babylonian, Assyrian, and Mesopotamian Empires. In the West, there was Pharoatic Egypt which extended its powers to Jordan. Jordan was finally incorporated in the classical civilizations of Greece, Rome and Persia, whose relics can be seen inundating the Jordanian landscapes (JTB, 2008). The climate factor has also helped the history of Jordan. Only the northern highlands of the Jordan Valley receive sufficient rainfall and hence, this area has always been full of farmers, villagers and townspeople. Most of the present Jordanian urban civilization is based on these fertile lands. Historical attractions in Jordan include the tomb of Ubeida Amer bin Al-Jarrah, Karak Castle, Petra,

the Southern Theatre of Jerash, Ajlun Castle, Ummal-Jimal, Tabaqat Fahl, Umm Qays, Shawabk, and Qaser Al-Hallabat. Still some other tourist sites include the Dead Sea, the wonders of the Red Sea and Wadi Rum. For contemporary tourist attractions, there are fine hotels, shopping centres and art galleries of modern Amman (MoTA, 2009).

B) Leisure and Wellness of Tourism

Places of leisure and wellness found in Jordan include the Dead Sea Spa, Ma'in springs, Wadi Rum, Aqaba, Afra and Barbitah.

C) Eco and Nature Tourism

For this type of tourism, some examples include the Dhana Nature Reserve, the guest house of Dhana, the Mujib Nature Reserve, the wondrous wildlife reserves, the Aqaba protected area, the Shawmari Wildlife Reserve, the Arabian, the Azraq Wetland Reserve, Dibein forests and bird watching areas (for bird lovers watch Jordanian birds).

D) Health Tourism

Besides the distinguished medical care, the tourism industry also includes curative tourism destinations like the Dead Sea, Ma'in, Afra, Barbaitah and Al-Hemmah. In addition, health tourism also comprises medical tourism such as hospitals and surgery centres.

2.4 Regional Distribution of Curative Waters in Jordan

The major curative sites in Jordan are distributed into three development regions, which correspond to the government classification of country development. The sites are categorized based on geographical region, as follows:

2.4.1 Northern Region

a) Jordanian Hemmah (Al Maqla Bath)

Al Hammeh springs lie in the northern part of the Jordan Rift Valley on the left basin of Yarmouk River. These springs contain high concentrations of hydrogen sulphide and radon.

b) North Shounah Bath

Ashounah Spa is located some 30 km west of Irbid and it has hot and sulphur water.

c) Abu Dablah Spring

The spring is located 5 km north to the historical and archaeological site of Pella (Tabqet Fahl).

d) Jerash Spring

Jerash Spring has been used for healing diseases since the time of the Greeks and Romans. The therapeutic use of Jerash Spring generally focuses on curing health-related problems, such as blood circulation troubles, muscle cramps.

e) Deir Alla Spring

Deir Alla and Mua'ddi springs are located on the beds of the Zarqa River. The source of water comes from the Jurassic and Cretaceous rocks. Furthermore, the spring water is used for healing diseases, such as ankylosis, arthritis, central circulation troubles, respiratory system troubles, rheumatism.

2.4.2 Middle Region

a) Ma'in Springs

Ma'in is the first resort in Jordan that opens for medication purposes and recreation, located in the city of Madaba, to the east of the Dead Sea, with the temperature reaching 63°C. The springs in Ma'in flow from the kerta rocks. The main springs in the area of Ma'in Spa comprise three springs, namely, Ashallal Spring, Al Amir Spring and Al Mibkharah Spring.

b) Zara Springs

Zara springs are located around 4 km southwest of Ma'in springs and around 2 km east of the Dead Sea coast. Zara Spring is classified as thermo-curative radon water with more concentrations of dissolved carbon dioxide and radon.

c) Wadi Hisban Spring

Two wells have been drilled in the Wadi Hisban area, which is part of Jordan Gore that is characterized by a desert climate with an average temperature of 31°C.

d) Al Azraq Springs and Oasis

The Al Azraq area represents a ground and surface water basin of 12800 km². Al Azraq is an oasis in the desert of Jordan that is located around 150 km east of Amman.

e) Dead Sea

Being the lowest spot in the world, i.e. 400m less than the sea level, the Jordan River is considered as the main source of feeding for the Dead Sea. In addition, it is also considered as the most salted sea in the world, with a high water density that helps in sports exercises. Sodium, potassium, calcium, magnesium and sulphate are all the items of its construction. The mud is useful for the skin to refresh blood circulation and as an antibiotic for skin infections. Furthermore, its water contains a high percentage of bromide.

2.4.3 Southern Region

a) Wadi Bin Hammad Springs

The most prominent thermal springs are the upper and lower Hammam Bin Hammad springs, in Karak.

b) Wadi Addiraa Spring (Weidaa)

One important spring in the area is Weidaa Spring near Ghor Assafi, which discharges bubbling spring water from the lower Cretaceous sandstones at an elevation of 100 m above the sea level.

c) Afra Springs

Afra springs are located 26 km north of Attafilah and 35 km south of Al Karak. The springs are running from the rocks of the upper and lower Cretaceous age. The water of Afra springs contains calcium, sodium, magnesium, bicarbonate and chloride with some presence of sulphur.

d) Al Barbaitah Springs

Al Barbaitah and Afra springs belong to the same geological unit; therefore, the physical and chemical characteristics, as well as the water therapeutic uses are also similar.

2.5 Thermal Water Features

A study carried out by Salama, Remawi, and Hamed (1991) showed that the Curative water resources in Jordan are very useful in treating several diseases with various degrees of success. For example, the thermal water of Zara and Zarqa Ma'in springs is quite useful in treating arthritis, degenerative disc and post-traumatic problems. Similarly, the thermal water of North Shuneh is good for cervical spondylosis, while the thermal water of Afra and Burbeitta is quite good in treating degenerative disc and post-traumatic problems. In Zarqa Ma'in area, the thermal water is utilized for medical purposes, used in a modern spa constructed in the area (Swarieh, 2000). Specifically, sulphur hydrogen gas helps in refreshing the nervous system and blood cycle, whereas oxide carbon assists in refreshing the blood cycle and helps in digestion process. Meanwhile, bromide is used as an appeasement for nervousness. Other curative components are radon, which helps cure blood circulation and rheumatism treatments; iodine, which is used to heal blood cycle,

heart and eye diseases, as well as rheumatism treatments; and iron, that is used for stomach problems and viscera disease treatment (Salameh & Rimawi, 1997).

2.6 Geographical Classification of the Tourism Regions

The regions of high geothermal gradients are up to 50°C/km. The first region is in the immediate vicinity of the east Dead Sea escarpment, where many springs discharge thermal water originating from the lower Cretaceous sandstone. The second one is near the border of Syria and Iraq. In this region, several thermal wells discharge water from the upper Cretaceous limestone. The thermal water of springs and wells range in temperatures between 30°C to 63°C of the Dead Sea Rift for the distance about 200 km from Mukheibeh. As for the thermal field in the north to Afra and Burbeitta and those in the south, most of the springs have the temperature range below 45°C, except in two localities, i.e. Zarqa and the springs in Ma'in and Zara, where the temperature reaches up to 63°C. The thermal springs in the areas have been used for bathing and irrigation for many years. Recently, several hotels (spas) were constructed at the thermal spring sites, for example, the spas in Zarqa and Ma'in. In the near future, there are plans to use the available thermal water to heat greenhouses for growing various types of plants, especially flowers, and for fish farming to provide the local market with fresh fish (Swarieh, 2000).

2.7 The Development of Jordanian Curative Tourism

Curative tourism has an ancient history as its earliest forms of health tourism can be traced back to the Middle Ages signifying contemporary health and wellness that involved

curative places such as hot springs (Ross, 2001). This concept was then brought to the New World in the 16th century by Ponce de Leon during his search for the Fountain of Youth. By the 1790s and 1800s the proliferation of places of relaxation has spread around both sides of the Atlantic (Ross, 2001) owing to the industrialization era leading to places of health benefits. By the 1930's, 50's and 70's fitness and wellness places became very popular but it wasn't until the 1980's that it was intended for the mass tourism market.

In 1991, the International Spa Association was formed which signalled the exponential growth of this sector. In general, tourism has played a vital role in increasing the source of income. Based on MoTA, historical tourism places like Petra; one of the Seven Wonders of the World deserves to be promoted. The number of visitors increases from year to year (876218, 2009 compared to 975285, 2010). Also the number of visitors to Maghtas – a well-known Christian tourism site also increases every year (134172, 2009 compared to 160673, 2010).

This type of tourism is maintained to increase the knowledge of tourism sites. On the other hand, health tourism is categorized into two: medical tourism and curative tourism. Medical tourism includes hospitals and surgery centres. Jordan has been assessed as the first curative tourism site in the region and fifth in the world as a tourist destination for medical tourism according to the latest indicators of the International Monetary Fund (Addustour, 2011).

The second part of health tourism is curative tourism. Curative tourism in Jordan recorded a decrease in the number of visitors as shown in (Table 1.1 p. 6). This may be due to lack of promotion of curative sites, or lack of facilities or services, compared to what are available in other countries. Moreover, all the researchers globally or locally have studied curative tourism sites from the economic view such as Samsudin *et al.* (1997) or their lack of facilities and services such as Johansen McNeil and Ragins (2004). A few studies were dedicated to tourist satisfaction such as Faullant *et al.* (2008). Therefore, based on the above discussion, as mentioned in the problem statement (p. 8) and as reviewed in the literature review (p. 40) the current research attempts to study the determinant variables comprising of a tourism marketing mix, quality standards, image with tourist satisfaction on loyalty in Jordan curative tourism.

Curative tourism is a product visited by tourists. This product has a competitive price and requires highly qualified employees to serve tourists. At the same time this product has safety destination and hygiene services and facilities. A good image generally leads to increased tourist satisfaction and tourist loyalty.

This is evidenced by the fact that the positive elements of satisfaction on the customer loyalty can be seen through the customer's intentions to buy the product or the service over and over again, and the customer's inclined to recommend the said product/service to other people through word of mouth. Thus, the proposed framework (p. 135) has been made to attempt to answer the objectives of the study. The following section will go over the literature concerning curative tourism.

2.8 Jordan Tourist Bodies

2.8.1 The Ministry of Tourism & Antiquities (MOTA)

The organizational structure of the tourism authority in Jordan was established in 1988. The main role of the council is to formulate policies of tourism and proposals of laws, agreements, establishment of tourism and hotel training, as well as to start the regulation of licensing. The Tourism Authority receives 20% of the annual revenues of the tourism sector. As a result of this structure, MoTA is responsible for formulating policies of the sector, while gaining control over tourist organizations and activities, and upgrading the infrastructure for tourist destinations with cooperation from other related government departments. MoTA with the local level, has played a role in the development of tourism in different ways. The main issue is to establish the tourism national strategy which aims to attract high yield of tourists to the country and to position Jordan as a unique destination domestically and internationally.

The private and public partnerships effectively allocate the needed resources and to attract more investors to the country. The Jordanian government tries hard to improve the tourism infrastructure, while the private sector exerts much effort to develop such tourism sites. One of the issues involved establishing a section called the tourist police to join the tourists in the site, or in availing transportation, as well as to be present in open offices to mentor or supervise tourism activities. Also, MoTA gives licenses for the establishment of hotels, spas, restaurant, and other tourism services. MoTA with local level offices mentors the services and tourist facilities in the sites such as food quality, service quality, hygiene and accommodation, price and value, personal communication, safety and security,

transportation, and this office note down complaints, advices, or suggestions from tourists to enhance satisfaction, and performance for more effective tourist satisfaction and performance of service quality in the sites.

2.8.2 Jordan Tourism Board (JTB)

Jordan Tourism Board (JTB) established in 1998 as an independent public-private sector partnership. The board is chaired by the Minister of MOTA and is represented by members of the tourist organizations in the country, such as hotels, tour operators, transportation companies, namely, the Royal Jordanian and the tourist coaches. The board is run by a general director, who is responsible for implementing general policies and marketing strategies and plans to attract more tourists to the country.

The main objective of the board is to promote Jordan worldwide as a tourist destination. The board achieves its objectives (marketing and promotion) through its offices abroad, workshops, trade fairs and brochures. It has nine offices abroad: one in each of these countries, i.e. the USA, the Great Britain, France, Germany, Belgium, Holland and Saudi Arabia, while there are two in Spain, i.e. one in Madrid and the other one in Barcelona. The board intends to open two more offices, one in Moscow and the other one in Tokyo. The office of Jeddah in Saudi Arabia covers the gulf region. Having mentioned this, the budget for JTB in 2009 was €9 million. Subsequently, this will have a positive impact on marketing and promotional campaigns that will be launched for traditional and new markets. The main purposes of the board include:

- a. Marketing and promoting Jordan's tourist products in the world's markets through different channels.
- b. Trying to put Jordan on the international tourist map by offering competitive and new products, such as health, religious attractions and eco-tourism.
- c. Increasing the number of tourists to the country by adopting fierce marketing strategies, policies and programmers.
- d. Increasing the length of stay of tourists in the country by offering more possibilities and tourist products, as well as by completing the infra and superstructures in the country.

2.9 National Strategy of Jordan

The national strategy of Jordan started in 2004 and still continues to the year 2010. Its vision states that tourism is an essential and vibrant growth sector that will contribute to improving the long-term economic and social well-being of Jordanians. It will also offer sustainability in the tourism economy through partnerships with the government and the private sectors, as well as the civil society in order to expand the country's employment, entrepreneurial opportunity, social benefits, industry profits and state revenue to double Jordan's tourism economy by 2010 in real terms.

The strategy will use an integrated, value-chain approach involving government facilitation and investment in partnership with the private sector. In addition, the strategy targets the

following priority niche markets: cultural heritage (archaeology), religion, eco-tourism, health and wellness, adventure, meetings, incentives, conferences, events and cruising. Thus, following this, a comprehensive action plan and the monitoring system have also been developed to guide the implementation of the strategy.

2.10 Summary of the Chapter

In the ancient times, the mineral hot water had been used for treating diseases and relaxation purposes. Many studies have been conducted by the Ministry of Tourism, which include the analysis of water chemicals in Ma'in and Zara, the geological studies and surveys executed by the German Expedition from 1961 to 1966, and the study done by MacDonald in 1965. The Jordanian natural resources authority had also executed a study on the nature of hot mineral water, aimed at exploiting it in the country's projects. It was one of the studies which tried to explain the importance of marketing tourism in Jordan by improving the relationship between the elements of tourist attraction and marketing.

The importance of the tourist sector in Jordan comes from its own tourist locations, which revisits Jordan a good income and improves the local economy. Blanke and Mia (2007) also mentioned that the government of Jordan is actively working towards improving the number of tourism areas. Hence, the country had adopted a six-year National Tourism Strategy in 2004 and created a Strategy Implementation Unit at the Ministry of Tourism and Antiquities, which is based on private public partnership. This strategy stresses the importance of upgrading the tourism infrastructure of international standards and places an emphasis on human resources development.

CHAPTER THREE

LITERATURE REVIEW

3.1 Introduction

The subject of the current study aims at exploring the curative tourism destination in Jordan. This chapter will be dealing with curative sector and spa tourism in Jordan. For this purpose, all these sectors as well as the quality of tourism which is affected will be studied in terms of tourist satisfaction. This research will focus on issues such as customer satisfaction, customer loyalty, and the negative and positive factors of the tourist destination. This chapter will be followed by the research framework.

3.2 Curative Tourism and Tourist Satisfaction

Researchers have displayed their interest in curative tourism from the number of studies found in literature. One of the notable and pioneering studies was carried out by Johansen, Erlandsen and Larsen (1991) with the purpose of comparing the development with distribution of health resorts in Norway and Sweden, how they were organized, their offers and guest structure. The research revealed no difference in the resort features but showed significant differences in their offers. In addition, the human factor was determined to be the most critical issue in the health tourism in the area.

Similarly, in the U.S. context, a notable study by Lund (1996) was based on the thermo-mineral springs in the U.S. The study revealed the human factor to also be of importance as Americans normally visit spas to improve health and appearance, escape stress, refresh and revitalize body and minds. This is further evidenced by McNeil and Ragins (2004) also emphasized on the important role of Spa's for Americans in recreational part of their life. Never the less there are certain challenges in U.S Spa industry which should not be ignored, for instance providing a more comprehensive type of treatments, services, and activities in order to be able to stay up to date with technological advances in the provision of spa information to prospective consumers. Also, focusing on meeting the consumers need effectively to finally effectively reach shift from indulgence to wellness. This requires awareness I the change in the Spa consumer profile.

Most of the researchers are of the consensus that individuals who use curative sites are those who suffer from illnesses or disorders. In Spain, a study conducted by Vazquez-Illa (1997), comprising of people between 25 and 70 years of age and lived in municipalities of more than 10,000 inhabitants and of medium and higher social class, revealed that 70% of the visitors to the Spanish spas were old and had some kind of body disorder, and 13% of the sample visited the space for entertainment and relaxation.

This was compounded by Burkhart (2000) who studied spas in Baden-Baden, Germany and revealed that the top most reason for visiting curative sites is for relaxation and healing for more than 100 years. Diseases that can be treated at Baden-Baden include joint problems such as arthritis and rheumatism, vegetative circulatory disorders, and others.

Like all service providers, curative tourism sites depend upon customer satisfaction to remain competitive and to achieve high economic results in the countries where these sites are located. Among the studies which helped describe the attributes of competitive curative tourism sites is a study by Samsudin, Hamzah, Rahman, Siwar, Jani, and Othman (1997) who concentrated on looking into hot spring classifications. According to the author, springs can be classified into technical and economic criteria and that the development process should include more hot springs by working parallel with capitalizing on existing surroundings, attractions and developing commercial tourist activities that serve the health tourism industry such as health spas, outdoor recreation centres and golf courses.

Along the same lines, the importance of customer satisfaction as an element in the curative tourism sites was well-lauded by Azman and Kim Lian Chan (2010) in the Malaysian context. The authors came out with a result that a deep understanding of consumer profiles and their key motivations is essential in order to sustain the growth of health and spa tourism business, individual's psychological factors (motivation, perception and attitude towards spa and wellness) were a most important points that the authors focused on as their findings. They also stated that tourism motivation is mainly attributed to personal needs and lifestyles, the price and the functionality/performance of health and spa service providers in Sabah, Malaysia. The customer satisfaction is an important element as shown in the study done by Faullant, Matzler and Fuller (2008) on the ski resorts which lead to the greatest satisfaction and highest image rating scores of the highest loyalty of the visitors with increasing repeat visits.

Moving into a more specific context of Jordan, Schneider and Sönmez (1999) conducted a study that hinders the achievement of customer satisfaction in Jordanian tourist curative sites and discussed the major problems that hinder the competitiveness of these sites. However, problems such as financial supports, lack of qualified personnel in the tourism sector; inefficient infra and superstructures and the attitudes of Jordanians, are obstacles to achieving customer satisfaction and hence competitiveness in the market.

Similarly, Ananzah (2000) evidenced the same results by studying the efficiency of tourism in Jordan. The analysis reveals that the curative tourism sites are not fully utilized due to lack or nonexistence of suitable services, especially in southern provinces such as Wadi Ibn Hammad, Afra and Barbeta.

Most of these sites were not commercially viable because of the inflated cost and poor quality. Over of 50% of the complaints were concerned with the prices and 62.2% were related to the level of hygiene. Most of the tourists were unaware of these natural faculties due to the lack of publicity since only about 26.3% were informed by the media. These facts were prevalent throughout the sample group irrespective of age, sex, or nationalities. No statistical correlation was established at the 5% level of significance regarding these parameters. The findings indicate the necessity of improving the efficiency of these resources for optimized utilization, customer satisfaction and improved competitiveness.

Moreover, Saman (2000) asserts that based on his findings, Jordan is not taking the utmost advantage in its curative tourism and hence, he argues for the further development of

therapeutic sites in various aspects. The author also urges for the implementation and enhancement of effective advertisements. Along the same lines, Hejazeen (2007) mentions that curative tourism may lead to new job openings in Jordan although its importance has not been recognized yet. Revenue from tourism helps tourism workers support their families and provide their children with the necessary education. Nevertheless, more and more young men and women are opting for easy income at the curative tourism sites in lieu of continuing their education.

In the context of Greece, Stathi and Avgerinos (2001) studied the existing drawbacks and the future opportunities of thermal spas in Greece which are often patronized by adults in their old age. The study revealed that in order to attract a more eclectic client, there is a dire need for thermal spas to develop their leisure and recreational image and facilitate for more social interaction. These include the diversification of the sector into various market segments, for new state-of-the-art infrastructure and for the public and the private sectors' co-operation in developing a long-term and effective plan of action.

A thorough look at the previous literature suggests that the variables used ranged from organization of spas, the offers and guest structure, the development of the spa, chemical and physical characteristics of water, the motivation of tourists and the impact of satisfaction and image on loyalty. The variables are numerous but the studies are mostly confined to Western countries, clearly revealing lack of research in the Middle Eastern countries particularly in curative tourism which plays an important role in the success of the product services in the site by using determinant variables, tourism marketing mix,

quality standards, and image with loyalty and tourist satisfaction. It shows a clear gap in explaining the topic; therefore, the author will attempt to fill the gap by the present study which concentrates on the satisfaction and loyalty variables in Jordan curative tourism. The Table 3.1 below summarizes the studies that were carried out in light of curative tourism.

Table 3.1
Summary of Studies Regarding Curative Tourism

No.	Researcher	Variables	Findings
1	Johansen <i>et al.</i> (1991)	Natural and Cultural Conditions	Norway and Sweden had similar natural and cultural conditions. The human factor is the most critical issue in the market of curative tourism in Norway.
2	Lund (1996)		Curative tourism is a place to emphasise on exercise, on reducing stress, on lifting depression and on losing weight.
3	Samsudin <i>et al.</i> (1997)	Technical criteria included geological characteristics, water quality, temperature and flow rate. Economic criteria included accessibility, current and potential market surrounding attractions.	Development process of curative tourism by working parallel with capitalizing on existing surroundings and attractions and developing commercial tourist activities.
4	Vazquez-Illa (1997)		The finding revealed that 70% of the visitors to the Spanish spas were old and had any kind of body disorder, where 13% visited the space for entertainment and relaxation.
5	Schneider and Sönmez (1999)		A negative impact on the performance of the government in planning and development of the economy; and hurdle the investment in the tourism sector.

Table 3.1 (Continued)

6	Ananzah (2000)	Prices Hygiene Natural faculties	The findings, to indicate the necessity for improving the efficiency of curative tourism for optimized utilization.
7	Saman (2000)	Quality	Developing curative tourism sites in different aspects, unless improvement and better advertisement are implemented.
8	Burkhart (2000)		The curative tourism facilities on the site include the traditional, which is used for relaxation healing and treated for diseases.
9	McNeil and Ragins (2004)		Look after strategies and techniques that respond to consumers' demands, in the context of target markets and the four Ps – product, place, promotion and price. They concluded that the spa marketers must remain flexible and adapt to changes of curative tourism users' wants and needs, and continue to improve communications experience and its benefits.
10	Hejazeen (2007)	Tourism Education	Curative tourism helps people to provide a better standard of education for the children.
11	Faullant, Matzler and Fuller (2008)	Causal model of customer satisfaction and image predicting customer loyalty,	The findings show that curative tourism with the highest satisfaction ratings and the highest image ratings have the highest loyalty scores.
12	Azman and Kim (2010)	Motivations Price Performance	The findings revealed that the curative tourism tourist motivation is largely attributed to personal needs and lifestyles, the price and the functionality/performance of curative tourism service providers in Sabah, Malaysia.

3.3 The Dependent Variable: Destination Loyalty

3.3.1 Tourism Loyalty

There is an increasing interest and importance placed on customer satisfaction in the organizations as well as the academic research. One of the reasons for the above fact is because customer satisfaction is considered to be related to customer's attitude from the organization's viewpoint. Hence, it strives to maximize the customer loyalty level through the employment of activities that help in maximizing customer satisfaction. Due to the positive relationship between customer satisfaction and customer loyalty, this strategy is considered as reasonable.

In some cases, a marked increase in customer satisfaction doesn't translate into customer loyalty in the proven relationship between satisfaction and loyalty as there are different levels of satisfaction. The relationship between customer satisfaction with three kinds of customer behaviour such as word-of-mouth, feedback to the supplier and loyalty has been shown by Söderlund (1998) claiming that certain factors could be considered as passive reasons for tourism conditions of holiday places that offer reasonable prices and in some cases, they offer quality facilities Valle *et al.* (2006).

From the above claims, it can be concluded that customer satisfaction is the main factor that determines customer loyalty because positive elements of satisfaction on the customer loyalty can be seen through the customer's intentions to buy the product or the service over and over again and the customer's inclined to recommend the said product/service to other people through word of mouth. Word of mouth or WOM is the major reason for loyalty due to the power of recommendation.

Furthermore, it has been noticed that destination tourists revisit and recommend their experiences without friends and relatives. However, tourist loyalty to the product or the destination is not enough an explanation as to why and how they are inclined to recommend the side attractions for families and friends. It can only be said that tourists may be inclined toward a particular product or destination that is why they intend to buy the product or visit the destination.

It can then be said that loyalty is the instrument that measures consumers' affection for a brand or product and it also explains a part of unexplained variance that behavioural studies do not shed a light on (Backman & Crompton, 1991). Tourism destination loyalty can be said to have a causal relationship with motivation and satisfaction and destination loyalty can be determined through the separation of push motivation and pull motivation. It is however, unfortunate that even though destination loyalty has been proven to be important, only little effort has been expended to look into its measurement, or the structural relationship it has with motivation and satisfaction.

Several researchers have given their opinion about the lack of research. Hallowell (1996) claims that the relationship among customer satisfaction, loyalty and profitability requires deeper research. Ruyter and Bloemer (1999) have both claimed that the relationship between loyalty and satisfaction is equivocal. This statement is even truer for services that occur over longer time. In addition, the importance of value attainment is taken to be more important than the mood, and therefore the former offer a stronger impact on satisfaction-loyalty relationship than the latter.

Making customer loyalty happen has been going on in both product and service markets and is considered to be linked to customer retention because both concepts are related to the repetition of the purchase of products and services from one organization by customers in a long period of time (Petrick, 2004; Tsaur *et al.* (2002). To explain the statement further, loyalty is often considered as future behaviour commitment of purchasing the product or service, or the relation between the provider at all times even with the availability of other possibilities (Rundle-Thiele & Lockshin, 2001).

Therefore, loyalty can be measured directly through the purchasing behaviour of the customers by observing the repetitive purchasing or the number of purchases of a product or service as compared to others where a similar observation doesn't occur. Similarly, loyalty can also be measured indirectly through the attitude or intention of repeat purchase. True loyalty of a tourist is measured by his/her positive attitude and behaviour towards a destination (Bowen, 2001; Oppermann, 2000).

Therefore, customer loyalty means the customer's positive attitude toward the organization's product or service which is followed by his/her favourable behaviour that often results in the purchasing of the particular product and service and advising others on its purchase (Backman & Crompton, 1991).

Firms also consider customer loyalty as a source of stable revenue for them working as an information channel that recommends the product or service to the customer's family and

friends (Reid & Reid, 1993). Lee (2002), of his the opinion that tourism loyalty can be defined as the experience of travel and tourists' participation in travel activities (Hu, 2003), as well as the amount of interest displayed by the tourist on the product and the response that firm gets from him (Manfredo, 1989). In fact, it is not just connected to psychological behaviour (i.e. A commitment or emergence of ego into the behavioural object), but also takes into involvement recreation/leisure behaviours (Lee, 2005).

33.2 The Measurement of Loyalty

The study of the physical products which is the instrumental performance and its psychological interpretation known as expressive attributes are both considered as necessities in the light of human actions (Uysal & Noe, 2003; Swan & Combs, 1976), which in turn could be translated to travel satisfaction and destination loyalty. Loyalty can be measured in any of the following ways: (1) the behavioural approach, (2) the attitudinal approach, and/or (3) the composite approach (Jacoby & Chestnut, 1978).

The first approach is often linked with consumer brand loyalty and is often characterized through 3 things: sequential purchase, the proportion of patronage, or probability of purchase. However, the measurement of this approach has been debated to be lacking of a conceptual standpoint, and hence it results only in the static outcome of an otherwise dynamic situation (Dick & Basu, 1994). In addition, this type of loyalty measurement doesn't take into account the factors affecting customer loyalty.

Most of the studies that have been carried out regarding the measurement of loyalty have been done on the basis of the desire to shed a light on retention which is believed to be linked with the company's profits. Some studies have revealed that 5% increase in customer retention can result in a profit growth of 25-95% in different types of industries (Reichheld, 1996; Reichheld & Sasser, 1990).

As mentioned before, the measure of the tourists' loyalty to a destination is manifested in their intentions for revisiting and their inclination to share it with others (Oppermann, 2000).

3.3.3 The Variables Affecting Tourism Loyalty

Gallarza and Saura (2006) a marketing practitioner and an academician have pointed out the major effect of perceived value on consumer behaviour. The results are echoed and further expounded by Kandampully and Suhartanto, (2000) who revealed a positive link between customer satisfaction with regards to certain services (performance of housekeeping, reception, food and beverage and price) and customer loyalty in the hotel industry, New Zealand.

Customer satisfaction was also highlighted along with hotel image which was found to be directly affected by various marketing services like product, price, place, promotion, people, process, and physical evidence. Also, in a related study, Faullant, Matzler and Fuller (2008) tested image and satisfaction based on loyalty intentions between two different groups of visitors (first-time-visitors, and regular guests) indifferent skiing destinations in the Alps. Once again, customer satisfaction was revealed to be an important

driver of loyalty, and that image, overall satisfaction has a strong effect on loyalty intentions. Another similar study by Campo and Yague (2008) studied tourist loyalty to a tour operator as well as the effects of price promotions, the consumer's search for price promotions in the light of perceived price, and perceived higher levels of quality satisfaction loyalty to the tour operator.

The study indicated that this particular variable influences loyalty to the tour operator, directly and positively, and indirectly in the light of satisfaction. The results presented price promotions as a mediating variable having an indirect effect upon customer loyalty. In a related view of economic value, Lim, Widdows and Park (2006) tested the service quality, perceived value, satisfaction and loyalty in mobile services. The results revealed that quality dimensions effect consumers' perceived value, satisfaction and loyalty intention and data services were found to be positively related to customer's perceived economic value while service quality directly impacted customer satisfaction.

On the other hand, Anuwichanont, and Mechinda (2009) carried out an examination of the relative impacts of perceived value dimensions of satisfaction and trust and the effect of satisfaction and trust on loyalty. They assert that all customers hold a unanimous meaning of value. This fails to provide marketing practitioners with the right guidance on how to improve value, which consists of five dimensions which are quality, emotional response, monetary price, behavioural price and reputation. The results revealed a significant effect of quality, emotional response, monetary price, reputation for satisfaction and trust.

In a narrower context, Cheng and Tseng (2010) studied the link between satisfaction, behaviour involvement, and health effectiveness of visitors' spa tourism activities in Taiwan. This revealed that satisfaction has a positive link to both behaviour involvement and health effectiveness. Also, the findings presented that through the integration of special interest activity within curative tourism, a valuable curative tourism experience is created for the visitors.

Similarly, Kim, Holland and Han (2012) examined the relation between image, satisfaction and loyalty and their findings showed that destination image influences service quality and perceived value and that perceived value has a significant effect on satisfaction and loyalty. On the other hand, Coll, Saumell, Garcia and Fiol's (2012) findings revealed the causal relationships among perceived value, satisfaction and loyalty with a partial moderating effect of nationality.

The above claims reveal that there is a strong relationship between consumer perceptual constructs like perceived value, satisfaction and loyalty, and the understanding of the relationship between customer loyalty, customer satisfaction and image in the hotel industry. The studies that were carried out were only concerned with the impact of destination on revisiting intentions of customers in Alps, the image and satisfaction for loyalty intentions and the level of tourist loyalty to their tour operator and the effects of price promotions; all these studies still suggest lack of research in tourist loyalty in the curative tourism sector and a look at past literature shows that most of the studies are confined to the Western part of the world like New Zealand while none of the studies were

carried out in the Middle East in general and in curative tourism in Jordan in particular.

In the current study, the author will attempt to contribute to the literature by studying Jordan's curative tourism. The Table 3.2 below summarizes the above studies.

Table 3.2
Summary of Studies Regarding Tourist Loyalty

No.	Researcher	Variables	Findings
1	Kandampully and Suhartanto (2000)	Customer loyalty, customer satisfaction and image.	A positive link between customer satisfaction with certain services (performance of housekeeping, reception, food and beverage and price) and customer loyalty.
2	Gallarza and Saura (2006)	Perceived value, quality satisfaction, and loyalty.	There is a relationship between quality, value and satisfaction that leads to loyalty being the final outcome particularly in the tourism industry.
3	Lim, Widdows and Park (2006)	Service quality, perceived value, satisfaction and loyalty.	Quality effects on consumers' perceived value, satisfaction and loyalty intention and services revealed positively related to customer's perceived economic value.
4	Faullant, Matzler and Fuller (2008)	Image and satisfaction, loyalty intentions.	Overall satisfaction was given more importance than image, while the repeat visits gave more importance in image rather than overall satisfaction.
5	Campo and Yague (2008)	Perceived price, quality satisfaction loyalty.	The negative and indirect effect of price promotions upon customer loyalty.
6	Anuwichanont, and Mechinda (2009)	Perceived value (quality, emotional response, monetary price, behavioural price and reputation) satisfaction, trust, and loyalty.	Price, trust and satisfaction found not support. Satisfaction and trust to loyalty were significantly supported. The moderating effect of destination equity on the relationship between satisfaction and loyalty was significantly apparent.

Table 3.2 (Continued)

7	Cheng and Tseng (2010)	Satisfaction, behaviour involvement, and health effectiveness	Had positive relation to behaviour involvement and health effectiveness; behaviour involvement had positive relation to health effectiveness; behaviour involvement was an intervening variable for satisfaction to influence health effectiveness.
8	Kim, Holland and Han, (2012)	Destination image service quality Satisfaction, loyalty.	Destination image influences service quality and perceived value, and A significant effect on satisfaction and loyalty.

3.4 Tourist Satisfaction

3.4.1 Definition of Tourist Satisfaction

Pizam *et al.* (1978) defined tourist satisfaction as, "the result of the interaction between a tourist's experience in the destination area and the expectations he had about that destination". Similarly, according to Kotler and Scheff (1997) and Teas (1993), satisfaction is generally based on the information from the previous experiences with the service provider and it is viewed as a function of the previous satisfaction of all these transactions. The authors further defined customer satisfaction as "A person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations".

Along the same lines, Baker and Crompton (2000) provided the definition of satisfaction as, “the tourist’s emotional state after experiencing the trip”.

3.4.2 Impact of Variables on Tourist Satisfaction

According to Teas (1993), customer satisfaction adds to the success of the service providers therefore, it is considered to be a constituent element in the marketing exchange process. In addition, customer satisfaction is also an important factor in analysing customer behaviour especially when it comes to purchasing repetition. It comes to reason that every firm is studying their client satisfaction for its measurement with a product or service. However, in some instances, the measurement of tourist satisfaction can be very complicated as proven by Pizam *et al.* (1978). The authors stated that the expressive performance dimension of tourism products holds much more importance as compared to the instrumental one as tourist holiday experiences are impacted by multicultural diversity of international tourists, marketing tourism techniques, the development of a better understanding tourist’s variation of value, orientations and social behaviour; all have direct impacts on tourist holiday experiences. Foster’s (1997) view is on the other hand, confined to the tourist considering it as one of the important elements in studying the positive tourist holiday experiences and their satisfaction.

However, the extension of the measurement of this satisfaction to a higher level based on tourist destination has been suggested due to multitude of reasons and among them is the amount of money spent on destination marketing by national and state tourism offices, airlines and regional tourism bodies.

The issue of service quality linked to customer loyalty has been discussed in the tourism industry and tourism studies such as the ones above and the industry accepts that this element holds the key to their long-term success. Evidence of this can also be found in Crompton and Love (1995) who stated that the customer's satisfaction is measured on the basis of how the activities are fulfilling basic needs and the motivation given for participation in the activities. That being said, "the absence of motivational factors does not lead to 'dissatisfaction' but rather to 'dissatisfaction', a sense of emptiness, rather than a sense of anger or disappointment" (James, 1996).

3.4.3 Relationship between Tourist Satisfaction, Destination Loyalty and Tourism Destination

As mentioned before, the satisfaction holds the key variable in marketing activities. It is imperative for the marketing section of the industry to know which elements influence the satisfaction experienced by the customer. Oliver (1999), carried out that satisfaction owes its definition to what the consumer does and not on what he's thinking. He therefore proposed the following statement: "satisfaction is defined as pleasurable fulfilment" (Oliver, 1999; Oliver, 1997). In other words, the consumer feels that consumption is satisfying some need, desire, goal or so forth, and the feeling is pleasurable. Therefore, satisfaction can be explained as the tourist's satisfaction of his expectations and standardized this pleasure against displeasure.

Tourists' satisfaction with the destination is the value of pleasurable fulfilment of their desires and their wishes, which include the services and activities that are offered by the

service provider. Their satisfaction depends upon their experience of the use of the services and this satisfaction is considered to be a one-dimensional construct that differs from dissatisfaction. Therefore, this is an indication that a positive or a negative image of the service can influence satisfaction or dissatisfaction Lobato *et al.* (2006). In cases when the tourists are satisfied with the destination, it is quite difficult to pinpoint the attraction to the place (Vogt & Andereck, 2003). Ekinici (2003) gave an idea that when an element that is related to satisfaction is the attempt to establish an emotional bond with tourists through the image of the destination that projects.

This element is not only associated with the basic needs, such as food, rest or enjoyment but it involves many things (Chaudhary, 2000; Kandampully & Suartanto, 2000) including the previous experience of other tourists because it can affect the perception of others who have not visited it before (Baloglu, 2001). Therefore, it is imperative to carry out studies that are related to image with its relation to satisfaction in order to gauge the revisiting intentions as well as recommendations to others (Bigné *et al.*, 2001).

Additionally, there are also many factors that could affect the relationship such as the conditions of tourism of emerging new holiday destinations, their prices and high quality of services (Valle *et al.*, 2006). Marketing literature has dealt with the study of consumer loyalty considering it as one of the most important forces that drive the marketing era Brodie *et al.* (1997).

Furthermore, tourism marketers and managers consider understanding the factors that increase tourist loyalty as valuable information Flavian *et al.* (2001) due to the fact that the understanding of loyalty has been an important indicator of corporate success in the previous literature (Hallowell, 1996; La Barbara & Mazursky, 1983; Pine *et al.*, 1995; Turnbull & Wilson, 1989) as they generally contribute evidence that links satisfaction, loyalty and profitability. In other words, these concerned researchers believe that customer recruitment costs and customer price sensitivity as well as servicing costs are all reduced when working with loyal customers (Turnbull & Wilson, 1989). According to Pine *et al.* (1995) in traditional ways of marketing of products and services, customer loyalty is measured by repeated sales and WOM recommendations to other customers. With regards to travel destinations, Yoon and Uysal (2005) suggest that like the traditional ways, travel destinations can also be perceived as a product that can be resold (revisited) and recommended to others.

Dick and Basu (1994) and Oliver (1999) joined the researchers who believe satisfaction from products or services influences consumer loyalty, while Flavian *et al.* (2001) do not attribute loyalty to a product to the unavailability to other similar offers but believe that loyalty happens when consumers do not have ample time to choose therefore they simplify their decision by acquiring products or services that are familiar to them. There has been a constant recognition to the fact that the final objective of customer satisfaction measurement is customer loyalty. As Fornell (1992) revealed that high consumer satisfaction often results in increased loyalty for the organization and the customer will be less swayed to the side of the competition.

Unfortunately, the power of the customer satisfaction to kill scores in predicting loyalty has not been thoroughly investigated yet (Higgins, 1997). Anderson *et al.* (1994) fears the fact that if firms are not capable of explaining the connection between customer satisfaction and economic performance, they might let go of the idea of measuring customer satisfaction. To this end, Fornell *et al.* (1996) suggested some evidence to corroborate the fact and in the result of their study, Anderson and Fornell (1994) claimed that customer satisfaction determines customer loyalty.

Adding to that note, Zeithaml *et al.* (1996) claim that customers who are satisfied usually repeat their purchases and they recommend the product/service to others in order to experience the satisfaction (Reynolds & Arnold, 2000; Reynolds & Beatty, 1999). When this happens according to Fitzell (1998), the loyal customers will not be easily swayed by other offerings by competitors. Specifically speaking, satisfaction is found to be a necessary precursor of customer loyalty (Fitzell, 1998; Reynolds & Beatty, 1999; Sivadas *et al.*, 2000; Zeithaml *et al.*, 1996; Fornell, 1992), whereas satisfaction and loyalty are considered to related in most researches (Anderson & Sullivan, 1993; Fornell, 1992; Rust & Zahorik, 1993; Taylor & Baker, 1994). To summarize the discussion, satisfied customers are loyal customers with (Rowley, 2005) or without the mediation of other variables (Coyne, 1989; Fornell, 1992; Oliva *et al.*, 1992).

3.4.4 The Issues Affecting Tourist Satisfaction

Literature reveals various studies regarding the factors that affect tourist satisfaction. According to Pizam *et al.* (1978), there are certain factors that can influence tourist satisfaction including beach opportunities such as: quality of beach facilities, cleanliness of beach areas, availability of parking spaces, and availability of space on the beach. The second factor is the internal costs, which includes the cost of vacationing, the cost of general goods and services, and the quality of goods and services relative to price. Third is hospitality, which comprises of: willingness of residents to aid tourists, the willingness of employees to aid tourists, general friendliness of the employees, courtesy of employees toward tourists, courtesy of the residents toward tourists, general hospitality of residents.

The fourth one deals with eating and drinking facilities, in which the following items were included in this factor: availability of restaurants, cafeterias, and bars; quality of eating and drinking places; and quality of service in eating and drinking places. The fifth factor is concerned with accommodation facilities, which included two items namely the quality of facilities offered at hotels/motels and the quality of service in hotels/motels, while the sixth factor is regarding campground facilities, comprising of two items namely, availability of campgrounds, and quality of the campground facilities. Factor seven includes scenery, natural attractions, and quality of the environment and the last factor deals with the extent of commercialization. Of customer satisfaction, another similar study was carried out by Oliver (1993) who revealed positive and negative factors to have independent effects on customer satisfaction.

The author concluded that there are two categories of factors: hygiene attributes and satisfier attributes. Also, customer satisfaction in tourism has been based by Swarbooke and Horner (1999) on three reasons namely: (1) Satisfaction results in positive word-of-mouth recommendations to friends and relatives, which results in more customers. (2) Creating a repeat customer lessens the marketing costs (3) Dealing with complaints proves expensive, time-consuming and critical for the organization's reputation. Furthermore, it can bring about higher direct costs through compensation payments. Along the same lines, various researchers including Bansal *et al.* (2004), Donthu (2001); Francis and White (2002); Loiacono, Watson and Goodhue (2002); Schaupp and Belanger (2005), and Zeithaml *et al.* (2000) are of the consensus that reliability product, value competitiveness, variety of products, uniqueness of product and quality guarantee are all influential variables for customer satisfaction.

Meanwhile, Bansal *et al.* (2004), Francis and White (2002), Loiacono *et al.* (2002) and Szymanski and Hise (2000) all believe security and safety to be of primary importance for customer satisfaction. Bansal *et al.* (2004), Donthu (2001), Francis and White (2002), Schaupp and Belanger (2005), Szymanski and Hise (2000), Zeithaml *et al.* (2000) all reveal that whether a positive or negative image is perceived, it can affect the satisfaction or dissatisfaction of the tourist. While Valle *et al.* (2006) considered tourist satisfaction as a contributing factor to destination loyalty intention, in other words the most satisfied tourists are more determined to revisit and recommend to friends and relatives and they reveal favourable intentional behaviour.

According to Jones and Sasser (1995), four basic elements affect customer satisfaction which are: the basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. Satisfaction directly influences a customer's repurchase intentions, as revealed in the previous literature, but only when overall satisfaction is low. When confronted by a repeat customer who just had a bad experience, the service manager can remind him of his previous satisfaction experience. The above studies clarify the variables that affect tourist satisfaction ranging from beach facilities to scenery and hygiene to satisfier factors. Some authors also cited other elements such as image, security and safety as factors affecting tourist satisfaction of tourism sites.

3.4.5 Tourist Satisfaction as a Mediating Variable from Past Research

A moderating variable is a variable that impacts the strength of the relation between two variables and specify particular effects that will hold. According to Sekaran (2003), the distinction between intervening variable surfaces at an independent variable level helps to conceptualize the relation between the independent and dependent variable with the moderating variable having a contingent impact on their relationship. In other words, a mediating variable is a variable that explains the relation between two variables. The present study's model postulates that tourist satisfaction mediates between the relation of variables as evidenced by prior and current studies (Baker & Crompton, 2000; Boshoff & Gray, 2004; Chi & Qu, 2008; Cole & Scott, 2004; Eraqi, 2006; Kozak & Rimmington, 1999; Yoon & Uysal, 2005; Prayag, 2009; and Nurlida *et al.*, 2010).

Based on prior research, tourist satisfaction is a mediating mediator the relation between varying factors. For instance, Bloemer and Ruyter's (1998) model described the relation between store satisfaction and store loyalty in a major Swiss city with the consideration of the impact of store image and different types of satisfaction and loyalty. The result of this study found that store satisfaction mediates the relationship between store image and store loyalty.

In addition, Chumpitaz and Swaen (2003) also revealed satisfaction to mediate the relation between the four service quality dimensions and brand loyalty in a study examining the relation between service quality, consumer satisfaction and brand loyalty for clients of an airline company. Similarly, Caruana (2002) examined the concept of service loyalty and distinguished between service quality and customer satisfaction in retail banking customers. The findings showed satisfaction to play a mediating role in the relationship between service quality and service loyalty.

On the other hand, Yoon and Uysal (2005) examined the tourist motivation among the push and pull motivations, satisfaction and destination loyalty in Northern Cyprus. They found the relationship between satisfaction and destination loyalty to be significant. Furthermore, their study showed that tourist destination loyalty is positively affected by tourist satisfaction, while satisfaction was negatively influenced by the pull travel motivation. In addition, the push travel motivation's relationship with destination loyalty shows a significant result, signifying its positive, direct relationship with destination loyalty.

Valle, Silva, Mendes and Guerreiro (2006) studied the relationship between travel satisfaction and destination loyalty intention of tourists visiting Arade, a Portuguese tourist destination and the results of their study substantiated satisfaction as being a determinant of destination loyalty. They have summarized the weakness of the destination as follows: (1) urban planning problems, (2) traffic problems, (3) cleanliness problems, and (4) cultural initiative problems. Tourists also evaluated beaches, landscape, hospitality, authenticity, public safety, competence, kindness as well as restaurants, lodging, shopping zones, food and leisure places.

The significance of satisfaction is seconded by Singh (2006) who believes that it is crucial owing to its positive effect on an organization's profitability. Similarly, his results supported Hoyer and MacInnis (2001), where they revealed that satisfied customers constructs the base of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word-of-mouth. In addition, Gerpott *et al.* (2001) revealed customer satisfaction as a direct determining factor in customer loyalty: which is itself, a central determinant of customer retention. In a similar study, Ismail, Hasnah, Daing Nasir and Salmi (2006) stated that the relationship between audit service quality, client satisfaction and loyalty to audit firms indicated satisfaction of public listed companies with tangible dimension and their dissatisfaction with the other four dimensions. The authors concluded that customer satisfaction partially mediates the relation between reliability and loyalty.

Moreover, Cole and Illum (2006) conducted a study how to enhance tourism through service quality, visitor satisfaction and behavioural intentions and concluded that transaction level satisfaction along with the global level satisfaction did have a mediating effect and quality had a direct effect on visitor's future behavioural intention.

In a related study, Martín-Consuegra (2007) looked into the effects of customer satisfaction, both directly and indirectly (through loyalty), on price acceptance and price fairness, and considered it as an antecedent of customer satisfaction and loyalty in the service industries. The results pointed to the fact that perceived price fairness affects customer satisfaction and loyalty and suggest that customer satisfaction and loyalty are two antecedents of price acceptance.

Based on Prayag's (2008) study, destination image was indicated to have a direct and indirect impact on future behaviour while satisfaction and overall image mediated the relation between destination image and future behaviour. On the other hand, Mosahab, Mohamad, and Ramayah's (2010) current study indicated that in all aspects, customer expectations are greater compared to their perceptions of the Bank's operations and with low service quality. Customer satisfaction was also found to mediate the relation between service quality and service loyalty.

The mediating effect of visitor satisfaction was also evidenced by Naidoo, Munhurrin, and Naidoo, Munhurrin, and Seegoolam (2010) to a certain level. They studied the relationship between nature-based tourist attractions attributes and visitor satisfaction and found the

latter to be significant to tourism business in light of responsiveness, tangibles, price, communication, assurance, empathy and natural resources. The positive coefficients for tangibility, price, empathy and natural resources were revealed to be statistically significant implying heightening levels of satisfaction.

In another related study, Hosany and Witham (2009) revealed the mediating role of overall satisfaction in the relation between cruise ship experiences and intention to refer and brought forward three conditions to establish mediating values: the independent variable should have a significant relation with the dependent variable, the independent variable should have a significant relation with the mediator and when both the independent variables and the mediator are considered as predictors, the latter should present a significant impact on the dependent variable. Finally, Faridah, Nooraini and Norzaidi (2010) examined college attributes and information satisfaction in Malaysia's University and claimed that they were significant predictors of students' choice satisfaction while information satisfaction was found to mediate the relation between college attributes and students' choice satisfaction.

Therefore, the present study attempts to use prior research findings in order to substantiate all the findings reached. The Table 3.3 below summarizes the above studies.

Table 3.3

Summary of Past Research on Trust Satisfaction

No.	Researcher	Variables	Findings
1	Bloemer and Ruyter (1998)	Manifest satisfaction and latent satisfaction; both antecedents to store loyalty.	Satisfaction with the store mediates the relationship between store image and store loyalty.
2	Chumpitaz and Swaen (2003)	Quality, consumer satisfaction and brand loyalty.	Service quality has influenced of the satisfaction, as well as a significant and positive influence of consumer satisfaction over brand loyalty and also found satisfaction to mediate in the links between service and brand loyalty.
3	Yoon and Uysal (2005)	Motivation among the push and pull motivations, satisfaction, and destination loyalty.	Tourist destination loyalty is positively affected by tourist satisfaction while satisfaction was negatively influenced by the pull travel motivation. In addition, the push travel motivation's a significant relationship with destination loyalty.
4	Valle, Silva, Mendes and Guerreiro (2006)	Travel satisfaction and destination loyalty intention.	The results substantiated satisfaction as being a determinant of destination loyalty and summarized the weakness of the destination as follows: (1) urban planning problems, (2) traffic problems, (3) cleanliness problems, and (4) cultural initiative problems.
5	Singh (2006)	Customer satisfaction, loyalty and retention.	Customer satisfaction leads to repeat purchase, brand loyalty, and positive word-of-mouth.

Table 3.3 (Continued)

6	Ismail, Haron, Ibrahim and Mohd Isa (2006)	Audit service quality, client satisfaction and loyalty.	The results revealed the satisfaction of public listed companies with tangible dimension, but it also showed their dissatisfaction of the four dimensions. Further revealed customer satisfaction to partially mediate in the relationship of reliability and loyalty.
7	Martín-Consuegra (2007)	Satisfaction, loyalty, price acceptance and price fairness.	Perceived price fairness affects customer satisfaction and loyalty and suggests that customer satisfaction and loyalty are two antecedents of price acceptance.
8	Naidoo, Munhurrin, and Seegoolam (2010)	Visitor satisfaction, quality responsiveness, tangibles, price, communication, assurance, empathy, and natural resources.	Visitor satisfaction considered as a mediator to a certain extent.
9	Hosany and Witham (2009)	Cruise ship experiences and intention to recommend.	The results showed a significant relationship between the four dimensions of cruise ship experiences and intention to recommend satisfaction. Both the independent variables and the mediator are regressed on the dependent variable.
10	Konu, & Laukkanen, (2010)	Pull factors and Push factors	The Results show that the previous experience of well-being holidays, number of annual holiday trips, together with pull factors “water park and/or spa”, “natural sights” and “accessibility in destination”, and push factors “refreshing myself”,
11	Mosahab, Mahamad, and Ramayah (2010)	Service quality, Satisfaction, Service loyalty.	Customer Satisfaction plays the role of a mediator in the effects of service quality on service loyalty.

3.5 The Independent Variables

3.5.1 Tourism Marketing Mix

3.5.1.1 Marketing Mix Definition

Marketing has always been considered by the authors as an art and a science and based on the definition of giving by the American Marketing Association; marketing is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

"In other words, marketing is the creation and promotion of a product, that may be idealistic, good or service that gives satisfying the customer and is presented at reasonable price and an accessible place. Mahoney, Edward, Warnell and Gary (1987), gave their explanation of modern marketing as a way of doing business that is mainly based on the "marketing concept" which needs business to: (1) design their products/services to meet customer needs and wants; (2) focus on those people most likely to buy their product rather than the entire mass market; and (3) develop marketing efforts that fit into their overall business objectives.

The importance of the marketing mix concept is lauded by Rafiq and Ahmed (1995) who consider it as one of the core concepts of marketing theory. The spread of many ad hoc ideas has underestimated the concept of the marketing mix and a call for a more coherent approach is necessary. In another study, Booms and Bitner (1981) studied marketing mix in other areas of marketing and opine that by adopting marketing mix, the provision of

better products is not only accomplished but in addition, the saving of costs and time in developing and promoting the product is also accomplished (Mahoney *et al.*, 1987).

The next section will concentrate on a detailed explanation of the elements of the tourism marketing mix and its importance in the context of curative tourism.

3.5.1.2 Elements of the Tourism Marketing Mix

a) Product

A product as defined by Armstrong and Kotler (2006) is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

As for services, according to Hirankitti, Mechinda and Manjing (2009) the product offer in respect of services can be explained based on two components: (1) The core service which represents the core benefit; (2) The secondary services, which represents both the tangible and augmented product levels. The latter can be best understood in terms of the manner in of delivery of the particular service. Ferrell (2005) opines that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. According to Borden (1984) product is characterized by quality, design, features, brand name and sizes.

b) Price

According to Kotler, Armstrong, Wong and Saunders (2008) price is the amount of money charged for a product or service, or the total values that consumers exchange for the

benefits of having or using the product or service. Due to the intangible nature of services, price becomes a crucial quality indicator where other information is not lacking or absent (Zeithaml, 1981). Price is considered as the most important measurement of repurchase intentions (Oh, 2000; Parasuraman & Grewal, 2000). In deciding to return to the service provider, the customers normally think whether or not they received their value for money (Zeithaml, 1988). It has been proven therefore, that customers usually buy products on the basis of price than other attributes (Peter & Donnelly, 2007). According to Munusamy and Hoo (2008) pricing has a significant effect on customer motives.

c) Place

This factor is defined by Armstrong and Kotler (2006) as a set of interdependent organizations that caters to the process of making a product available to the consumers. Hirankitti *et al.* (2009) considers place as the ease of access which potential customer associates to a service such as location and distribution. The strategy of placing needs an effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). An organization should pay attention to place decisions because of the importance of the production and consumption to occur at the same time and at the same place, a place that provides all information about customers, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

d) Promotion

It is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984) - A decision of how best to relate the product to the target market and how to persuade them to buy it (Lovelock, Patterson & Walker, 1998). A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times (Lovelock & Wright, 2002).

Activities that cater to promotion are advertising, sales promotions, personal selling and publicity; they can all influence the consumer's way of thinking, their emotions, their experience as well as their purchasing. Communications should be devised by marketers in such a way that it (1) offers consistent messages about their products and (2) are placed in media that consumers in the target market are likely to use (Munusamy & Hoo, 2008). Promotion is a selling technique; to succeed in any marketing program it should be involved with communication (promotion). Promotion is very important as it provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time and how they can use the product and get beneficial results from it. The product advertisement can be delivered by individual sales people, T.V, radio, internet, magazine, press, and all types of media. Some of the effects of this strategy are as follows:

- a. Increasing demand for tourism product price firmness.
- b. Maintaining the stability of tourism demand in the event of raising the price.
- c. Overcome the problem of low demand in the tourism crisis as what happened in the three hotels crisis in Jordan in 2004.

Therefore the promotional mix elements consist of the following: (1) Declaration: It is important to choose the right time and the right place for advertising and this means can be done through television, radio, magazines and websites, local press and global and diverse means of transport and trade centres and tourist offices. (2) Publications: Publicity through tourist sites supported by beautiful colour photos and art direction which make the tourists discuss with friends and family before making a purchase decision. (3) Tourist Publicity: An arrangement that shows the product in exhibitions aired internationally and through the use of press interviews, radio, television festivals, cultural and artistic touristy places.

- d. The internal domestic tourism is promoted by the Ministry of tourism, travel agencies offices and hotels.
- e. Promoting outside the country by means of embassies and travel agencies involving the booking of airline tickets.

e) Personnel

This factor refers to the service employees who produce and deliver the service. It has long been a fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality

(Hartline & Ferrell, 1996; Rust, Zahorik & Keiningham, 1996). Personnel are key to the delivery of service to customers. In addition, according to Magrath (1986) customers normally link the traits of service to the firm they work for. Personnel are also considered as the key element in a customer centred organization as well as a way to differentiate variables with product, services, channel and image (Kotler, 2000). Achievement of a customer-orientation is not possible if there is no cooperation coming from the personnel (Judd, 2001).

The interaction is important because it influences customer perception. In other words, the actions of all the personnel normally influence the success of action and function of an organization and with more communication, training, skills, learning, and advice they will achieve to display the optimum value of the product and the company.

f) Process

The process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customers and is more important for service than for goods. According to Hirankitti *et al.* (2009) the pace of the process as well as the skill of the service providers is clearly revealed to the customer and it forms the basis of his or her satisfaction with the purchase. Therefore, process management ensures the availability and consistence of quality. In the face of simultaneous consumption and production of the process management, balancing services demand with service supply is extremely difficult (Magrath, 1986). The design and the implementation of product elements are crucial to the creation and delivering of product.

g) Physical Evidence

This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered. This holds great importance because the customer normally judge the quality of the service provided through it (Rafiq & Ahmed, 1995). In addition, according to Mittal and Baker (1998) this factor also refers to the environment in which the services production is in. Similarly, Bitner (1990) adds that other visible surroundings can affect the impressions perceived by the customers about service quality. The components of the service experience are called the “services-cape”-that is, the ambience, the background music, the comfort of the seating, and the physical layout of the service facility, the appearance of the staff can greatly affect a customer’s satisfaction with a service experience (Rust, Zahorik & Keiningham, 1996). The environmental décor and design also significantly influence the customer’s expectations of the service (Shostack, 1977).

Services normally cannot be displayed therefore firms should create a suitable environment to highlight the fact to the customers (Rathmell, 1974).

3.5.1.3 The Importance of 7PS versus 4PS in Marketing Service

Rafiq and Ahmad (1995) claim to be advocates of the 7Ps framework owing to the dissatisfaction with the 4Ps framework. The findings reveal more emphasis on the traditional 4Ps in consumer marketing and less on another mix variable.

Moreover, there is a similar opinion in services marketing but there have also been strong claims that 7Ps should be used as a general framework due to the simple nature of 4Ps mix. On the other hand, there is consensus on the complexity of the 7ps mix. According to Rafiq and Ahmed (1995), the strengths and weaknesses of both 7Ps and 4Ps are listed below in Table 3.4.

Table 3.4

Strengths and Weakness of the 4Ps and the 7Ps Mixes As Perceived by the Respondents

	7Ps	4Ps
Strengths	<ul style="list-style-type: none"> More comprehensive More detailed More refined Broader perspective Includes participants/ People and process It is a model Standardizations Signals marketing theory 	<ul style="list-style-type: none"> Simplicity and ease of understanding Easy to memorize Good pedagogic tool, especially for introductory marketing Parsimony Useful conceptual framework Ability to adapt to various problems
Weaknesses	<ul style="list-style-type: none"> More complicated Extra elements can be incorporated in 4Ps Controllability of the three new elements 	<ul style="list-style-type: none"> Too simple, not broad enough Lacking people, participants and process Physical evidence Relationship marketing Service Lack of connection/integration between variables Static nature of 4Ps

Source: Rafiq and Ahmed (1995)

3.5.1.4 Marketing a Country Such as Jordan for Tourism Destination

The brand 'Jordan' is one of the many holiday destinations in the Middle East. There are more than 200 choices of sites offered to travellers. It is crucial for travellers to find out in what category Jordan is competing in the tourism industry before a tourist can draw comparisons, for instance, is it an eco or cultural tourism destination (National Tourism Organisations (NTOs)). Therefore, marketing strategy plays an important part in affecting their choices.

3.5.1.5 Approaches to Tourism Marketing

According to some authors, (March, 1994; Calantone & Mazanec, 1991; Webster, 1977) marketing's contribution to travel and tourism has always been underestimated and to add to that only little research has been addressed regarding strategic marketing in travel and tourism (Chon & Olsen, 1990; Haywood, 1990; March, 1994; Mazanec & Zins, 1994).

In addition, travel and tourism management discipline has been often misused and under-utilized (Faulkner, 1993; Calantone & Mazanec, 1991) and served the needs of policy makers rather than practitioners (March, 1994). This might have led to the lack of academic research regarding the topic (Cooper *et al.*, 1993).

According to Kotler and Armstrong (1996), when the product's performance is lower than expectations, this leads to the dissatisfaction of the buyer and if performance matches or exceeds expectations this leads to the satisfaction or the delight of the buyer.

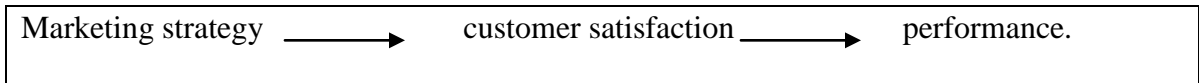


Figure 3.1

Relationship between Marketing Strategies, Tourist Satisfaction with Performance

Similarly, Rafiq and Ahmed (1995) observed that product quality is related to performance. Due to the simultaneous production and consumption of the service, the personnel have a great role in influencing customer perceptions of product quality. In other words, the product as well as product quality is linked to the quality of the service provider (Berry, 1984). This points to the importance of the quality of employees and it calls for the constant monitoring of their performance.

This also calls for the marketing managers to monitor the actions of customers, particularly the customer who buys the service. Therefore, new marketing approach allowing for development of appropriate marketing strategies for international tourists is needed (Reisinger & Turner, 1999).

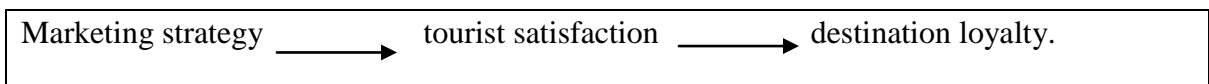


Figure 3.2

Relationship between Marketing Strategies, Tourist Satisfaction with Destination Loyalty

3.5.1.6 Relationship between Marketing Mix, Customer Satisfaction and Customer Loyalty

According to Kotler and Armstrong (2005), marketing can be defined as a social and managerial process by which individuals and groups get what they need and want through the creation, offering and exchanging of products with each other. Based on the above definition, it can be said that a company's success is caused by the satisfaction of

consumer's wants. Achievement of customer satisfaction is what all companies want for themselves as this usually leads to repeat buying of the same product (Reichheld, 1996), and recommendation of the product to families and friends (Oliver & Swan, 1989). This relationship between marketing and customer satisfaction is rampantly discussed among researchers (Zineldin & Philipson, 2007).

Evidence to the contention of customer satisfaction, translating into higher than normal market share growth, has also been unearthed. Grant (1998) reports that the American Customer Satisfaction Index studies revealed a positive relation between customer satisfaction and stock market returns. Additionally, Yelkur (2000) found that the critical elements operating the services marketing mix positively effects customer satisfaction. Service organizations need to pay more attention to their employees and their customers, to increase employee motivation as well as customer satisfaction.

According to Keller (2003) stimulating and enhancing brand loyalty is one of the keys to successful marketing and this rationale has become a marketing axiom. Relationship marketing strategy, can lead to customer loyalty. Kavali, Tzokas and Saren (1999) indicate that relationship marketing is about healthy relationships comprising of trust, equity, and commitment and it may also lead to the examination of the mediation effects of overall relationship quality and customer satisfaction in the underpinnings-loyalty relationship.

Ndubisi (2003) studied destination loyalty from the demand perspective, such as the relationship between loyalty and destination choice behaviours (Alegre & Cladera, 2006; Gitelson & Crompton, 1984; Niininen *et al.*, 2004; Yoon & Uysal, 2005; Yuksel, 2000), and behaviour patterns of repeat visitors (Gyte & Phelps, 1989; Lau & McKercher, 2004; McKercher & Wong, 2004; Pyo *et al.*, 1998; Oppermann, 1997). However, there have been no investigations regarding repeat visitation opportunities.

Moreover, Hart and Tzokas (2000) explored the extent to which the marketing mix decisions for new product launch reveal the launch variables which are significant in the overall success of the new product launch and the results show that the variables are product advantage, the intensity of the sales force effort and distribution expenditures in addition to the importance of product advantage and sales and distribution investment at market development.

In a related study, Yelkur (2000) explored the possible effect of each individual element of the services marketing mix on the customer's perception of the service by using the 4 traditional elements—product, price, place, and promotion and three additional elements—physical evidence, participants, and process. The finding shows the model to be limited to the marketing mix and it showed customer satisfaction variables affecting service delivery.

In addition, Yuksel (2004) examined the domestic and international visitors' perceptions of service provided in shops in Turkey. The results supported the propositions of the study that domestic and international visitors differed in their evaluation of services and shopping

item preferences. A significant differences between domestic and international tourists' preferences of shopping items and areas such as service quality, prices, staff knowledge of products, personal attention, ease of communication, shop assistants' respectfulness and shop appearance differed between domestic and international visitors.

Similarly, McKercher and Wong (2004) deconstructed the tourism markets into two basic dimensions: whether people have visited before (first/repeat) and the role played by the destination (main/secondary). The authors concluded that the main/secondary-destination dimension is the most suitable in developing and understanding of differences in the demographic profile of tourists, their origin and trip characteristics and the first/repeat dimension assists in determining the behaviour and satisfaction levels.

In Jordanian context, Nsirat and Addmour (2004) studied the marketing mix factors that influence treatment service in the decision of Arab patients for choosing Jordan as the best place to receive treatment. While, Addmour and Ayish (2005) found a positive relationship between marketing mix factors and the perceived image by Arab tourists and foreigners satisfaction. The authors found that the existence of differences in the perceived image were due to gender factor and qualifications, monthly income and career. It has also been found that there are differences due to age and nationality.

From the perspective of gender, Ndubisi (2006) investigates the factor's role in the light of relationship marketing underpinnings (namely trust, commitment, communication, and conflict handling) with customer loyalty in Malaysian Banks. The results showed the four

underpinnings of relationship marketing to be directly related to customer loyalty and it also showed that significant gender differences also existed in the trust-loyalty relationship. Meanwhile, Chae Suh and Yi (2006) looked into the moderating role of product involvement in the customer satisfaction-loyalty relation through the use of SEM which showed customer satisfaction to have both direct and indirect effects on loyalty, and attitudes and corporate image have indirect effects through their mediating influence on brand attitudes. In addition, it also showed that product involvement decreases the direct effects of satisfaction on brand attitudes and loyalty, but it increases the indirect effects of attitudes and corporate image.

From another perspective, Kim and Park (2006) studied the extent of 7Ps marketing mix by Korean libraries and compared its performance between different groups (i.e., public, academic, special, and school libraries). Studies related to the issue found the 7Ps to perform well except 'Price' and this is especially true for special and academic libraries. Similarly, Baidya and Basu (2009) looked into the issues regarding customer satisfaction with respect to 4Ps for a brand in the form of the 18 towns in West Bengal. The study showed that the 4Ps (product, price, promotion, and distribution) significantly and positively affected the overall customer satisfaction, and the customer satisfaction index (CSI) is the highest in the light of products.

In line with the above facts, Ivy (2008) presents a new marketing mix based on MBA students' attitudes and opinions, towards the marketing initiatives of business schools in South Africa. The results showed seven distinct factors in the marketing activities of

business schools, these factors are: people, promotion, price, programme, prominence, prospects, and premiums.

In relation to this study, Munusamy and Chee Hoo (2008) looked into the possibility of a significant relationship between marketing mix strategies and consumer motives in the light of purchasing private labelled consumer products in TESCO Stores in Malaysia. Price consideration positively affected purchase of the labelled products and product and place consideration showed no impact on consumer motives. Summarily, the link between promotion consideration and consumer motives is significant but negative.

In another related study, Herrmann, Xia, Monroe and Huber (2007) showed the relationship between price fairness and customer satisfaction and demonstrated the influence of perceived price fairness on satisfaction judgments as conducted in the context of automobile purchases in German car dealerships. The result showed price perceptions directly influencing satisfaction judgments and indirectly influencing through perceptions of price fairness.

Hirankitti, Mechinda and Manjing (2009), in their study took a close look at the use of marketing strategies in 45 Thai spa operators in Bangkok using the following marketing strategies (1) service process (2) people (3) physical evidence (4) location (5) products/services. They revealed no significant differences in marketing strategies implemented and operational performance but found the growth rate of profit associated with (1) perceived value (2) website advertising (3) people (4) perceived level in spa

business management training. Also, there is a direct relation between increasing customers and the efficient service provided.

A related study conducted by Svendsen, Haugland, Gronhaug and Hammervoll (2011) investigated the two elements of marketing strategy namely product differentiation and competitor orientation which were found to positively impact customer involvement. Moreover, particular investments dedicated to the relation also showed a positive relation to customer involvement while customer involvement maximizes customer profitability.

Hsieh's (2010) studied the needs of travellers' which affect the travel motivation to choose a spring destination in Taiwanese nature. The findings revealed that there is a significant relationship between travel motivation and age groups effect on destination choice. Also, the authors point out spring/spa marketing implications in conjunction with the theoretical framework, and added them to other relevant organizations.

From the above argument, the variables that are included in the study are made up of marketing mix with 7Ps - seven dimension product, price, place, promotion, personnel, physical evidence, and process. This is the best combination as tourism deals with service marketing. The last 3Ps are utilized in service sectors as opposed to goods; this fact greatly contributes to the research's evidence. Furthermore, most of the researches that used marketing mix with tourist satisfaction were carried out in the West and none in the Middle East in general and in Jordan in particular.

In addition, according to the literature review as expressed in Table 3.5, studies regarding marketing mix and loyalty studies are lacking in curative tourism which plays an important role in the success of the tourism industry. Thus, this shows that there is a clear gap which the researcher has tried to fill in the current study, thereby contributing to the literature by measuring satisfaction and loyalty of consumers in Jordan curative tourism. The Table 3.5 below summarizes the above studies.

Table 3.5
Summary of Tourism Marketing Mix in the Literature

No.	Researcher	Variables	Findings
1	Hart and Tzokas (2000)	Product	New products that are successfully launched into the market are priced at a premium and involve a lot of promotion investments.
2	Yelkur (2000)	Services marketing mix product, price, place, and promotion, physical evidence, participants, and process.	The finding shows the model to be limited to the marketing mix and customer satisfaction variables affecting service delivery.
3	Yuksel (2004)	Service quality, prices, staff knowledge of products, personal attention, ease of communication.	The results supported the propositions of the study that domestic and international visitors differed in their evaluation of services and shopping item preferences.
4	Nsirat and Addmour (2004)	Marketing mix factors	The findings that influence treatment service in the decision of Arab patients for choosing Jordan as the best place to receive treatment.
5	Addmour and Ayish (2005)	Marketing mix factors perceived image.	Found a positive relationship between by Arab tourists and foreigners satisfaction The existence of differences in the perceived image were due to gender factor and qualifications, monthly income and career.
6	Ndubisi (2006)	Trust, commitment, communication, and conflict handling customer loyalty.	Four underpinnings of relationship marketing to be directly related to customer loyalty.

Table 3.5 (Continued)

7	Chae Suh and Yi (2006)	Product involvement satisfaction, brand attitude, loyalty, image.	Shown that product involvement decreases the direct effects of satisfaction on brand attitudes and loyalty, but it increases the indirect effects of attitudes and corporate image.
8	Kim and Park (2006)	7Ps marketing mix	Studies related to the issue found the 7Ps to perform well except 'Price' and this is especially true for special and academic libraries.
9	Herrmann, Xia, Monroe and Huber (2007)	Price fairness and customer satisfaction.	The result showed price perceptions directly influencing satisfaction judgments and indirectly influencing through perceptions of price fairness.
10	Ivy (2008)	Product, price, place, promotion, people, physical facilities and processes.	The results showed seven distinct factors in the marketing activities of business schools, these factors are: people, promotion, price, programme, prominence, prospects, and premiums.
11	Munusamy and Chee Hoo (2008)	Marketing mix strategies and consumer motives.	Product and place consideration showed to have not influenced on consumer motives. Promotion consideration and consumer motives are significant, but the relationship is negative.
12	Baidya and Basu (2009)	Product, price, promotion, and distribution.	(Product, price, promotion, and distribution) significantly and positively affected the overall customer satisfaction.
13	Hsieh (2010)	Push and pull motivation factors effect on the travel motivation spring destination in Taiwanese nature.	A significant relationship between travel motivation and age groups effect on destination choice, and spring/spa marketing implications in conjunction with the theoretical framework.
14	Svendsen, Haugland, Grønhaug, and Hammervoll (2011)	Tourism Marketing Mix customer profitability.	The relationship is positively related to customer involvement, and customer involvement increases customer profitability.

3.5.2 Tourism Quality Standards

3.5.2.1 The Link between Quality and Competitive Advantage

In today's competitive business environments, quality holds the key to the most important sources of competitive advantage in both tourism enterprise and destination. Several leading organizations that deal with quality have spent millions in upgrading and in following a systematic process to manage quality in order to gain and maintain this competitive position (Eraqi, 2006).

Every manager knows the importance of quality and that fierce competition is underway in every sector regarding quality as customer expectations increase to greater heights. It is necessary to adopt quality in the business strategies if the firm wants to achieve a sustainable future in the business. As a result, the highest quality performance of these service providers and the increased customer satisfaction are associated with increased loyalty and repeat future visitations, tolerance of price increases and well-known reputation. In the marketing field, satisfaction and quality often have been differentiated from the standard of comparison used in the disconfirmation of expectation (Baker & Crompton, 2000). In addition, to the above positive results, quality of tourism helps in understanding the modern needs of tourism and to develop the economy (Maylor, 2000; Tse, 1996).

3.5.2.2 Definition of Quality

Eraqi (2006) summarizes the definitions of and implications for quality as shown in Table 3.6 below:

Table 3.6
Quality Definitions and Implications

Source	Definitions	Implications
The oxford Dictionary (Ingram et al, 1997)	The degree or level of excellence, characteristics; something that is special about in a person or thing	Quality has two parts: (1) its inherent characteristics (2) a standard of excellence
The British standards Institute (1987)	Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs	The implication of this definitions is that quality has to resolve the user's actual or perceived needs
Juran (1980)	Quality is the fitness for propose or use	Quality is judges by its ability to meet needs
Ernst and Young (Ingram et al, 1997)	Quality is a the conformance to specifications and the relative absence of defects	Quality is judged positively and negatively compared to the expectation
Feigenbaum (1983)	Quality is the total composite product and service characteristics of marketing; engineering; manufacture; and maintenance through which the product and service in use will meet the expectation by customer	Quality is derived through a range of process which transform the end product or service
Oakland (1989)	Quality is simply meeting the requirements	Quality has to be equal to the demands place upon it
Dodwell and Simmons (1994)	Quality is concerned with delighting the customer	The final test of quality is a subjective one
Day and Peters (1994)	Quality is rather like pornography in this respect. It may not be easy defined, but it is known when it is Seen	
Eraqi (2002)	Quality as a concept is considered as a philosophy overwhelmed the organisation management. It is a continuous improvement	Quality has three components: (1) internal customer satisfaction (2) external customer satisfaction (3) the efficiency of processes

Source: Eraqi (2006)

3.5.2.3 The Standards of Quality

World Tourism Organization [WTO] (2003) as cited in Eraqi (2006) and Krishn and Seema (2008) has designed six (6) standards for tourist product or service that have to be considered when enterprise/destination management designs tourism product design and marketing. These six standards are listed as follows:

a) Safety and Security

This measure means the tourism product or service should avoid circumstances where it would lead to danger to life, health and other vital interests and integrity of the consumer even in the light of ‘adventure tourism’. Security standards pertaining to safety and security are established by law and should be looked at as quality standards as peace, safety as well as security is basically requirements for growth, attractiveness, and competitiveness of the destination. Without these mentioned factors, tourist destinations cannot exist successfully in the market (Cavlek, 2002). In addition, according to Soknmez and Graefe (1998) safety and security are considered crucial in the tourists’ choice of destination.

b) Hygiene

Hygiene is an important factor that involves the accommodation facilities to be safe and clean and is not only recommended in high-class establishments but to all. In addition, food safety and hygienic standards that are established by the law of the country must be fulfilled in all food outlets, from street vendors to luxury first class fine dining restaurants to airline catering; the absence of which will result in dissatisfaction. According to James

& Associates (1996) the presence of hygiene will lead to 'satisfying' rather than 'satisfaction'.

According to Van Wijk and Murre (1993), better hygiene through hand washing, food protection and domestic hygiene reduces the possibility of catching different diseases and are related to better sanitation, hygiene practices, and to cleaner water.

c) Accessibility

Accessibility is the one of the effective indicators that can be used to reorganize target areas. Researchers have explored the topic from different sectors like transportation, tourism, geography and economy (Andersson & Karlsson, 2007). It is one of the major issues when it comes to tourist attractions and transportation planning. The measurement of accessibility gives inkling to operators or agencies on how to recognize improvement when it comes to tourist destinations. The term accessibility with regards to transportation planning is considered to refer to access to goods, services and destinations. Similarly, Litman (2003) defined accessibility as an easy way of getting to the opportunities offered (goods, services, activities and facilities) in a given destination.

d) Transparency

This is a key factor in providing legitimacy of expectations and consumer protection as it related to providing and communicating true information that revolves around the characteristics of the product and its total price which includes what is and is not covered

in the by the price regarding supply. Copper (2006) has defined transparency as “being open and honest with the public.”

e) Authenticity

Authenticity is the most difficult and subjective quality determinant to attain in a commercial world because of its aspect of multidimensionality including marketing and competition dimensions. Authenticity is based on culture and is basically to make a product distinct from other similar products to meet consumer expectations. Therefore authenticity disappears when the product loses its natural and cultural background. For instance, a theme park representing other faraway lands and cultures is a good example of authentic tourism product. An authentic product can develop and adapt to the needs and expectations of consumers and is the most important and preserve value of the built heritage. This appreciation of the cultural diversity and the enrichment of the world heritage is a novel viewpoint (Niskasaari, 2008).

g) Harmony

Harmony that exists in the human as well as the natural environment relates to sustainability which is a medium- and long-term concept. “Maintaining the sustainability of tourism requires managing environmental and socioeconomic impacts, establishing environmental indicators and maintaining the quality of the tourism products and tourist markets” (WTO Guide for Local Authorities on Developing Sustainable Tourism (WTO 2003). The term harmony is defined as fitting harmoniously into the environment. Adam

Smith as cited in Petermöller and Britzelmaier (2008) said that a natural harmony will exist owing to the market mechanism which acts as the invisible hand.

3.5.2.4 The Relationships between Quality and Satisfaction and Loyalty

Customer satisfaction or dissatisfaction is considered as a "cognitive or affective reaction" that emerges due to a single or extended set of service encounters (Rust & Oliver, 1994) It is also considered as a "post consumption" experience which compares perceived quality with expected quality, whereas service quality refers to a global evaluation of a firm's service delivery system (Anderson & Fornell, 1994; Parasuraman *et al.*, 1988).

Iacobucci *et al.* (1995) relates that the main difference between service quality and customer satisfaction is that quality signifies the managerial delivery of the service while satisfaction relates the customers' experiences with the said service and furthermore, quality improvement should be based on customer needs. In addition according to Iacobucci *et al.* (1995), Anderson and Fornell (1994), Dick and Basu (1994) and Rust and Oliver (1994), "quality is one dimension on which satisfaction is based" while Sivadas, Jamie and Baker-Prewitt (2000) claims that quality is an antecedent to satisfaction.

Additionally, Bitner, Booms and Mohr (1994) and Anderson, Fornell and Lehmann (1994) also agree that improved service quality will lead to a satisfied customer. On the other hand, there is a marked clash on an interaction-quality-satisfaction repurchase model with all the links well-established. According to Cronin & Tabor (1992) and Oliver (1980), all

the links between quality, satisfaction and repurchase have been thoroughly studied and although there have been a consensus that interaction is associated with satisfaction in service counters (Cermak *et al.*, 1991; Hill & Neely, 1988; Kelley *et al.* 1990; Mills & Morris, 1986; Woodside *et al.*, 1992) empirical demonstrationist lacking (Czepiel, 1990).

In another study, Cronin and Taylor (1992) looked into the causal relationships among service quality, customer satisfaction, and purchase intention. The results come out of the study that service quality was an antecedent of consumer satisfaction, and had less effect on purchase intentions.

In a related study, Dabholkar, Shepherd and Thorpe (2000) revealed that customer satisfaction strongly mediated the effect of service quality on behavioural intentions. Literature regarding service quality showed that the perceptions of high service quality and high service satisfaction resulted in a very high level of purchase intentions (Cronin & Taylor, 1992; Taylor, 1997; Taylor & Baker, 1994; Zeithaml *et al.*, 1996). Cöner and Güngör (2002) claimed that customer loyalty was affected by product quality, service quality, and retailer image and suggested that "quality [of product and service] ... is directly related to customer satisfaction, and ... lead [s] to the loyalty of the customer" (p. 195). In addition, service quality is one of the antecedents of satisfaction as shown based on empirical findings (Anderson & Sullivan, 1993; Cronin & Taylor, 1992, 1994).

In another related study carried out by Bloemer, Ruyter and Wetzels (1999), the authors

regret the fact that little empirical research has focused explicitly on the relationship between service quality perceptions and customer loyalty. With regards to behavioural intentions in a services setting the following are modified four main dimensions from Zeithaml *et al.* (1996): (1) word-of-mouth communications; (2) purchase intention; (3) price sensitivity; and (4) complaining behaviour, and, five dimensions were identified: (1) loyalty to the company; (2) propensity to switch; (3) willingness to pay more; (4) external response to the problem; and (5) internal response to the problem. The study resulted in multiple facets: firstly, it showed different relationships between (overall) service quality and service loyalty dimensions, secondly, service quality was found to be positively related to loyalty and the willingness to pay more, and thirdly, service quality is negatively related to switching behaviour and the external response to a problem.

The authors support another study by Cronin and Taylor (1992) whereby service quality did not appear to have a significant (positive) effect on intentions to purchase again, while Boulding *et al.* (1993) found a positive relationship between service qualities and repurchase intentions and willingness to recommend. This leaves only Zeithaml *et al.* (1990) who revealed a positive relationship between service quality and the two aforementioned loyalty dimensions.

Yüksel and Yüksel (2000) studied Turkish tourism to find out critical attributes of tourist satisfaction and product strengths and weaknesses in relation to other destinations. The study found 16 factors which are food quality, service quality, hygiene and accommodation, hospitality, tourist facilities, beach and environment, price and value,

entertainment, quietness, convenience, communication, security, water sports, transportation, airport services, weather, tourist satisfaction, and performance and claimed that ten of them are more effective in tourist satisfaction than the rest. A performance such as food quality, service quality, safety, water sports, convenience, and entertainment was found to constitute the strengths, weaknesses, and both threats and opportunities for destination managers. Differentiation is called for in the form of improvement of these performance aspects.

Eraqi (2006) evaluated the customer's views related to tourism quality in Egypt and came up with three requirements for achieving tourism service quality (TServQual): (1) internal customer satisfaction; (2) external customer satisfaction; quality-management process; and (3) achieving the efficiency of processes. These are based on the employees and tourists' point of view assuming that the efficiency of processes has been fulfilled. Tourism quality standards World Tourism Organization (WTO, 2003) has designed six standards for tourist product or service namely (1) safety and security (2) hygiene (3) accessibility (4) transparency. (5) Authenticity and (6) harmony - a result that indicates the level of internal customer satisfaction as less than the accepted level from the employees' point of view.

On the other hand, external customer satisfaction acting as a dependent variable of quality, has measured a number of criteria such as: The general evaluation of tourism services in Egypt; the extent to which tourists are satisfied with hotel's services; customer value related to tourism services' prices; level of services at accommodations; internal transport quality; the extent to which tourism services are priced at suitable levels; and tourist's

desire to repeat his/her visit to Egypt. In retrospect, the results show an average satisfaction of external customers in the tourism sector in Egypt.

Sivadas and Baker-Prewitt (2000) opine that satisfaction in retail stores is influenced by service quality. The authors based their examination on the relative attitude construct introduced by Dick and Basu (1994) and the results reveal that both satisfaction and service quality influence relative attitude in turn it influences the likelihood of recommendation. And this result that service quality is an important influence of customer satisfaction is supported by researchers (Rust & Oliver, 1994).

In a similar study, Baker and Crompton (2000) revealed that satisfaction is enhanced by the higher perceptions of quality performance which corresponded to the quality satisfaction behavioural intentions relationship flow guided to manipulate the perceptions of high quality which in turn positively affected intended behaviour. This is supported by researchers such as Parasuraman *et al.* (1994) who claim that customer satisfaction with a transaction is a function that evaluates assessment of service quality, product quality, and price- that is, quality leads to satisfaction. Similar scenarios exist in studies by Fornell and Manfred (1996), while Oliver (1997) opines that consumer's psychology mediates the impact of performance observations on satisfaction judgments, and that service features determine quality which then satisfies consumer needs. Otto and Ritchie (1995) also opined that marketing literature perception of the quality of service owes itself to the causal antecedents that associate satisfaction with the experience.

In another study, Boshoff and Gray (2004) studied the impact of service quality and

customer satisfaction on patients' loyalty in the private health care industry. The results of the study revealed that the empathy of nursing staff and assurance, positively influence both loyalty and total satisfaction while satisfaction is linked to the performance of private health services such as (nursing staff, fees for services, TV service), positively influence patients' loyalty. Iglesias and Guillen (2004) opine that in the presence of such competitive environment in the restaurant sector, customer satisfaction and repeat visits can be achieved through effectiveness and efficiency. Perceived quality was shown as having a direct and positive influence on the level of customer satisfaction, while, contrary to what was expected, the total perceived price does not influence that satisfaction.

In a similar study, Nasution and Mavondo, (2005) support the finding of the study and previous studies have contributed in examining the relationship of service quality and among these studies, Zeithaml *et al.* (1996) revealed a positive relationship between customers' perceptions of service quality and their inclination to recommend the service firm. In addition, Cronin and Taylor (1992) opine that service quality is an antecedent of consumer satisfaction and that the latter has a significant influence on purchase intentions. Similarly, Rust *et al.* (2000) found price perceptions negatively affect perceived value and perceived quality positively affects it. Oh (1999) stated that service quality is an antecedent to customer value. Choi and Chu (2001) believed service quality and value determines hotel guest's satisfaction. In addition, Imrie *et al.* (2002) considered service quality to be an important antecedent of consumer assessments of value. Moreover, in the hospitality industry context, Choi *et al.* (2004) revealed perceived service quality to have a significant, positive, direct influence on customer satisfaction, value assessment, and behavioural

intentions.

Furthermore Caruana's (2002) revolved around the concept of service loyalty and distinguished between service loyalty and customer satisfaction in the context of retail banking customers. The results revealed that customer satisfaction plays a mediating role in the impact of service quality upon service loyalty. Finally, Mosahab, Mahamad, and Ramayah's (2010) study indicated that customer's expectation is higher than their perceptions of the Bank's operation, with low quality services. The findings also indicated a customer satisfactions' mediating role in the relationship between service quality and service loyalty.

From the arguments above, the author of the current study has chosen the variables that are to be considered in this study and they are; tourism quality standards with six dimensions - safety and security, hygiene, accessibility, transparency authenticity, harmony. A look at the previous literature revealed a gap in the relationship between tourism quality with loyalty and tourist satisfaction. Most of the previous related researches attempted to delve into the service quality with satisfaction for example the strengths and weaknesses of the product relative to the service quality, evaluate the customer's views related to tourism quality in Egypt, influence of service quality into satisfaction in retail stores, and other studies looked into service quality and customer satisfaction which will enhance loyalty among patients in the private health care industry.

Moreover, most of the studies about tourism quality's relation to tourist satisfaction in tourism are conducted in the western part of the world and none of them examined in Jordan tourism sector. Additionally, the literature review as shown above and in Table 3.7 claims lack of research in tourism quality with loyalty and tourist satisfaction in curative tourism which plays an important role in the success of the product services in the site.

Thus, this shows that there is a clear gap in explaining the current study and the author has contributed to the study of the variables namely satisfaction and loyalty in Jordan curative tourism. The Table 3.7 below summarizes the above studies.

Table 3.7
Summary of Quality Standards Mentioned in the Literature

No.	Researcher	Variables	Findings
1	Cronin and Taylor (1992)	Service quality customer satisfaction.	Customer satisfaction strongly mediated the effect of service quality on behavioural intentions.
2	Iacobucci <i>et al.</i> (1995)	Service quality customer satisfaction.	Improved service quality will lead to a satisfied customer.
3	Bloemer, Ruyter and Wetzels (1999)	Service quality customer loyalty.	Service quality positively related to loyalty and willingness to pay more, and service quality is negatively related to switching behaviour.
4	Yüksel and Yüksel (2000)	Tourist satisfaction product.	The study found 10 factors hygiene and accommodation, hospitality, tourist facilities, beach and environment, price and value, entertainment, quietness, communication, security, transportation, airport services, weather, more effective in tourist satisfaction.

Table 3.7 (Continued)

5	Sivadas and Baker-Prewitt (2000)	Service quality customer satisfaction.	Service quality is an important influence of customer satisfaction.
6	Caruana's (2002))	Quality Customer satisfaction mediating.	Customer satisfaction plays a mediating role in the impact of service quality upon service loyalty.
7	Iglesias and Guillein (2004)	Service quality customer satisfaction.	Perceived quality was shown as having a direct and positive influence on the level of customer satisfaction.
8	Boshoff and Gray (2004)	Service quality customer satisfaction loyalty.	The results showed that satisfaction with service positively influenced loyalty.
9	Nasution and Mavondo, (2005)	Service quality customer satisfaction.	Perceived service quality has a significant, positive, direct influence on customer satisfaction, value assessment, and behavioural intentions.
10	Eraqi (2006)	Tourism services quality customer satisfaction.	The result indicates the level of internal customer satisfaction as less than the accepted level from the employees' point of view. An average satisfaction of external customers in the tourism sector in Egypt.
11	Mosahab, Mahamad, and Ramayah's (2010)		Customer satisfactions' mediating role between service quality and service loyalty.

3.5.3 Destination Image

3.5.3.1 The Definition of Image

Crompton (1979) has defined the image as the “sum of beliefs, ideas and impressions that a person has of a destination”. Jenkins (1995) objects to this definition saying that it only addresses the individual while it completely ignores those aspects of images that were held

in common with members of a particular group, which constituted a better market segmentation and development of appropriate marketing strategies.

The author preferred the definition by Lawson and Baud-Bovy (1977) who defined image as the expression of all objectives knowledge, impressions, prejudice, imaginations and emotional thoughts, an individual or group might have of a particular place. Along similar lines, Gartner (1986) describes tourism image “as a function of brand and the tourists’ and sellers’ perceptions of the attributes of activities or attractions available within the destination area”. Also, Deegan (2005) is of the opinion that tourism images crucial because they influence tourist’s decision making process.

3.5.3.2 Tourist Destination

Tourist destinations play a central role in the economic system of the tourist destination country (Laws, 1995). The image of the destination has placed more emphasis on that the financial resources (Guthrie & Gale, 1991) due to its effect on the tourist’s choice added to the already experience of the tourist about the image of destination (Chon, 1991; Dann, 1996; Echtner & Ritchie, 1993; Goodrich, 1978; Mayo, 1973). Therefore, the presence of competition and the expectation of the quality and performance on their repeat visits (Laws, 1995) are related to the country’s tourist destination and its image (Kotler, 1987).

According to Hunt (1975) and Pearce (1982) the destination’s image plays a vital role in understanding the travel behaviour of tourists and the marketing strategies as well as influencing the behaviour of tourists. The image’s importance lies in the fact that it affects

the level of satisfaction of tourist's experience and it's important in a way that it encourages word-of-mouth recommendations and return visits. The image also has an important part in improving tourist loyalty.

Leisen association with the destination increases the image an individual has of a destination and he can therefore choose the destination he's more familiar with. The author also looked into personal factors that influenced this association. Ahmed (1996), is of the view that tourist's perception of their destination influences their attitudes and behaviour. Added to this statement is the claim that emotions affect the destination visitation choice more than cognitive components do (White, 2003; Yu & Dean, 2001). As mentioned, images and knowledge of the destination have an impact on tourist vacation decisions. Tourists can be helped by travel intermediaries by assessing their images and influencing the customers through advertisements and promotions of the destination (Baloglu & Brinberg, 1997).

3.5.3.3 The Impact of Destination Image for Tourists

Baloglu and McCleary (1999) and Chon (1992) revealed that image of the destination affects the tourists choice of destination and eventually the evaluation of their trip and their future intentions. In other words, the image has a positive effect on perceived quality and satisfaction. For instance, a positive image leads to positive results in evaluation of the destination.

Therefore, a more favourable image will result in return visits to the destination. This statement can be summed up by the sequence below

Destination image —> tourist satisfaction —> destination loyalty
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Figure 3.3

Relationship between Destination Images, Tourist Satisfaction with Destination Loyalty

Due to the already saturated marketplace, marketing destination's success depends on a guide build on an analysis of destination loyalty and its interplay with tourist satisfaction and destination image. And to date, tourism studies, have already addressed the constructs of image, satisfaction, and loyalty independently (Bigné *et al.*, 2001).

However, researches regarding causal relationships among destination image, tourist satisfaction, and destination loyalty are sadly few and far between, although it has been widely accepted that destination image plays a great role in influencing tourists' subjective perception, consequent behaviour, and destination choice (Chi & Qu, 2008).

3.5.3.4 The Role of Destination Image in Loyalty and Satisfaction

Destination image plays an important role in individual loyalty and tourist satisfaction and therefore it has to be taken care of in order to build a lasting relationship that benefits both parties. This will lead to the individual's inclination to make a positive assessment of the destination and enhance his intention for a return visit. The importance of the image of destination has been known to be crucial in tourism literature (Deegan, 2005) and marketing strategies have been building trust and loyalty among the tourists regarding destinations.

In order to enhance the loyalty of tourists, services such as transportation from and to the airport, comfortable housing and welfare in the form of beaches and cultural attractions should be provided for both elderly and children (Chen & Gursoy, 2001). The cultural aspect in addition to the attractive natural place has to meet the satisfaction of the tourist destination and is a prerequisite for loyalty or constructive images that could be based on unique features, events, feelings or auras associated with a destination.

The component of the model was operated under a scale with items ranging from items such as climate, the price to the friendliness of the locals, items similar utilized to capture cognitive assessments (Baloglu & McCleary, 1999). Satisfaction can also be used to measure and evaluate the products and services in the destination (Schofield, 2000; Ross & E.Iso-Ahola, 1991). According to the perspective of the image, there are several factors than can be divided into the advantages and disadvantages of tourist destination. Some of these are included in Table 3.8 below:

Table 3.8

Positive and Negative Factors of Tourist Destination

Positive Factor	Negative Factor
Provides safety and security	Lack of safety and security
Provides the infrastructure facilities of transport , tourist restaurants	The scarcity of services in tourist facilities
Hotels and other services.	The high cost
The cultural heritage of the country of destination	Lack of hygiene
Provides prosperity and fun	Unsanitary conditions
Attractive nature and environment	Begging and cheating
Moderate climate and weather	Corruption
The diversity of methods of hospitality among value	Internal wars
The behaviour of local people towards tourists.	Poor infrastructure facilities for tourism
Culture of the local population	
Availability of natural resources	

3.5.3.5 Destination Image in Some Countries

This section of the paper will concentrate on the image of some destinations in some of the countries chosen for the literature review. It will show the effect of the important elements in these countries. The countries are:

Turkey

Tourism has been popular in Turkey since the 1980s and Turkey ranks as the ninth country in the world for tourist destinations. Turkey has a positive image as a tourism destination with its beaches, high-quality services and hospitality. Furthermore, Turkey is perceived as an affordable travel destination. As a result, the tourism industry in Turkey is an important economic source and will continue to have a leading place among the countries offering

tourism and will also remain in competition among Mediterranean States such as France, Spain, Italy, Portugal and Greece (Kozak & Rimmington, 1999).

Spain

Spain is considered as a mature country and a major destination of tourists as evidenced by its second ranking in the world just below France (Kozak & Rimmington, 1999). Spain has a positive image as a tourism destination with good climate, interesting cultural attractions, and suitable accommodations interesting cultural attractions, unpolluted and unspoiled environment and interesting and friendly people. Spain is ranked at the top of the list thanks to her service quality.

India

India needs several improvements such as infrastructure, safety and other amenities to become a favourite tourist attraction. Many complain that clean hotels are difficult to find. For restaurants, quality and safety of food are widely discussed. However, India is already considered as a tourist destination in terms of cultural and artistic forms and rich natural resources from the perspective of foreign tourists (Chaudhary, 2000). Winter and spring are considered the best months to visit India but the summer is severe. Taj Mahal is the icon of Indian Tourism.

Jordan

Jordan welcomes all tourists by projecting an image of a fund destination with hospitable citizens as most of the visitors agree on. The country provides public safety and security

and Jordan as a tourist destination has the nature of tourist attractions and competitiveness and it meets positive factors affecting the image of tourist destination, and tourist loyalty, which makes it a tourist attraction area (Schneider & Sonmez, 1999). Jordan as a Middle Eastern country which has countless historical and cultural richness and perceive her as an exotic destination.

3.5.3.6 The Relationship between Destination Image and Customer Satisfaction and Loyalty

According to Bloemer and Ruyter (1998), service quality and satisfaction either positively or negatively affects the return and loyalty of tourists. Many of the authors are of the opinion that there is a positive relationship between behaviour and repeat purchase (Oliver, 1999) and it comes to reason that the measurement and improvement by the official destination gives general satisfaction at the tourist and a desire to return (Bigné *et al.*, 2001).

Chi and Qu (2008) is also of the opinion that destination image directly influence tourist satisfaction where both have a direct positive impact on destination loyalty. Lobato, Magdalena, Radilla, Tena and Garcia (2006) revealed a direct relationship between image, satisfaction and loyalty with the tourism destination in Ixtapa-zihuatanejo, Mexico. This conclusion is also reached by other studies and among them, Lew, Yu and Guangrui (2003), that depicted strong relationship between knowledge and satisfaction level when visiting a destination.

While searching for further determinants of customer loyalty, researchers have been

constantly proposing image as a major component. For instance, Fredericks and Salter (1995) view image as important variable of the customer value package that, together with price, product quality, service quality and innovation, determines the extent of loyalty. Similarly, the rating framework of the pan-European Satisfaction Index (EPSI) considers image as a determinant having an impact on perceived value, customer satisfaction and customer loyalty (Eskildsen *et al.*, 2004). The ability of a firm to maintain its market position considers image as a major aspect and has treated it as a construct reflecting the sum of beliefs, ideas and impressions that a person has of a product destination (Crompton, 1979). However, the relationship between image and loyalty has brought differing results: while Sirgy and Samli (1989) report a direct relationship among image and store loyalty, the findings of Bloemer and Kasper (1994) in the banking industry indicate an indirect relationship where the influence of image is mediated by service quality. In tourism, Kandampully and Suhartanto (2000) revealed that image as one of the most important factors for guests of a hotel to consider repurchase and recommend.

The assessment of the destination place's image is important towards designing marketing strategies because it can be considered to serve as an umbrella for the different geographical units, tourist attractions and various providers of tourist infrastructure and accommodation, and therefore has an enormous impact onto the single enterprises in a destination (Mossberg & Kleppe, 2005). This is the reason why imagery studies therefore have long been used in tourism research as evidence by some of them that centred on the measurement of the destination image (e.g. Echtner and Ritchie, 1993 who studied the relationship between image and loyalty evidence in tourism literature). Kotler, Bowen and

Makens (1996) were among the few who investigated the influence of image on loyalty and assumed the following arrangement: image, quality, satisfaction and post-purchase behaviour.

Along those lines, some researchers (Bigné, Sánchez, and Sánchez, 2001) propose that image has an influence on three components, namely perceived quality, satisfaction and loyalty intentions. In addition, Chi and Qu (2008) found destination image to have a positive effect on tourist satisfaction as well as destination loyalty.

Schneider and SoKnmez (1999) focus on Jordan's tourist destination image judging from visitors attending the Jerash festival which ranged between Arabs and non-Arabs. The results show that non-Jordanian had a good perception of Jordan and agreed that it was a safe, interesting and a fun place to visit and it makes you feel at home. However, they had neutral responses regarding tourist services like food, transportation, variety of things to do, and affordability.

Generally speaking, a positive image of Jordan was given by all the visitors but service and hospitality issues are the major challenges being faced by the country's tourism industry. According to respondents, Jordan needs to enhance its services sector (i.e., tourist facilities, shopping).

In the United States of America's context, Uysall, Chen and Williams (2000) showed that Virginia as compared to Pennsylvania and Georgia stands out in the quality of its natural and historical landscapes based on the features shared by many of the surrounding competitive states. Virginia's amenities were reported to be popular but they lacked emotional impact. It was recommended that Virginia should practice marketing strategies to make a stronger emotional image while building on its strong reputation for quality natural and cultural attractions. It was also recommended that destination places should concentrate on differentiating their features so that complementary tourism products in the region can be developed.

In another study, Baloglu and Mangaloglu (2001) expounded on the importance of destination images held by travel intermediaries such as tour operators and travel agents in the tourism distribution and information system, specifically the international tourist destinations. The study showed significant differences of attributes between the countries were unpleasant-pleasant, and distressing-relaxing. Based on the 'distressing-relaxing' category, Greece and Italy were perceived significantly more relaxing than Egypt.

However, in the light of the perceptions of the four destinations, they were similar in terms of good climate, interesting cultural attractions, suitable accommodations, interesting cultural attractions, unpolluted and unspoiled environment, and interesting and friendly people no significant differences between destinations were detected.

The perceptual/cognitive attributes that showed significant differences between the destinations were good value for money, beautiful scenery and natural attractions, appealing local food (cuisine), great beaches and water sports, quality of infrastructure, personal safety, good nightlife and entertainment, and standard hygiene and cleanliness. The findings indicated that tour operators and travel agents working to promote these destinations have differentiated images of them. These images helped in identifying the common and unique character of the place as well as its strengths and its weaknesses.

Bigne, Sanchez and Sanchez (2001) studied the relationship between image, quality and satisfaction and the tourist's behaviour. The result revealed that quality has a positive influence on satisfaction and intention to return, however its influence on willingness to recommend the destination to others cannot be proven. As for satisfaction, only the positive influence on the willingness is thoroughly supported. The intervening elements are specific services of accommodation, transport or leisure, the tourist information offices, the local inhabitants, natural and artificial resources, etc. The end result stated that image is a direct antecedent of perceived quality and satisfaction (evaluation of the stay) and of the intention to return and to recommend the destination (future behaviour).

Lobato, Solis-Radilla, Moliner-Tena and García (2006) studied the relationship between the different variables of tourism marketing such as image, satisfaction and loyalty among of 140 American tourists visiting Ixtapa-Zihuatanejo (Mexico). The authors identified the dimension of image into four namely natural resources, service quality, entertainment and affective image. It was revealed that all the parameters were significant and came out that

the affective image is the variable which influences the rest of the variables, the cognitive image service quality, satisfaction, attitudinal loyalty and lastly, the cognitive image natural resources, which exercise no significant influence.

In a similar study, Chi and Qu (2008) examined the relationships among destination image, tourist attribute and overall satisfaction, and destination loyalty, in the state of Arkansas Eureka Springs, the study used nine factors which are travel environment, natural attractions, entertainment and events, historic attractions, travel infrastructure, accessibility, relaxation, outdoor activities, and price and value. The study showed that all paths were significant and positive as well as a destination image positively influenced overall satisfaction, overall satisfaction positively affected destination loyalty and attribute satisfaction partially mediated effect the relationship between destination image and overall satisfaction.

In Prayag's (2009) study three key variables were of the essence; tourist evaluation, destination image, satisfaction, and future behavioural intention in the context of Mauritius. The findings indicated that destination image directly and indirectly impacted future behaviour while satisfaction and overall image had a mediating role between destination image and future behaviour. Kiralova (2010) explored the relation between curative tourism and wellness in the Czech Republic and to consider the expectations of tourists in this field. It offers climatic spas, healing hot and cold springs, healing and mud and a high standard of services for medical and curative tourism at cost-effective rates make the Czech Republic an attractive destination for curative tourism visitors and services offered to visitors often making each visit a customized experience for them.

Rátz (2010) conducts a comparative analysis of spa tourism in Japan and Hungary and assess the cultural and environmental factors that have shaped development in each country. Both countries have the same physical environment in providing the resources for spa tourism. Although there is a positive attitude and interest in Hungarian spas on the Japanese market, Hungary's most important attractions are culture and heritage and it would require significant product development and marketing efforts to position Hungary as a major spa and health tourism destination among Japanese tourists.

Zins (2010) investigated the destination images that differ across different travel contexts (wellness vs. sun & beach) and wellness and non-wellness travellers respectively by considering two sets of destinations: European and Asian countries which are specializing to a varying degree in curative tourism. Meaningful practical results in the conceptualization of destination image follow the direction of an overall composite and gestalt impression and could be elaborated by profiling destination images of different countries, and consecutive property fitting procedures assisted in visualizing the results and competitive relations.

Similarly, Lertputtarak (2012) examined the relation between destination image, food image and revisiting Pattaya, Thailand. The findings showed that destination image positive impacts tourists' intention to revisit and tourist satisfaction plays a mediating role between image and loyalty.

In a related study, Mohamad, Abdullah and Mokhlis (2012) investigated tourist evaluation of destination and behavioural intention to indicate the perception of Malaysia's tourist attractions, their accessibility, package availability, heritage attractions and natural attractions. They were all found to be crucial predictors of foreign tourist intentions to revisit and to recommend.

In another related study, Wang, Zhang, Gu and Zhen (2009) examined the relation between destination image and tourist satisfaction and indicated that destination image is an important factor that impacts tourist satisfaction as evidenced by other researchers (e.g. Oleary and Deegan, 2003; Petrick, 2004; Lobato *et al.*, 2006; Chen and Tsai, 2007; and Prayag, 2008). Hence, where positive destination image resulted in high satisfaction, negative images resulted in discontentment.

Based on the above discussion, the variables taken to be considered in the study are: destination image with seven dimensions-travel environment, natural attractions, infrastructure, accessibility, outdoor activities, relaxation aspect, price and value. A closer look at the past literature shows a gap between the studies regarding the relationship between image and loyalty and tourist satisfaction. Most of the studies were conducted in order to explain the image - for example the relationships between variables in tourism marketing: image, satisfaction and loyalty and to make the matter more complicated, most of the imaging studies with tourist satisfaction are not conducted in the Middle Eastern countries.

Table 3.9 shows the lack of research in image with loyalty and tourist satisfaction in curative tourism which plays an important role in the success of the product services in the site. It shows a clear gap in explaining the topic therefore the author will attempt to the study of the satisfaction and loyalty variables in Jordan curative tourism.

The Table 3.9 below summarizes the above studies.

Table 3.9

Summary of Destination Image Mentioned In the Literature

No.	Researcher	Variables	Findings
1	Schneider and SoKnmez (1999)	Image	The results show that non-Jordanian had a good perception of Jordan and agreed that it was a safe, interesting and a fun place to visit and it makes you feel at home.
2	Uysall, Chen and Williams (2000)	Emotional image	The image builds a strong reputation for quality natural and cultural attractions. It was also recommended that destination places should concentrate on differentiating their features so that complementary tourism products in the region can be developed.
3	Baloglu and Mangaloglu (2001)	Accommodations, interesting cultural attractions, unpolluted and unspoiled environment, and interesting and friendly people good value for money, and water sports, quality of infrastructure, personal safety, good nightlife and entertainment, and standard hygiene and cleanliness.	The findings indicated that tour operators and travel agents working to promote these destinations have differentiated images of them.
4	Bigne, Sanchez and Sanchez (2001)	Image, quality satisfaction.	The result revealed that quality has a positive influence on satisfaction and intention to return, however its influence on willingness to recommend the destination to others.

Table 3.9 (Continued)

5	Lobato, Solis-Radilla, Moliner-Tena and García (2006)	Image, satisfaction and loyalty.	The affective image is the influences service quality, satisfaction, attitudinal loyalty.
6	Chi and Qu (2008)	Travel environment, natural attractions, entertainment and events, historic attractions, travel infrastructure, accessibility, relaxation, outdoor activities, and price and value.	Destination image positively influenced overall satisfaction, (2) attribute satisfaction positively affected overall satisfaction, (3) destination image positively influenced attribute satisfaction, (4) overall satisfaction positively affected destination loyalty and (5) attribute satisfaction partially mediated the relationship between destination image and overall satisfaction.
7	Prayag (2009)	Destination image Mediating effects.	Satisfaction and overall image play a mediating role between destination image and future behaviour.
8	Királová (2010)	Culture	High standard of services an attractive destination.
9	Rátz(2010)	Cultural and environmental.	Hungary's have a positive attitude to an interest in the Japanese market.
10	Zins (2010)	Destination image	The results of destination image follow the direction of an 'overall composite and gestalt impression and could be elaborated by profiling destination images of different countries.
11	Mohamad, Abdullah and Mokhlis (2012)	Destination image	Destination images of Malaysia's attraction significant foreign tourists intention to revisit.
12	Lertputtarak (2012)		Destination image positive impacts tourists' intention to revisit.

3.6 Research Framework

The current study is focused on the relationship between curative tourism marketing strategy and tourist satisfaction on loyalty in Jordan. Based on the literature review, a

theoretical framework for the study was constructed revealing that this study will develop a model comprising of five different categories of variables which are explained below:

Marketing strategy will be considered as an independent variable. There will be seven (7) dimensions used in representing marketing strategy initiative. These are produced, physical evidence, price, place, promotion, people, and process.

Tourism quality standards will be considered as independent variables and there will be six (6) dimensions used to represent the tourism quality standards initiative, namely safety and security, hygiene, accessibility, transparency, authenticity, and harmony.

Destination image will also be considered as an independent variable. There are nine (9) dimensions that are used to represent the destination image initiative, namely travel environment, natural attractions, entertainment and events, historic attractions, infrastructure, accessibility, relaxation, outdoor activities price and value. Tourist's satisfaction will be considered as a mediator variable. And Destination loyalty will be considered as the dependent variable.

3.6.1 Development of Theory and Model

(1) Loyalty Theory

A) Dick and Basu (1994) Model

Dick and Basu (1994) stated that “customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and their repeat patronage”. According the authors customer loyalty is made up of brand loyalty and it has been considered as a behavioural response on one hand as well as a function of psychological

process on the other (Jacoby & Chestnut, 1978). According to Baldinger and Rubinson (1996) customer loyalty has two dimensions namely behavioural and attitudinal.

The former is concerned with the customer's behaviour on repeat purchase, indicating a preference for a brand or service consistently over time (Oliver, 1997). While the latter is considered as the intention to repurchase and recommend, which are good indicators of a customer's loyalty (James & Sasser 1995; Dick & Basu 1994). A customer who intends to repurchase and to recommend has a great probability of remaining with the company. In order for the customer to be constantly loyal, there should be a belief in the firm's service and the customer should be less sensitive to the price of the service.

B) Oliver (1997) Model

Consumer loyalty and satisfaction are inextricably connected. Loyalty has been defined as, "repeat purchasing or relative volume of the same brand pushing or rebuying a preferred product". It has four phases, namely (1) cognitive loyalty (2) affective loyalty (3) co-native loyalty and (4) action loyalty. The first one deals with price and features, the second one is about likes and dislikes followed by the third one which is the commitment to buy – these first three are known as attitudinal loyalties while the fourth one is behavioural loyalty.

For the purpose of this study, the first loyalty is marketing mix while quality is based on quality standards, the second loyalty involves liking and experience satisfaction, the third loyalty contains the commitment to buy and seek trust. Finally, the fourth loyalty is for the purpose of the study, a habitual response or behaviour which is not affected by competitor's marketing activities.

2) Development of ECSI Model

They need to come up with a suitable model in measuring customer satisfaction have been looked into and studied since the 1970s. The first ever measurement system for customer satisfaction was forwarded by Fornell and his colleagues in Sweden in 1989 known as the Swedish Customer Satisfaction Barometer (SCSB) in 1989 (Fornell, 1992). After the first introduction of SCSB, companies began to realize the importance of customer Satisfaction Indices in testing product quality of a nation or a company and therefore more models of the same purpose were brought forward. Some of the models are briefly discussed below:

Swedish Customer Satisfaction Barometer (SCSB) Model

The Swedish Customer Satisfaction Barometer (SCSB) was the first national customer satisfaction index for locally purchased and consumed products and services developed in Sweden (Fornell, 1992). It has two primary antecedents of satisfaction: a customer's perceived performance of a product or service, and customer expectations regarding that performance (Fig 3.4)

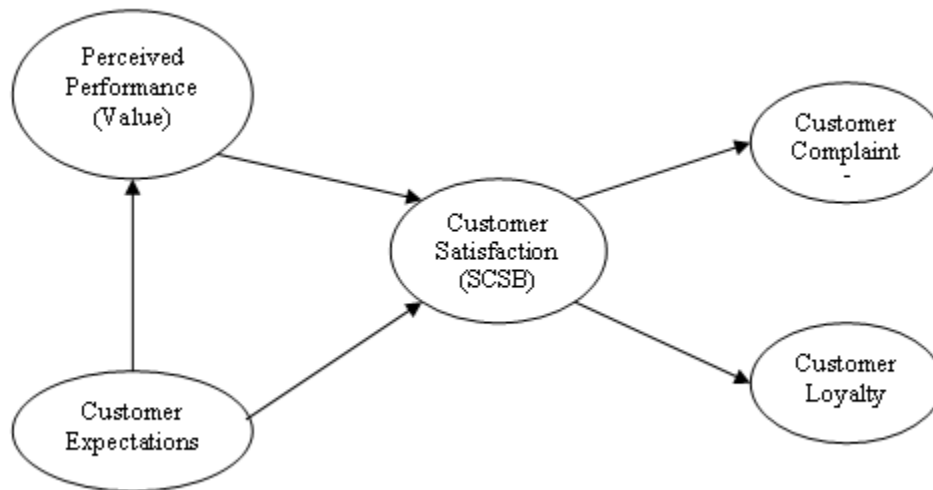


Figure 3.4
Swedish Customer Satisfaction Barometer (SCSB) Model

American Customer Satisfaction Index (ACSI) Model

The next model to be brought forward is the American Customer Satisfaction Index (ACSI) model as in Figure 3.5 was created in 1994 which is primarily based on the SCSB model. It considers the customers' consumption experiences on the basis of quality of the goods and services and takes both to increase perceived value and perceived quality; which leads to customer satisfaction (Fornell *et al.*, 1996).

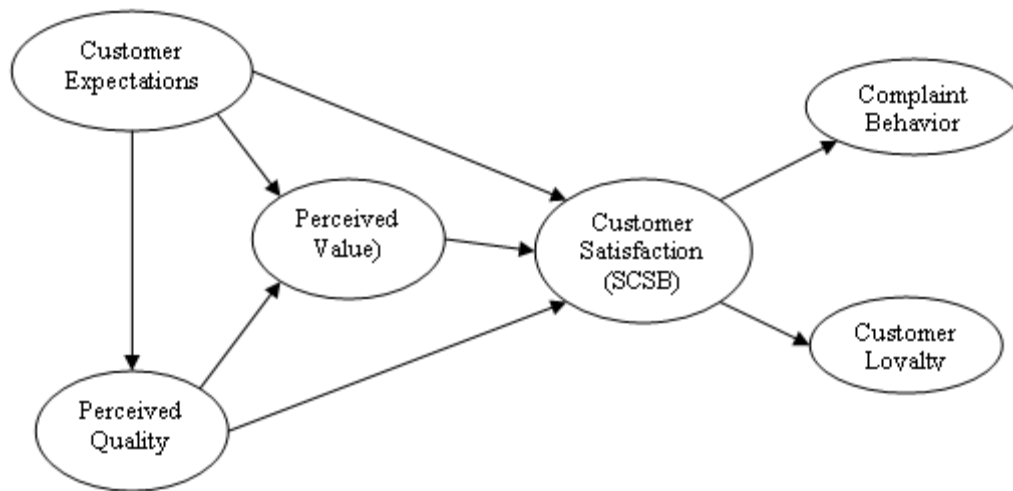


Figure 3.5
American customer satisfaction index (ACSI) model

Norwegian Customer Satisfaction Barometer (NCSB) Model

This type of model involves corporate image and measures its relationships to customer satisfaction and customer loyalty (Fornell *et al.*, 1996). According to Fishbein and Ajzen's (1975) attitudes are functionally connected to behavioural intentions which predict behaviour. Moreover, Andreassen and Lendestad (1998a, b) studied a favourable correlation between the corporate image and customer intention. This model consists of three dimensions more than the ACSI model firstly; the NCSB model uses the introduction of SERVQUAL to measure service quality, secondly, focuses on the introduction of corporate reputation and finally, replaces customer complaints with complaint handling.

European Customer Satisfaction Index (ECSI) Model

According to Fornell *et al.* (1996), the ECSI Model has been adapted from the SCSB model and complements the ACSI model. Only two differences can be discerned in ACSI and ECSI models; the former does not incorporate the frequency of complaint behaviour as a result of satisfaction and like NCSB model, it considers corporate image as a latent variable in the model while the latter does not (Johnson *et al.*, 2001).

Kristensen, Martensen and Gronholdt (2000) agree that the effect of service quality on perceived value and customer satisfaction is an antecedent of perceived value and in the light of the European Customer Satisfaction Index (ECSI); service quality is an antecedent affecting the perceived value which is estimated to have a direct and positive influence on overall customer satisfaction as in figure 3.6 below.

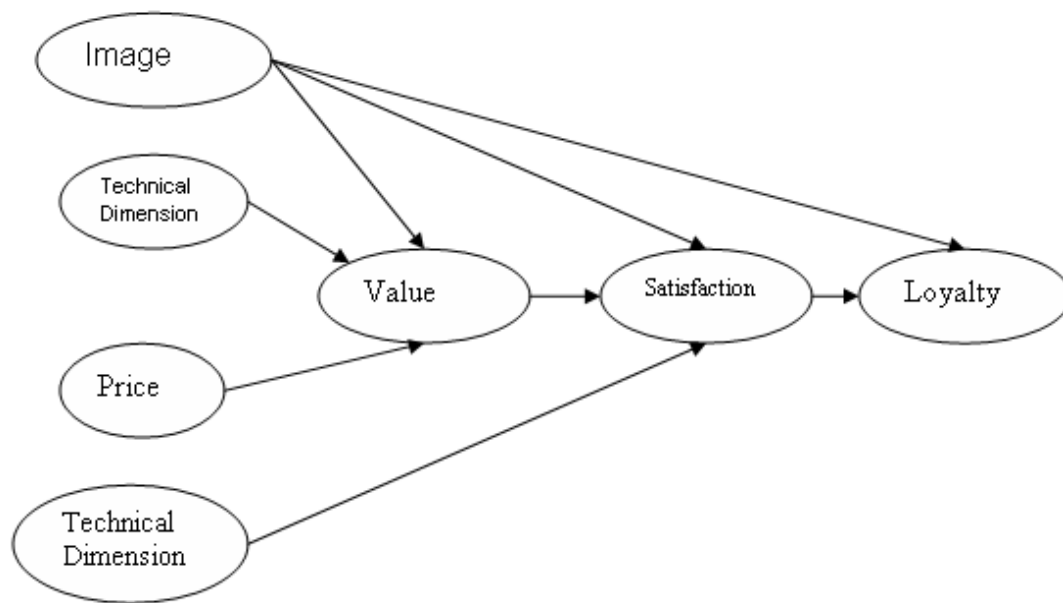


Figure 3.6
European Customer Satisfaction Index (ECSI) Model

The Norwegian Customer Satisfaction Barometer is the first to introduce image (Andreassen & Lindestad, 1998a, b). Image is an important component of customer satisfaction model and it is expected to have a positive effect on customer satisfaction and loyalty (Martensen *et al.*, 2000) while the effect of service quality on perceived value and customer satisfaction has been shown as an antecedent of perceived value (Baker, Parasuraman, Grewal & Voss, 2002). The European Customer Satisfaction Index (ECSI) on the other hand, claims that service quality is an antecedent affecting perceived value and is estimated to have a direct and positive influence on overall customer satisfaction (Kristensen, Martensen & Gronholdt, 2000).

Development of Proposed Customer Satisfaction Index Model

In the current study, the conceptual framework is developed by the researcher based on the relevant literature that was previously reviewed. The researcher considers each cell as an intangible variable, based on the customer satisfaction model developed by the American Customer Satisfaction Index (ACSI), the European Customer Satisfaction Index (ECSI) and the Norwegian Customer Satisfaction Barometer (NCSB) Model. Therefore, the researcher is attempting to develop a customer satisfaction model for the tourism sector in Jordan.

ECSI model is the model that is used in the current study for the customer satisfaction index; some of the variables are modified based on the literature review. These changes are as follows; firstly, the image on ECSI model has been incorporated in this current

study. Secondly, in the NCSB model (Johnson *et al.*, 2001) the SERVQUAL instrument was introduced in the evaluation of quality therefore, the researcher replaced perceived quality with quality standards in the proposed model to the current study as suggested by ACSI Model in Figure 3.5 wherein the latter was not conceptualized.

Thirdly, the ECSI model includes pricing from the marketing mix which Cengiz and Yayla (2007) also used as independent variables of customer satisfaction, loyalty and word of mouth. This is indicated in Figure 3.7.

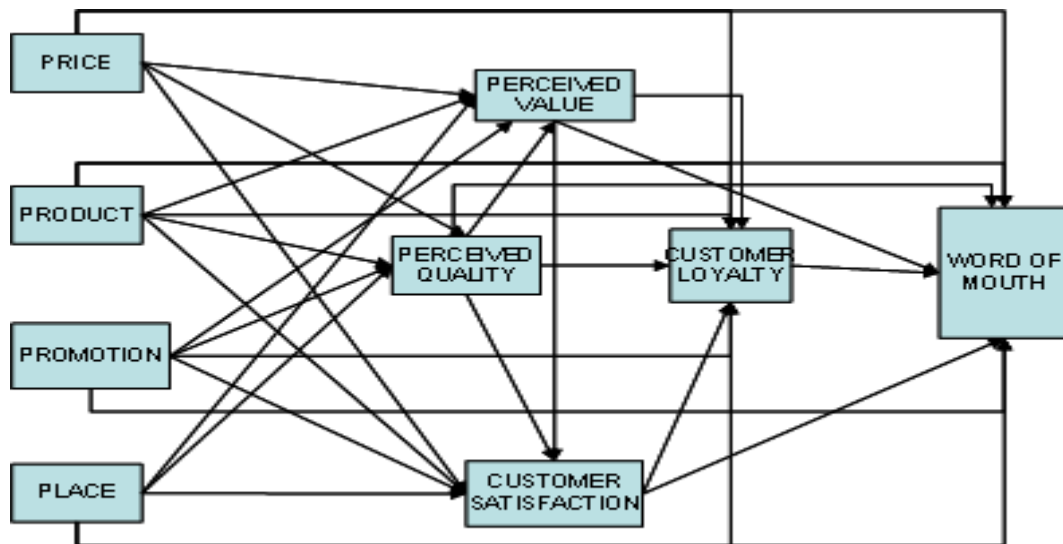


Figure 3.7
Marketing Mix Model

Fourthly, satisfaction can be described as a situation whereby the customer experiences a pleasurable level of consumption which results in the loyalty development. In other words, customer satisfaction normally leads to customer loyalty and eventually results in profits as indicated in the above figure (Fornell *et al.*, 1996) and from the literature review of the study.

The present study's framework is adopted from the combination of ECSI and Yayla's model with the independent variables of the marketing mix, quality standard and image and mediating variable of tourist satisfaction while destination loyalty is the dependent variable. A study of such calibre has only been conducted in the Western countries. The proposed model is depicted in Figure 3.8.

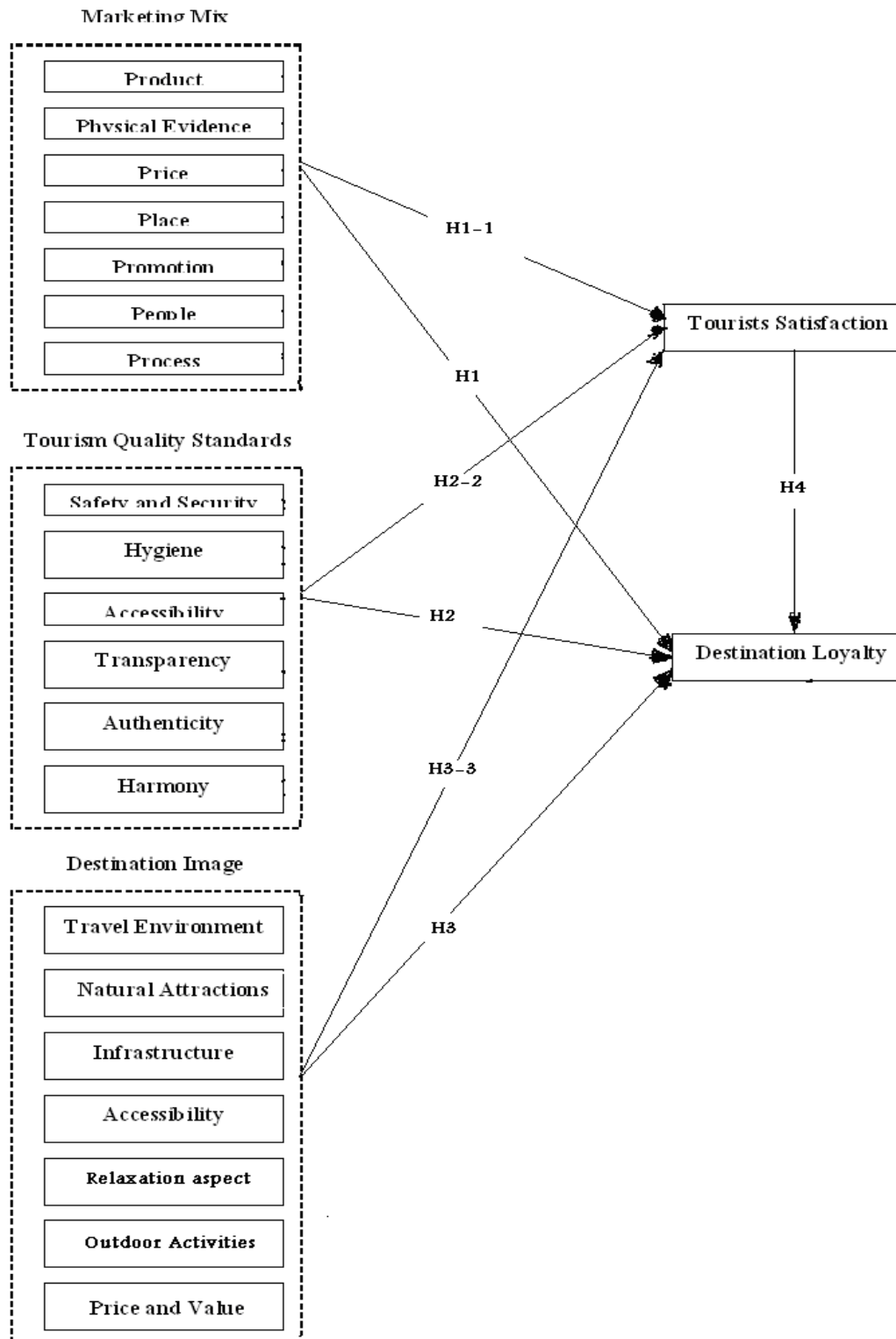


Figure 3.8
Proposed Research Framework

3.6.2 Hypotheses

Marketing Mix and Tourist Loyalty

According to Keller (2003), the stimulation and enhancement of brand loyalty are one of the major goals of marketing and the rationale behind this fact has become a marketing axiom. Keller also opined that apart from being important from an empirical viewpoint, relationship marketing strategy can lead to customer loyalty and can also lead to reduction of costs. Kavali, Tzokas and Saren, (1999) added that relationship marketing consists of healthy relationships known for trust, equity, and commitment. Additionally it is also used to examine the mediating effects of overall relationship quality and customer satisfaction in the underpinnings-loyalty relationship.

Ndubisi (2003), on the other hand, investigates destination loyalty from a demand perspective; the relationship between loyalty and destination choice behaviours and behaviour patterns of repeat visitors (Gyte & Phelps, 1989; Lau & McKercher, 2004; McKercher & Wong, 2004; Pyo *et al.*, 1998; Oppermann, 1997) but there has been little concentration given on the supply side response in the light of repeat visitation opportunities. Based on the discussion, the following hypotheses are brought forward:

H1: Marketing mix positively influences tourist loyalty.

Marketing Mix and Tourist Satisfaction

Tourism and hospitality marketing is according to Williams (2006), are often based on positive assumptions. Most authors who agree claimed that "long-term commitment" is the basis of marketing concepts that caters to the satisfaction of travellers' needs and motives (Haywood, 1990). According to Faulkner (1993), this in comparison this is a more strategic approach as compared to depending on operational measures such as marketing communication. In a similar study, Yelkur (2000) confirmed that marketing mix and customer satisfaction variables affect the delivery of service and further added that if the organization paid attention to its employees along with its customers, this would lead to increased employee motivation and customer satisfaction.

In order to test the relationship between marketing strategy and tourist satisfaction, the following hypothesis is proposed:

H1-1: Marketing mix positively influences tourist overall satisfaction.

Quality standards and Tourist Loyalty

Zeithaml *et al.* (1996) confirmed a positive relationship between customers' perceptions of service quality and their inclination to recommend the firm to their family and friends. In a similar study, Cöner and Güngör (2002) revealed that customer loyalty was affected by product quality, service quality, and retailer image. In addition they claimed that, "quality

[of product and service] ... is directly related to customer satisfaction, and ... lead [s] to the loyalty of the customer" (Cöner & Güngör, 2002, p. 195). Bloemer, Ruyter and Wetzels (1999) on the other hand, show different relationships between (overall) service quality and service loyalty dimensions - service quality being positively related to loyalty and the inclination of the consumer to pay more. In another study, Boshoff and Gray (2004) revealed that loyalty to the private health care industry is related to service quality and customer satisfaction; it showed service quality dimensions in the private health care industry such as empathy of the nursing staff and assurance has a direct influence of loyalty and the overall positive satisfaction. Based on the above discussion, the following hypothesis is proposed:

H2: Tourism quality standards positively influence tourist loyalty.

Quality standards and Tourist Satisfaction

Eraqi (2006) is of the opinion that the business environment in the Egyptian tourism sector contains weaknesses which is not supported with the internal customer satisfaction. Perceived quality holds a positive influence on satisfaction of consumers and intention to return and furthermore, it has influence on the inclination of the customers to recommend (Bigne *et al.*, 2001) and on a similar note, Chumpitaz and Swaen (2003) claims that the service quality holds a direct and positive influence on consumer satisfaction. Additionally, in the previous study carried out by Rust and Oliver, (1994) it showed service quality as an important influence on customer satisfaction. Also, Cronin and Taylor (1992) opine that service quality is an antecedent of consumer satisfaction and that the latter, in turn, has a

major effect on purchase intentions. In order to test the relationship existing between tourism quality standards and tourist satisfaction, the following hypothesis are brought forward:

H2-2: Tourism quality standards positively influence tourist overall satisfaction.

Destination Image and Tourist Loyalty

Sirgy and Samli (1989) opine that there exists a direct relationship between image and store loyalty. Kandampully and Suhartanto (2000) consider image as important for guests of a hotel to consider repurchase and recommendation. On the other hand, Bigne *et al.* (2001) studied the connection between the image of a destination in the tourists' perception and their behavioural intentions, and between image and the post-purchase evaluation of the stay, and the relationship between quality and satisfaction and between these variables and the tourist's behaviour variables. The destination image is considered to serve as an umbrella under which are all the different geographical units, tourist attractions and various providers of tourist infrastructure and accommodation; and thus holds an important impact on the single enterprise in a destination (Mossberg & Kleppe, 2005). Lobato *et al.* (2006) revealed that there is a direct influence relationship between the principal antecedents of satisfaction image, satisfaction and loyalty and the tourism destination in Ixtapazihuatanejo, Mexico. So, based on the above discussions, the following hypotheses are brought forward:

H3: Destination image positively influences tourist's loyalty.

Destination Image and Tourist Satisfaction

A positive relationship exists between destination image and tourist satisfaction (Lobato *et al.*, 2006; Chi & Qu, 2008). Based on the statement, the relationship between destination image and tourist satisfaction can be tested by the following proposed hypothesis:

H3-3: Destination image positively influences tourists' overall satisfaction.

Tourist Satisfaction and Destination Loyalty

According to Yoon and Uysal (2005), word of mouth recommendations are the most important recommendations since they are reliable and are becoming the an indispensable information sources for potential tourists. In line with this, Chi and Qu (2008) reveal that a positive relationship exists between tourist satisfaction and destination loyalty. Similarly, Singh (2006) reveals that the positive connection between customer satisfaction, loyalty and retention are essential for the success of the organization. This is in turn supported by Hoyer and MacInnis (2001), in their proposal of the fact that satisfied customers have a great effect on a successful business due to the claim that customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Additionally, Gerpott *et al.* (2001) also seconds the motion, therefore based on the discussion, the study draws the following hypothesis:

H4: Tourist satisfaction positively influences destination loyalty.

Tourist Satisfaction positively mediates the relationship between marketing mix, quality standards, destination image and tourist loyalty

On the basis of the mediating effects of the proposed framework, the hypothesis reads, tourist satisfaction positively mediates the effect of the relationship between marketing mix and tourist loyalty. The initial mediating impact of tourist satisfaction lies between the independent variable in the marketing mix and the dependent variable of tourist loyalty. Prior studies have supported this belief; for instance, Svendsen, Haugland, Gronhaug, Hammervoll (2011) who stated that marketing strategy, product differentiation and competitor orientation all positively impact customer involvement and profitability. Similarly, Baidya and Basu (2009) revealed that the 4Ps namely product, price, promotion and place positively impacted customer satisfaction with the customer satisfaction index (CSI) at its highest in terms of products.

Also, Manusamy and Chee Hoo (2008) examined the possibility of a significant relation between marketing mix strategies and consumer inclination in terms of purchasing consumer products in the context of TESCO stores in Malaysia while a study by Hirnkitti, Mechinda and Manjiang (2009) investigated the use of marketing strategies in 45 Thai sap operators in Bangkok through the following marketing strategies: service process, people, physical evidence, location, products/services and found a direct link between increasing customers and the service provided.

In light of the above, the following hypothesis is proposed:

H5-1 Tourist satisfaction positively mediates the relation between marketing mix, and tourist loyalty.

Tourist satisfaction positively mediates the relation between quality standards and tourist loyalty

The second mediating impact of tourist satisfaction is between the independent variable quality standards and the dependent variable destination loyalty. From the findings, it is evident that tourist satisfaction mediates the relation between quality standards and destination loyalty as revealed by Bojei and Alwie (2010). In addition, Mosahab *et al.* (2010) also revealed customer satisfactions mediating effect between quality and tourist loyalty. Further evidence also came from Chen and Gursoy (2001) who indicated that three destination preferences namely different culture experiences, safety and convenient transportation all have a positive relation with tourist destination loyalty. Moreover, findings from a path analysis reveal that past trip experience impact tourists' destination choices while Dabholkar, Shepherd and Thorpe (2000) stated that customer satisfaction mediates the relation between service quality and behavioural intention.

Based on literature concerning service quality, customers perceiving high service quality and service satisfaction tend to display high purchase intention (Taylor, 1997; Zeithml *et al.*, 1996; Taylor and Baker, 1994; Boulding, Kalra, Staelin & Zeithmal, 1993; and Cronin and Taylor, 1992).

Furthermore, Chumpitaz and Swaen (2003) also stated that satisfaction mediates between service quality and brand loyalty; food service and brand loyalty and aircraft comfort and brand loyalty. In light of the above, the following hypothesis is proposed:

H5-2 Tourist satisfaction positively mediates the relation between quality standards and tourist loyalty.

Tourist satisfaction positively mediates the relationship between destination image and tourist loyalty

The third and final mediation hypotheses of tourist satisfaction lie between the independent variable image and the dependent variable destination loyalty. Current findings provided by Kim, Holland, & Han (2012) indicated that the destination image impacts service quality and perceived value and perceived value significantly impacts satisfaction and loyalty. This finding is consistent with Mohamad, Abdullah, and Mokhlis (2012) wherein the perceptions of tourist attractions in Malaysia, their accessibility, package availability, heritage attractions and natural attraction are significant predictors of tourists' revisit intentions, and positive referrals.

Additionally, Chen and Tsai (2007) found destination image to directly and indirectly impact behavioural intention and satisfaction positively impacted store loyalty which was more powerful than the positive impact of latent satisfaction on store loyalty.

Finally, Bloemer and Ruyter (1998) concluded that satisfaction with the store mediates

store the image and store loyalty on the basis of the beta-coefficient of store image which indirectly impacts store loyalty through store satisfaction. In light of the above, the following hypothesis is proposed:

H5-3 Tourist satisfaction positively mediates the relation between destination image and tourist loyalty.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 Introduction

As stated before, this research focuses on investigating the relationship between marketing mix, quality standards and destination image with tourist satisfaction and loyalty. Based on the theoretical framework and hypothesis formulation the subsequent step of this study is to explain the research methodology that would assist the investigation and analysis process. This chapter shows the research process beginning with the research design, followed by the population and the sample of the study, data collection procedure, technique of data analysis, validity and reliability of quantitative data, summary of objectives, questionnaire development, and operation of variables and data analysis.

4.2 Research Design

The importance of research design has been observed by Malholtra (1996) as cited in Md Isa (2007) who states that research design is the framework or basis to conduct a research project as it defines the details of procedures which are essential to get the information required to structure or solve the research problems. This study will use a quantitative instrument method to examine relationships. This method is regarded as the most appropriate for this study as it has the ability in capturing the advantages in generalizing the findings to the population.

A survey was conducted to examine the relationship between the marketing mix, tourism quality, and destination image with a customer tourist's satisfaction and destination loyalty in the curative tourism context in Jordan. The related secondary data will be gathered and analysed from other literatures or previous research to verify the hypothesis or result as well.

The researcher tends to know more about how different factors relate to tourist satisfaction and destination loyalty. For example, if different service or technique aiding to tourist's loyalty for the tourism sites 'make any difference', these desires may show that we should use a quantitative method and deal with a tourist population in order to achieve the main aims of our study. Clearly, this kind of research projects applies quantities which are quite usual for a single study to use them (Saunders *et al.*, 2000).

For a deeper understanding of curative tourism and marketing mix in Jordan, perception phenomenon and quantitative approach may be adopted throughout the research process.

4.3 Population and Sample

Respondents involved in this study consist of Jordanians, Arabs and international tourists who visit several predetermined places of destinations included in the study of curative tourism destination in Jordan. Choosing the right sample size is indisputably important because a reliable and valid sample can enable a researcher to generalize the finding from the sample of a population under investigation (Cavana, Delahaye & Sekaran, 2000).

The sample size of the study was chosen based on Sekaran's sampling table (2006, p. 294). Based on MOTA (2010), the number of the curative tourism population as of 2009 is more than 244, 034 tourists. (See Table1.1, p.6). Therefore, a sample size of tourists was chosen from four different tourism sites: AlHemmah (North) Dead Sea (Central) Ma'in (East) and Afra (South) of Jordan. Since the focus of this study is in specific destination places in Jordan, a non-probability purposive judgment sampling is considered to be the most appropriate method. The reason of using the judgment sampling was that this method practically involved the selection of tourists who can provide reliable and fastest information compared to others therefore they were believed to be able to fulfil the research requirement.

In line with that, according to Sekaran (2003), this type of sampling is usually used when a limited number or category of people have the information that is sought after. In the current study context that involves four different tourism sites, the purposive judgment sampling is believed to be able to provide the necessary information and it is useful for answering certain types of research question.

4.4 Data Collection Procedures

For the purpose of data collection, 950 questionnaires were distributed to tourists in four different destination sites; Dead Sea, Ma'in, Alhemmah and Afra. These sites are located in three different regions in Jordan - Northern Alhemmah, Middle Dead Sea and Ma'in, and Southern Afra. The following table (Table 4.1) contains the summary of the population distribution of the present study.

Table 4.1

Summary of Distribution of the Population of the Study

Curative Tourism Site	No of Questionnaires Distributed	No of Questionnaires Returned
AlHemmah	200	154
Dead Sea	300	202
Ma'in	250	175
Afra	200	159
Total	950	690

The author ventured to the sites appropriating two days in each curative site for questionnaire distribution and collection.

The remaining questionnaires were handed over to the sites' persons in charge of data collection process completion. The author also went to the service provider offices registered in MoTA, who gave their consent of participation to the survey.

4.5 Pilot Study

The purpose of conducting these pilot tests was to examine if there were any further modification of items, to avoid language mistakes, to consider if items were to be added or deleted and / or format that should be undertaken before the administration of actual questionnaire. By doing so, both face and content validities of the questionnaire could be justified and evaluated.

The aim of a pilot study is to refine the questionnaire so that the actual respondents will have no problems in answering the questions and there will be no problems in recording the data. It may also enable researchers to perform a trial analysis on a pilot study sample and hence test out all analysis procedures (Burgess, 2001).

In this research, the pilot study for the first version of the questionnaire was carried out in March 2009 after the validity process were process was done. The questionnaires were distributed to 40 tourists. The measured variables and the pilot study were used to build the final questionnaire. The final version of the questionnaire is provided in Appendix 1.

4.6 Data Analysis

The hypothesis were tested using descriptive statistic, factor analysis, correlation, and multiple regressions analyse the relationship between marketing strategies, tourism quality and destination image with tourist satisfaction and loyalty. Statistical Package for Social Science (SPSS) software for windows, version 12.0 was used. The analyses conducted in this study are as follows:

a. Descriptive Analysis

After going through the validity and reliability procedure successfully, retained items were then aggregated into a collective sum. Descriptive statistics such as percentage, frequency and standard deviation were used to get a tackle of the data and to understand the profile of respondents and to emphasize any error of the data entry process. Mean scores and standard deviations were used to examine central tendency and variance from the mean. Mean scores were computed by equally weighting the mean of all items in each construct.

b. Factor Analysis

Factor analysis was used to analyse the interrelationships among a large number of variables and to interpret these variables in terms of their common underlying factors by applying data reduction (Hair *et al.*, 2006) According to Sekaran (2003) factor analysis decreases the number of variables to a meaningful, interpretable and manageable set of factors. Indeed, factor analysis is considered as important statistics technique in data analysis. This type of analysis was usually conducted in order to understand the dimensionality of the variables in the proposed framework or to realize the relationship in empirical research. The factor loading reveals the strength of the relationship between the item and the factor or construct. The factor loading was obtained for each item in order to recapitulate the patterns of correlation among variables and therefore reduce the large number of variables (Pallant, 2007). The most recommended measure of internal consistency is provided through the Coefficient Alpha which provides a good reliable estimate in most situations.

At the same time the rule in assessing the suitability of factor analysis, the minimum requirement is to have at least five times as many interpretations as there are variables to be analysed. The more acceptable size would have a ten-to-one ratio (Hair *et al.*, 2006).

c. Reliability Analysis

It is used to test the internal consistency of all measurement items. Cronbach Alpha coefficients will evaluate the reliability of each variable which value less than .60 (α -

0.60) is considered questionable or poor, alpha value .70 (α -0.70) is acceptable. According to Sekaran (2000) the higher alpha value reliability equals 1.0 (α -1.00).

A reliability coefficient of 0.50-0.60 is sufficient and acceptable and a reliability coefficient of 0.70 and above is considered good (Hair *et al.*, 2006; Pallant, 2007). Reliability analysis was conducted in order to measure internal consistency across items in instrument which provided by Coefficient Alpha (α) or Cronbach's Alpha. In this study, the Cronbach's Alpha of the measures was comfortably above the lower limit of acceptability which is 0.60 (α >0.60).

d. Correlation Analysis

Correlation analysis is used to study the relationship and direction between two variables. The values of correlation coefficients (r) show the strength of the relationship between the variables under investigation. A positive correlation indicates that as one variable increase, the other variables will also increase. On the other hand, a negative correlation indicates as one variable increases the other variables decrease (Sekaran, 2003).

A perfect correlation of 1 or -1 indicates that the variable show a straight line (Pallant, 2007). Multicollinearity normally represents the degree to which a variable can be explained by other variables in the analysis. Thus it is important to verify the degree of Multicollinearity before running a regression analysis because it may complicate the interpretation of the variable as it is more difficult to examine the effect of any single variable (Hair *et al.* 2006). Specifically, as Multicollinearity increase, it may complicate

the interpretation of the variable as it is difficult to ensure the effect of any single variable (Hair *et al.*, 2006). Thus, Multicollinearity exists whenever the correlation (r) exceeds 0.80 (Berry & Feldman, 1985).

e. Multiple Regression

This is a technique used to find out the relationship between one continuous dependent variable and a number of independent variables (Pallant, 2007). Multiple regressions normally were used to explain when several independent variables are theorized to concurrently influence it. According to Hair *et al.* (2006), multiple regression analysis appears to be the most extensively used multivariate technique to answer two main research problems; to predict and / or explain. In fact, before the recommencement of multiple regression analysis, preliminary analyses were conducted in order to ensure no violation of the underlying assumptions of normality, linearity, ateliers, multicollinearity and singularity, homoscedasticity, and independence of residuals.

I. Normality refers to the error in distribution and used to describe the normal distribution of the sample. The assumption of normality was diagnosed using the residual plots and skewness and kurtosis, where no violation of this assumption was found. In normal probability plot the points will lie on a reasonably straight diagonal line from bottom left to top right and this would suggest no major deviations from normality (Pallant, 2007).

II. Linearity: is the phenomenon that measures the degree to which the change in independent variable is associated with the dependent variable. For a strong relationship

the points will form a vague cigar shape with a definite clumping of scores around an imaginary straight line. In order to examine linearity in this study the residual has oval-shapes and scattered around zero points (Pallant, 2007).

To test the mediator relationship, the multiple regression analysis was also performed according to the method and steps suggested by MaKinnon *et al.* (1995) and Baron and Kenny (1986). According to MaKinnon *et al.* (1995), mediation is generally present when:

1. The independent variable (IV) significantly affects the Mediator variable (MV),
2. The IV significantly affects the DV in the absence of the MV,
3. The MV has a significant unique effect on the DV, and
4. The effect of the IV on the DV shrinks upon the addition of the MV to the model.

To test whether a full or partial mediator in the relationship is, the researcher utilizes the steps suggested by Baron and Kenny (1986) and with reference to the steps proposed by Ramayah *et al.* (2005).

4.7 Validity of Measures

Based on Sekaran (2006), content validity generally guarantees that measures that have a sufficient representative set of items that infiltrates the item required to be measured. Content validity or face validity is the way by which the content of scale is evaluated in terms of measures representation. Various researchers and experts carry out the content validity of the examination and review of scale items guaranteeing that the items encompass the whole domain of constructs. According to Sekaran (2003) and Walsh (1995), the type of evidence that support content validity is comprised of steps and in the current study, the researcher followed these steps to test the content validity of the research questions listed in chapter 4. These steps are:

- a. The evaluation of ideas belonging to those responsible for constructing the instrument as well as other experts in the field.
- b. A comprehensive definition and operationalization regarding the behavioural domain or the topic of interest.
- c. The indication of how to go about achieving high internal consistency reliability.

Accordingly, a copy of a questionnaire was given to 10 full, associate professors and assistant professors in the faculty of marketing in different Jordanian universities in March 2009 for their suggestions and feedback on the content validity of items. After six weeks, the suggestions and recommendations were followed. Based on their feedback, some items were re-worded and some were deleted and hence, the overall questionnaire design was

refined. The following section is an overview of the validity test process and the various types of validity.

4.8 Validity Test

Validity is the level to which a research instrument measures the construct under study. According to Gay (1987), validity is the level to which a test measures what it is meant to measure. Validity comprises of two types namely content and constructs validity.

4.8.1 Content Validity

Content validity is linked to the agreement of the professionals regarding the fact that a scale rationally surfaces reflecting what is meant to measure. In the present study, content validity has been reinforced by a thorough review of literature.

The researcher forwarded the questionnaires for the purpose of validity to seven experts in the marketing and tourism hailing from Jordanian Universities and Universiti Utara Malaysia in Malaysia at the onset of March 2009. The judges evaluated the suitability of each item; their suggestions mainly concerned spelling and grammatical errors, addition or deletion of items and the questionnaires' suitability for distribution.

4.8.2 Construct Validity

Construct validity, sometimes called factorial validity determines how good the results are through the test to measure fit to the theories from which the test was developed (Malhotra,

1998). In the current study, the researcher determined construct validity and linked it with the theorized concept. The more construct validity is employed, the more validity can be constructed (Malhotra and Stanton 2004). This type of validity comprises of two basic kinds: convergent validity and discriminant validity; both were used in the present study.

4.8.2.1 Convergent Validity

Convergent validity refers to the particular construct encompassing the high proportion of variance (Hair *et al.*, 2006) and it validates the level to which two measures having similar concepts are related. It can be determined through confirmatory factor analysis (CFA) ensuring that the factor loading is over .30 (Hair *et al.*, 2006).

4.8.2.2 Discriminant Validity

Discriminant validity refers to the observed constructs' lack of relationship with each other (Campbell & Fiske, 1959) and shows the level to which the items are not similar amongst constructs or how they measure particular concepts. It is determined through the examination of correlations squares between the observed constructs with a high probability of overlapping. The Average Variance Extracted (AVE) is linked to the quantity of variance within the construct versus the amount due to the error of measurement (Hair *et al.*, 2006). In this regard, Malhotra and Stanton (2004) stated that AVE must be higher than .50 for the purpose of validation of employing a construct.

In the current study, a cover letter from the Ministry of Tourism and antiquities (MoTA) was drafted in April 2009 requesting the respondents' contribution to the study. With the

assistance of 10 research assistants, the process of data collection consumed 2 months of the researcher's time starting from July to September 2009 - the peak of the tourist season in Jordan. From the 950 questionnaires distributed, 690 were returned towards the end of September, 2009; an almost 73% return on the questionnaires.

Additionally, primary data were reinforced by secondary data collected from many sources like the Ministry of Tourism and Antiquities (MoTA), Jordan Tourism Board (JTB), Statistic General Circle (SGC) and daily newspapers.

4.9 Response Format

All the items in the questionnaire used a 5 point scale with uniform descriptive anchors (1- Highly Dissatisfied, 2- Dissatisfied, 3- Undecided, 4- Satisfied, 5- Highly Satisfied) except for items tapping demographic information. Using the interval scale will result in a score that represents the position and the preference of an individual towards an object.

The resulting score will show the difference, beliefs, needs and actions that are obvious (Ajzen & Fishbein, 1980). The use of a five point scale is justified since this is one of the most widely used response formats (Scott & Fisher, 2001). According to Sekaran (2006) research indicates that a five point scale is just as good as any and that an increase from five to seven to nine points on rating scales does not improve the reliability of the rating. Moreover, according to Frary (2000), using a larger number of scale points takes some thought and effort and such stimuli run the risk of annoying or confusing the respondents with hair splitting differences between the response levels. Psychometric research has

shown that most subjects cannot reliably distinguish more than six or seven levels of response (Weems & Onwuegbuzie, 2001). Offering four to five scale points is usually quite sufficient to stimulate a reasonably reliable indication of response direction.

In addition, proponents of midpoint options contend that the midpoint increase measurement reliability and without the midpoint, respondents are forced to artificially create opinions (Weems & Onwuegbuzie, 2001).

4.10 Translation

Although the questionnaire was written in the English language, the entire instrument was translated to the Arabic language for both the local Jordanians and the Arabs respondent whilst the questionnaire in English was administered to foreign respondents. For these translations, different translators were used, a translator who was fluent in both Arabic and English and who is local English language supervisor working at the Ministry of Education in Jordan.

4.11 Quantitative Questionnaire Development

The questionnaire is designed from objectives, problems and hypotheses of the study measured the relationship between independent variables with tourist satisfaction. The questionnaire consists of four parts; part one, is the independent variables measure of the marketing mix by using 42 items, tourism quality 22 items and destination image 38 items. Part two is tourist satisfaction as the mediator variable of this study consists of five items.

Part three is the dependent variable destination which used loyalty with seven items and finally part four is the demographic of the tourist. All the questionnaire was measured by five point interval scale from 1-Highly Dissatisfied, 2-Dissatisfied, 3-Undecided, 4-Satisfied and 5-Highly Satisfied.

4.12 Operationalization of Variable

This study's framework involves five variables namely destination loyalty as the dependent variable; marketing mix, quality standards and destination image as the independent variables, and tourist satisfaction as the mediator variable. The relevant measurements for each variable were identified as follows:

4.12.1 Dependent Variable: Destination Loyalty

The measurement scale is modified from authors Lim *et al.* (2006) by using five point scale with seven items that ranges from "Strongly Disagree" (1) to "Strongly Agree" (5). The details of the organization of the variable items are presented in the following Table 4.2.

Table 4.2
Item for Destination Loyalty

No	Items
1.	As long as the present service continues, I will visit Jordanian curative tourism sites.
2.	I will try to visit Jordan whenever I am going for curative tourism holiday.
3.	When I need a curative tourism destination, Jordan is my first choice.
4.	I believe Jordan curative tourism is my favourite destination.
5.	I say positive things about my Jordan's curative tourism experience.
6.	I will recommend Jordanian curative tourism sites to those who seek my advice about such matters.
7.	I would encourage friends and relative to visit Jordan.

Source: Lim et al. (2006)

4.12.2 The Independent Variables

4.12.2.1 Tourism Marketing Mix:

The main objective of this study is to promote the curative tourism in Jordan, the original measurement is modified from Yuksel (2004) by using four point scale with 42 items that is ranging from very good to very poor. Based on the validity process, the questionnaire was reduced to 36 items.

A five point scale that ranged from “Highly dissatisfied” (1) to “Highly satisfied” (5) was used. List of items in tourism marketing mix destination is provided below in Table 4.3.

Table 4.3

Item in Tourism Marketing Mix

No.	Items
<i>Please choose the best statements that suit your perception of <u>product</u> in and around Jordan Tourism Destinations.</i>	
1.	Jordanian curative tourism sites.
2.	Service of my travel agent.
3.	The accommodation in this area.
4.	Availability of food at this site.
5.	Variety of package tour on curative tourism.
6.	Transportation support for tourist to go to curative tourism sites.
<i>Please choose the best statements that suit your perception on <u>price</u> at and around Jordan Tourism Destinations.</i>	
7.	The price of the package curative tourism tour offered by Jordan agencies as compared to other countries.
8.	The price of the curative tourism services offered by Jordan providers.
9.	The price of food in Jordanian curative tourism sites.
10.	The price rate of transportation in Jordan's curative tourism sites.
11.	The price rate of accommodation in curative tourism sites of Jordan.
12.	The price rate of accommodation in Jordanian curative tourism sites.
<i>Please choose the best statements that suit your perception on <u>physical evidence</u> in and around Jordan Tourism Destinations.</i>	
13.	The tourist curative tourism spots are within walking distance to the public transportation area.
14.	The public transportation covers all of the curative tourism sites.
15.	The road condition of curative tourism destination sites.
16.	The availability of public transportation in curative tourism sites for tourists.
17.	Curative tourism sites in Jordan provide enough accommodation to tourist.
18.	Food in Jordanian curative tourism sites is easy to find.
<i>Please choose the best statements that suit your perception on <u>promotion</u> at and around Jordan Tourism Destination.</i>	
19.	Jordanian curative tourism providers promote their services very well.
20.	The existing promotional campaign of the curative tourism industry is attractive.
21.	Jordan's curative tourism providers' improvement on their promotional campaign.
22.	Jordanian curative tourism providers promotion on their local cuisines.
23.	The staff of tourism providers in Jordanian curative tourism sites friendliness in attending to my problem.
24.	The staff of tourism providers in Jordanian curative tourism sites appearance.
25.	The staff of tourism providers in Jordanian curative tourism sites language proficiency.
26.	The staffs of tourism providers in Jordanian curative tourism sites know the needs of the tourist.
27.	The staff of tourism providers in Jordanian curative tourism sites professionalism.

Table 4.3 (Continued)

<i>Please choose the best statements that suit your perception of place in and around Jordan Tourism Destinations.</i>	
28.	Curative tourism sites in Jordan as an interesting place to motivate me to visit again.
29.	Jordanian curative tourism sites comfortability to travel.
30.	Jordan's curative tourism sites as a safe place to visit.
31.	Jordanian curative tourism sites are free from diseases.
<i>Please choose the best statements that suit your perception on process in and around Jordan Tourism Destinations.</i>	
32.	I had no problem at the airport upon arrival to Jordan.
33.	I had no problem with my tour guide during this visit.
34.	I had no problem checking into my hotel.
35.	The staff at the restaurants I went to was professional.
36.	The staff at the public transport I took was professional.

Source: Yuksel (2004)

4.12.2.2 Tourism Quality Standards

This variable measured the quality standards of tourism from the original measurement modified from author Harasheh (2002) by using Semantic Differential Scale (Bad-Acceptable-Good) with 22 items. By using a five point scale that ranges from “Highly dissatisfied” (1) to “Highly satisfied” (5), the details of the organization variable item are presented in the following Table 4.4.

Table 4.4

Item for Tourism Quality Standards

No.	Items
<i>Please choose the best statements that suit your <u>Safety and Security</u> at and around Jordan Tourism Destinations.</i>	
1.	Entrance fees (if applicable).
2.	Public parking around Jordanian curative tourism sites.
3.	Security and safety around the site.
<i>Please choose the best statements that suit your <u>Hygiene</u> at and around Jordan Tourism Destinations.</i>	
4.	Accommodation quality of Jordanian curative tourism sites.
5.	Cleanliness of the surrounding area.
6.	Toilets and Showers in Jordanian curative tourism sites hotels and restaurants.
7.	Drinking water in Jordanian curative tourism sites hotels and restaurants.
<i>Please choose the best statements that suit your <u>Accessibility</u> at and around Jordan Tourism Destinations.</i>	
8.	Accessibility to Jordanian curative tourism sites.
9.	Guidance signs to the site.
10.	Public Transportation to and from Jordanian curative tourism sites (if applicable).
<i>Please choose the best statements that suit your <u>Transparency</u> at and around Jordan Tourism Destinations.</i>	
11.	Treatment prices (if applicable).
12.	Food and beverage prices in Jordanian curative tourism sites.
13.	Accommodation prices in Jordanian curative tourism sites.
14.	Availability of information about Jordanian curative tourism sites.
<i>Please choose the best statements that suit your <u>Authenticity</u> at and around Jordan Tourism Destinations.</i>	
15.	Treatment quality (if applicable).
16.	Food and Beverage quality of Jordanian curative tourism sites.
17.	Children playing facilities at the site.
18.	Hospitality of the service providers on the site.
19.	The ease of paying your purchase with credit cards (if applicable).
<i>Please choose the best statements that suit your <u>Harmony</u> at and around Jordan Tourism Destinations.</i>	
20.	Efficiency of therapists in Jordan Tourism Destinations (if applicable).
21.	Treatment equipments in Jordan Tourism Destination spas (if applicable).
22.	Communication facilities (interpreters, phones, faxes, Internet, mail, etc.) in Jordan Tourism Destinations (if applicable).

Source : Harasheh (2002)

4.12.2.3 Destination Image

This variable was measured by the author by using the seven Likert scale with 38 items that ranged from “Strongly Dissatisfied” (1) to “Strongly Satisfied” (7) adapted from Chi and Qu (2008). Based on the pilot test analysis the questionnaire validity was brought down to 30 items. A five point interval scale that ranged from “Highly dissatisfied” (1) to “Highly satisfied” (5) was used. The details of the organization variable item are presented in the following Table 4.5.

Table 4.5
Item in Destination Image

No.	Items
<i>Please choose the best statements that suit your perception on <u>Travel Environment</u> at and around Jordan Tourism Destinations.</i>	
1.	Safe and secure environment.
2.	Clean and tidy environment.
3.	Friendly and helpful local people.
4.	Tranquil and restful atmosphere.
5.	Pleasant weather.
<i>Please choose the best statements that suit your perception on <u>Natural attraction</u> in and around Jordan Tourism Destinations.</i>	
6.	Scenic mountain and valleys (if applicable).
7.	Breathtaking scenery and natural attractions.
8.	Gorgeous gardens and springs.
9.	Fabulous scenic drive.
10.	Picturesque parks/lakes/rivers (if applicable).
11.	Unspoiled wilderness and fascinating wildlife.
12.	Spectacular caves and underground formations (if applicable).
<i>Please choose the best statements that suit your perception on <u>Infrastructure</u> at Jordan Tourism Destinations.</i>	
13.	Wide selection of restaurants/cuisine.
14.	Variety of shop facilities.
15.	Wide choice of accommodations.
<i>Please choose the best statements that suit your perception on <u>Accessibility</u> at Jordan Tourism Destinations.</i>	
16.	Well communicated traffic flow and parking information.
17.	Available parking downtown.
18.	Easy access to the area.
19.	Easy-to-use and affordable trolley system.

Table 4.5 (Continued)

<i>Please choose the best statements that suit your perception on <u>the relaxation aspect</u> at the Jordan Tourism Destinations' offerings.</i>	
20.	Relaxing day spa and healing getaway.
21.	Great place for soothing the mind and refreshing the body.
22.	Spiritual rejuvenation.
<i>Please choose the best statements that suit your perception on <u>Outdoor activities</u> available in Jordan Tourism Destinations.</i>	
23.	Exciting water sports/activities (boating, fishing, etc.).
24.	Terrific place for hiking/picnicking/camping/hunting.
25.	Enormous opportunities for outdoor recreation.
26.	Good facilities for golfing.
<i>Please choose the best statements that suit your perception of <u>Price and value</u> of Jordan Tourism Destinations.</i>	
27.	Reasonable price for food and accommodation.
28.	Good value for money.
29.	Reasonable price for attractions and activities.
30.	Good bargain shopping.

Source : Chi and Qu (2008)

4.12.3 Mediator Variable: Tourist Satisfaction

Tourist satisfaction is very essential in determining the success of a business activity. In most cases, there is no loyalty without satisfaction. Satisfaction is expected to take place before loyalty can be built up. This study adopted the original measurement developed by Lim *et al.* (2006), however, in order to increase the consistency of the measurement, the scale was reduced to five point scale ranging from “Highly Dissatisfied” (1) to “Highly satisfied” (5). This scale has a reliable coefficient alpha of 0. 862.

The measurements for this variable consist of five items and the details of the organization variable item are presented in the following Table 4.6.

Table 4.6

Item to Tourist Satisfaction

No.	Items
1.	My decision to visit Jordan curative tourism sites.
2.	My choice to visit Jordan for curative tourism.
3.	My feeling on visiting Jordanian curative tourism sites.
4.	My thinking about visiting Jordanian curative tourism sites.

Source : Lim *et al.* (2006)

4.13 Summary of the Chapter

This chapter discussed the research approach, population and sample, data collection procedures, pilot study, reliability analysis, operationalization of variable, validity of measures, and data analysis contain (descriptive statistic, factor analysis, correlation and multiple regressions). The next chapter presents data analysis and finding.

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

5.1 Introduction

This chapter analyses the relationship between the independent variables marketing mix, quality standards and destination image and mediator variable tourist satisfaction with outcome variable destination loyalty, based on the data gathered from questionnaire survey. The first section explains the response rate and goodness of measure through validity and reliability analysis. The second section contains descriptive analysis and the last section explains the use of multivariate analysis to test the stated hypotheses.

5.2 Response Rate

There were 950 questionnaires distributed to four curative tourism sites in Jordan, in both English and Arabic languages, located at the North, AlHemmah; the Middle, Dead Sea; the East, Ma'in, and the South, Afra, however, only 690 were extracted as usable questionnaires and were used for data analysis in this research. 690 responses are greater than what is suggested by Krejcie and Morgan (1970) as cited in Sekaran (2003). Additionally, Hair *et al.* (2006) suggested a ratio of 10 cases to one questionnaire item for the purpose of factor analysis. In the present study, the highest number of items within a construct is 24 items, which measure the relationship.

Hence, a minimum of 240 cases (10 cases X 24 items) was required for factor analysis. In addition, Coakes and Steed (2007) stated that to ensure a proper factor analysis, the number of respondents should be 24 items greater than the number of independent variables investigated. Since there are five variables for relationship investigated in this study, the sample of 690 respondents is considered more than satisfactory. Table 5.1 shows the response rate and the usable questionnaire for this study. The questionnaire is appended in Appendix 1.

Table 5.1
Summary of the Questionnaire and the Response Rate

The sample size of the study	950
Returned questionnaire	794
Returned and usable questionnaire	690
Returned and unusable questionnaire	104
Non- returned questionnaire	156
Response rate	83%
Usable response rate	72%

5.3 Descriptive Analysis of Respondents

The frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. This section provides background information on the respondents who participated in the survey as these are considered as vital to the current study, which is helpful to understand the data segment. The examined profiles include gender, age, nationality, academic qualification and also other relevant information such as distribution site, first visit to the site, companion and duration of stay.

The results of a descriptive analysis of the demographic profile of respondents are shown in Table 5.2

Table 5.2
Profile of the Respondents

Variables	Descriptions	Frequencies	%
Gender	Male	382	55.4
	Female	308	44.6
Age	18-25	170	24.6
	26-45	464	67.2
	More than 46	56	8.1
Nationality	Jordanian	352	51.0
	Arab	190	27.5
	Foreigner	148	21.4
Academic Qualification	High School	184	26.7
	Bachelor	319	46.2
	Master	164	23.8
	PHD	23	3.3
Destination Site	Dead Sea	221	32.0
	Ma'in Spring	175	25.4
	Hemmah Spring	158	22.9
	Afra Spring	136	19.7
First Visit to Site	Yes	332	48.1
	No	358	51.9
Companion	Family	335	48.6
	Friend	240	34.8
	Individual	63	9.1
	Groups	52	7.5
Duration of stay	< 1 week	480	69.6
	1-2 weeks	144	20.9
	3-4 weeks	28	4.0
	> 4 weeks	38	5.5

It was found that more than half of the respondents were male and represented 55.4 percent whilst the female respondents accounted for 44.6 percent. Beside gender, data on the age of respondents was also obtained. As shown in Table 5.2, the majority of respondents comes from the “26 to 45” age group, representing 67.2 percent the total number of respondents, the second largest number of respondents comes from the “18 to 25” age group which formed 24.6 percent and the smallest number of respondents comes from “more than 46” age group of 8.1 percent. In terms of the respondents’ nationality, a number of 51 percent were from Jordan, followed by Arabs, 27.5 percent and finally foreigners 21.4 percent. In terms of academic background, most of the respondents were Bachelor degree holders and they represent 46.2 percent of the respondents while the Master degree was 23.8 percent, whereas 3.3 percent of the respondents were with a doctorate degree and finally 26.7 percent respondents have a high school certificate. The next data on demographic profiling was on destination site, whereby the Dead Sea obtained 221 respondents (32%) followed by the Ma'in Spring, 175 respondents (25.4%), Hemmah Spring covered 158 respondents (22.9%) and Afra Spring obtains 136 respondents (19.7%).

A total of 332 (48.1%) respondents answered ‘Yes’ when asked if this was their first visit to the sites whilst 358 respondents answered ‘No’ (51.9%). Regarding companion, respondents who came with their families were 48.6 percent followed by friends 34.8 percent, individually, 9.1 percent and in groups, 7.5 percent. In terms of duration of stay on the site, 69.6 percent of the total number of respondents stayed less than one week, followed by respondents who stayed 1-2 weeks, 20.9 percent, 3-4 weeks, 4.0 percent and finally respondents who stayed more than 4 weeks amounted to 5.5 percent.

5.4 The Data

5.4.1 Data Inspection

Data analysis began with an inspection and review of the data to assure that it was suitable for analysis. For this purpose the guidelines suggested by Hair *et al.* (2006) were followed which included examining for missing data patterns, adherence to statistical assumptions, identification of outliers, and a review of skewness and kurtosis.

5.4.2 Missing Data

Missing data in any research undertaking are a common phenomenon which implies a situation where valid values on one or more variables are not available for data analysis, especially in a multivariate analysis (Hair *et al.*, 2006). Sekaran (2006) notes that this situation is characterized by the failure of the respondents to answer some items in the questionnaire as a result of lack of understanding, ignorance of the answer and etc.

However, the significance of the phenomenon lies in its unavoidable impact on the analysis. Hair *et al.* (2006) suggests identifying the patterns and relationships underlying the occurrence. The practical impacts of missing data are generally reduction of the sample size available for analysis although a generalization becomes difficult due to bias. Sekaran (2006) believes that the best way to handle the problem irrespective of its characteristics is to omit the case, especially if the sample is big and Hair *et al.* (2006) noted that the issue is damaging if not handled properly. A four step process of identifying and remedying this problem has been laid down and they are: determine the type of missing data; determine

the extent of missing data; diagnose the randomness of the missing data processes; and select the imputation method. Missing data under 10 percent for an individual case or observation can generally be ignored but the number of cases with no missing data must be sufficient for the selected analysis technique (Hair *et al.*, 2006). Therefore, variables with as little as 15 percent missing data are candidates for deletion, but higher levels of missing data for instance 20 percent to 30 percent can often be remedied.

5.4.3 Normality Assessment

Normality is an assumption for many multivariate techniques such as multiple regressions where the main concerns were outliers and linearity involving the tests of Kurtosis and skewness. These values are zero if the observed distribution is exactly normal. According to some researchers (Hair *et al.*, 2006; Pallant, 2007), measures of central tendency and variability can also be used to examine the normality of the distribution. In this study, the researcher explored normality analysis by using normal probability plots (P-P plots) as shown in Figure 5.1. The data were inspected based on the above guidelines and was considered acceptable.

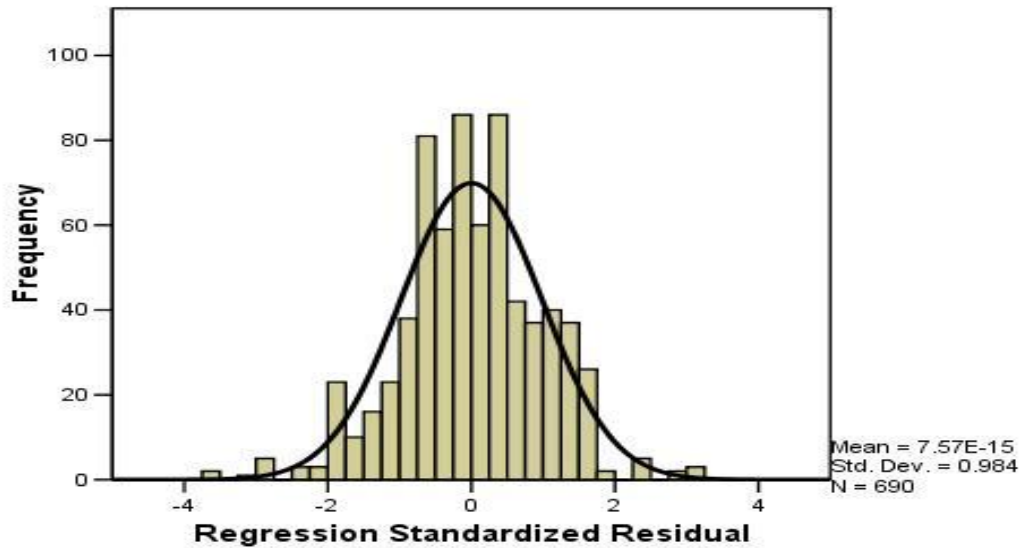


Figure 5.1
Normal Probability Plots (P-P Plots)

5.5 Means and Standard Deviations

The first step in the analysis of multivariate data is a table of means and standard deviations. The mean on all variables range from 2.47 to 4.09, on a five-point scale indicating that the respondents' average satisfaction of the product services. The recommended test for outliers is to convert the data to standardized scores to check for values greater than 2.5 for small samples and values greater than 3 or 4 for large samples (Hair *et al.*, 2006). Inspection of Z-scores will allow identification of outlying cases which is useful in data screening. Z-scores greater than +3 and less than -3 are considered to be outliers (Coakes & Steed, 2007).

In this study, the researcher detected 25 outliers cases it was considered acceptable due to multiple outliers' very small percentage (2.5%) (Hair *et al.*, 2006).

5.6 Goodness of Measures

In order to test the goodness of measures, two procedures must be achieved before conducting the main analysis, factor analysis and reliability analysis. The results of the factor analysis and reliability analysis of all the items tapped for the independent and dependent variables were included in this study.

5.6.1 Exploratory Factor Analysis

Factor analysis was conducted to reduce the large number of variables and to summarize the patterns of correlations among the dimensions and variables. This includes the independent variables namely Marketing Mix, Quality Standards, Destination Image, the mediator variable namely Tourist Satisfaction and the dependent variable namely Destination Loyalty. An exploratory factor analysis was conducted for data reduction purpose using 36 items for marketing mix, 22 items for quality standards, 30 items for destination image, the five items for tourist satisfaction and finally seven items for destination loyalty. Initial analysis was performed with Exploratory Factor Analysis (EFA) using the principal component method: Principal Components Analysis (PCA). The first component has maximum variance while successive components explain progressively smaller portions of the variance. Principal components analysis is used to obtain the initial factor solution and can be used in a singular correlation matrix (Coakes & Steed, 2007).

Items were removed one at a time using the following procedure, as recommended by most researchers (Hair *et al.*, 2006; Sekaran, 2006; Coakes & Steed, 2007; Pallant, 2007). Appendix 3 explains with examples every step of the procedure. Firstly, items with a Measuring of Sampling Adequacy (MSA) of less than 500 were removed. In a good factor model, most of the off-diagonal elements will be small. The measure of sampling adequacy for a variable is displayed on the diagonal of the anti-image correlation matrix and the acceptable level is above .5. Secondly items that did not load with any other item were removed. Thirdly, items having loadings less than .5 were removed. Fourthly, double loaded items were removed. Then items with unreasonable associations with other items in the same factor are removed and finally, The Bartlett test of sphericity and the Kaiser-Meyer-Olkin measure was taken to be greater than .6. The process each time an item is removed.

The items dropped during the process described above are shown in Table 5.3 along with the reason why they were dropped. According to the recommendations by Hair *et al.* (2006), the minimum requirements for factor loading range between 0.30 and 0.40, and loadings of 0.50 or above are considered more significant. The detailed of factor analysis for all variables in this study are discussed as follows:

5.6.1.1 Factor Analysis of Marketing Mix Strategies

Exploratory Factor Analysis (EFA) was conducted on marketing mix strategies which included seven dimensions: product, price, physical evidence, promotion, personnel, place and process. Six items were used for product, six items for the price, six items for physical

evidence, four items for promotion, the five items for personnel, four items in place and finally five items for process. The result of exploratory factor analysis on marketing mix is presented in Table 5.3. The table presents the factor loading of seven dimensions of marketing mix items after deleting the items that showed either low factor loading (<0.50) or double loading, the results indicate that the loadings of the remaining items were from 0.50 to 0.90.

Table 5.3

Summary of Factor and Reliability Analysis of Marketing Mix Strategies

Name	Items	Factor Loading	Eigen-Value	% Variance	Cronbach's Alpha
Product	Service of my travel agent.	0.761	9.130	41.501	0.778
	The accommodation in this area.	0.775			
	Availability of food at this site.	0.779			
Price	The price of the package curative tourism tour offered by Jordan agencies as compared to other countries.	0.738	2.984	13.564	0.890
	The price of the curative tourism services offered by Jordan providers.	0.785			
	The price rate of transportation in Jordan's curative tourism sites.	0.840			
	The price rate of accommodation in curative tourism sites of Jordan.	0.882			
	The price rate of accommodation in Jordanian curative sites.	0.780			
Personnel	The staff of tourism providers in Jordanian curative tourism sites friendliness in attending to my problem.	0.795	2.269	10.312	0.945

Table 5.3 (Continued)

	The staff of tourism providers in Jordanian curative tourism sites appearance.	0.894			
	The staff of tourism providers in Jordanian curative tourism sites language proficiency.	0.884			
	The staffs of tourism providers in Jordanian curative sites know the needs of the tourist.	0.816			
	The staff of tourism providers in Jordanian curative tourism sites professionalism.	0.796			
Place	Curative tourism sites in Jordan as an interesting place to motivate me to visit again.	0.772	1.601	7.275	0.929
	Jordanian curative tourism sites comfortability to travel.	0.831			
	Jordan's curative tourism sites as a safe place to visit.	0.813			
	Jordanian curative tourism sites are free from diseases.	0.777			
Process	I had no problem at the airport upon arrival to Jordan.	0.823	1.193	5.421	0.924
	I had no problem with my tour guide during this visit.	0.846			
	I had no problem checking into my hotel.	0.859			
	The staff at the restaurants I went to was professional.	0.791			
	The staff at the public transport I took was professional.	0.781			

Note: Items with factor loading less than 0.5 or double loading were deleted.

The five dimensions (see Table 5.3) comprised of product with three items, price with five items, personnel with five items, place with four items, and process with five items. The relative explanatory power (Eigen values) for each dimension is 9.130, 2.984, 2.269, 1.601 and 1.193, respectively. These dimensions cumulatively captured 78.072 percent of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for all items was 0.865 which is ranged within the acceptable level i.e. between 0.51 and 0.90. In other words, if the MAS value is above 0.50 it indicates a certain level of appropriateness (Hair *et al.* 2006). The Bartlett's Test of Sphericity was significant, which indicates that there is sufficient number of significant inter-correlations for factor analysis and the assumptions of factor analysis were met. In fact, if the KMO measure is greater than 0.60 and the Bartlett's test of Sphericity is large and significant, then factorability is assumed (Coakes & Steed, 2007; Pallant, 2007; Tabachnick & Fidell, 2007).

The Cronbach's Alpha of items is reliable (see Table 5.3). These results provide support to discriminate convergent validity of the marketing mix. Moreover, the results also show homogeneity within the dimensions and heterogeneity between the dimensions. The results of factor analysis are demonstrated in Table 5.3, and the SPSS outputs for all variables are attached in Appendix 3.

Table 5.4 summarizes the dimensions before and after deleting items during factor analysis. It also shows the items that were deleted after the factor analysis and the reason for deleting those items.

Table 5.4

Summary of the Dimensions before and after Items Deleted from the Marketing Mix

Dimensions	No. of items Before	Items Deleted	No of items After	Reason for Deleted
Product	6	3	3	Double loaded
Price	6	1	5	Double loaded
Physical Evidence	6	6	All dimension deleted	Double loaded
Promotion	4	4	All dimension deleted	Double loaded
Personnel	5	0	5	None
Place	4	0	4	None
Process	5	0	5	None

5.6.1.2 Factor Analysis on Quality Standards

Exploratory factor analysis was conducted on quality standards including six dimensions: safety and security, hygiene, accessibility, transparency, authenticity and harmony. From the analysis, three items were for safety and security, four items for hygiene, three items for accessibility, four items for transparency, the five items for authenticity and three items for harmony.

The results of factor analysis on quality standards are presented in Table 5.5. The table presents the factor loading of six dimensions of quality standard items after deleting the items that show low factor loading (<0.50), and the results indicate that the loadings of the remaining items were from 0.50 to 0.80. The factor analysis for 22 items of quality standard provided three dimensions with eight items (three dimensions with 14 items were deleted).

The three dimensions remained were safety and security with two items, accessibility with

three items and harmony with three items. The relative explanatory power (Eigen values) for each dimension is 3.759, 1.447 and 1.017 respectively. These dimensions cumulatively captured 77.794 percent of variance in the data.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MAS) for all items was 0.758 which is ranged within the acceptable level i.e. between 0.51 and 0.90. In other words, if the MAS value is above 0.50 it indicates appropriateness (Hair *et al.*, 2006). The Bartlett's Test of Sphericity was significant, which indicates that there is sufficient number of significant inter-correlations for factor analysis, and the assumptions of factor analysis were met. The Cronbach's Alpha of items is reliable and that's presented in Table 5.5.

The results of factor analysis also demonstrated in the following Table 5.5.

Table 5.5

Summary of Factor and Reliability Analysis on Quality Standards

Name	Items	Factor Loading	Eigen-Value	% Variance	Cronbach's Alpha
Harmony	Efficiency of therapists in Jordanian curative tourism site (if applicable).	0.870	1.017	12.717	0.845
	Treatment equipments in Jordanian curative tourism site's spas (if applicable).	0.904			
	Communication facilities (interpreters, phones, faxes, Internet, mail, etc.) in Jordanian curative tourism site's hotel (if applicable).	0.788			
Accessibility	Accessibility to Jordanian curative tourism site.	0.851	1.447	18.091	0.796
	Guidance signs to the site.	0.746			
	Public Transportation to and from Jordanian curative tourism site (if applicable).	0.813			
Safety and Security	Entrance fees (if applicable).	0.846	3.759	46.987	0.837
	Public parking around the Jordanian curative tourism site.	0.921			

Note: Items with factor loading less than 0.50 or double loading were deleted.

Table 5.6 summarizes the dimensions before and after deleting items during factor analysis and the reason for deleting those items.

Table 5.6
Summary of the Dimensions before and after Items Deleted for Quality Standards

Dimensions	No. of items Before	Items Deleted	No of items After	Reason for Deleted
Safety and Security	3	1	2	Double loaded
Hygiene	4	4	All dimension deleted	Double loaded
Accessibility	3	0	3	None
Transparency	4	4	All dimension deleted	Double loaded
Authenticity	5	5	All dimension deleted	Double loaded
Harmony	3	0	3	None

5.6.1.3 Factor Analysis on Destination Image

Exploratory factor analysis was conducted on destination image which included seven dimensions: travel environment, national attraction, infrastructure, accessibility, relaxation aspect, outdoor activities and price and value. Five items were used for travel environment, seven items for national attraction, three items of infrastructure, four items for accessibility, three items for relaxation aspect, four items for outdoor activities, and four items for price and value.

The results of factor analysis on Destination Image were presented in Table 5.7. The table presents the factor loading of seven dimensions of Destination Image items after deleting the items that show either low factor loading (<0.50) and the results indicate that the

loadings of the remaining items were from 0.50 to 0.80. The factor analysis for 30 items of Destination Image provided six dimensions with 22 items (one dimension with eight items was deleted).

The six dimensions remained were travelling environment with four items, national attraction with four items, infrastructure with three items, accessibility with four items, outdoor activities with three items, and price and value with four items. The relative explanatory power (Eigen values) for each dimension is 9.263, 2.835, 1.762, 1.619, 1.365 and 1.231 respectively. These dimensions cumulatively captured 82.158 percent of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for all items was 0.866 which is ranged within the acceptable level i.e. between 0.51 and 0.90. The Bartlett's Test of Sphericity was significant, which indicates that there is sufficient number of significant inter-correlations for factor analysis, and the assumptions of factor analysis were met. The Cronbach's Alpha of items is reliable (see Table 5.7). Table 5.7 concludes the findings of the accepted items and shows the reliability based on the Cronbach's alpha.

Table 5.7

Summary of Factor and Reliability Analysis on Destination Image

Name	Items	Factor Loading	Eigen-Value	% Variance	Cronbach's Alpha
Travel Environment	Safe and secure environment.	0.814	9.263	42.103	0.922
	Clean and tidy environment.	0.899			
	Friendly and helpful local people.	0.852			
	Tranquil and restful atmosphere.	0.808			
Price and Value	Reasonable price for food and accommodation.	0.834	1.231	5.595	0.915
	Good value for money.	0.809			
	Reasonable price for attractions and activities.	0.900			
	Good bargain shopping.	0.826			
Accessibility	Well communicated traffic flow and parking information.	0.736	1.619	7.361	0.909
	Available parking downtown.	0.793			
	Easy access to the area.	0.852			
	Easy-to-use and affordable trolley system.	0.832			
Natural Attraction	Fabulous scenic drive.	0.733	2.835	12.888	0.884
	Picturesque parks/lakes/ivers (if applicable).	0.832			
	Unspoiled wilderness and fascinating wildlife.	0.776			
	Spectacular caves and underground formations (if applicable).	0.810			
Infrastructure	Wide selection of restaurants/cuisine.	0.839	1.762	8.007	0.931
	Variety of shop facilities.	0.858			
	Wide choice of accommodations.	0.771			
Outdoor Activities	Exciting water sports/activities (boating, fishing, etc.).	0.840	1.365	6.205	0.907
	Terrific place for hiking/picnicking/camping/hunting.	0.847			
	Enormous opportunities for outdoor recreation.	0.842			

Note: Items with factor loading less than 0.50 or double loading were deleted.

Table 5.8 summarizes the dimensions before and after deleting items during factor analysis and the reason for deleting those items.

Table 5.8
Summary of the Dimensions before and after Items Deleted from Destination Image

Dimensions	No. of items Before	Items Deleted	No of items After	Reason for Deleted
Travel Environment	5	1	4	Double loaded
Natural Attraction	7	3	4	Double loaded
Infrastructure	3	0	3	None
Accessibility	4	0	4	None
Relaxation Aspect	3	3	All dimension deleted	Double loaded
Outdoor Activities	4	1	3	Double loaded
Price and Value	4	0	4	None

5.6.1.4 Factor Analysis on Tourist Satisfaction

Exploratory factor analysis of Tourist Satisfaction is presented in Table 5.9. The table presents the factor loading of five tourist satisfaction items after deleting the items that show low factor loading (<0.50) and the results indicate that the loadings of the remaining items were from 0.50 to 0.80 (one items were deleted). The relative explanatory power (Eigen-values) for each dimension is 2.368. This variable cumulatively captured 59.195 percent of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for this variable was 0.669 which is ranged within the acceptable level. The Cronbach's Alpha of this variable is reliable with a value of 0.862. These results provide support to discriminate convergent validity of tourist satisfaction. Table 5.9 concludes the findings of the accepted items. The table shows the reliability based on the Cronbach's Alpha value.

Table 5.9
Summary of Factor and Reliability Analysis on Tourist Satisfaction

Name	Items	Factor Loading	Eigen-Value	% Variance	Cronbach's Alpha
Tourist Satisfaction	My decision to visit Jordan curative tourism sites.	0.825	2.368	59.195	0.862
	My choice to visit Jordan for curative tourism.	0.936			
	My thinking about visiting Jordanian curative tourism sites.	0.891			

Note: Items with factor loading less than 0.50 or double loading were deleted.

Table 5.10 summarizes the dimensions before and after deleting items during factor analysis and the reason for deleting those items.

Table 5.10:

Summary of the Dimensions before and after Items Deleted for Tourist Satisfaction

Dimensions	No. of items Before	Items Deleted	No of items After	Reason for Deleted
Tourist Satisfaction	4	1	3	Double loaded

5.6.1.5 Factor Analysis on Destination Loyalty

The results of factor analysis on destination loyalty were presented in Table 5.11. The factor analysis for seven items of destination loyalty provided five items (two items were deleted). The relative explanatory power (Eigen-values) for each dimension is 3.413. This variable cumulatively captured 68.264 percent of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for this variable was 0.746 which is ranged within the acceptable level. The Cronbach's Alpha of this variable reliable is 0.883. The results of factor analysis are demonstrated in the following Table 5.11.

Table 5.11

Summary of Factor and Reliability Analysis on Destination Loyalty

Name	Items	Factor Loading	Eigen-Value	% Variance	Cronbach's Alpha
Destination Loyalty	As long as the present service continues, I will visit Jordanian curative tourism sites.	0.826	3.413	68.264	0.883
	I will try to visit Jordan whenever. I am going for a touring holiday.	0.845			
	When I need a curative tourism destination, Jordan is my first choice.	0.826			
	I believe Jordan is my favourite curative tourism destination.	0.824			
	I say positive things about my Jordan's curative tourism experience.	0.810			

Note: Items with factor loading less than 0.50 or double loading were deleted.

Table 5.12 summarizes the dimensions before and after deleting items during factor analysis and the reason for deleting those items.

Table 5.12

Summary of the Dimensions before and after Items Deleted for Destination Loyalty

Dimensions	No. of items Before	Items Deleted	No of items After	Reason for Deleted
Destination Loyalty	7	2	5	Double loaded

5.6.2 Restating the Hypothesis and Research Framework

Based on the results of factor analysis, marketing mix strategies dimensions decreased from seven to five dimensions, tourism quality standards decreased from six to three dimensions and good image decreased from seven to six dimensions. Tourist satisfaction items were slightly changed and reduced from four to three items with one item deleted, and tourist loyalty items reduced from seven to four items.

However, having done the factor analysis, the new hypotheses of the study also have to be reformulated as below:

- H1 : There is a significant and positive relationship between Marketing Mix and Destination Loyalty.
- H1-1 : There is a significant and positive relationship between Marketing Mix and Tourist Satisfaction.
- H2 : There is a significant and positive relationship between Tourism Quality Standards and Destination Loyalty.
- H2-2 : There is a significant and positive relationship between Tourism Quality Standards and Tourist Satisfaction.
- H3 : There is a significant and positive relationship between Destination Image and Destination Loyalty.
- H3-3 : There is a significant and positive relationship between Destination Image and Tourist Satisfaction.

- H4 : Tourist Satisfaction is significantly and positively related to Destination Loyalty.
- H5 : Tourist Satisfaction mediates the relationship between Independent Variables (marketing mix, quality standards and destination image) and Destination Loyalty.

5.6.3 Reliability Analysis of Main Variables

Table 5.13 shows that the independent variables marketing mix indicates 22 items with .929 alpha, followed by quality standards indicating eight items with .835 alpha and destination image indicating 22 items with .934 alpha the mediator variable tourist satisfaction indicating three items with .862 alpha and dependent variable destination loyalty indicating five items with .883 alphas.

Table 5.13
Reliability Analysis

No	Variable	No. of Items	Cronbach's Alpha after Factor Analysis	No of Items after deletion
1	Marketing Mix	36	0.929	22
2	Quality Standards	22	0.835	8
3	Destination Image	30	0.934	22
4	Tourist Satisfaction	4	0.862	3
5	Destination Loyalty	7	0.883	5

5.6.4 Descriptive Analysis of Main Variables

This section will discuss the descriptive analysis of main constructs which consist of determinate variables (Marketing Mix, Quality Standards and Destination Image) mediator variable (Tourist Satisfaction) and the outcome variable (Destination Loyalty). The score for these variables will be presented in the form of descriptive statistics related to mean and standard deviation as presented in Table 5.14 below:

Table 5.14

Descriptive Statistics of Marketing Mix, Quality Standards, Destination Image, Tourist Satisfaction and Destination Loyalty

Component	Mean	Std. Deviation
Product	3.1570	1.07844
Price	2.7168	1.09961
Personnel	3.2977	1.11505
Place	3.4801	1.10467
Process	3.7745	1.03205
Safety and security	3.4522	1.23090
Accessibility	2.9464	1.09603
Harmony	3.3918	1.16580
Travel environment	3.8562	1.15446
National Attraction	3.6775	1.01361
Infrastructure	3.2580	1.24972
Accessibility	3.1409	1.13501
Outdoor Activities	2.8879	1.19411
Price and Value	2.8308	1.19820
Tourist Satisfaction	3.6150	1.16723
Destination Loyalty	3.5707	1.01780

From the table above, it indicates that in the component of the Marketing Mix, Process has the highest mean, followed by Place, Personnel, Product and Price. Meanwhile, from the components of Quality Standards, Safety and Security has the highest mean followed by Harmony and Accessibility. On the component Destination Image, the Travel Environment has the highest mean, followed by National Attraction, Infrastructure, Accessibility, Outdoor activities and Price and Value. Besides, Tourist Satisfaction has also shown highest mean at 3.6, and Tourist Loyalty is also received highest mean value at 3.5. The means of all components affect that the level of importance for each component is just moderate. Price, accessibility, outdoor activities, price and value were four items from the variables that has a mean value of less than three (3) reflecting that these items were customers were least satisfied with these items compared to the other items.

5.6.5 Multiple Regression Analysis

Regression analysis is used to compare the relative influence of the independent variables which are measured in different units of measurement whereby the regression coefficients are converted to beta coefficient. Beta analysis is used to prove the significance of regression coefficient. The beta coefficients can be compared to one another thus the larger the beta coefficient, the stronger the impact of that variable on the dependent variable.

The regression coefficient showed which of the variables included in the model contributed to the prediction of the dependent variable which is found in the Beta column under Standardized Coefficients. Standardized here means that these values for each of the different variables have been converted to the same scale as this technique is used in order to test the effect of the mediator variable that is Tourist Satisfaction on Marketing Mix, Quality Standards and Destination Image and to know which Beta value is the largest (ignoring any negative signs out the front), (Pallant, 2007).

5.6.5.1 The Examination of Marketing Mix that has More Impact on Destination Loyalty

In order to examine which component of Marketing Mix that has more impact on Destination Loyalty, the following hypotheses were developed:

H1: There is a significant and positive relationship between marketing mix and destination loyalty.

The largest beta coefficient is = .371 which is for the item Place which means that this dimension makes the strongest unique contribution to explain the dependent variable. The place has also significant value which is less than .05 (significant = .000) therefore this variable makes a significant unique contribution to the prediction of the dependent variable (destination loyalty). Other variables are arranged according to stronger unique contribution as follows: Product .094 betas (significant = .020); price .010 betas (not significant = .800); personnel .044 betas (not significant = .320). On the other hand, the place has .371 betas (significant = .000); and the process has .000 betas (not significant = .994).

The adjusted coefficient of determination (R^2) indicates that .198 percent of the variation in the dependent variable is explained by variations in the independent variables. In other words, these dimensions can explain the change in Destination Loyalty. The five (5) predictor dimensions were observed to positively correlate to Destination Loyalty.

Table 5.15 shows that Product and Place were found to be significant and supportive of the hypotheses whereas Price, Personnel and Process were not. These results revealed that variation in Tourist Satisfaction was statistically explained or accounted for by a regression equation. The result shows that there was a significant relationship between Marketing Mix as stated as follows: Marketing Mix = 1.946, +.089 Product +.009 Price +.040 Personnel +.342 Place +.000 Processes. The results of the multiple regression models indicate that the Marketing Mix strategy explained the variance in Destination Loyalty.

The multiple regression analysis results are shown in Table 5.15.

Table 5.15
Regression Result of Marketing Mix with Destination Loyalty

Variable	Un-standardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.946	.154	
Product	.089	.038	.094**
Price	.009	.036	.010
Personnel	.040	.040	.044
Place	.342	.044	.371**
Process	.000	.044	.000
R	.445		
R ²	.198		
Std. Error of the Estimate	0.91502		

Dependent Variable: Destination Loyalty.

5.6.5.2 The Examination of Marketing Mix Impact on Tourist Satisfaction

In order to examine which components of Marketing Mix that has more impact on Tourist Satisfaction, the following hypothesis were developed;

H1-1: There is a significant and positive relationship between marketing mix and tourist satisfaction.

The largest beta coefficient is = .408 which is Place which means that this dimension makes the strongest unique contribution to explain the dependent variable, tourist satisfaction. The place has also significant value less than .05 (significant = .000). Therefore this variable makes a significant unique contribution to the prediction of the mediator variable (tourist satisfaction). Other variables are arranged according to stronger unique contribution as follows:

Product = .128 beta (significant = .001); Price= .083 beta (significant = .019); and Personnel = .233 beta (significant = .000). On the other hand, Place has .408 betas (significant = .000); and Process has .024 betas (significant = .548).

The adjusted coefficient of determination (R^2) indicates that .326 percent of the variation in the dependent variable is explained by variations in the independent variables. In other words, these dimensions can explain the change in tourist satisfaction. The five (5) predictor dimensions were observed to positively correlate to tourist satisfaction.

From Table 5.16, it can be seen that Product, Price, Personnel and Place were found to be significant and supportive of the hypotheses regression, whereas a process was not. This presents the variation in the tourist satisfaction was statistically explained or accounted for by a regression equation. The result shows that there was a significant relationship between Marketing Mix as stated as follows: Marketing Mix = 1.405, -.139 Product +.088 Price +.244 Personnel +.431 Place +.028 Processes. The results of the multiple regression models indicated that the Marketing Mix strategy explained the variance in Tourist Satisfaction as shown in Table 5.16.

Table 5.16
Regression Results of Marketing Mix with Tourist Satisfaction

Variable	Un-standardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.405	.161	
Product	-.139	.040	-.128**
Price	.088	.037	.083*
Personnel	.244	.042	.233**
Place	.431	.047	.408**
Process	.028	.046	.024
R	.575		
R ²	.331		
Std. Error of the Estimate	.95824		

Dependent Variable: Tourist Satisfaction.

5.6.5.3 Examination of Quality Standards that has More Impact on Destination Loyalty

In order to examine which component of quality standards that has more impact on destination loyalty, the following hypothesis were developed:

H2: There is a significant and positive relationship between quality standards and destination loyalty

The largest beta coefficient is = .273 which is Safety and Security. This means that this dimension makes the strongest unique contribution to explain the dependent variable. Safety and security has also significant value less than .05 (significant = .000). Therefore, this dimension makes a significant unique contribution to the prediction of the dependent variable (destination loyalty). Other dimensions are arranged according to stronger unique contribution as follows:

Safety and security = .273 beta (significant = .000); accessibility = .002 beta (not significant = .966); and harmony = .159 beta (significant = .000).

This presents the variation in the destination loyalty that was statistically explained or accounted for by a regression equation. Table 5.17 below shows that Safety and Security, and Harmony were found to be very significant and supportive of the hypothesis regression whereas Accessibility was not. The result showed that there was a significant relationship between Quality Standards as in Safety and Security which stated as follows:

The Quality Standards = 2.324 +.226 Safety and Security -.002 Accessibility +.139 Harmony. The three (3) predictors' dimensions were observed to positively correlate to the dependent variable (destination loyalty) as indicated by the positive R-value of .361 in Table 5.17. In other words, these dimensions can explain the change in destination loyalty.

A computed (R^2) R-square value of .130 suggested that the variables were responsible for more than 13 percent of the variance in the destination loyalty with a standard error of estimate of 0.95119. The multiple regression analysis results are shown in Table 5.17.

Table 5.17

Regression Result of Tourism Quality Standards with Destination Loyalty

Variable	Un-standardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2.324	.136	
Safety and Security	.226	.034	.273**
Accessibility	.002-	.039	.002-
Harmony	.139	.034	.159**
R	.361		
R^2	.130		
Std. Error of the Estimate	0.95119		

Dependent Variable: Destination Loyalty

5.6.5.4 The Examination of Quality Standards that has More Impact on Tourist Satisfaction

In order to examine which component of quality standards that has more impact on tourist satisfaction, the following hypothesis were developed:

H2-2: There is a significant and positive relationship between quality standards and tourist satisfaction.

The largest beta coefficient is = .042 which is Accessibility. This means that this dimension makes the strongest unique contribution to explain the dependent variable. Accessibility also has significant value of less than .05 (significant = .000). Therefore, this dimension makes a significant unique contribution to the prediction of the mediator variable (tourist satisfaction). Other dimensions are arranged according to stronger unique contribution as follows:

Safety and security =.193 beta (significant = .000); accessibility = .208 beta (significant = .000); and harmony .188 beta (significant = .000).

This presents the variation in the tourist satisfaction which can be statistically explained or accounted for by a regression equation. Table 5.18 shows that Safety and Security, Accessibility and Harmony were found to be significant and supportive of the hypothesis regression. The result showed that there was a significant relationship between Quality Standards as in Accessibility as stated as follows:

The Quality Standards = 1.691 +.183 Accessibility +.222 Safety and security +.189 harmony. The three (3) predictors' dimensions were observed to positively correlate to the tourist satisfaction (the mediator variable) as indicated by the positive R-value of .458 in Table 5.18. In other words, these dimensions can explain the change in tourist satisfaction. A computed R-square value of .210 suggested that the variables were responsible more than 21 percent of the variance in the tourist satisfaction with a standard error of estimate of 1.03980. The multiple regression analysis results are shown in Table 5.18.

Table 5.18

Regression Results of Tourism Quality Standards with Tourist Satisfaction

Variable	Un-standardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.691	.149	
Safety and Security	.183	.037	.193**
Accessibility	.222	.042	.208**
Harmony	.189	.038	.188**
R	.458		
R ²	.210		
Std. Error of the Estimate	1.03980		

Dependent Variable: tourist satisfaction.

5.6.5.5 The Examination of Destination Image that has More Impact on Destination Loyalty

In order to examine which component of Destination Image that has more impact on Destination Loyalty the following hypothesis was developed:

H3: There is a significant and positive relationship between destination image and destination loyalty.

The largest beta coefficient is = .291 which is Travel Environment which means that this dimension makes the strongest unique contribution to explain the dependent variable. It has significant value less than .05 (significant = .000). Consequently, this dimension makes a significant unique contribution to the prediction of the dependent variable (destination loyalty). The result shows that there was a significant relationship between Destination Image as Travel Environment (.000) with $\beta = .291$, National Attraction (.000) with $\beta = .159$, Infrastructure (.843) with $\beta = .009$, Accessibility (.817) with $\beta = .010$, and Outdoor

Activities (.506) with $\beta = .027$ and Price and Value (.000) with $\beta = .263$ and Destination Loyalty.

This presents the variation in the Destination Loyalty which was statistically explained or accounted for by a regression equation. Table 5.19 revealed that three dimensions namely Travel Environment, National Attraction, and Price and Value were found to be significant and supportive of the hypotheses regression whereas Infrastructure, Accessibility, and Outdoor Activities were not. The result showed that there was a significant relationship with Destination Image as stated as follows:

Destination Image 1.478, travel environment +.256, national attraction +.160, infrastructure -.007, accessibility -.009, outdoor activities -.023, and price and value +.223 and destination loyalty.

The six predictors' dimensions were observed to be positively correlated to the destination loyalty (the dependent variable) as indicated by the positive R-value of .516 in Table 5.19. A computed R-square value of .266 suggested that the variables were responsible for more than 26 percent of the variance in the destination loyalty with a standard error estimate for 0.87566. This result implies that destination loyalty in the Jordan curative tourism has a significant relationship with destination image. The multiple regression analysis results are shown in Table 5.19.

Table 5.19

Regression Results of Destination Image With Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.478	.145	
Travel Environment	.256	.036	.291**
National Attraction	.160	.043	.159**
Infrastructure	.007-	.036	.009-
Accessibility	.009-	.038	.010-
Outdoor activities	.023-	.035	.027-
Price and Value	.223	.034	.263**
R	.516		
R ²	.266		
Std. Error of the Estimate	0.87566		

Dependent Variable: Destination Loyalty

5.6.5.6 The Examination of Destination Image that has More Impact on Tourist Satisfaction

In order to examine which component of destination image that has more impact on tourist satisfaction the following hypothesis was developed:

H3-3: There is a significant and positive relationship between destination image and tourist satisfaction.

The largest beta coefficient is $\beta = .303$ which is the Price and Value. This means that this dimension makes the strongest unique contribution to explain the dependent variable. It has a significant value of less than .05 (significant = .000). Consequently, this dimension makes a significant unique contribution to the prediction of the mediator variable (tourist satisfaction). The result shows that there was a significant relationship between destination image as travel environment (.000) with $\beta = .258$, national attraction (.000) with $\beta = .189$,

infrastructure (.000) with $\beta = -.395$, accessibility (.000) with $\beta = .182$, and outdoor activities (.000) with $\beta = .177$ and price and value (.000) with $\beta = .303$ and tourist satisfaction.

This presents the variation in the tourist satisfaction which was statistically explained or accounted for by a regression equation. From Table 5.20 below shows that six data dimensions namely travel environment, national attraction, infrastructure, accessibility, outdoor activities, and price and value were found to be significant and supportive of the hypotheses regression. The result showed that there was a significant relationship between Destination Image as stated as follows:

Destination image 1.087, travel environment +.261, national attraction +.218, infrastructure -.369, accessibility +.187, outdoor activities +.187, and price and value +.295 and tourist satisfaction.

The six (6) predictors' dimensions were observed to positively correlate to tourist satisfaction (the mediator variable) as indicated by the positive R-value of .621 in Table 5.20. A computed R-square value of .385 suggested that the variables were responsible for more than 38 percent of the variance in tourist satisfaction with a standard error of estimate for .91924. This result implied that tourist satisfaction in the Jordan curative tourism has a significant relationship with the destination image (Cresswell, 2003; Coake & Steed, 2007). The multiple regression analysis results are shown in Table 5.20.

Table 5.20

Regression Results of Destination Image with Tourist Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.087	.152	
Travel Environment	.261	.038	.258**
National Attraction	.218	.045	.189**
Infrastructure	-.369	.038	-.395**
Accessibility	.187	.040	.182**
Outdoor	.187	.036	.177**
Price and Value	.295	.035	.303**
R	.621		
R ²	.385		
Std. Error of the Estimate	.91924		

Dependent Variable: tourist satisfaction

5.6.5.7 The examination of Tourist Satisfaction that has More Impact on Destination Loyalty.

In order to examine which component of tourist satisfaction that has more impact on destination loyalty, the following hypotheses were developed:

H4: There is a significant and positive relationship between tourist satisfaction and destination loyalty.

The beta coefficient is $\beta = .549$. This means that this dimension made a strong unique contribution to explain the dependent variable. It has significant value less than .05 (significant = .000). Therefore this variable made a significant contribution to the prediction of the outcome variable (destination loyalty). The result showed that there was a significant relationship between tourist satisfaction (.000) with $\beta = .549$ and tourist Destination Loyalty.

This presents the variation in Tourist Destination Loyalty which was statistically explained or accounted for by a regression equation. Thus, the general expression in the form of the

regression equation is stated as $+.479$. Tourist satisfaction was observed to be positively correlated to the Tourist Destination Loyalty (the dependent variable) as indicated by the positive R-value of $.549$ in Table 5.21. A computed R-square value of $.302$ suggested that the variable was responsible for more than 30 percent of the variance in the Tourist Destination Loyalty with a standard error of estimate of $.85106$.

The multiple regression analysis results are shown in Table 5.21.

Table 5.21

Regression Results of Tourist Satisfaction with Tourist Loyalty

Variable	Un-standardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.839	.106	
Tourist satisfaction	.479	.028	.549**
R	.549		
R ²	.302		
Std. Error of the Estimate	.85106		

Dependent Variable: Tourist Loyalty

5.6.5.8 Mediating Effect of Tourist Satisfaction on the Relationship between Marketing Mix and Destination Loyalty.

The examination whether tourist satisfaction mediate the relationship between Marketing Mix and Loyalty was based on MaKinnon *et al.* (1995) and Baron and Kenny (1986) works. The steps and procedures of the examination were explained in Chapter 4. The following hypothesis was developed to examine this relationship:

H5-1 Tourist satisfaction mediates the relationship between marketing mix and loyalty.

According to MaKinnon *et al.* (1995), mediation is generally present when:

1. The Independent Variable (IV) significantly affects the Mediator Variable (MV),
2. The IV significantly affects the Dependent Variable (DV) in the absence of the MV,
3. The MV has a significant unique effect on the DV, and
4. The effect of the IV on the DV shrinks upon the addition of the MV to the model.

The regression results showed that the independent variables and mediating variable have a positive and significant effect on Destination Loyalty. Table 5.22 provides the summary of the beta value of the independent variables on Destination Loyalty before and after including the Tourist Satisfaction variable in the regression analysis. The full SPSS results are presented in Appendix 5.

Table 5.22

Summary of Beta Value on the Relationship of Tourist Satisfaction between Marketing Mix and Loyalty

Variable	Criterion Variable		
	Destination Loyalty		
	Without	With	Result
Product	.110**	.124**	
Place	.393**	.146**	P

Note: F = Full mediator

P = Partial mediator

**P<0.01

Table 5.22 indicates that Place had been a partial mediator significantly effect between Tourist Satisfaction and Destination Loyalty but Product did not mediate the relationship because the beta value with Tourist Satisfaction is more compared to the beta value without Tourist Satisfaction.

5.6.5.9 Mediating Effect of Tourist Satisfaction on the Relationship between Quality Standards and Destination Loyalty.

To examine whether Tourist Satisfaction was a mediator of the relationship between Quality Standards and Destination Loyalty, the following hypothesis were developed:

H5-2 Tourist Satisfaction Mediates the Relationship between Quality Standards and Destination loyalty.

Table 5.23

Summary of Beta Value on the Relationship of Tourist Satisfaction between Quality Standards and Loyalty

Criterion Variable Destination Loyalty			
Variable	Without	With	Result
Safety and Security	.272**	.140**	P
Harmony	.159**	.043	F

Note: F = Full mediator

P = Partial mediator

**P<0.01

Table 5.23 indicates that Safety and Security had been a partial mediator significantly effect between Tourist Satisfaction and Loyalty. It also shows that Harmony fully mediated the relationship between Tourist Satisfaction and Loyalty.

5.6.5.10 Mediating Effect of Tourist Satisfaction on the Relationship between Destination Image and Destination Loyalty

To examine whether Tourist Satisfaction mediated the relationship between Destination Image and Destination Loyalty, the following hypothesis were developed:

H5-3 Tourist satisfaction mediates the relationship between image and loyalty

Table 5.24

Summary of Beta Value on the Relationship of Tourist Satisfaction between Image and Loyalty

Variable	Criterion Variable		
	Destination Loyalty		
	Without	With	Result
Travel Environment	.285**	.196**	P
Natural Attraction	.147**	.096**	P
Price and value	.247**	.115**	P

Note: F = Full mediator

P = Partial mediator

**P<0.01

Table 5.24 indicates that Travel Environment, Price and Value and Natural Attraction had been a partial mediator significantly effect between Tourist Satisfaction and Destination Loyalty.

5.6.5.11 Summary of Hypotheses Tested by Using Regression Analysis

The major findings that can be extracted from the regression analyses are summarized in

Table 5.25

Table 5.25

Summary of Relationship Tested by Using Regression Analysis

H#	Description	Result
H1	Marketing mix positively influences destination loyalty	
H1a	Product positively influences destination loyalty.	Supported
H1b	Price positively influences destination loyalty.	Not Supported
H1c	Personnel positively influence destination loyalty.	Not Supported
H1d	The place positively influences destination loyalty.	Supported
H1e	Process positively influences destination loyalty.	Not Supported
H1-1	Marketing mix positively influences tourist satisfaction.	
H1-1a	Product positively influences tourist satisfaction.	Supported
H1-1b	Price positively influences tourist satisfaction.	Supported
H1-1c	Personnel positively influence tourist satisfaction.	Supported
H1-1d	The place positively influences tourist satisfaction.	Supported
H1-1e	Process positively influences tourist satisfaction.	Not Supported
H2	Tourism Quality Standards is positively influences destination loyalty	
H2a	Safety and Security positively influence destination loyalty.	Supported
H2b	Accessibility positively influences destination loyalty.	Not Supported
H2c	Harmony positively influences destination loyalty.	Supported
H2-2	Tourism Quality Standards positively influences tourist satisfaction.	
H2-2a	Safety and Security positively influence tourist satisfaction.	Supported
H2-2b	Accessibility positively influences tourist satisfaction.	Supported
H2-2c	Harmony positively influences tourist satisfaction.	Supported
H3	Destination Image positively influences destination loyalty	
H3a	Travel Environment positively influences destination loyalty.	Supported
H3b	Natural Attraction positively influences destination loyalty.	Supported
H3c	Infrastructure positively influences destination loyalty.	Not Supported
H3d	Accessibility positively influences destination loyalty.	Not Supported
H3e	Outdoor Activities positively influences destination loyalty.	Not Supported
H3f	Price and value positively influence destination loyalty.	Supported
H3-3	Destination Image positively influences tourist satisfaction.	
H3-3a	Travel Environment positively influences tourist satisfaction.	Supported
H3-3b	Natural Attraction positively influences tourist satisfaction.	Supported
H3-3c	Infrastructure positively influences tourist satisfaction.	Supported
H3-3d	Accessibility positively influences tourist satisfaction.	Supported
H3-3e	Outdoor Activities positively influences tourist satisfaction.	Supported

Table 5.25 (Continued)

H3-3f	Price and value positively influence tourist satisfaction.	Supported
H4	Tourist Satisfaction positively influences destination loyalty.	Supported
H5	Tourist satisfaction mediates the relationship between marketing mix, quality standards, image and loyalty.	Supported

5.6.5.12 Research Framework after Data Analysis

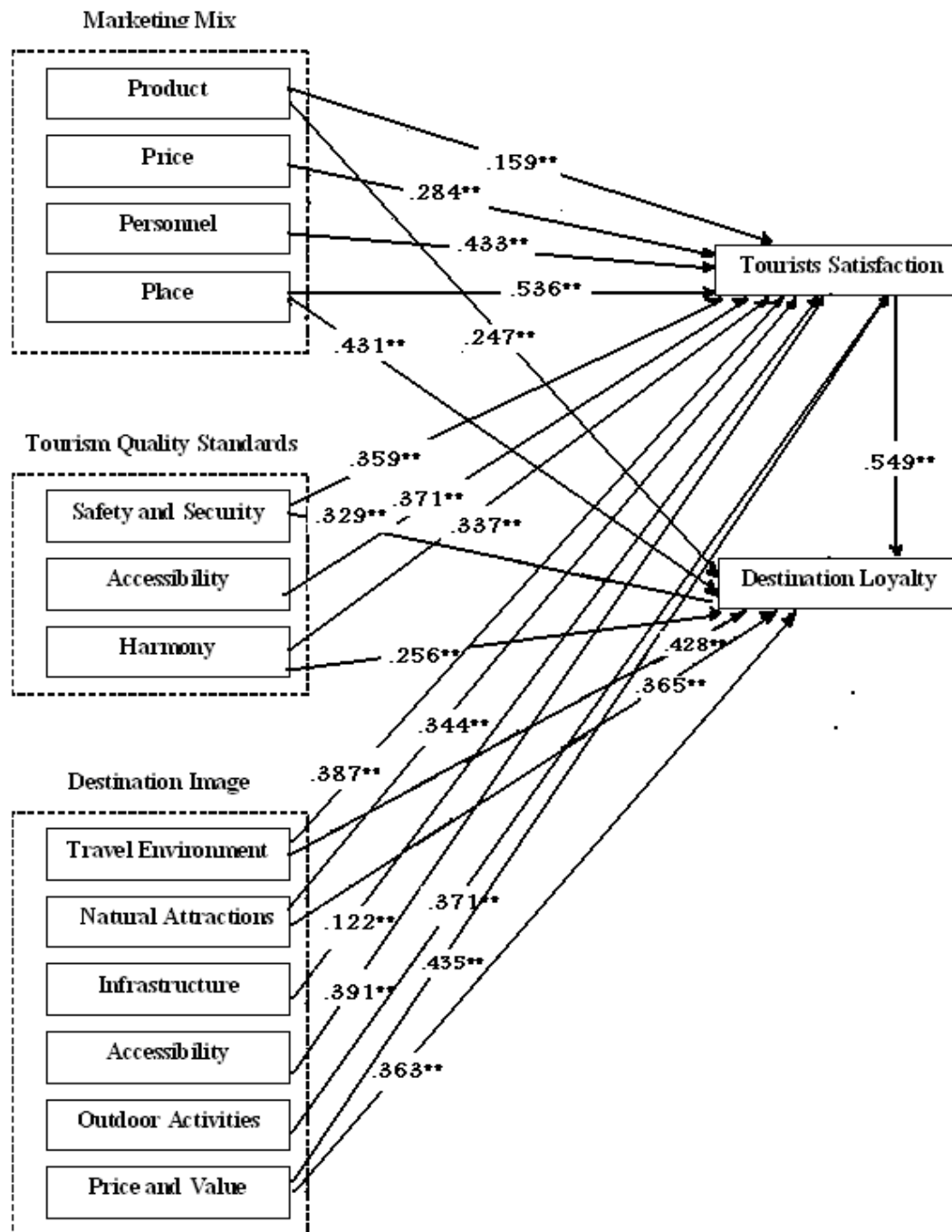


Figure 5.2
Research Model

5.6.6 Summary of the Chapter

This chapter covered the data analysis and findings of the study through the results of response rate, test of differences, demographic profile of respondents. The measures used included factor analysis, reliability analysis, descriptive analysis and multiple regression analysis. A summary of the hypothesis testing results presents the research model framework. The researcher found that, a good response rate was achieved (83%). Exploratory Factor Analysis (EFA) was conducted for each latent variable as an individual variable in order to test the construct validity for all interval scale variables. Reliability was also tested for all interval scale variables to see how free it is from random error. The results show that the assumptions were generally met. Table 5.25 presents the supported and not supported relationships of direct impacts used in research model. Next chapter covers the discussion and conclusion of the whole study.

CHAPTER SIX

DISCUSSION AND CONCLUSION

6.1 Introduction

This chapter analyses the results of regression analyses from the previous chapter and provides the discussion to support the findings of this study. It presents the conclusion to what has been attempted and accomplished in this study and discusses the study's findings in response to each research question. The chapter starts with the recapitulation of the study's finding, then its discussion, implications of the study, contributions of the study, limitations of the study, directions for future research and the final conclusion of this study.

6.2 Recapitulation of the Study's Findings

This study had attempted to examine the relationship between marketing mix, quality standard, destination image, tourist satisfaction and its impact to destination loyalty. The crucial aim of tourist satisfaction is to add optimal value to the tourist experience and the tourist's loyalty at the tourism destination. This study had also set out to achieve the following specific objectives:

- a) To examine which of the marketing mix components has more impact on tourist satisfaction and loyalty in curative tourism destination.
- b) To examine which of the quality standard components has more impact on tourist satisfaction and loyalty in curative tourism destination.

- c) To examine which of the destination image components has more impact on tourist satisfaction and loyalty in curative tourism destination.
- d) To examine the relationship between tourist satisfaction and tourist loyalty in curative tourism destination.
- e) To examine whether tourist satisfaction has a mediating effect on the marketing mix, quality standards, and image and destination loyalty.

This study has five main concepts namely marketing mix, quality standard, destination image and tourist satisfaction and its impacts on loyalty. Analysing using factor analysis had resulted in some modifications in the proposed theoretical framework therefore the hypotheses of this research were reformulated based on the modified framework in order to explore the relationship between the independent variables and a dependent variable.

6.3 Discussion

The following section discusses further regarding the relationship of each independent variable: marketing mix, tourism quality standards, and destination image with tourist satisfaction as the mediator and destination loyalty as the dependent variable.

6.3.1 Marketing Mix Positively Influences Destination Loyalty

Generally all the Marketing Mix dimensions tested have a positive correlation with destination loyalty. However, the results of regression show only product and place have significant impact on tourist destination loyalty. Discussion on the relationship between marketing mix and loyalty is given as the following and shown in Table 6.1 (a) below:

Table 6.1

Summary of Tested Relationship H1 (Destination Loyalty)

Hypothesis		Decision
H1	Marketing mix positively influences destination loyalty	
H1a	Product positively influences destination loyalty.	Supported
H1b	Price positively influences destination loyalty.	Not Supported
H1c	Personnel positively influence destination loyalty.	Not Supported
H1d	The place positively influences destination loyalty.	Supported
H1e	Process positively influences destination loyalty.	Not Supported

a) Product Positively Influences Destination Loyalty.

The finding of this study indicated that the product had a positive and significant impact on tourist loyalty. It means that tourists became satisfied by experiencing the quality, price and delivery of curative tourism products of Jordan and this increased their loyalty levels.

This finding is supported by prior research including Gallarza and Saura (2006) who stated that tourism products and service efficiency impact tourist experience and customer loyalty. Similarly, Baldauf *et al.* (2009) also stated that product strongly and positively influences brand profitability performance while Li and Green (2010) showed that customer loyalty are positively impacted by marketing mix elements.

In Jordan, tourists may have many options of curative tourism products with good quality and competitive price as the business operators know that higher pricing on their products will make their tourists move away to buy other products in the same area or in another country.

Besides that most of the tourist spots are away from crowded cities that hence give the tourists experience the good feeling in relaxation and leisure which is highly desired for their treatment or vacation. Another possible explanation could be in the positive result is the Jordanian lifestyle and their friendly behaviour which has been widely encouraged by their religion, Islam. Based on the above mentioned reasons, the Jordanian curative tourism products have reached its maximum level of tourist loyalty that has been shown in the study.

b) Price Positively Influences Tourist Loyalty

The finding of this study indicated that the price had a positive but no significant influence on tourist loyalty. That is, the tourists found all the curative tourism related products in Jordan were cheap but the tourist did not give much importance on it.

Prior studies found similar finding; for instance, Campo and Yagüe (2008) found that price promotions do not erode tourist loyalty to tour operator. Price promotions affect satisfaction negatively by means of relationship price quality satisfaction (Dodson, Tybout, and Sternthal 1978; Guadagni and Little 1983; Jones and Zufryden 1980; Kopalle, Mela, and Marsh 1999; Shoemaker and Shoaf 1977), the sign of the indirect effect of the price promotions on brand loyalty is negative.

Prior studies found similar finding; for instance; Consuegra (2007) postulated that price fairness influenced price acceptance indirectly through customer satisfaction and loyalty.

The reasons of this positive influence of price are stated as follows: firstly, National Tourism Strategy investigated the appropriate pricing conditions so that it can increase the global tourism market share for Jordan. Secondly, the emergence of private sector developers who has better ability of developing the curative tourism sites therefore making the curative tourism sector more competitive. Thirdly, the competition helped to maintain high quality tourism services with an affordable and expected level of prices.

Fourthly, the hotel, motel, transports, food, spas and other facilities are within the reach of low-income category businessmen, students and other young people and families as well hence giving curative tourism an opportunity to be experienced by people from different socioeconomic background. Finally, MoTA played an important role in monitoring the prices hence tourist companies cannot cheat or mislead the customers and this ultimately made Jordan a popular tourist destination.

c) Personnel Positively Influence Tourist Loyalty

The finding of this study indicated that personnel had positive but no significant impact on tourist loyalty. This means that the employees of various tourist operators, hotels, spas, transports and shopping complexes were very friendly and well behaved in Jordan and the tourists were satisfied as they received satisfactory services but this was not a strong determinant of their loyalty.

Prior studies such as Campo and Yagüe (2008) found the same result. Their findings revealed that a superior travel agency is realized when it sells trips created by the most experienced tour operators and when its personnel are privy to the details of the trips they sell which increases the quality of service offered. Anuwichanont, and Serirat (2009) surprisingly, the environmental value exerted no direct effect on satisfaction and commitment as well as no indirect effect on loyalty consequences. As a result, pollution and environmental degradation are present and this problem brought about a decline in tourism and therefore a decline in the number of tourists. Lee (2009) Economical efficiency with a negative gap had a negative effect on willingness to-revisit, which implies that a less negative gap will result in a greater willingness-to-revisit.

This factor has a good and positive result for some reasons. On one hand employees of administrative levels are helpful and cooperative and the availability of employees in a good healthy and suitable environment. As well as employees are spontaneous as social and job security for the employees are assured. On the other hand, employees are well equipped and technically sound as they get continues training facilities and use the latest technology. They are well organized and disciplined as one team to be succeeded in the season and gain positive result of the tourist satisfaction.

d) Place Positively Influences Tourist Loyalty

The finding of this study pointed out that the place had a positive impact and is significantly on tourist loyalty which means that Jordan's places are attractive, valuable, and delightful to visitors therefore increased their loyalty levels.

The findings are consistent with prior studies like the one conducted by Kim and Park (2006) who revealed a significant link between Korean libraries and performance while Moreover, in the context of Turkey, Cengiz and Yayla (2007) found a positive effect of place upon satisfaction and loyalty by word of mouth communication. Similarly, Heryanto (2011) stated that the marketing strategy in light on location of banks PT.BPR Berok Gunung Pangilun, Padang has a significant impact on customer loyalty bajapuik savings.

This finding may be the result from the following reasons: firstly, the destinations are away from crowded cities where a more specious and the environment is calm and quiet; secondly, the archaeological value of Petra, charming scenery of Dead Sea, Jordan river, suitable services provided by spas, affordable and comfortable accommodations and religious historical places really have tremendous value to tourists, especially to Europeans; and finally, the improved and extended services and logistic supports of the tourist destinations might enhance tourists' satisfaction as well as loyalty level.

In a highly competitive market, the skill to offer an attractive tourist destination requires a deep understanding of the tourists' motives in choosing a particular destination among all other alternatives. Moreover, the activities available to the tourists at the destination and the degree of quality services offered influence tourists' decisions for return visits. As the global curative tourism market is becoming more competitive day by day, all these aspects are sincerely maintained in Jordan to ensure the flow of tourist into the country.

Choosing a holiday destination is a rational decision process involving various different factors; for example, the tourists will travel and look for products or services which initially may offer the greatest satisfaction to fulfil their needs. Besides that, the tourists feel pushed by internal and emotional factors as well as attracted by the characteristics of the destination and availability of activities; this is further supported by the factor that tourists may find suitable spots which also matched the environment with huge logistic support and friendly locals.

e) Process Positively Influences Tourist Loyalty

The finding of this study indicated that the process has positive but no significant impact on tourist loyalty which means that the processes of various service centres, operators, and food providers were good but not noticeable to the visitors.

This finding is consistent with prior studies such as; Yelkur (2000) who suggested that the process of marketing mix elements and satisfaction affecting service delivery. Ivy (2008) showed that process is not positively related to MBA student attitude in South Africa. In addition, Hirankitti, Mechinda, and Manjing (2009) found that process also had no significance with performance in Thai spa operators. Graham, Greenley, Cadogan, and Fahy's (2005) study indicating that marketing resources affect financial performance indirectly through the creation of customer satisfaction and loyalty through the creation of a superior market performance.

Usually, Jordanian restaurants and cafes are concerned about hygienic and healthy procedure of food production and serving as they are aware that the flow and progress of the production process is more important for services than for goods. Consequently, the process and the skill of the provider's service are both apparent to the customer and it is fundamental to his or her satisfaction with the purchase. In Jordan, most of the service providers are cautious of the services as per the tourists' expectation especially European tourists who are keen to observe the process of their consumed services. However the findings of this study did not show process as a strong determinant for destination loyalty. The underlying reasons could be contributed by the facts that, tourists may be upset with the airport lengthy security and registration processes, some other reasons might be the long distances between airport and curative sights which require long road drives. The lengthy process of hotels and resorts registration is a frustration to many tourists hence they are exhausted and need quick process.

6.3.2 Marketing Mix Influences Tourist Satisfaction

All the marketing mix dimensions tested had a positive correlation with tourist satisfaction and furthermore, the results of regression showed that product, price, personnel, and place had significant relationship on tourist satisfaction. Discussion on each relationship between marketing mix and tourist satisfaction is given as follows and shown in Table 6.2 below:

Table 6.2

Summary of Tested Relationship H1-1 (Tourist Satisfaction)

Hypothesis		Decision
H1	Marketing mix positively influences tourist satisfaction.	
H1-1a	Product positively influences tourist satisfaction.	Supported
H1-1b	Price positively influences tourist satisfaction.	Supported
H1-1c	Personnel positively influence tourist satisfaction.	Supported
H1-1d	The place positively influences tourist satisfaction.	Supported
H1-1e	Process positively influences tourist satisfaction.	Not Supported

a) Product impact on tourist satisfaction

The finding of this study indicated that the product had a positive and significant influence on tourist satisfaction. This shows that tourists are highly satisfied with tourism products for their quality, price and product delivery.

This finding is consistent with other studies including Murphy *et al.* (2000) who revealed that the destination product is related to tourists' perception of visitors experience to the site and moreover, Yuksel (2004) stated that product delivery significantly impacts customers' evaluations of service consumption experience. Furthermore, according to Chae Suh and Yi (2006) product plays a role in the customer satisfaction loyalty relation.

Tour operators in Jordan usually lure customers or tourists to the tourist attraction being advertised through competitive prices and good quality products and services. Jordan has many touristy places and natural scenery in these places such as mountain views, and natural and picturesque valleys and plains, in addition to good, sunny climate which attracts European and Arab tourists alike. These vast locations and tourist spots offer

tourists the feeling of relaxation, leisure and satisfaction. Based on these reasons, Jordanian curative tourism service and products is at its maximum level of tourist satisfaction.

b) Price Impact on Tourist Satisfaction

The finding of this study indicated that the price has positive impacts and significance on tourist satisfaction, that is, the tourists found all the tourism related products in Jordan with reasonable prices which increased their satisfaction level.

This finding is consistent with prior studies including Addmour and Ayish (2005) who revealed the marketing mix elements positive relationship with tourist satisfaction. Similarly, Cengiz and Yayla (2007) stated that price positively impacts satisfaction and Ivy (2008) revealed that the pricing element of the marketing mix at the level of postgraduate is significant to the student's decision to return to full-time study. Batista, Couto, and Botelho (2011) revealed that effective commitments, satisfaction, price, customer services and image of the hotels in São Miguel are the main influential variables of satisfaction.

The conclusion was reached having in mind the following reasons: in order to increase the global curative tourism in Jordan, the National Tourism Strategy of Jordan has looked into and investigated the most suitable pricing provisions which lend a hand in standardizing the pricing and encouraging competition among all the tourist places in the Kingdom.

Moreover, the private sector's introduction of the improvement of the tourist sites enables the tourist sector to be more competitive. This competition helps to develop the sector by offering high quality tourism services in cheaper prices. This is also a plus for low-middle class people who have small budgets to spend in such places.

In other words, the curative tourism and marketing goals of the nation targeted those who don't normally spend their money in places like this through making it affordable and in turn, this affordability would benefit the overall economy of the country. Shopping venues are also developed to attract tourists in Jordan, with MoTA plays an important role in monitoring the products' prices making it safe for tourists to shop and not be cheated by companies. Ultimately, these developments, improvements and measures are making Jordan a popular tourist place to visit.

c) Personnel Impact on Tourist Satisfaction

The finding of this study indicated that the personnel had a positive and significant impact on tourist satisfaction. In Jordan the employees of various tourist operators, hotels, spas, transports and shopping complexes were respectful and well mannered to their customers and therefore tourists were satisfied as they experienced good behaviour and good service from these personnel. This result is consistent with prior studies such as Hirankitti *et al.* (2009) revealed that personnel had significant relationship with performance in Thai spa operators. Chen (2008) Job characteristics affect the job satisfaction of personnel and job characteristics and job satisfaction is positively related. Baig and Khan (2010) conducted

the relationship between emotional satisfaction and brand loyalty in the hospitality industry show that high levels of satisfaction increase brand loyalty. Adenike discovered that (2011) discovered that the findings of this study have significant practical value of employee job satisfaction of academic staff from a private Nigerian University.

Narimani, Khan-Babazadeh, and Farzaneh (2007) stated that with the increase of level of education, the job satisfaction of the employees would also increase levels of the staff in Ardabil universities' staff, Iran. Amiria, Khosravib, Mokhtari (2010) indicate that the staff views facets of work, co-worker, supervisor, and promotion as the most important facets of job satisfaction.

These results stem out from several reasons, some of which are the administrations' helpful and cooperative staff and employees' enjoyment of good health and suitable environment to work in. Employees are provided with job security and are well outfitted and technically up-to-date as they get constant training in their facilities equipped with the latest technology. Personnel of the service provider are themselves organized and regimented in their work, their cooperation as a team makes it possible for the first class service that is being offered to tourist which eventually leads to tourist satisfaction. This is because consumers have a tendency to make judgments and perceive the quality of service based on the people who serve them. They observe whether the employees have the appropriate interpersonal skills, attitude, and service knowledge while providing the service that they're paying for. Therefore, suffice it to say that while implementing the marketing plan, the service provider should take into consideration, sales, service and leadership training to

reinforce the image of the destination and to help tourist experience by satisfying their expectations.

d) Place Impact on Tourist Satisfaction

The finding of this study indicated that the place had a positive and significant impact on tourist satisfaction which means that Jordan's sites are invited, valued, and pleasing to visitors therefore increased their satisfaction levels. This finding is supported by prior studies like (Lee 2009), who stated that in light of the frequency of visits, and coffee-purchasing, place had the most positive effect on overall customer satisfaction (Goi 2009). Marketing mix was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy. While Baidya and Basu (2009) revealed that the place had a significant and positive effect on customer satisfaction with the West Bengal brand firm.

This finding is justified by the fact that most tourist sites are situated away from overcrowded cities; they are presentable, cool and quiet. Some of them are archaeological places like Petra, Charming Sight Dead Sea, Jordan River and some appropriately offer spa services, affordable and comfortable accommodations, religious historical places; these and other facilities are attached with great value that tourists often look for, and with the improvement and extension of the services, coupled with the logistics support, this will enhance tourists' satisfaction and loyalty level.

In addition, the Jordanian government is on top of the services and tourists are expecting from tourist places; this anticipation of their needs and wants will drive the tourists to choose this particular destination rather than the others. Often tourists feel like travelling around and looking for products and services that are offered to fulfil their satisfaction and emotional needs. Tourists may find what they need in Jordan's tourist sites with their gorgeous ambiance and appropriate logistic supports as well as the hospitality of the locals.

e) Process Impact on Tourist Satisfaction

The finding of this study indicated that the process has positive impact but no sign on tourist satisfaction which means that the processes of various service centres, operators, and food providers were good but not noticeable to the visitors.

This result is consistent with prior studies like Lee, Jeon, and Kim (2011) who stated that tourist expectations found that tourist expectations have a negative effect on the perceived experiential quality of the tour, for inbound tour agents who plan to attract Chinese tourists to Korea. Ta Lin, Yuh Liao and Ze Tsai (2011) suggested that satisfaction with public facilities is the lowest perceived satisfaction and hence management should think about providing overall public facilities and smooth flow of planning for further improvement. Hirankitti *et al.* (2009) revealed that the process had no significance with performance in Thai spa operators. Similarly, Rajh's (2005) findings indicated that varying marketing mix elements effect the creation of brand equity in differing intensity levels and that some elements of the marketing mix can negatively impact the creation of brand equity.

In Jordan context this can be explained through the cooperation between MoTA and JTB; there is little if not cooperation between the organizations and therefore, it is difficult to discern where the problem exists and create methods and processes of how to provide first class, good quality services to tourists. Insufficient feedback on whether the services are helpful, if they are provided in time or if the customers are aware of them or the tour operators failed to inform them; all these poses as hindrances for the delivery of smooth good quality service. This process is more manifested in services as compared to the manufacture of goods therefore, it needs the honing to perfection of the service provider's skills that would be visible to the customer and it will be the basis of his or her satisfaction with the purchase. In Jordan, service providers are mindful of the services offered to tourists especially, the European tourists who are used to good service in their country and who want to get their money's worth from the service. However, the result shows that the process is not a strong determinant for tourist satisfaction.

6.3.3 Tourism Quality Standards with Destination Loyalty

The global competitiveness in the business environment as made quality as one of the most important sources of competitive advantage for the tourism business destination. Each business management is aware of the fierce competition in every sector and customer has never been a greater asset. It is no longer sufficient just to maintain a business, and it is necessary to move forward if a business wants to achieve a sustainable future. The researcher looked at quality as an important variable to be successful in business and services and thus influence customer satisfaction. The discussion on each relationship

between quality standards and tourist satisfaction and destination loyalty is given as follows and shown in Table 6.3 and 6.4 below:

Table 6.3
Summary Tested Relationship H2 (Destination Loyalty)

	Hypothesis	Decision
H2	Tourism Quality Standards positively influences destination loyalty	
H2a	Safety and Security positively influence destination loyalty.	Supported
H2b	Accessibility positively influences destination loyalty.	Not Supported
H2c	Harmony positively influences destination loyalty.	Supported

a) Safety and Security positively influences tourist destination loyalty

The safety and security of a destination site play a role in determining the level of attractiveness of the place. The finding of this study indicated that Safety and Security had a positive impact on tourist destination loyalty which means that Jordan's Safety and Security is liked by tourists and therefore increased their level of loyalty towards the destination they had chosen.

This result is supported by previous studies done by Yen and Chen (2012). Chen has shown that there is a positive relationship between service quality and customer loyalty. Chen and Dogan (2001) asserted that past travel experience had a direct effect on the perception of destination safety and was supported by Yoon and Uysal (2005) who revealed a significant relationship between tourist satisfaction and destination services and products enhancing destination loyalty. In addition, Gallarza and Saura (2006) stated that quality, value (safety) satisfaction and loyalty chain are all sensitive to the tourism

experience as customers who were satisfied with their experience reported increased loyalty and repeat visits to the same destination and are eager to recommend the destination to others.

Lots of efforts had been done for quality improvement in Jordan in areas of infrastructure services and the reasons of this positive influence were attempted on environmental conditions, and safety and security conditions as people's awareness had increased and the internal transport quality had improved as well. Moreover, MoTA found that it was necessary to have an effective system for designing and implementing more efficient quality control measures in the areas of food safety, security and the environmental tourism activities at Jordan because without safety, curative tourism destinations cannot be successfully competitive and potential tourists do not want to visit a place where they perceive unsafe.

Therefore it is necessary to have co-operation between tourism government institutions and private tourism sector in the fields of tourism product safety and tourism crisis management for improving tourism quality in Jordan, which had been identified as determinants of customer satisfaction.

Jordan is a safe place to visit. Safety and security is one of the most important determinants of customer satisfaction.

Safety and security had been identified as one of the five global forces that would drive the tourism industry in the new millennium (Chiang, 2000) and is an important consideration in tourist destination choice (Sonmez & Graefe, 1998). Furthermore, safety concerns do cause a decline in tourist arrivals, reduce tourist's expenditures and eventually cause a downturn in local travel.

b) Accessibility positively influences tourist loyalty

The way to maximize the utilization of tourist attractions is one of biggest tourism challenges faced by the various tourist destinations. Especially, when the tourist attractions are located at a great distance from the tourist origin zones or when there exist heavy traffic to reach the destination.

The finding of this study indicated that accessibility had a positive but no significant impact on tourist loyalty which means that Jordan's tourist destination accessibility is liked by tourists but it did not have a significant impact on the visitors. Accessibility, in transportation planning commonly refers to actual access to goods, services, and destinations. The findings of this study are supported by previous studies conducted by Ambro (2008) who revealed that service accessibility, place satisfaction, quality of living and safety living and tourism development insignificantly influenced local residents' perceptions of tourism in Slovenia. Also, Chen and Gursoy (2001) stated that past trip experience on perceived transportation convenience had no direct effect on destination loyalty.

Accessibility has become a fundamental issue in attracting tourists to the venues therefore the ease of movement from one location to another is one of the determinants in attracting tourists. Jordan includes sufficient details to enable the visitors to enjoy the attraction while at the same time providing information on the behaviour expected from customers on the site. However, the reasons of this positive influence accessibility result are because the transportation system plays a crucial role. These are located mostly in remote areas where there are few or no transport facilities to reach these attractions.

c) Harmony positively influences destination loyalty

The finding of this study indicated that harmony has a positive and significant impact on tourist destination loyalty which means that the nation's harmonious atmosphere is liked by the tourists and these therefore increased their loyalty to visit Jordan again.

Prior studies reinforce this finding; for instance, Martensen and Gronhold (2003) stated that if users stress on less service in the future, it should be decreased to create harmony between the users' desires and the service provider's performance. Similarly, Fredrickson (2003) suggested that attempts to create positive emotions may assist organizations to avoid being stagnant and reach harmony, energy and prosperity for the firm. In addition, Fineman (2006) reported a positive relation on the assumption that emotions are generally understood as positive, like happiness, love and they are of special interest owing to their positive outcome of harmony, strength, fairness, wisdom and dignity while Bojei and Alwie (2010) provided that the relationship quality impact loyalty in service.

The reasons of this positive harmony strategy are most likely because Jordanians live in a society dominated by the family, which usually extended to include the parents, the children and the grandparents. There are the uncles, the aunts and the cousins who ultimately form a tribe. This kind of social structure is derived from the old Arab heritage where old Arabs used to live in communities based on family dynamics.

Furthermore this culture is also encouraged by the Islamic teaching that emphasizes on kinship and race bonds among different people, which led to harmonious living among society members and this family structure represents families who stay near tourist location hence the tourists experience the rich culture and harmonious living with the local Jordanian families. Therefore, MoTA and service providers utilize this coherence between the local people and the tourists to strengthen trust, safety and security and provide a peaceful coexistence. Besides that, MoTA encouraged the locals to learn the languages of the tourists as this coherence is a vital element in boosting the domestic curative tourism and propagating it.

Due to the Arabic and Islamic education given to children in Jordanian families and the language which is used by the elders is usually polite and respectable. Strangers are treated on the same ground, which reflects positively on the tourists and is recommended to others. Jordan when compared to other countries for example China, demonstrates the lowest distance value as with the United States and Great Britain in contrast with China where the Chinese society belongs to a high powered distance culture and believe in authority and seniority.

6.3.4 Tourism Quality Standards with Tourist Satisfaction

Table 6.4

Summary of All Tested Relationship H2 (Tourist Satisfaction)

Hypothesis		Decision
H2-2	Tourism Quality Standards positively influences tourist satisfaction.	
H2-2a	Safety and Security positively influence tourist satisfaction.	Supported
H2-2b	Accessibility positively influences tourist satisfaction.	Supported
H2-2c	Harmony positively influences tourist satisfaction.	Supported

a) **Safety and Security positively influences tourist satisfaction**

The safety and security of a destination site play a significant role in determining the level of attractiveness of the place. The finding of this study indicates that Safety and Security has high impact on tourist satisfaction. It means that Jordan's Safety and Security are coveted by tourists and these increase their satisfaction level. The result is consistent with Yuksel and Yuksel (2000) who revealed security of service quality is the most important factor impacting tourist satisfaction. In addition, Valle *et al.* (2006) showed that safety issues impact overall relationship levels of satisfaction and Cavlek (2002) discovered that peace, safety and security are primary requirements for growth, attractiveness and competitiveness of tourism destinations. Cavlek (2002) proceeded to state without safety, tourism industry cannot be developed and sustained in a successful manner.

Moreover, Eboli and Mazzulla (2007) showed that safety and security of luggage and self both impact customer's satisfaction in the transportation sector while Geetika (2010) revealed that both safety and security are the top most significant determinant of customer satisfaction. This positive influence can be attributed to the environmental conditions,

safety and security, which increased people's awareness and logistics quality and support. Quality Control Measures of food, safety, and security exists in the environmental tourism activities in Jordan.

For this to happen, there should be substantial cooperation between the government tourism institutions and private sectors in improving tourism products, safety and tourism crisis management; factors which have all been proven as determinants of customer satisfaction. As far as this is concerned, Jordan is a country that is safe for visitation as the government ensures the safety and security of its citizens as well as the foreigners living therein.

b) Accessibility positively influences tourist satisfaction

The finding of this study reflected that accessibility has a positive and significant impact on tourist satisfaction which means that Jordan's accessibility is desired by tourists and this convenience attracted the visitors and thereafter increased their satisfaction level.

The finding is consistent with studies conducted by Ibrahim (2005) who stated that a good local transportation presents a strong significant and positive relation with satisfaction. Additionally, Valle *et al.* (2006) revealed that accessibilities, traffic and varying forms of transportations are all factors providing impact on the relationship levels of satisfaction. Moreover, Choi *et al.* (2004) postulated that perceived service quality had a significant, positive and direct effect on customer satisfaction which is a continuation reinforced by

Litman (2003). According to Litman (2003), the implications in differing disciplines including transportation planning, geography, and urban economics as well as social planning are all positively related to tourist satisfaction. Similarly, Coban (2012) revealed that accessibility impact tourist satisfaction owing to the impact of image destination on tourist satisfaction and loyalty. Meanwhile, Krishn and Seema (2008) believed that visitors' satisfaction is attributed to the satisfying tourism experience while Haghkhah, Nostratpour, Ebrahimpour and Abd Hamid (2011) shared that accessibility quality, accommodation, venue and their components directly add to tourist satisfaction, intention to return and development of tourism industry in a country.

The service providers provide details concerning tourist attraction activities and information to guide the tourists in their vacations. Added to this is the first class logistics in the country providing ample transportation wherever the tourists want to go with ease and comfort. Moreover, with the help of MoTA and its collaboration with the transport authorities, strategies are provided for the public transport to touristic sites; this will also give them ample access to those sites that need renovation and development.

c) Harmony positively influences tourist satisfaction

The finding of this study indicated that the harmony had a positive impact on tourist satisfaction which means that Jordan's harmonious nature is liked by tourists and these increased their satisfaction.

Prior studies such as, Sureshchandar, Rajendran, and Kamalanabhan, (2002) support the finding as they indicated that an increase in one factor will likely result in the increase of the other. In addition, Eraqi (2006) said tourists are satisfied with Egypt's tourism services through a positive general evaluation of tourism services. Fineman (2006) also revealed a positive relationship between harmony and satisfaction by assuming that emotions are generally perceived as positive; for instance, happiness, and love, and are of special interest for their outcomes in the form of harmony, strength, fairness, wisdom, and dignity. Furthermore, Rezaei, Alipour, and Salehi (2011) identified that service quality of public companies and client satisfactions have a significant positive relationship.

Jordanians live in a society which primarily dominated by the family; including parents, children, grandparents, uncles, aunts, and cousins forming a tribe which lead to this positive harmony strategy. Jordanians have been having this kind of social structure adopted from the old Arab heritage. This kind of social structure is encouraged by Islam which emphasizes kinship and race bonds among different people leading to harmonious living.

The family around the tourist sites represents this family structure and hence tourists are treated to a firsthand experience of this rich culture and harmonious living. MoTA and the service providers take advantage of this unity between the local people and the tourists using it to strengthen trust, safety and security resulting in peaceful coexistence. MoTA also encourages the locals to learn the languages of the tourists as this enforces the coherence that acts as an important element in boosting domestic tourism and its propagation.

6.3.5 Good Image with Destination Loyalty

Tourist destination image research is increasing but still not sufficient for some regions. In the tourism context, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their willingness to recommend the destination to others. The discussion on each relationship between destination Image and tourist satisfaction and loyalty is given as the following and shown in Table 6.5 below:

Table 6.5
Summary of All Tested Relationship H3 (Destination Loyalty)

	Hypothesis	Decision
H3	Destination Image positively influences tourist destination loyalty.	
H3a	Travel Environment positively influences tourist destination loyalty.	Supported
H3b	Natural Attraction positively influences tourist destination loyalty.	Supported
H3c	Infrastructure positively influences tourist destination loyalty.	Not Supported
H3d	Accessibility positively influences tourist destination loyalty.	Not Supported
H3e	Outdoor Activities positively influences tourist destination loyalty.	Not Supported
H3f	Price and Value positively influence tourist destination loyalty.	Supported

a) Travel Environment positively influences tourist destination loyalty

The finding of this study indicated that travel environment has a positive and significant impact on tourist destination loyalty which means that Jordan's travel environments are much liked for visitors and thus increase their loyalty levels. This finding is consistent with prior findings like Kao and Chung (2007) who stated that travel experiences positively impact destination loyalty. Also, Yoon and Uysal (2005) revealed that travel push

motivation positively relates to destination loyalty while Assaker (2010) believes that novelty and destination image directly impact revisits intention. In addition, Zabkar *et al.* (2007) found that the overall cleanliness of the tourist destination influences tourist satisfaction which in turn affects customer's revisit intention and Wang, Lin, Yen and Liu (2012) stated that the social setting environment significantly relate to destination loyalty.

This finding may come out for several reasons: firstly Jordan has good tourist sites, friendly and safe environment for tourists which enable them to move freely and without much fear. Furthermore, Jordan owns a non-contaminated atmospheric environment with the purity of its sky filling the country with fresh air.

This encourages the tourists in such environment to revisit and recommend the travel destination to others. Another reason could be the combined cooperation between public and private sectors to produce awareness of having a healthy environment with available projects on greening lands and expanding green areas which in turn increase the desire and recommendation of the destination to both friends and relatives by the tourists.

b) Natural Attraction positively influences tourist destination loyalty

The finding of this study indicated that natural attraction had a positive and significant impact on tourist loyalty which means that Jordan's natural attraction are much liked by visitors and hence may increase their loyalty levels.

This is consistent with prior studies such as, Wang, Lin, Yeh, and Ru Liu (2012) who revealed destination image is positively related to destination loyalty, with “natural and cultural resources” and “social setting and environment” significantly related to destination loyalty. In the context of Malaysia, Mohamad, Rusdi Abdullah and Mokhlis (2012) indicated that perceptions of Malaysia’s attractions, accessibility and available package, heritage attractions and natural attraction significantly predicted foreign tourists’ intentions to revisit and recommend the destination to their friends and family. The dimensions of destination image such as, attraction, accessibility, available package and natural attraction were highly significant. Cohen (1988) attributed this as a considerable effect while Lobato *et al.* (2006) confirmed the direct relationship between the image, satisfaction and loyalty with the tourism destination in Ixtapa-zihuatanejo, Mexico. Moreover, Naidoo, Munhurrin and Seegoolam, (2010) claimed that nature attractions significantly impacts the overall satisfaction and intention of visitors’ loyalty.

This result could be influenced by the following reasons: firstly Jordan had distinguished variety in their tourism destination offering, for example the curative water in most of the regions of the kingdom; the mountainous geographic nature of the country; and the clear sky that is present all the time even when the tourists visit populated areas such as the capital Amman, Ajloun, Jerash, and many other cities. Another explanation is the offering of open space of sand and the wilderness for those who are interested in the desert and the Bedouin life to taste their lifestyle. Finally, Jordan has Petra city which was recently considered as one of the wonders of the world to offer to tourists from all over the world.

c) Infrastructure positively influences tourist destination loyalty

The finding of this study indicated that infrastructure has positive but no significant impact on tourist loyalty which means that Jordan's infrastructures are much liked by their visitors and not increase their loyalty levels. This finding is consistent with Çoban (2012) who revealed that among cognitive image factors, touristy attractions, basic facilities and the efficiency of the services provided to tourists and their quality impact tourists' loyalty. Similarly, Bell and Eisingerich (2007) stated that the relation between functional service quality and tourism customer expertise showed negative and significant with a positive relationship between functional service quality and customer loyalty. On the other hand, Chi, Gursoy and Qu (2009) showed that travellers with varying age ranges and income segments revealed no significant difference in their perceptions of three factors; destination image, levels of satisfaction and levels of loyalty.

This finding may be resulted from the following reasons: The government should provide different suitable infrastructure based on serving the function of conveyance or channelling of people, vehicles, fluids, energy, or information, and which take the form either of a network or on a critical road used by vehicles, or used for the transmission of electromagnetic waves. Tourist shortly and resorts on the way to secure comfort for tourists and not to feel bored of the way and long travel here in Jordan, we find the road leading to the Ma'in SPA which contains curative tourism its way tired and winding which make their impression about to revisit these sites difficult. All these will ensure the tourists' satisfaction and his/her loyalty of return to these sites again. Another reason would be because of the government's initiative to build a light railway link from Amman and Zarqa

as well as a new terminal building at the international airport in Jordan that made travelling and accessing to the destination more pleasant which indefinitely increased the tourist loyalty level.

d) Outdoor Activities positively influences tourist destination loyalty

The finding of this study indicated that outdoor activities had a positive but no significant impact on tourist destination loyalty which means that Jordan's outdoor activities are much liked by visitors and this not increased their loyalty levels.

This is supported by Yoon and Uysal's (2005) finding that discovered push motivation did not impact satisfaction in a significant way while the pull motivation directly and negatively impacted satisfaction and indirectly and negatively impacted destination loyalty. Bray (1996) stated that negative image of the tourism industry may lead to negative word-of-mouth and negative images even in tourist places having high quality tourist attractions in Florida. The significance of environmental quality is evident when the beach degradation results in a negative effect on the number of tourists' visiting, the length of their stay and their decision to revisit. This results in a low level of generating income (Dharmaratne & Brathwaite, 1998).

This finding may have resulted for the following reasons: continuous visits of the tourists are because tourism sites in Jordan are geographically distributed from the north to the south, Hemmah in north which has famous curative water, Dead Sea is in the middle and

Neobo Mountain in the south. Additional motives can be added here is the artistic festivals on Roman theatre in the capital, the yearly Jordan festival (previously named as Jerash Festival), and camping.

e) Price and Value positively influence tourist destination loyalty

The finding of this study indicated that price and value had a positive and significant impact on tourist destination loyalty which means that Jordan's price and value are much liked by visitors and this increased their destination loyalty levels.

Prior studies reinforces this finding such as the one conducted by Ayyildiz and Cengiz (2007) who laid down the general notion that perceived value influences customer loyalty. Other studies (Dodds *et al.*, 1991; Grewal *et al.* 1998; Voss *et al.*, 1998) revealed that perceived value has a direct positive effect on customer loyalty in the context of Hot Springs. Lobato *et al.* (2006) reinforced this direct relationship in a different context.

In addition, Seyhmus and Mangaloglu (2001) stated that price and value are viewed as significant factors by a tourist who demands for products and services that are good value for their money while Mat Som and Badarneh (2011) revealed that the destination image impacts satisfaction and intention to revisit.

This finding may have resulted based on the following reasons: firstly, Jordan provides different types of natural resource and synthetic products, hence giving the tourist various choices to buy products which are good value for money. Another explanation would be

the tourists are satisfied with the quality of services provided in the site which also increase the level of **his/her** satisfied. Further explanation would also be that shopping at the sites may have strong emotional impact of the value of the quality as the products are natural and rich with culture.

6.3.6 Good Image with Tourist Satisfaction

Tourist destination image research is increasing, but still little for particular regions. In the tourism context, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their willingness to recommend it. The discussion on each relationship between destination Image and tourist satisfaction and loyalty is given as the following, and also shown in Table 6.6 below:

Table 6.6
Summary of All Tested Relationship H3-3 (Tourist Satisfaction)

	Hypothesis	Decision
H3-3	Destination Image positively influences tourist satisfaction.	
H3-3a	Travel Environment positively influences tourist satisfaction.	Supported
H3-3b	Natural Attraction positively influences tourist satisfaction.	Supported
H3-3c	Infrastructure positively influences tourist satisfaction.	Supported
H3-3d	Accessibility positively influences tourist satisfaction.	Supported
H3-3e	Outdoor Activities positively influences tourist satisfaction.	Supported
H3-3f	Price and value positively influence tourist satisfaction.	Supported

a) Travel Environment positively influence on tourist satisfaction

The finding of this study indicated that travel environment had a positive and significant impact on tourist satisfaction which means that Jordan's travel environments are much liked by visitors and hence increased their satisfaction levels.

Prior studies also had similar results; for instance, Chi and Qu (2008) revealed destination image to directly influence tourist satisfaction which has a direct positive effect on destination loyalty. Similarly, Ibrahim (2005) showed a strong significant and positive relationship between hygienic environment and customer satisfaction. Lew *et al.* (2003) also confirmed the strong relation between knowledge and level of satisfaction. According to some studies (Baxter, 1979; Beaman, 1976), long distance increases the satisfaction of the whole journey.

In a related study, Um, Chon and Ro (2006) examined the antecedents of revisiting intention and revealed perceived attractiveness as opposed to overall satisfaction matters while Chen and Tsai (2007) claimed that destination image have a direct and indirect impact upon behavioural intention and positive destination image leads to tourist's satisfaction and influences tourist behaviour intention.

This finding can be explained by the following reasons: Jordan is a good tourist destination having taken care of the cleanliness and safety issues. Tourists can go around without having to fear anything bad to happen to them, and in Jordan the atmosphere is not

contaminated, with its pure fresh air and sky. This in itself is an encouragement for tourists to return back to and to recommend the country as a tourist destination to others. Other pertinent reasons are the cooperation between public and private sectors to ensure awareness of a healthy green environment pushing projects of further expanding green areas e.g. King Hussein gardens, Queen Rania garden in Amman and in other districts such as Al Shoomari conservatory in Azraq, Ein Sarah in Karak. In short, the Jordanian tourism industry is aware that clean, secure and tidy environment with helpful and hospitable people will provide tourists with a tranquil and a peaceful atmosphere which would fully satisfy them.

b) Natural Attraction positively influences tourist satisfaction

The finding of this study indicated that natural attraction had a positive and significant impact on tourist satisfaction which means that Jordan's natural attraction are much liked by visitors and hence increased their satisfaction levels

The findings are consistent with the study conducted by Seyhmus and Mangaloglu (2001) that revealed natural attractions attributes contribute to customer satisfaction and Uysall *et al.*'s (2000) study had emphasized on the importance of quality and culturally for a strong reputation of a tourist destination. Similarly, Mohamad, Abdullah, Ali and Ab. Ghani (2012) stated that foreign tourists in Malaysia perceived a significant relation between destination image comprising nice beaches and natural scenic beauty, and tourist satisfaction. Moreover, Mohamad, Abdullah and Mokhlis (2012) indicated that perceptions

of Malaysia's tourist attractions, its accessibility, availability of package, heritage attraction and natural attraction all significantly predict the tourists' intentions to revisit and their inclination for positive referral.

This finding might be attributed to the following reasons: First of all, Jordan offers a variety of sites for tourists, from the curative water in most of the regions of the kingdom; the mountainous geographic nature, to the open space of sand and the wilderness for those who are interested in the desert and the Bedouin life to satisfy their lifestyle and finally, Jordan has Petra city which was recently considered as one of the wonders of the world to dazzle tourists from all over the world.

c) Infrastructure positively influences on tourist satisfaction.

The finding of this study indicated that infrastructure has a positive and significant impact on tourist satisfaction which means that Jordan's infrastructures are much liked by visitors and hence increased their satisfaction levels. Noypayak (2009) said the tourist perceived value is a multidimensional construct which positively affects both tourist overall satisfaction and behavioural intentions. The findings is consistent with prior studies such as Buhalis (2000) who stressed on infrastructure as a vital factor in knowing the overall tourist satisfaction.

Tourist attraction to the functional value strongly predicts the overall tourist attraction although not for behavioural intentions. Tourist infrastructure along with a relaxing

atmosphere is significant for a revisit, tourist loyalty and strong inclination to repeat visit and positive referrals; a result reinforced by Oliver (1997). Also, Khaki and Sahaf (2011) showed that the negative infrastructure of the destination makes tourism fail as it spoils the visitor's enjoyment. The importance of infrastructure was also stressed upon by Badaruddin and Omer (2005) who considered it as an important element of the quality of tourist experience. In addition, Chen and Tsai (2007) stated that destination image has a direct and indirect impact on behavioural intention with positive destination image leading to tourists' satisfaction and influencing tourist behaviour intentions. This is further supported by Zabkar *et al.* (2007) who revealed that the infrastructure of perceived service quality impacts tourist satisfaction and customer decision for a revisit.

This finding owes itself to the fact that there is ample availability of quality services that are provided in the tourism sites that mainly supports integration methods in the economy of Jordan. Tourists are guided well by prints, signs and maps, and they are well provided with good logistics in the form of well-constructed roads and clean tourism sites in most of the destination areas. All these further add to tourist loyalty increased. Another reason that could be counted is the fact that the government is planning to build a light railway link from Amman and Zarqa and a new terminal building in the International Airport of Jordan which will make travelling and access to destination places more pleasant. Ample public parking spaces as well as access to classic building's architecture are also other infrastructures that are attributable to the satisfaction of the tourists.

e) Outdoor Activities positively influences tourist satisfaction

The finding of this study indicated that outdoor activities have a positive and significant impact on tourist satisfaction which means that Jordan's outdoor activities are much liked by visitors and hence increased their satisfaction levels.

Assaker, Vinzi, and O'Connor's (2010) study revealed that the destination image significantly relates to satisfaction in a positive direct way, while Mohamad *et al.* (2012) stated that foreign tourists perceived a positive significant relationship between destination image and tourist satisfaction in the context of Malaysian wildlife, nice beaches and natural scenic beauty. Similarly, Mahasuweerachai and Qu's (2011) findings showed that destination image significantly impact perceived value, satisfaction and loyalty, and the level of this effect depends on tourists' age, income, and level of involvement.

In addition, Hanzaee and Mirvaisi's (2011) finding suggested customer image significant relation with customer satisfaction, and Valle *et al.*'s (2006) finding revealed that sports facilities, landscape, monuments and cultural events impacted the overall levels of satisfaction and encourages tourist's loyalty and positive referrals.

In Jordan, this finding's relevancy is evidenced by the tourists' return visits to the country's tourism sites where they are geographically distributed from the northern part of the country to the southern part. In the north is Hemma, which is famous for its curative water, in the middle is the Dead Sea, and in the South is the Neobo Mountain. Furthermore, motives for these return visits can be also attributed to artistic festivals in the Roman theatre in the capital of Jordan which happens once a year. Another reason is the

number of outdoor activities that are available at these tourist sites such as fishing, hunting, racing, and biking, boating and other activities. In short, in Jordan, tourists always have somewhere to go and many activities to do.

f) Price and Value positively influence on tourist satisfaction

The finding of this study indicated that price and value have a positive and significant impact on tourist satisfaction which means that Jordan's price and value are much liked by visitors and hence increased their satisfaction levels.

This finding is consistent with prior studies by Sadeh, Asgari, Mousavi, and Sadeh (2012) who claimed that destination image, tourist expectation, and perceived value are influential factors upon satisfaction. Meanwhile, Haghighi, Dorosti, Rahn timer and Hoseinpour (2012) perceived price fairness as having a positive impact upon customer satisfaction in the context of the restaurant industry. Lee (2009) on the other hand revealed that the higher the actual satisfaction gap of students concerning the price of coffee, the higher will be their overall satisfaction and revisit intentions.

Additionally, other studies like the one conducted by Seyhmus and Mangaloglu (2001), revealed that price and value are important factors perceived by tourists demanding products and services that are good value for their money. Meanwhile Noypayak (2009) showed that perceived value dimensions positively impacted the overall tourist satisfaction. On the basis of Hallowell (1996), and Lin-Wang's (2006) study, perceived value has a

direct impact on customer satisfaction owing to the customer's perception of value received. According to Zeithaml (1988) perceived value is a direct antecedent of a purchase decision. Hallowell (1996); Lin-Wang (2006) has argued that customer satisfaction is the result of a customer's perception of value received. This finding is attributable for all tourists who come to Jordan tourist sites provided by JTB due to transportations, shopping and other needed things are suitable for tourist income. The Jordanian sites have a strong emotional impact on the value and quality of the products which are natural and rich with culture.

6.3.7 Tourist Satisfaction with Tourist Loyalty

Table 6.7
Summary of All Tested Relationship (H4), (H5) (Destination Loyalty)

	Hypothesis	Decision
H4	Tourist Satisfaction positively influences destination loyalty.	Supported
H5	Tourist satisfaction mediates the relationship between marketing mix, quality standards, image and destination loyalty.	Supported
H5-1	Tourist satisfaction mediates the relationship between marketing mix (place) and destination loyalty.	Supported
H5-2	Tourist satisfaction mediates the relationship between quality standards (safety and security, harmony) and destination loyalty.	Supported
H5-3	Tourist satisfaction mediates the relationship between image (travel environment, natural attraction, price and value) and destination loyalty.	Supported

The finding of this study indicated that tourist satisfaction had a positive and significant impact on tourist destination loyalty.

This result is supported by previous studies such as, Battoura, Battorb and Ismail (2012); Chi and Qu (2008); Haghighi, Dorosti *et al.*, Rahnama and Hoseinpour (2012); Lobato *et al.* (2006); Musa, Putit, Hayati, Naziman, and Husin (2011); Zoe and Dimitriades (2006) and was also supported by Uysal *et al.* (2008) who said that tourist satisfaction leads to tourist loyalty.

Tourists' positive experiences of service, products, and other resources that have been provided by the curative tourism destination could produce repeated visits as well as positive words by mouth effects to their friends or relatives. Satisfied tourists consider product and service quality to relate to loyalty. Positive word of mouth recommendation which is done with no extra marketing expenditure of the products to friends and relatives who in turn bring in new customers and as well create repeat customers, also leads to tourist loyalty. Besides that, security and safety in Jordan also led to customer satisfaction and loyalty, but at the same time the positive or negative image of the product or destination also affect the satisfaction or dissatisfaction of the tourist.

6.3.8 Tourist Satisfaction Mediates the Relationship between Marketing Mix, Quality Standards, Image and Loyalty

a) Tourist satisfaction mediates the relationship between marketing mix and loyalty

The results on the relationship as mentioned on page (204) show that place partially mediates the relationship between marketing mix and loyalty. This indicates that in order to get destination loyalty, the MoTA and service provider in Jordan have to build up tourist satisfaction first. Thus the MoTA and service providers have to ensure that the place should be an appropriate one as well as organized in order to satisfy the tourists. At the same time the service providers must have a more effective method and more competitive promotion to attract the tourists be it locals or foreigners. If the tourists are satisfied, then they will become loyal tourists.

Yoon and Uysal (2005) presented satisfaction to directly impact loyalty in a positive way and it plays a mediating role between travel motivation and destination loyalty. This finding is further reinforced by a current study conducted by Nurlida, Faridah, Nooraini, and Norzaidi (2010) who revealed that information satisfaction has a partial mediating effect in improving the relationship between college attributes and students' choice satisfaction.

b) Tourist satisfaction mediates the relationship between quality standards and loyalty

The result on the relationship as mentioned on page (205) show that safety and security partially mediates the relationship between quality standards and loyalty. It also reveals that harmony fully mediates the relationship between tourist satisfaction and loyalty. This

indicates that in order to get destination loyalty, the MoTA and service provider in Jordan have to suit to the tourist satisfaction first. Thus, the MoTA and service provider have to ensure the place is appropriate as well as organized in order to satisfy the tourists. If the tourists are satisfied, then they are inclined to become loyal tourists. Moreover Jordan's sites are liked by tourists and these increased their satisfaction and loyalty levels to a Jordan curative destination site which is also due to the good cooperation between the official and private tourism sector. Mosahab, Mahamad, and Ramayah's (2010) results of research show that in all aspects, customers' expectations are higher than their perceptions of a Bank's operation, and in fact the quality of the services is low. Based on Cole and Illum's (2006) findings, visitor satisfaction has a mediating role in the relationship between service quality and behavioural intention, while Garuana (2002) indicated that satisfaction plays a mediating role in the impact of service quality upon service loyalty. Moreover, Karatepe (2011) revealed that customer satisfaction mediates the impacts of service environment, interaction quality, empathy, and reliability on loyalty.

c) Tourist satisfaction mediates the relationship between image and loyalty

The result on the relationship as mentioned on page (207) indicates that travel environment, price and value and natural attraction partially mediate the relationship between tourist satisfaction and loyalty. This reflects that in order to get destination loyalty, the MoTA and service providers in Jordan have to suit the tourist satisfaction first. Thus the MoTA and service providers have to ensure the place is appropriate as well organized in order to satisfy the tourist. The MoTA, Jordan Tourism Board (JTB) with cooperation from private sector stakeholders have to work hard in marketing and

promoting Jordan as satisfied tourist will repurchase the products and later recommend the products to their friends and families.

However, if they are satisfied, they will become loyal tourists who come back to Jordan as their travel destination. Based on the findings of Prayag (2009), destination image showed a direct and an indirect influence over future behaviour, and satisfaction played a mediating role between destination image and future behaviour. Similarly, Puad Mat Som and Badarneh (2011) found that satisfaction has a significant relation to repeat visit intention. Yi (1991) too revealed that satisfaction mediates attitude changes in destination attributes, and that perceived value may significantly impact destination image.

6.4 Implication of the Study

In the general findings of this study imply that the successful implementation and effective use of the marketing mix, tourism quality and strong image are very important elements that affect tourist satisfaction and overall tourist loyalty. Jordan has unique resources and therefore it is possible to raise the value of curative resources. Henceforth, the MoTA and Jordan Tourism Board (JTB) with the other stakeholders such as marketing organizations should invest in effective and efficient marketing strategies to attract more tourists through different channels and to provide better services in the different sites. The finding of this study supports these determinant variables namely marketing mix strategy, quality standards and destination image with the mediator variable, tourist satisfaction, and tourist loyalty.

6.4.1 Contributions of the Study

This research explored the relationship between the independent variables namely marketing mix, quality standards and destination image with tourist satisfaction as the mediator variable and the dependent variable is destination loyalty in the Jordan curative tourism industry. The following is a brief discussion of the most important contributions this research offered for theory and practice.

a) Theory Implication

The theoretical contribution of this study to the existing body of knowledge in the literature is of tourist satisfaction specifically in the service industry. Theoretically, the research has strengthened the former findings because in the past studies tourist satisfaction played a role as a mediator between marketing mix, quality standards, destination image and destination loyalty. Also, this study has expanded significantly the existing knowledge on the impact of tourist satisfaction by introducing all the determinant variables that positively link with tourist satisfaction and tourist loyalty.

Another contribution of this study is to improve the literature on understanding the relationship of the marketing mix, quality standards and destination image with destination loyalty. This research measures the relationships between marketing mix strategy, quality standards and destination image as the determinant variety of tourist satisfaction as well as the relationship between tourist satisfaction and tourist loyalty. The result of this study shows that satisfaction will lead to loyalty too.

b) Managerial Implication

The curative tourism industry in Jordan has been doing poorly in the past few years as evidenced by the declining number of tourists and the decrease in revenues being achieved by the curative tourism sites. Establishing tourist satisfaction in the present study is a big feat since it is considered as an important factor that propels organizations into maintaining and developing long term relationships with its current and potential tourists in these curative tourist sites.

Tourist satisfaction has been established as an important factor that could assist organizations in maintaining and developing long term relationships with its current and potential tourists, specifically in the curative tourism in Jordan. The result of this empirical study would go a long way in contributing to the management of the curative tourism through the achievements of higher tourist satisfaction, specifically with more emphasize on the improvement of marketing mix strategy, quality standards, and destination image, as they all have a positive effect with tourist satisfaction.

Management of curative touristic sites can encourage tourist loyalty by concentrating on the improvement and recommendations provided by the present study. Curative tourism industry in Jordan can refer to the results of the study and benchmark it in its efforts to be globally competitive through the use of different variables marketing mix, quality standards and image for the purpose of achieving tourist satisfaction and loyalty. Through

the improvement of the said variable the curative tourism industry in Jordan will consequently achieve higher tourist satisfaction and loyalty which in turn will serve to provide the management the opportunity to increase profits and market share.

Most importantly, the present study can contribute to Jordanian curative tourism industry's plans of meeting the high expectations of tourists and the results thereof can be used by the Ministry of Tourism and Antiquities (MoTA) and the Jordan Tourism Board (JTB) in improving and standardizing the curative sites' marketing, quality, strong image, tourist satisfaction and loyalty in every sector of the tourism industry. Furthermore, the results of the study will help curative tourism management to set up a guideline for decision making process as the research result reveals that changes in service charges and other detrimental modifications can play a role in the customer loyalty.

c) Practitioner's Implications

The steps to increase the quality, marketing mix and image all play a major role in the future of tourism policy. In addition, safety and security procedures also have primary importance.

As such, safety and security supplies should be incorporated into nationwide, provincial and local tourism which results in particular tourism security initiatives (MoTA, 2009b; JTB, 2006). It is imperative that Jordan's image should be marketed by the Jordanian Ministry of Tourism and promoted it as a unique place in the Middle East. Additionally, tourist services and products in curative tourism need to be attractive to tourists through the services and competitive prices. This will encourage repeat visitation from tourists. In sum, the responsibility of promotion is on the Ministry of Tourism primarily and on the managers of curative touristic sites secondarily. It is the duty of the Ministry of Tourism to facilitate the improvement of Jordan's image in the tourist's minds through the provision of all services and facilities at curative sites and the facilitation of the necessary aids and assistance at any time and place. Additionally, hygiene should be emphasized upon in curative touristic sites and this can be maintained through regular and time inspection of these sites.

6.5 Limitations of the Study

To the researcher's knowledge, this research is the first to examine the determining variables in Jordan's curative tourism sites, and has made some contribution, but at the same time it also has a number of limitations. Some of the limitations, for instance is that the population of this research depended on the tourists in curative tourism in Jordan; therefore, the data are based on the tourist's evaluation or assessment on the items identified. Additionally, the sampling frame is based on the database provided by the curative tourism sites in Jordan which was assured to be sufficient and updated but however it was beyond the researcher's control if the database was not up-to-date.

In terms of the model, although the researcher had developed a general theoretical framework, the current study examined the relationships of all the variables in the context of curative tourism sites in Jordan which have its own characteristics. The current research has limited access to examine these relationships by comparing the results across various sectors in Jordan.

This study was designed to get the associations of the important key variables which were separated into antecedents and consequences and which had many levels and had time constraints. However, these errors were treated professionally and statistically. Understanding these, the researcher had managed them within the scope and carefully carried-out the needed processes.

The other limitation to this study was related to the quantitative approach adopted in the study, which was from the questionnaire used to collect the data; the questionnaire contained two sections, the first section contained the demographic information about the tourists and the second section contained items for each variable. The researcher had to ensure minimal errors in the understanding of the questionnaire and to obtain favourable response rate. For example, the questionnaire was translated from English to Arabic via the back translation technique (McGorry, 2000). There was also a limitation in terms of the identifying the tourists' satisfaction in Jordan's curative tourism since there were limited studies in tourism sites but quite extensively in other sectors and particularly in developed countries.

Also another one of the limitations of the study was the lack of comparison research between the regional countries in the same type of tourism as this comparative research would have helped to identify the rearrangement of the services and pricing policies and other variables which might have an effect on tourist satisfaction.

6.6 Recommendations for Future Research

Future research directions may be able to focus on other functionality in order to improve the sites of curative tourism or other part of the tourism sector, and all these will finally contribute to improve overall destination loyalty. Future research may use the staff knowledge, time and effort spent and qualifications of employees working on the curative sites at all levels of management will be a good variable that might affect tourist satisfaction and overall tourist's loyalty. Also, future researchers should try to identify and add necessary variables in the antecedents and the consequences of the tourist's satisfaction framework such as pull and push motivation in curative water sites. Doing this will avail the Jordanian spring sites.

This study mainly used quantitative approach in measuring the antecedents and the consequences of tourist's satisfaction and there is a need for further research to integrate the triangulated approach that will involve both qualitative and quantitative in determining the antecedents and the consequences of tourist satisfaction. Another area of research could be a market research on curative tourism in Jordan and this should include studying the influence of investment in curative sites and domestic tourist. In fact, we will not able to

open the future by only the past keys. Finally, this study has empirically provided a valid foundation upon which future research can measure the antecedents and consequences of tourist satisfaction. Therefore, the future requires more research and new keys in order to achieve the vital solutions.

6.7 Conclusion

This research was set to examine the influence of the determining variables namely marketing mix strategy, quality standards and destination image which mediated by tourist satisfaction and tourist loyalty in curative water tourism in Jordan, mainly with the use of a new development model. The findings are: Firstly, the study supported the significant relationship between determinant variables specific marketing mix strategy, quality standards, and destination image with the mediator variable tourist satisfaction and the outcome variable tourist loyalty. Secondly, tourist satisfaction directly led to loyalty. Thirdly, tourist satisfaction was found to be a mediator between marketing mix, quality standards, and image and loyalty. Additionally, tourism marketing mix, tourism quality standards, and image affect satisfaction, and later affect willingness to return or recommend.

The research also found that tourists, whether locals, Arabs or foreigners tend not to be loyal to Jordan's tourism curative sites during periods of rising service charges. The overall findings indicated that the tourists are satisfied with the improving infrastructures and spa services provided at the destination sites. Furthermore, it is suggested that tourism

managers should concentrate on improving Jordanian tourism sites. Finally, all effective marketing strategies should be planned to improve quality and image in order to increase the level of tourist satisfaction in curative tourism sites.

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APPENDIX 1



Dear respondent,

I am PHD student doing my PhD in Universiti Utara Malaysia (UUM), the attached questionnaire is a part of a pilot survey on the ASSESSING THE RELATIONSHIP BETWEEN TOURISM MARKETING MIX, TOURISM QUALITY STANDARDS AND IMAGE ON SATISFACTION AND LOYALTY IN JORDAN CURATIVE TOURISM

My main interest is to study the relationship between marketing strategy, quality standards and destination image with tourist satisfaction and destination loyalty. The information you provide will contribute towards on curative tourism industry in Jordan.

Please answer all questions. Some of the questions may seem personal. The information is needed for statistical purpose only. Please answer as honestly as possible. All the information given will be secretly confidential.

Thank you

Majed Alqurneh

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Tel : 00962777443144

QUESTIONNAIRE



Referring to this visit, kindly respond to each of the questions by ticking (/) for the BEST answer that reflects your perception on your satisfaction Judgment (Scale 1 = **Highly Dissatisfied**; to 5 = **Highly Satisfied**).

Highly dissatisfied	Dissatisfied	Undecided	Satisfied	Highly satisfied
1	2	3	4	5

Section 1: Questionnaire/Items Development for Marketing Mix Strategy. **Please choose the best statements that suit your Satisfaction (scale: from 1= Highly Dissatisfied to 5= Highly Satisfied)**

(Tourism Site: Afra)

No	STATEMENTS	1	2	3	4	5
	<i>Please choose the best statements that suit your perception on product at and around Afra, Jordan</i>					
1	Jordanian curative tourism sites					
2	Service of my travel agent					
3	The accommodation in this area					
4	Availability of food at this site					
5	Variety of package tour on curative tourism					
6	Transportation support for tourist to go to curative tourism sites					
	<i>Please choose the best statements that suit your perception regarding the price at and around Afra, Jordan</i>					
7	The price of the package curative tourism tour offered by Jordan agencies as compared to other countries					
8	The price of the curative tourism services offered by Jordan providers					
9	The price of food in Jordanian curative tourism sites					
10	The price rate of transportation in Jordan's curative tourism sites					
11	The price rate of accommodation in curative tourism sites of Jordan					

12	The price rate of accommodation in Jordanian curative tourism sites					
	<i>Please choose the best statements that suit your perception on physical evidence at and around Afra, Jordan</i>					
13	The tourist curative tourism spots are within walking distance to the public transportation area					
14	The public transportation covers all of the Jordanian curative tourism sites					
15	The road condition to curative tourism destination sites					
16	The availability of public transportation in curative tourism sites for tourists					
17	Curative tourism sites in Jordan provide enough accommodation to tourist					
18	Food in Jordanian curative tourism sites are easy to find					
	<i>Please choose the best statements that suit your perception on promotion at and around Afra, Jordan</i>					
19	Jordanian curative tourism providers promote their services very well					
20	The existing promotional campaign of the curative tourism industry are attractive					
21	Jordan's curative tourism providers' improvement on their promotional campaign					
22	Jordanian curative tourism providers promotion on their local cuisines					
	<i>Please choose the best statements that suit your perception on personnel at and around Afra,</i>					
23	The staff of tourism providers in Jordanian curative tourism sites friendliness in attending to my problem					
24	The staff of tourism providers in Jordanian curative tourism sites appearance					
25	The staff of tourism providers in Jordanian curative tourism sites language proficiency					
26	The staff of tourism providers in Jordanian curative sites know the needs of the tourist					
27	The staff of tourism providers in Jordanian curative tourism sites professionalism					
	<i>Please choose the best statements that suit your perception on place at and around Afra,</i>					
28	Curative tourism sites in Jordan as an interesting place to motivate me to visit again					
29	Jordanian curative tourism sites comfortability to travel					
30	Jordan's curative tourism sites as a safe place to visit					
31	Jordanian curative tourism sites are free from diseases					
	<i>Please choose the best statements that suit your perception on process at and around Afra,</i>					
32	I had no problem at the airport upon arrival to Jordan					
33	I had no problem with my tour guide during this visit					
34	I had no problem checking into my hotel					

35	The staff at the restaurants I went to were professional					
36	The staff at the public transport I took was professional					

Section 2: Tourism Quality Standards in Afra.

Please choose the best statements that suit your perception (scale: from 1= Highly dissatisfied to 5 = Highly satisfied)

No	ITEMS	1	2	3	4	5
	<i>Please choose the best statements that suit your Safety and Security at and around Afra, Jordan</i>					
1	Entrance fees (if applicable)					
2	Public parking around Jordanian curative tourism. area					
3	Security and safety around the site					
	<i>Please choose the best statements that suit your Hygiene at and around Afra, Jordan</i>					
4	Accommodation quality in Jordanian curative tourism sites					
5	Cleanliness of the surrounding area					
6	Toilets and Showers in Jordanian curative tourism sites hotels and restaurants					
7	Drinking water in Jordanian curative tourism sites hotels and restaurants					
	<i>Please choose the best statements that suit your Accessibility at and around Afra, Jordan</i>					
8	Accessibility to Jordanian curative tourism					
9	Guidance signs to the site					
10	Public transportation to and from Jordanian curative tourism (if applicable)					
	<i>Please choose the best statements that suit you Transparency at and around Afra, Jordan</i>					
11	Treatment prices (if applicable)					
12	Food and beverage prices in Jordanian curative tourism sites					
13	Accommodation prices in Jordanian curative tourism sites					
14	Availability of information about Jordanian curative tourism sites					
	<i>Please choose the best statements that suit your Authenticity at and around Afra, Jordan</i>					
15	Treatment quality (if applicable)					
16	Food and Beverage quality in Jordanian curative tourism sites					
17	Children playing facilities at the site					
18	Hospitality of the service providers at the site					
19	Ease of paying your purchase with credit cards (if applicable)					
	<i>Please choose the best statements that suit your Harmony at and around Afra, Jordan</i>					
20	Efficiency of therapists in Jordan Tourism Destinations(if applicable)					
21	Treatment equipments in Jordan Tourism Destinations' spas					

	(if applicable)					
22	Communication facilities (interpreters, phones, faxes, Internet, mail, etc.) in Jordan Tourism Destinations(if applicable)					

Section 3: Destination Image of Afra.

Please choose the best statements that suit your perception (scale: from 1= Highly dissatisfied to 5 = Highly satisfied)

No	STATEMENTS	1	2	3	4	5
	<i>Please choose the best statements that suit your perception on <u>Travel Environment</u> at and around Afra, Jordan</i>					
1	Safe and secure environment					
2	Clean and tidy environment					
3	Friendly and helpful local people					
4	Tranquil and restful atmosphere					
5	Pleasant weather					
	<i>Please choose the best statements that suit your perception on <u>Natural attraction</u> at and around Afra, Jordan</i>					
6	Scenic mountain and valleys (if applicable)					
7	Breathtaking scenery and natural attractions					
8	Gorgeous gardens and springs					
9	Fabulous scenic drive					
10	Picturesque parks/lakes/rivers (if applicable)					
11	Unspoiled wilderness and fascinating wildlife					
12	Spectacular caves and underground formations (if applicable)					
	<i>Please choose the best statements that suit your perception on <u>Infrastructure</u> at Afra, Jordan</i>					
13	Wide selection of restaurants/cuisine					
14	Variety of shop facilities					
15	Wide choice of accommodations					
	<i>Please choose the best statements that suit your perception on <u>Accessibility</u> at Jordan</i>					
16	Well communicated traffic flow and parking information					
17	Available parking downtown					
18	Easy access to the area					
19	Easy-to-use and affordable trolley system					
	<i>Please choose the best statements that suit your perception on <u>Relaxation aspect</u> at Afra's tourism offerings</i>					
20	Relaxing day spa and healing getaway					
21	Great place for soothing the mind and refreshing the body					
22	Spiritual rejuvenation					
	<i>Please choose the best statements that suit your perception on <u>Outdoor activities</u> available at Afra</i>					

23	Exciting water sports/activities (boating, fishing, etc)					
24	Terrific place for hiking/picnicking/camping/hunting					
25	Enormous opportunities for outdoor recreation					
26	Good facilities for golfing					
	<i>Please choose the best statements that suit your perception on Price and value of visiting Afra</i>					
27	Reasonable price for food and accommodation					
28	Good value for money					
29	Reasonable price for attractions and activities					
30	Good bargain shopping					

Section 4: Tourist Satisfaction on Afra

Please choose the best statements that suit your perception (scale: from 1= Highly dissatisfied to 5 = High satisfied)

No	STATEMENTS	1	2	3	4	5
1	My decision to visit Jordan curative tourism sites					
2	My choice to visit Jordan for curative tourism					
3	My feeling on visiting Jordanian curative tourism sites					
4	My thinking on visiting Jordanian curative tourism sites					

Section 5: Destination Loyalty

Please choose the best statements that suit your perception (scale: from 1= Strongly disagree to 5 = Strongly Agree)

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	2	3	4	5

No	STATEMENTS	1	2	3	4	5
1	As long as the present service continues , I will visit Jordanian curative tourism sites					
2	I will try to visit Jordan whenever I am going for curative tourism holiday					
3	When I need curative tourism destination, Jordan is my first choice					
4	I believe Jordan is my favorite curative tourism destination					
5	I say positive things about my Jordan's curative tourism experience					
6	I will recommend Jordanian curative tourism sites to those who seek my advice about such matters					
7	I would encourage friends and relative to visit Jordan.					

Section 6: Classification Data

1. Gender: A. Male [] B. Female []

2. Age: A. 18-25 []
 B. 26-45 []
 C. more than 46 []

3. Nationality: Please specify

4. Academic qualification: A. High School []
 B. Bachelor's Degree []
 C. Master's Degree []
 D. PhD []

5. Is this first visit to site for curative tourism questionnaire, if No you should not have to proceed
 A. Yes [] B. No []

6. Companion
 A. Family []

- B. Friend []
- C. Individual []
- D. Groups

7. Duration of Stay?

- A. less than one week []
- B. 1-2 weeks []
- C. 3-4 weeks []
- D. more than 4 weeks []

APPENDIX 2

The names of full, associate, and assistant professors in the faculty of marketing in different Jordanian universities in order to obtain their suggestions and feedback on the content validity of the questionnaire:

No	Name	Name of University	
1	Prof.Mady.Dr Azilah Bt Kasim	UUM	Malaysia
2	Prof.Dr Hamid Alttaee	Alzaytunah	Jordan
3	Prof.Dr Mohd Almesri	Amman Alarabia	Jordan
4	Dr. Waleed Siam	Alzaytunah	Jordan
5	Dr. Osama Samih	Alzaytunah	Jordan
6	Dr. Mustafa Alshik	Philadelphia	Jordan
7	Dr. Thaer Ismail	Philadelphia	Jordan
8	Dr khlid Mugablih	Alyarmouk	Jordan
9	Dr. Jihad Karakeesh	Al-Isra'a	Jordan
10	Dr. Ibrahim Bazazo	Middle East	Jordan

APPENDIX 3

FACTOR ANALYSIS STEPS

FACTOR ANALYSIS FOR MARKETING MIX

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	13735.741
	Df	231
	Sig.	.000

Commonalities

	Initial	Extraction
Product2	1.000	.653
Product3	1.000	.728
Product4	1.000	.720
Price1	1.000	.711
Price2	1.000	.753
Price4	1.000	.743
Price5	1.000	.809
Price6	1.000	.686
personnel 1	1.000	.754
personnel 2	1.000	.869
personnel 3	1.000	.885
personnel 4	1.000	.843
personnel 5	1.000	.834
place1	1.000	.800
place2	1.000	.875
place3	1.000	.842
place4	1.000	.788
process1	1.000	.777
process2	1.000	.801

process3	1.000	.814
process4	1.000	.776
process5	1.000	.714

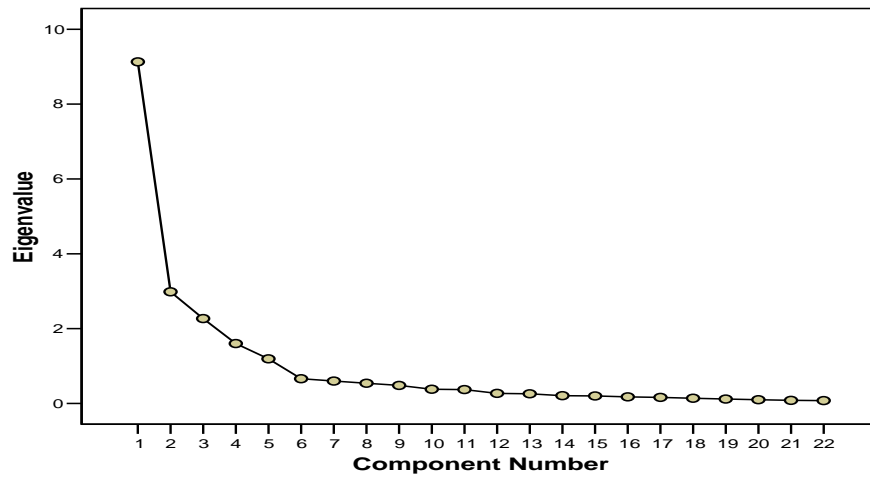
Extraction Method: Principal Component Analysis.

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.130	41.501	41.501	9.130	41.501	41.501	4.095	18.611	18.611
2	2.984	13.564	55.064	2.984	13.564	55.064	4.052	18.416	37.028
3	2.269	10.312	65.377	2.269	10.312	65.377	3.572	16.235	53.263
4	1.601	7.275	72.652	1.601	7.275	72.652	3.218	14.626	67.889
5	1.193	5.421	78.072	1.193	5.421	78.072	2.240	10.183	78.072
6	.661	3.005	81.077						
7	.600	2.725	83.802						
8	.540	2.454	86.257						
9	.482	2.192	88.449						
10	.380	1.726	90.175						
11	.371	1.686	91.860						
12	.269	1.223	93.084						
13	.258	1.173	94.257						
14	.207	.942	95.199						
15	.200	.911	96.110						
16	.176	.800	96.910						
17	.162	.735	97.645						
18	.139	.634	98.279						
19	.118	.536	98.815						
20	.100	.457	99.272						
21	.084	.380	99.652						
22	.077	.348	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix (a)

	Component				
	1	2	3	4	5
Product2	.468			.611	
Product3	.570			.526	
Product4	.482			.583	
Price1	.524	.430	.468		
Price2	.559	.544			
Price4	.461	.655			
Price5	.428	.711			
Price6	.453	.635			
personnel 1	.669		-.438		
personnel 2	.692		-.585		
personnel 3	.730		-.566		
personnel 4	.780		-.469		
personnel 5	.761		-.498		
place1	.761				
place2	.766				
place3	.747				
place4	.732				
process1	.637	-.487			
process2	.664	-.464			
process3	.665	-.463			
process4	.725				
process5	.668				

Extraction Method: Principal Component Analysis.
a. 5 components extracted.

Rotated Component Matrix(a)

	Component				
	1	2	3	4	5
Product2					.761
Product3					.775
Product4					.779
Price1			.738		
Price2			.785		
Price4			.840		
Price5			.882		
Price6			.780		
personnel 1	.795				
personnel 2	.894				
personnel 3	.884				
personnel 4	.816				
personnel 5	.796				
place1				.772	
place2				.831	
place3				.813	
place4				.777	
process1		.823			
process2		.846			
process3		.859			
process4		.791			
process5		.781			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

A Rotation converged in 6 iterations.

FACTOR ANALYSIS FOR TOURSIM QUALITY STANDARDS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	2646.061
	Df	28
	Sig.	.000

Communalities

	Initial	Extraction
Saftey and Security1	1.000	.840
Saftey and Security2	1.000	.888
Accessibility1	1.000	.739
Accessibility2	1.000	.728
Accessibility3	1.000	.715
Harmony 1	1.000	.796
Harmony 2	1.000	.867
Harmony 3	1.000	.652

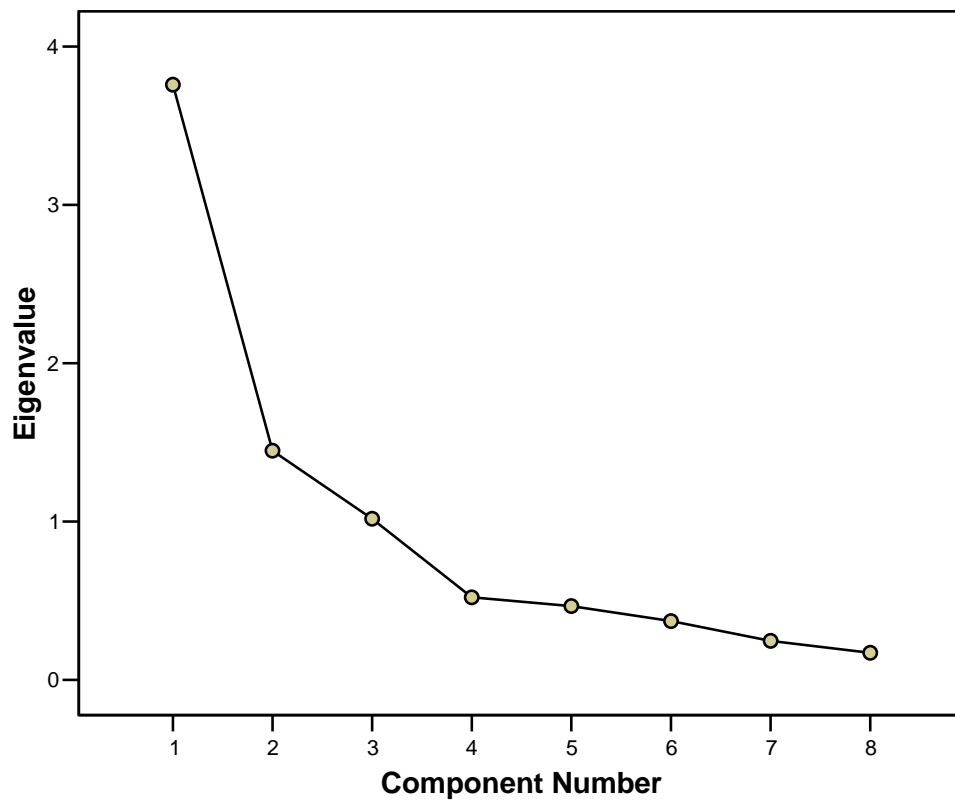
Extraction Method: Principal Component Analysis.

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.759	46.987	46.987	3.759	46.987	46.987	2.357	29.457	29.457
2	1.447	18.091	65.078	1.447	18.091	65.078	2.116	26.452	55.910
3	1.017	12.717	77.794	1.017	12.717	77.794	1.751	21.885	77.794
4	.521	6.518	84.313						
5	.466	5.826	90.139						
6	.371	4.642	94.780						
7	.246	3.080	97.860						
8	.171	2.140	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix(a)

	Component		
	1	2	3
Saftey and Security1	.721		-.485
Saftey and Security2	.630		-.634
Accessibility1	.600	.436	.435
Accessibility2	.772		
Accessibility3	.671		
Harmony 1	.701	-.550	
Harmony 2	.740	-.563	
Harmony 3	.630	-.505	

Extraction Method: Principal Component Analysis.

A 3 components extracted.

Rotated Component Matrix(a)

	Component		
	1	2	3
Saftey and Security1			.846
Saftey and Security2			.921
Accessibility1		.851	
Accessibility2		.746	
Accessibility3		.813	
Harmony 1	.870		
Harmony 2	.904		
Harmony 3	.788		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

FACTOR ANALYSIS FOR DESTANATION IMAGE

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	13589.4
	Df	66
	Sig.	.000

Communalities

	Initial	Extraction
Travel Environment1	1.000	.800
Travel Environment2	1.000	.889
Travel Environment3	1.000	.841
Travel Environment4	1.000	.808
Natural Attraction4	1.000	.722
Natural Attraction5	1.000	.781
Natural Attraction6	1.000	.795
Natural Attraction7	1.000	.758
Infrastructure1	1.000	.879
Infrastructure2	1.000	.927
Infrastructure3	1.000	.833
Accessability1	1.000	.799
Accessability2	1.000	.822
Accessability3	1.000	.821
Accessability4	1.000	.786
Outdoor Activities1	1.000	.849
Outdoor Activities2	1.000	.859
Outdoor Activities3	1.000	.851
Price and Value1	1.000	.802
Price and Value2	1.000	.772
Price and Value3	1.000	.875
Price and Value4	1.000	.806

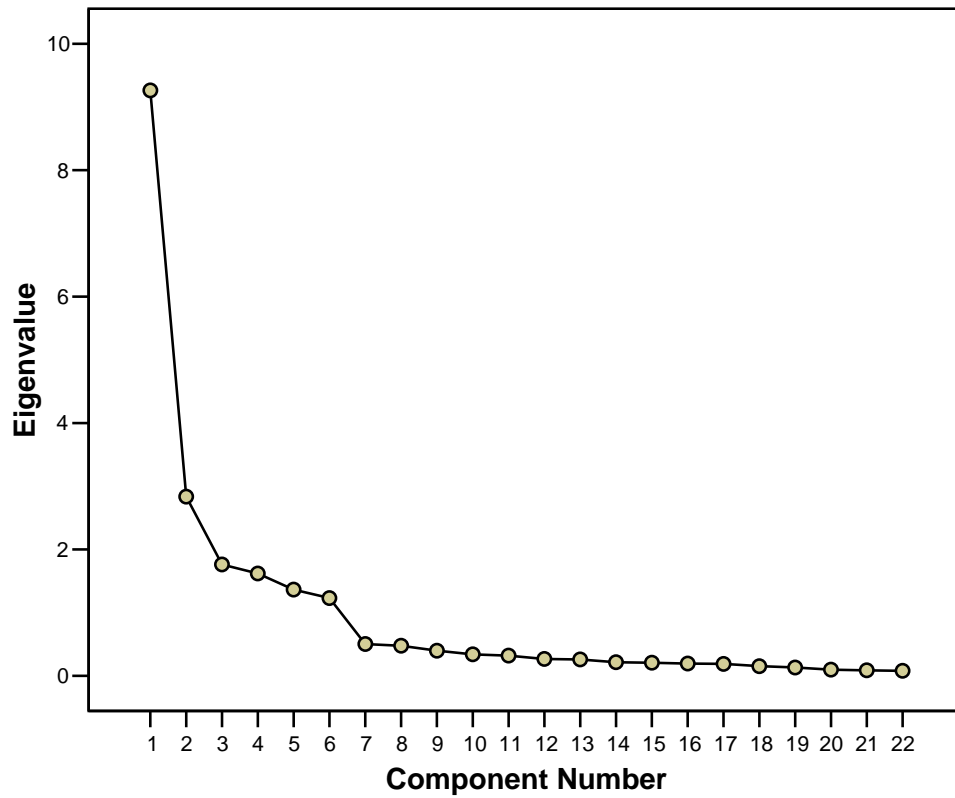
Extraction Method: Principal Component Analysis.

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.263	42.103	42.103	9.263	42.103	42.103	3.430	15.589	15.589
2	2.835	12.888	54.990	2.835	12.888	54.990	3.317	15.079	30.669
3	1.762	8.007	62.997	1.762	8.007	62.997	3.169	14.404	45.073
4	1.619	7.361	70.358	1.619	7.361	70.358	3.024	13.748	58.820
5	1.365	6.205	76.563	1.365	6.205	76.563	2.571	11.686	70.506
6	1.231	5.595	82.158	1.231	5.595	82.158	2.563	11.651	82.158
7	.503	2.287	84.445						
8	.477	2.167	86.612						
9	.398	1.811	88.423						
10	.341	1.549	89.972						
11	.320	1.455	91.427						
12	.268	1.218	92.645						
13	.260	1.183	93.828						
14	.216	.980	94.809						
15	.207	.942	95.750						
16	.196	.889	96.639						
17	.189	.861	97.500						
18	.153	.695	98.195						
19	.132	.601	98.796						
20	.098	.448	99.244						
21	.087	.397	99.640						
22	.079	.360	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix(a)

	Component					
	1	2	3	4	5	6
Travel Environment1	.616	-.435				
Travel Environment2	.636	-.436				
Travel Environment3	.642	-.419				
Travel Environment4	.662	-.470				
Natural Attraction4	.628	-.433				
Natural Attraction5	.585		.455			
Natural Attraction6	.712					
Natural Attraction7	.615					
Infrastructure1	.704					-.425

Infrastructure2	.733					-.436
Infrastructure3	.744					-.431
Accessability1	.767					
Accessability2	.730			-.435		
Accessability3	.635			-.456		
Accessability4	.611			-.486		
Outdoor						
Activties1	.626		.439		.440	
Outdoor						
Activties2	.642				.510	
Outdoor						
Activties3	.597				.468	
Price and Value1	.600	.558				
Price and Value2	.600	.545				
Price and Value3	.549	.577		.440		
Price and Value4	.583	.542				

Extraction Method: Principal Component Analysis.

a 6 components extracted.

Rotated Component Matrix(a)

	Component					
	1	2	3	4	5	6
Travel	.814					
Environment1						
Travel	.899					
Environment2						
Travel	.852					
Environment3						
Travel	.808					
Environment4						
Natural				.733		
Attraction4						
Natural				.832		
Attraction5						
Natural				.776		
Attraction6						
Natural				.810		
Attraction7						
Infrastructure1					.839	
Infrastructure2					.858	
Infrastructure3					.771	
Accessability1			.736			
Accessability2			.793			
Accessability3			.852			
Accessability4			.832			
Outdoor						.840

Activities1 Outdoor							
Activities2 Outdoor							.847
Activities3 Price and Value1							.842
Price and Value2			.834				
Price and Value3			.809				
Price and Value4			.900				
			.826				

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

A Rotation converged in 6 iterations.

FACTOR ANALYSIS FOR TOURIST SATISFACTION

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	1130.93
	Df	8
	Sig.	.000

Communalities

	Initial	Extraction
Tourist Satisfaction1	1.000	.680
Tourist Satisfaction2	1.000	.877
Tourist Satisfaction4	1.000	.793

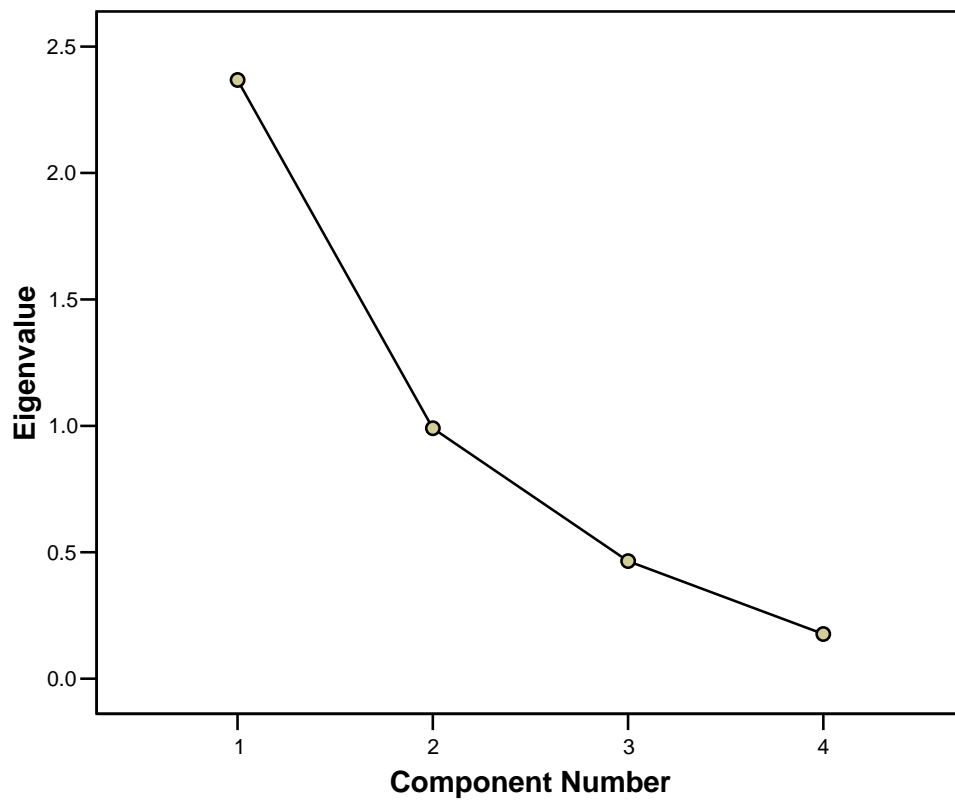
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.368	59.195	59.195	2.368	59.195	59.195
2	.990	24.762	83.957			
3	.177	4.417	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix(a)

	Component
	1
Tourist Satisfaction1	.825
Tourist Satisfaction2	.936
Tourist Satisfaction4	.891

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

FACTOR ANALYSIS FOR TOURIST LOYALTY**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.746
Bartlett's Test of Sphericity	Approx. Chi-Square	2509.506
	Df	10
	Sig.	.000

Communalities

	Initial	Extraction
Destination Loyalty1	1.000	.682
Destination Loyalty2	1.000	.714
Destination Loyalty3	1.000	.682
Destination Loyalty5	1.000	.679
Destination Loyalty6	1.000	.656

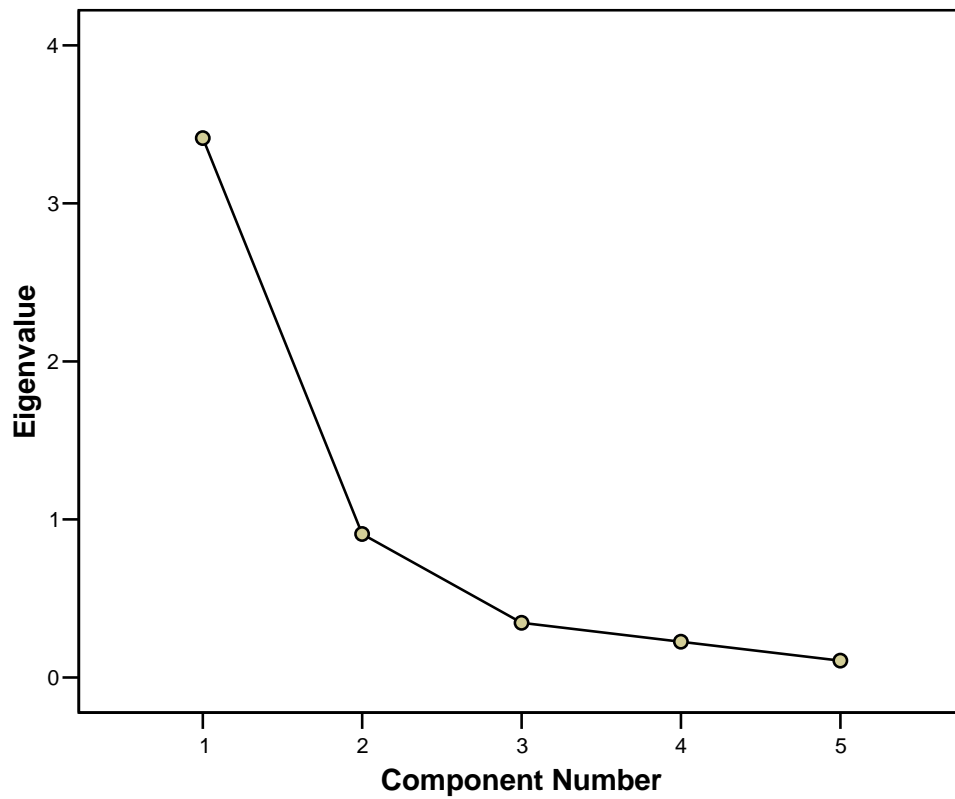
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.413	68.264	68.264	3.413	68.264	68.264
2	.908	18.157	86.421			
3	.346	6.924	93.345			
4	.226	4.525	97.870			
5	.106	2.130	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix (a)

	Compon ent
	1
Destination Loyalty1	.826
Destination Loyalty2	.845
Destination Loyalty3	.826
Destination Loyalty5	.824
Destination Loyalty6	.810

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

APPENDIX 4

MULTIPLE REGRESSION

Marketing Mix with Loyalty

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445(a)	.198	.192	.91502

a Predictors: (Constant), M_Processf, M_Pricef, M_Productf, M_Personnel, M_Placef

b Dependent Variable: M_DLoyf

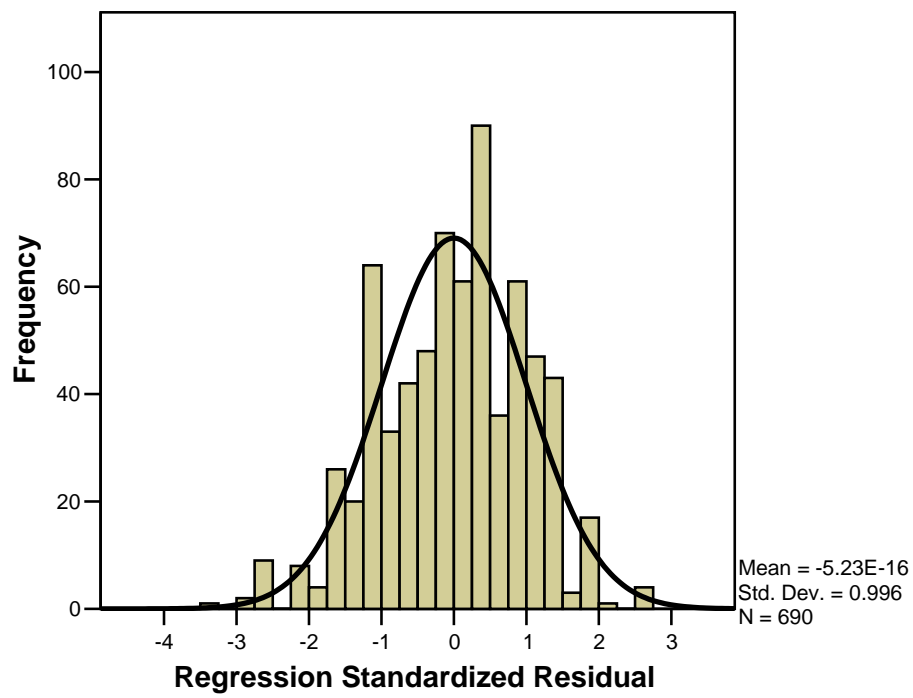
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.946	.154		12.657	.000		
	M_Productf	.089	.038	.094	2.324	.020	.719	1.392
	M_Pricef	.009	.036	.010	.253	.800	.787	1.270
	M_Personnel	.040	.040	.044	.996	.320	.613	1.632
	M_Placef	.342	.044	.371	7.685	.000	.503	1.988
	M_Processf	.000	.044	.000	-.007	.994	.591	1.693

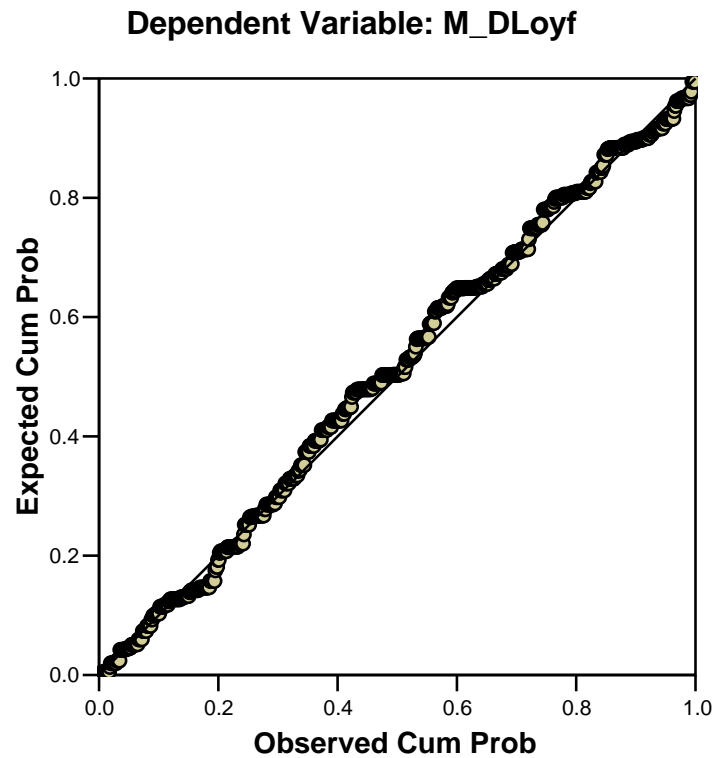
a Dependent Variable: M_DLoyf

Histogram

Dependent Variable: M_DLoyf



Normal P-P Plot of Regression Standardized Residual



Marketing Mix with Tourist Satisfaction

Model Summary(b)

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575(a)	.331	.326	.95824

a Predictors: (Constant), M_Processf, M_Pricef, M_Productf, M_Personnel, M_Placef

b Dependent Variable: M_TSf

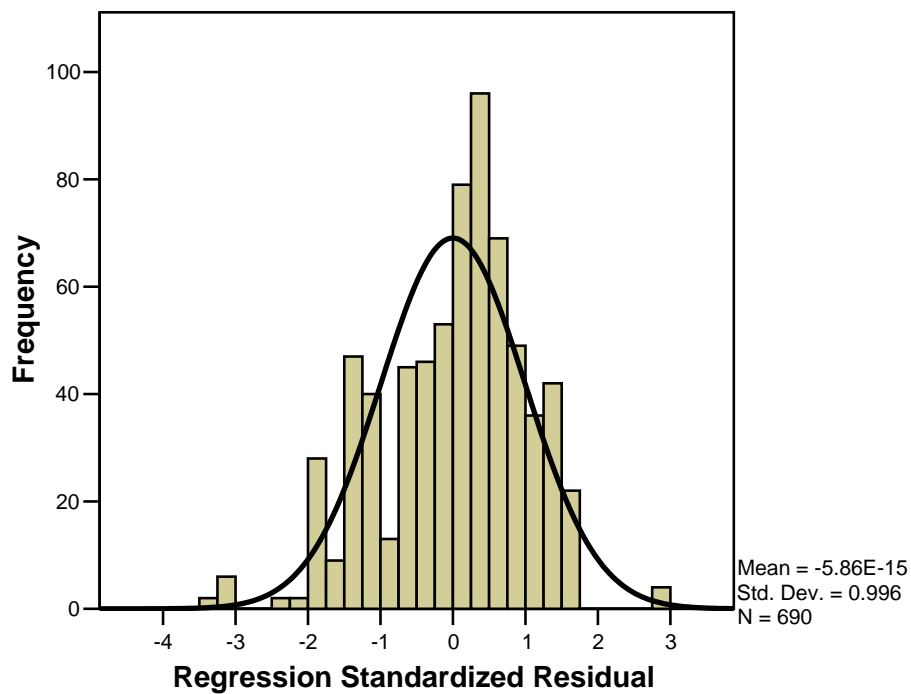
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.405	.161		8.726	.000		
	M_Productf	-.139	.040	-.128	3.481	.001	.719	1.392
	M_Pricef	.088	.037	.083	2.348	.019	.787	1.270
	M_Personnel	.244	.042	.233	5.839	.000	.613	1.632
	M_Placef	.431	.047	.408	9.251	.000	.503	1.988
	M_Processf	.028	.046	.024	.601	.548	.591	1.693

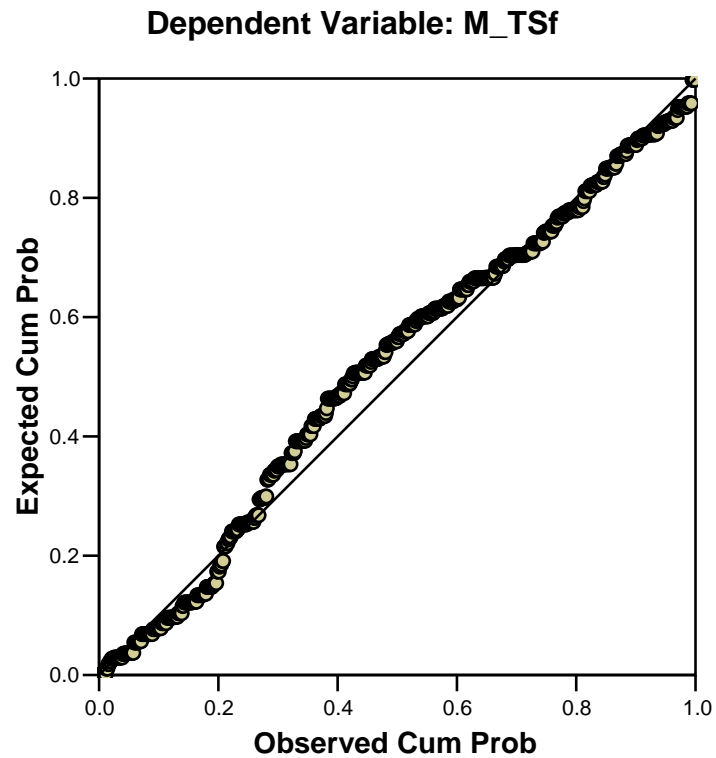
a Dependent Variable: M_TSf

Histogram

Dependent Variable: M_TSf



Normal P-P Plot of Regression Standardized Residual



Quality standards with Loyalty

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.361(a)	.130	.127	.95119

a Predictors: (Constant), M_Harmonyf, M_Safetyf, M_Accessibilityf

b Dependent Variable: M_DLoyf

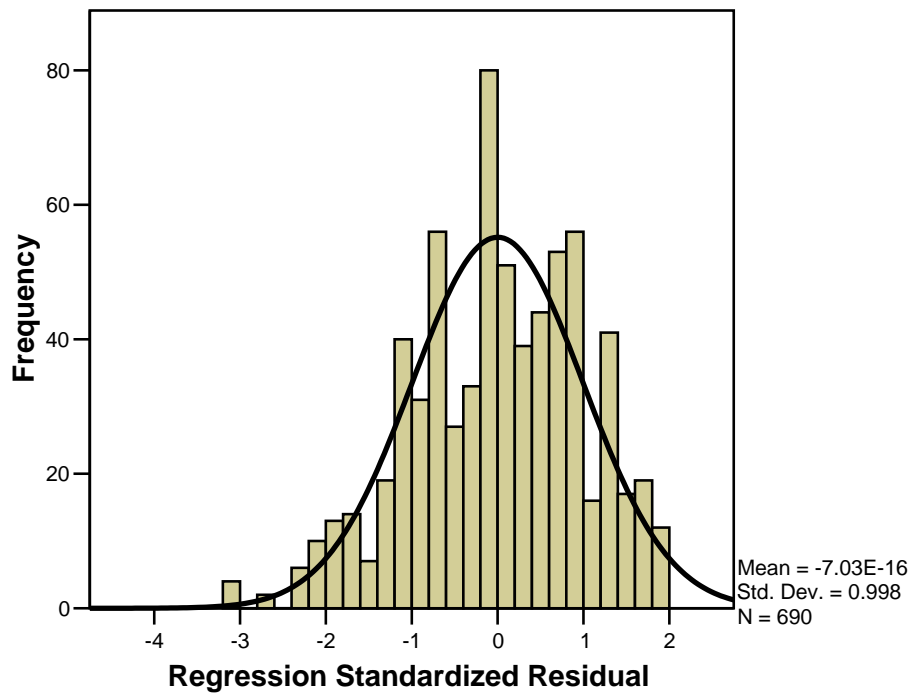
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.324	.136		17.060	.000		
	M_Safetyf	.226	.034	.273	6.594	.000	.739	1.353
	M_Accessibilityf	-.002	.039	-.002	-.043	.966	.724	1.381
	M_Harmonyf	.139	.034	.159	4.035	.000	.814	1.229

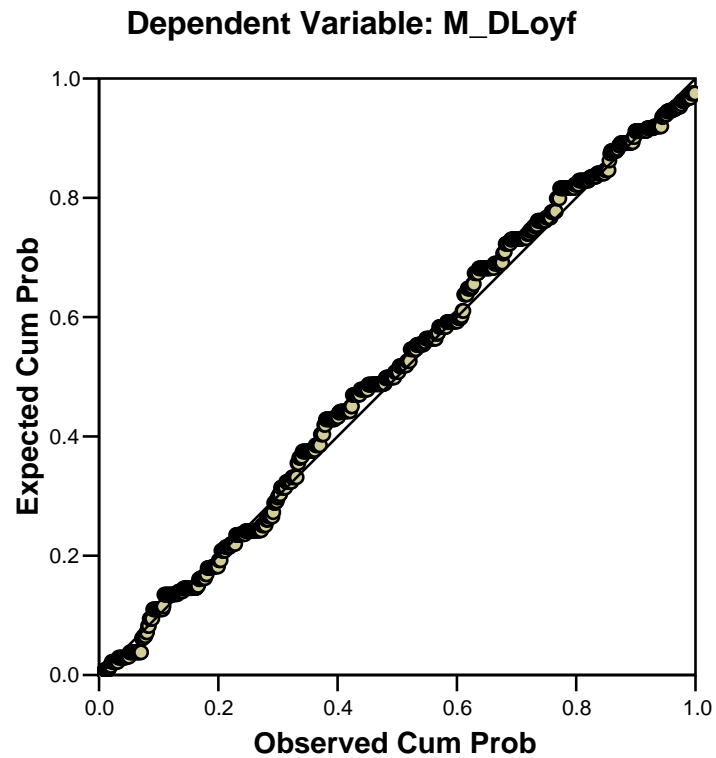
a Dependent Variable: M_DLoyf

Histogram

Dependent Variable: M_DLoyf



Normal P-P Plot of Regression Standardized Residual



Quality standards with Tourist Satisfaction

Model Summary(b)

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458(a)	.210	.206	1.03980

a Predictors: (Constant), M_Harmonyf, M_Safetyf, M_Accessibilityf

b Dependent Variable: M_TSf

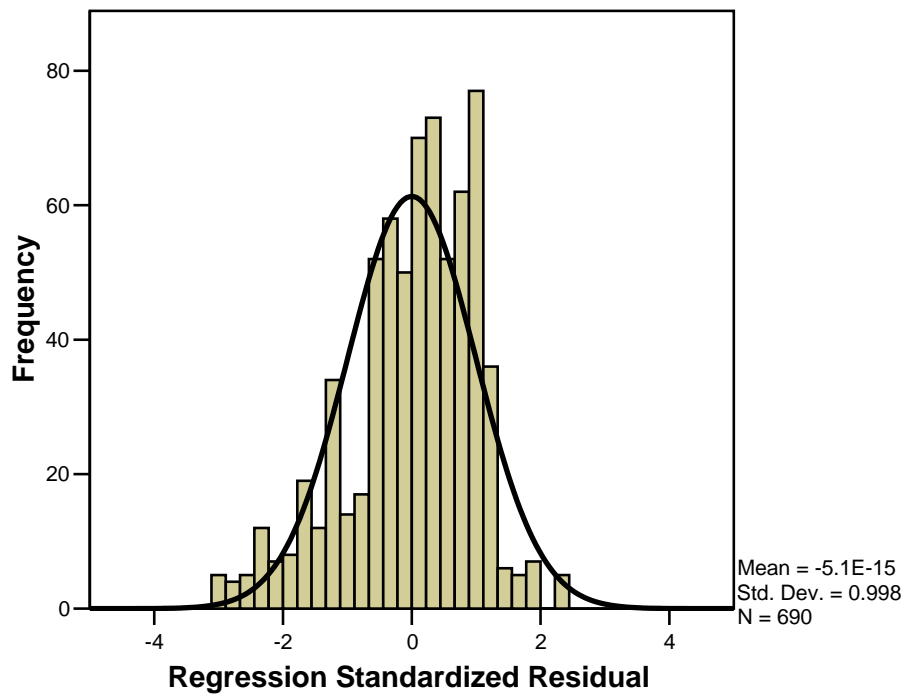
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.691	.149		11.355	.000		
	M_Safetyf	.183	.037	.193	4.882	.000	.739	1.353
	M_Acces sibilityf	.222	.042	.208	5.217	.000	.724	1.381
	M_Harmo nyf	.189	.038	.188	5.008	.000	.814	1.229

a. Dependent Variable: M_TSf

Histogram

Dependent Variable: M_TSf



Normal P-P Plot of Regression Standardized Residual

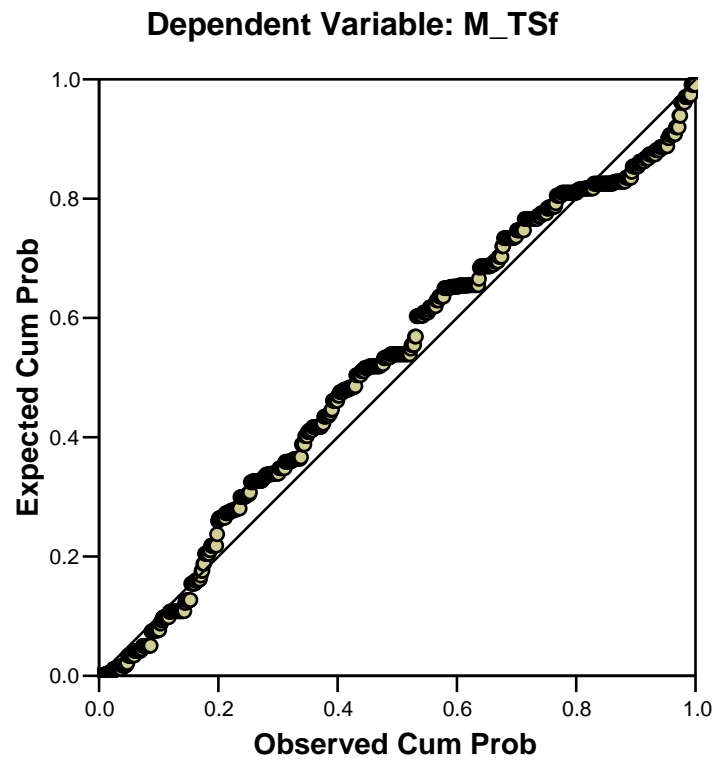


Image with loyalty

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516(a)	.266	.260	.87567

a Predictors: (Constant), M_PVf, M_TEf, M_Outdoorf, M_NAf, M_ACCf, M_Inff

b Dependent Variable: M_DLoyf

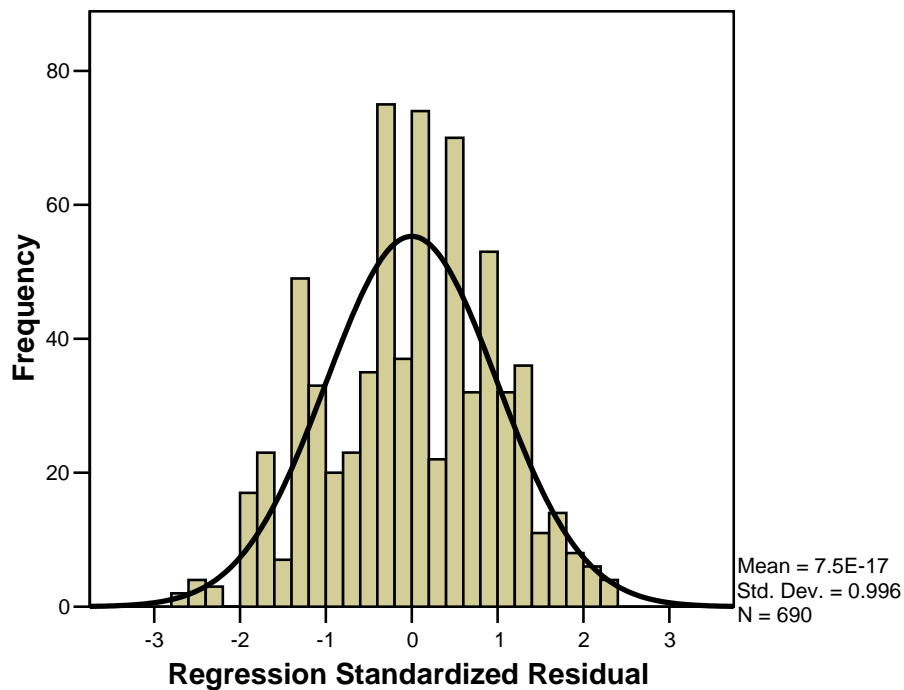
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.478	.145		10.221	.000		
	M_TEf	.256	.036	.291	7.157	.000	.651	1.537
	M_NAf	.160	.043	.159	3.723	.000	.587	1.704
	M_Inff	-.007	.036	-.009	-.199	.843	.557	1.797
	M_ACCf	-.009	.038	-.010	-.232	.817	.599	1.669
	M_Outdoorf	-.023	.035	-.027	-.665	.506	.655	1.527
	M_PVf	.223	.034	.263	6.631	.000	.683	1.465

a Dependent Variable: M_DLoyf

Histogram

Dependent Variable: M_DLoyf



Normal P-P Plot of Regression Standardized Residual

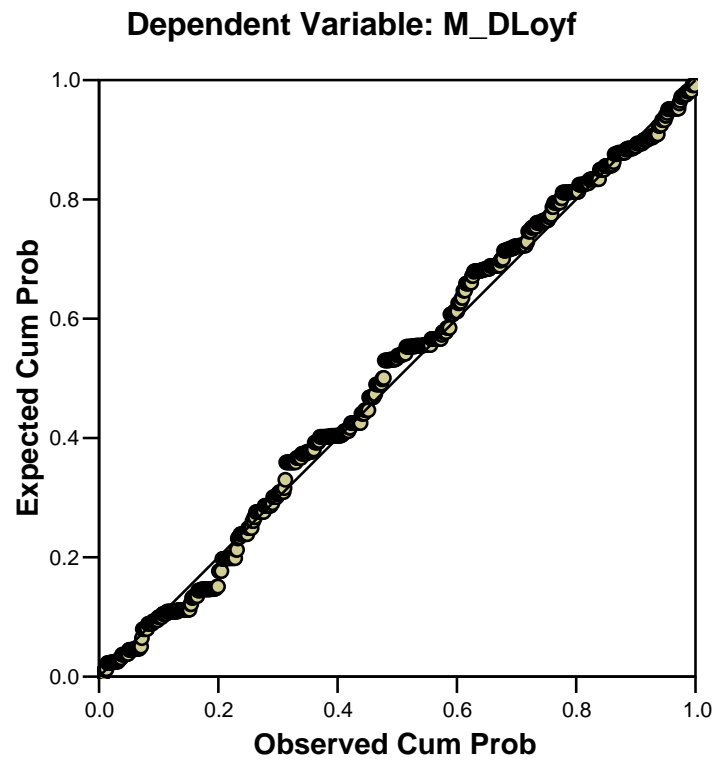


Image with Tourist Satisfaction

Model Summary(b)

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621(a)	.385	.380	.91924

a Predictors: (Constant), M_PVf, M_TEf, M_Outdoorf, M_NAf, M_ACCf, M_Inff

b Dependent Variable: M_TSf

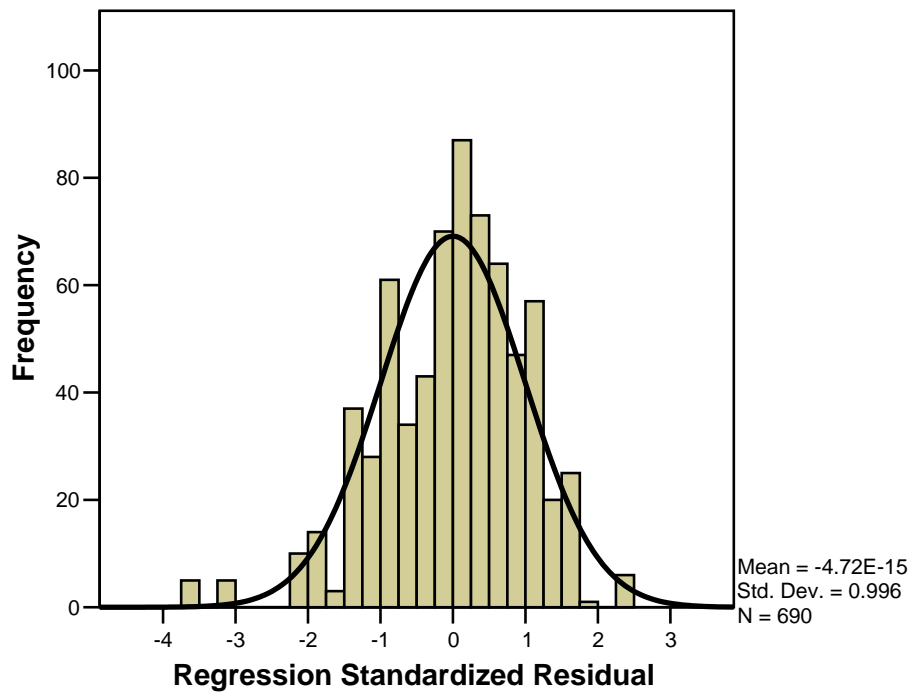
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.087	.152		7.162	.000		
	M_TEf	.261	.038	.258	6.948	.000	.651	1.537
	M_NAf	.218	.045	.189	4.826	.000	.587	1.704
	M_Inff	-.369	.038	-.395	9.827	.000	.557	1.797
	M_ACCf	.187	.040	.182	4.692	.000	.599	1.669
	M_Outdoorf	.173	.036	.177	4.767	.000	.655	1.527
	M_PVf	.295	.035	.303	8.346	.000	.683	1.465

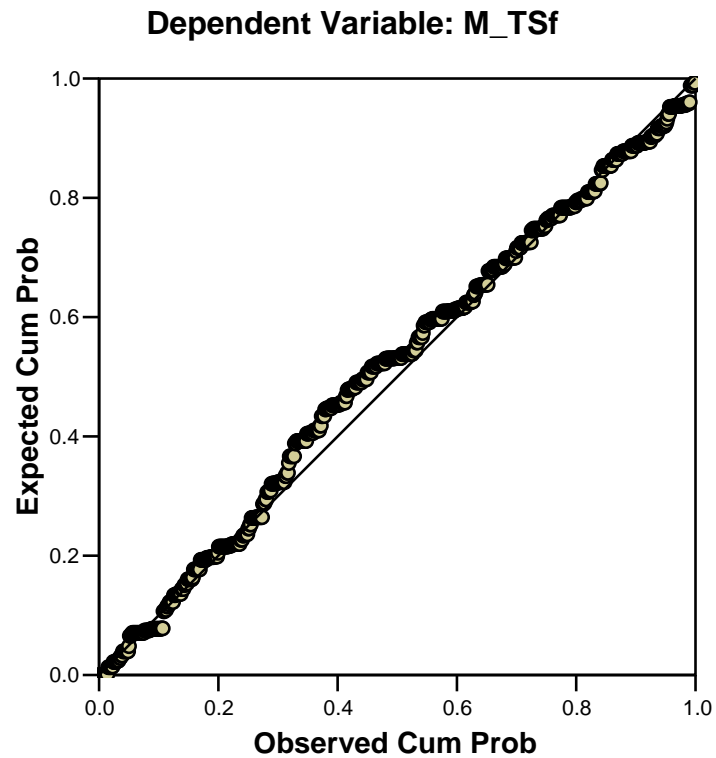
a. Dependent Variable: M_TSf

Histogram

Dependent Variable: M_TSf



Normal P-P Plot of Regression Standardized Residual



Tourist Satisfaction with Loyalty

Model Summary(b)

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549(a)	.302	.301	.85106

a Predictors: (Constant), M_TS

b Dependent Variable: M_DLoy

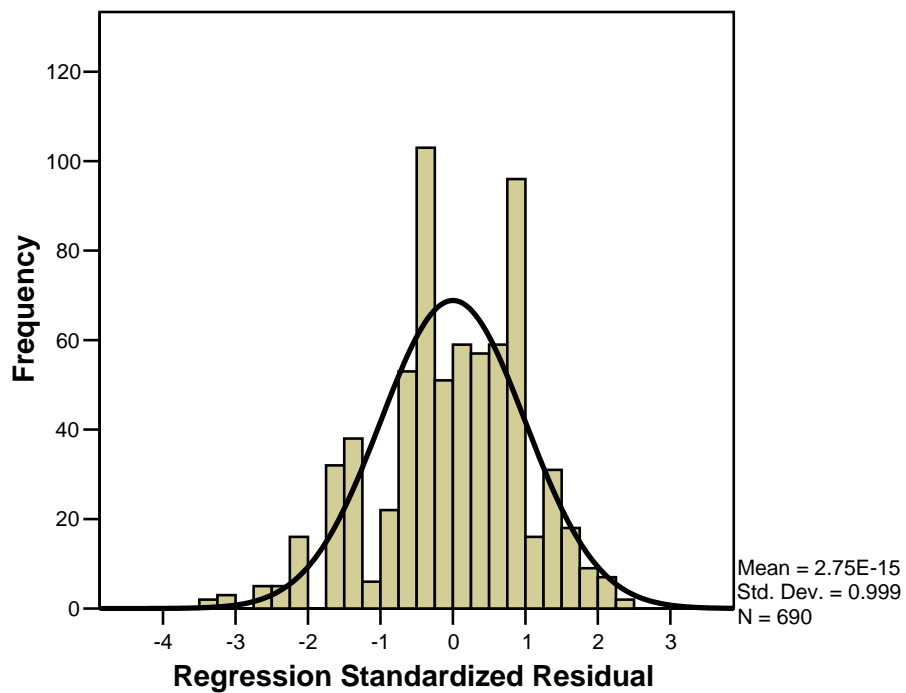
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.839	.106		17.428	.000		
	M_TS	.479	.028	.549	17.246	.000	1.000	1.000

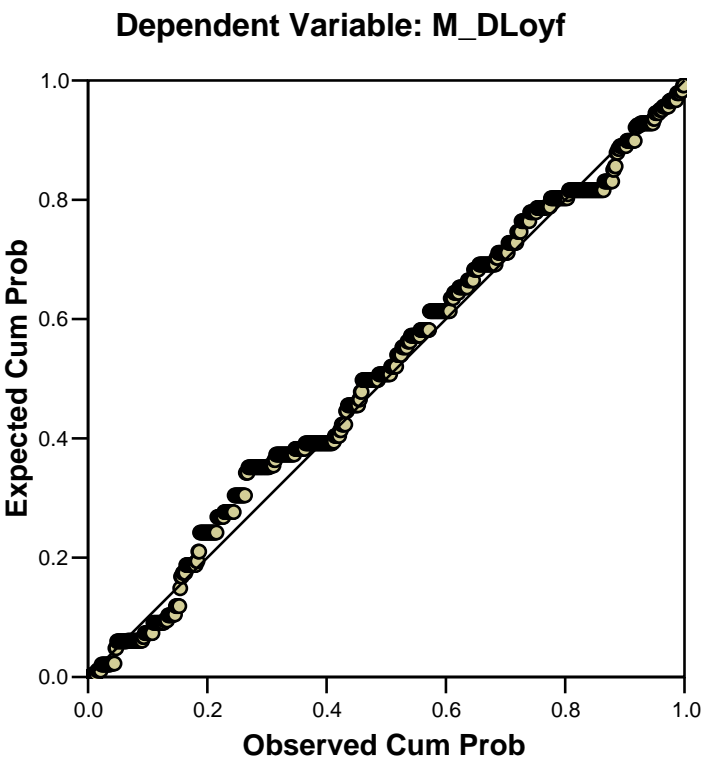
a. Dependent Variable: M_DLoyf

Histogram

Dependent Variable: M_DLoyf



Normal P-P Plot of Regression Standardized Residual



APPENDIX 5

MEDIATOR TEST

Examination Whether Tourist Satisfaction Mediate the Relationship between Marketing Mix, and Destination Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.985	.134		14.855	.000
	Product	.104	.034	.110	3.008	.003
	Place	.362	.034	.393	10.757	.000

a Dependent Variable: Destination Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.839	.106		17.428	.000
	Tourist Satisfaction	.479	.028	.549	17.246	.000
2	(Constant)	1.310	.133		9.863	.000
	Tourist Satisfaction	.394	.032	.452	12.299	.000
	Product	.117	.031	.124	3.749	.000
	Place	.134	.036	.146	3.770	.000

a Dependent Variable: Destination Loyalty

**Examination Whether Tourist Satisfaction Mediate the Relationship between
Quality Standards, and Destination Loyalty**

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.323	.131		17.771	.000
	Safety and Security	.225	.032	.272	7.149	.000
	Harmony	.139	.033	.159	4.168	.000

a Dependent Variable: Destination Loyalty

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.839	.106		17.428	.000
	Tourist Satisfaction	.479	.028	.549	17.246	.000
2	(Constant)	1.516	.129		11.753	.000
	Tourist Satisfaction	.423	.030	.485	13.988	.000
	Safety and Security	.116	.029	.140	4.007	.000
	Harmony	.037	.030	.043	1.239	.216

a Dependent Variable: Destination Loyalty

To Examine Whether Tourist Satisfaction Mediate the Relationship between Destination Image and Destination Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.464	.143		10.250	.000
	Travel Environment	.251	.034	.285	7.327	.000
	Natural Attraction	.148	.039	.147	3.770	.000
	Price and Value	.210	.029	.247	7.183	.000

a Dependent Variable: Destination Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.839	.106		17.428	.000
	Tourist Satisfaction	.479	.028	.549	17.246	.000
2	(Constant)	1.042	.137		7.587	.000
	Tourist Satisfaction	.341	.031	.391	10.973	.000
	Travel Environment	.173	.032	.196	5.319	.000
	Natural Attraction	.097	.036	.096	2.649	.008
	Price and Value	.098	.029	.115	3.389	.001

a Dependent Variable: Destination Loyalty