

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

MAJED ISSA MOHAMMAD ALQURNEH

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
December 2013**

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

By

MAJED ISSA MOHAMMAD ALQURNEH

**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**

PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

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 teraputik 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, pengembalaan, 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

ACKNOWLEDGEMENT

In the name of Allah and his mercy, the more you learn, the more you realize how little you know. We come to understand that our accomplishments are not possible without the help of Allah. The following are just a few of the countless people who have helped me to complete my Ph.D studies.

First of all let me thank Associate Prof Dr. Filzah Mohd Isa, my principal supervisor who had assisted, guided and rendered her best supervisory know-how to urge me through the years in the most conscientious, confidence, style and professionalism. To her, I owe an intellectual debt and a deep gratitude for sharing her knowledge. To my second supervisor, Dr. Abdul Rahim Othman, who had guided me in every aspect of the research work and thesis writing, and also who had been very critical, this thesis had benefited tremendously from him. His constant encouragement and readiness to supervise contributed to the speedy progress of the study.

Of course, there are many others who have contributed directly or indirectly in one way or another to the completion of this project, as well as like Dr. Azilah Bt. Qasim and all members of COB, overall staff of UUM.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
CERTIFICATION OF THESIS	ii
PERMISSION TO USE	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xiv
LIST OF FIGURES	xvi
LIST OF ABBREVIATION	xvii
LIST OF APPENDICES	xviii
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	3
1.3 Problem Statement	8
1.4 Research Questions	13
1.5 Research Objectives	13
1.6 Definition of Key Terms	14
1.7 Significance of the Research	18
1.8 Scope of the Study	22
1.9 Organization of the Thesis	23
CHAPTER TWO: CURATIVE TOURISM IN JORDAN	
2.1 Introduction	25
2.2 Curative Tourism	25
2.2.1 The Definition of Curative Tourism	25
2.2.2 Types of Cities for Curative Tourism	26
2.2.3. The Definition of Spa Tourism	26
2.2.4 Types of Spas	27

	Page
2.3 Type of Tourism in Jordan	28
2.4 Regional Distribution of Curative Waters in Jordan	30
2.4.1 Northern Region	30
2.4.2 Middle Region	31
2.4.3 Southern Region	32
2.5 Thermal Water Features	33
2.6 Geographical Classification of the Tourism Regions	34
2.7 The Development of Curative Tourism	34
2.8 Jordan Tourist Bodies	37
2.8.1 Ministry of Tourism & Antiquities (MOTA)	37
2.8.2 Jordan Tourism Board (JTB)	38
2.9 National Strategy of Jordan	39
2.10 Summary of the Chapter	40

CHAPTER THREE: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

3.1 Introduction	41
3.2 Curative Tourism and Tourist Satisfaction	41
3.3 The Dependent Variable: Destination Loyalty	48
3.3.1 Tourism Loyalty	48
3.3.2 The Measurement of Loyalty	51
3.3.3 The Variables Affecting Tourism Loyalty	52
3.4 Tourist (Customer) Satisfaction as a Mediator	56
3.4.1 Definition of Tourist Satisfaction	56
3.4.2 Impact of Variables on Customer Satisfaction	57
3.4.3 Relationship between Tourist Satisfaction, Destination Loyalty and Tourism Destination	58
3.4.4 The Issues affecting Tourist Satisfaction	62

	Page
3.4.5 Tourist Satisfaction as A Mediating Variable From Past Research	64
3.5 The Independent Variables	71
3.5.1 Tourism Marketing Mix	71
3.5.1.1 Marketing Mix Definition	71
3.5.1.2 Elements of the Tourism Marketing Mix	72
3.5.1.3 The Importance of 7PS versus 4PS in Marketing Service	77
3.5.1.4 Marketing a Country Such as Jordan for Tourism Destination	79
3.5.1.5 Approaches to Tourism Marketing	79
3.5.1.6 Relationship between Marketing Mix, Customer Satisfaction and Customer Loyalty	80
3.5.2 Tourism Quality Standards	89
3.5.2.1 The Link between Quality and Competitive Advantage	89
3.5.2.2 Definition of Quality	90
3.5.2.3 The Standards of Quality	91
3.5.2.4 The Relationships between Quality and Satisfaction and Loyalty	94
3.5.3 Destination Image	102
3.5.3.1 The Definition of Image	102
3.5.3.2 Tourist Destination	103
3.5.3.3 The Impact of Destination Image for Tourists	104
3.5.3.4 The Role of Destination Image in Loyalty and Satisfaction	105
3.5.3.5 Destination Image in Some Countries	107
3.5.3.6 The Relationship Between Destination Image and Customer Satisfaction and Loyalty	109
3.6 Research Framework	118
3.6.1 Development of Theory and Model	119
3.6.2 Hypotheses	129

	Page
CHAPTER FOUR: RESEARCH METHODOLOGY	
4.1	Introduction
4.2	Research Design
4.3	Population and Sample
4.4	Data Collection Procedures
4.5	Pilot study
4.6	Data Analysis
4.7	Validity of Measures
4.8	Validity Test
4.8.1	Content Validity
4.8.2	Construct Validity
4.8.2.1	Convergent Validity
4.8.2.2	Discriminant Validity
4.9	Response Format
4.10	Translation
4.11	Quantitative Questionnaire Development
4.12	Operationalization of Variable
4.12.1	Dependent Variable: Destination Loyalty
4.12.2	The Independent Variables
4.12.2.1	Tourism Marketing Mix
4.12.2.2	Tourism Quality Standards
4.12.2.3	Destination Image
4.12.3	Mediator Variable: Tourist Satisfaction
4.13	Summary of the Chapter
CHAPTER FIVE : DATA ANALYSIS AND FINDINGS	
5.1	Introduction

	Page
5.2 Response Rate	160
5.3 Descriptive Analysis of Respondents	161
5.4 The Data	164
5.4.1 Data Inspection	164
5.4.2 Missing Data	164
5.4.3 Normality Assessment	165
5.5 Means and Standard Deviations	166
5.6 Goodness of Measures	167
5.6.1 Exploratory Factor Analysis	167
5.6.1.1 Factor Analysis on Marketing Mix Strategies	168
5.6.1.2 Factor Analysis on Quality Standards	172
5.6.1.3 Factor Analysis on Destination Image	175
5.6.1.4 Factor Analysis on Tourist Satisfaction	178
5.6.1.5 Factor Analysis on Destination Loyalty	180
5.6.2 Restating the Hypothesis and Research Framework	182
5.6.3 Reliability Analysis of Main Variables	183
5.6.4 Descriptive Analysis of Main Variables	184
5.6.5 Multiple Regression Analysis	186
5.6.5.1 The Examination of Marketing Mix That Has More Impact on Destination Loyalty	186
5.6.5.2 The Examination of Marketing Mix Impact on Tourist Satisfaction	188
5.6.5.3 The Examination of Quality Standards that has More Impact on Destination Loyalty	190
5.6.5.4 The Examination of Quality Standards that has More Impact on Tourist Satisfaction	192
5.6.5.5 The Examination of Destination Image that has More Impact on Destination Loyalty	194
5.6.5.6 The Examination of Destination Image that has More Impact on Tourist Satisfaction	196
5.6.5.7 The examination of Tourist Satisfaction that has More Impact on Destination Loyalty	198

	Page
5.6.5.8 Examination Whether Tourist Satisfaction Mediate the Relationship between Marketing Mix and Destination Loyalty	199
5.6.5.9 Examination Whether Tourist Satisfaction Mediate the Relationship between Quality Standards and Destination Loyalty	201
5.6.5.10 Examination Whether Tourist Satisfaction Mediates the Relationship between Destination Image and Destination Loyalty	202
5.6.5.11 Summary of Hypotheses Tested by Using Regression Analysis	203
5.6.5.12 Research Framework after Data Analysis	206
5.6.6 Summary of the Chapter	207
 CHAPTER SIX: DISCUSSION AND CONCLUSION	
6.1 Introduction	208
6.2 Recapitulation of the Study Findings	208
6.3 Discussion	209
6.3.1 Marketing Mix with Destination Loyalty	209
6.3.2 Marketing Mix with Tourist Satisfaction	216
6.3.3 Quality Standards with Destination Loyalty	223
6.3.4 Quality Standards with Tourist Satisfaction	228
6.3.5 Good Image with Destination Loyalty	233
6.3.6 Good Image with Tourist Satisfaction	239
6.3.7 Tourist Satisfaction with Tourist Loyalty	246
6.3.8 Tourist Satisfaction Mediates the Relationship between Marketing Mix, Quality Standards, Image and Loyalty	248
6.4 Implication of the Study	250
6.4.1 Contributions of the Study	251
6.5 Limitations of the Study	254
6.6 Recommendations for Future Research	256
6.7 Conclusion	257
REFERENCES	259
APPENDICES	297

LIST OF TABLES

	Page
1.1 Arrival of Tourist At Classified Hotels by Location	6
3.1 Summary of Studies Regarding Curative Tourism	46
3.2 Summary of Studies Regarding Tourist Loyalty	55
3.3 Summary of Past Research on Trust Satisfaction	69
3.4 Strengths And Weakness of the 4Ps and the 7Ps Mixes As Perceived by the Respondents	78
3.5 Summary of Tourism Marketing Mix in the Literature	87
3.6 Quality Definitions and Implications	90
3.7 Summary of Quality Standards Mentioned in the Literature	101
3.8 Positive and Negative Factors of Tourist Destination	107
3.9 Summary of Destination Image Mentioned In the Literature	117
4.1 Summary of Distribution of the Population of the Study	141
4.2 Destination Loyalty Items	153
4.3 Item in Tourism Marketing Mix	154
4.4 Item for Quality Standards	156
4.5 Item in Destination Image	157
4.6 Item to Tourist Satisfaction	159
5.1 Summary of the Questionnaire and the Response Rate	161
5.2 Profile of the respondents	162
5.3 Summary of Factor and Reliability Analysis of Marketing Mix Strategies	169
5.4 Summary of the Dimensions before and After Items Deleted From the Marketing Mix	172
5.5 Summary of Factor and Reliability Analysis on Quality Standards	174
5.6 Summary of the dimensions before and after items deleted for Quality Standards	175
5.7 Summary of Factor and Reliability Analysis on Destination Image	177
5.8 Summary of the Dimensions before and After Items Deleted From	178

Destination Image		
5.9	Summary of Factor and Reliability Analysis on Tourist Satisfaction	179
5.10	Summary of the Dimensions before and After Items Deleted For Tourist Satisfaction	180
5.11	Summary of Factor and Reliability Analysis on Destination Loyalty	181
5.12	Summary of the Dimensions before and After Items Deleted For Destination Loyalty	181
5.13	Reliability Analysis	184
5.14	Descriptive Statistics of Marketing Mix, Quality Standards, Destination Image, Tourist Satisfaction and Destination Loyalty	185
5.15	Regression Result of Marketing Mix with Destination Loyalty	188
5.16	Regression Results of Marketing Mix With Tourist Satisfaction	190
5.17	Regression Result of Tourism Quality Standards with Destination Loyalty	192
5.18	Regression Results of Tourism Quality Standards with Tourist Satisfaction	194
5.19	Regression Results of Destination Image With Destination Loyalty	196
5.20	Regression Results of Destination Image With Tourist Satisfaction	198
5.21	Regression Results of Tourist Satisfaction with Tourist Loyalty	199
5.22	Summary of Beta Value on the Relationship of Tourist satisfaction between Marketing Mix and Loyalty	201
5.23	Summary of Beta Value on the Relationship of Tourist Satisfaction between Quality Standards and Loyalty	202
5.24	Summary of Beta Value on the Relationship of Tourist Satisfaction between Image and Loyalty	203
5.25	Summary of Relationship tested by using Regression Analysis	204
6.1	Summary of Tested Relationship H1 (Destination Loyalty)	210
6.2	Summary of Tested Relationship H1-1 (Tourist Satisfaction)	217
6.3	Summary Tested Relationship H2 (Destination Loyalty)	224
6.4	Summary of All Tested Relationship H2 (Tourist Satisfaction)	229
6.5	Summary of All Tested Relationship H3 (Destination Loyalty)	233
6.6	Summary of All Tested Relationship H3-3 (Tourist Satisfaction)	239
6.7	Summary of All Tested Relationship (H4), (H5) (Destination Loyalty)	246

LIST OF FIGURES

1.1	Curative Tourism Map of Jordan	23
3.1	Relationship between Marketing Strategy, Tourist Satisfaction With Performance	80
3.2	Relationship between Marketing Strategies, Tourist Satisfaction with Destination Loyalty	80
3.3	Relationship between Destination Images, Tourist Satisfaction with Destination Loyalty	105
3.4	Swedish Customer Satisfaction Barometer (SCSB) Model	122
3.5	American customer satisfaction index (ACSI) model	123
3.6	European Customer Satisfaction Index (ECSI) Model	124
3.7	Marketing Mix Model	126
3.8	Proposed Research Framework	128
5.1	Normal Probability Plots (P-P Plots)	166
5.2	Research Model	206

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

LIST OF APPENDICES

Appendix	Description	page
Appendix 1	Questionnaire	297
Appendix 2	Name of Professors that Feedback on the Content of the Validity of the Questionnaire	305
Appendix 3	Factor Analysis Procedure	306
Appendix 4	Multiple Regression	322
Appendix 5	Mediator Test	337

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

The contents of
the thesis is for
internal user
only

REFERENCES

Addmour, H. & Ayish, H. (2005). "The influence of marketing service mixed for five star hotels in Jordan on the image that is perceived by tourist comparative study." *Jordan University Journal 1*, 143-156.

Adenike, A. (2011). "Organizational climate as a predictor of employee job satisfaction: Evidence from covenant university." *Business Intelligence Journal 4 (1)*, 151-165.

Ahmed, Z. (1996). "The need for the identification of the constituents of a destination's tourism image: A promotion segmentation perspective." *Journal of Professional Services Marketing 51* (2), 44-57.

Ajzen, I. & Fishbein, M. (1980). Understanding attitudes and predicting social behavior *Englewood Cliffs, NJ, Prentice-Hall*.

Alegre, J. & Cladera, M. (2006). "Repeat visitation in mature sun and sand holiday destinations." *Journal of Travel Research 44*, 28-297.

Al-Refaie, A., J. -H. Ko&Li, M. (2012). "Examining the factors that affect tourists'satisfaction, loyalty, WOM and intention to return using SEM: Evidence from Jordan." *Int. J. of Leisure and Tourism Marketing 3* (2): 179-197.

Altaee, H. (2009). Social concept of marketing in tourism industry, *Alshareja, UAE*.

Amiri, M., Khosravi, A. & Mokhtari, A. A. (2010). "Job satisfaction and Its influential factors. *Journal of Research in Health Science 10 (1)*, 42-46.

Ananzah, A. (2000). "Evaluation of using hot mineral water for tourist purposes in Jordan. " *Mo'tah Journal 14 (8)*, 63-93.

Anderson, E. & Sullivan, M. (1993). "The antecedents and consequences of customer satisfaction for firms." *Marketing Science 12* (2), 125-143.

Anderson, E. W. & Fornell, C. (1994). A customer satisfaction research prospectus. *CA, Sage.*

Anderson, E.W,Fornell, C.& Lehmann, D.R (1994). "Customer satisfaction, market share and department-store retailing" *26* (7), 30-32.

Andersson, M. & Karlsson, C. (2007). "Knowledge in regional economic growth: The role of knowledge accessibility." *Industry and Innovation 14*, 129-149.

Andreassen, T. & Lindestad, B. (1998b). "Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise." *International Journal of Service Industry Management 9*, 7-23.

Andreassen, T. W. & Lindestad, B. (1998a)."The effects of corporate image in the formation of customer loyalty." *Journal of Service Marketing 1*, 82-92. *Annals of the Association of American Geographers 97*, 49-63.

Anuwichanont, J. & Mechinda, P. (2009). "The impact of perceived value on spa loyalty and its moderating effect of destination equity." *Journal of Business and Economics Research (JBER) 17*(12).

Armstrong, G. & Kotler, P. (2006). Marketing: An introduction. *New York, Prentice Hall.*

Ayyildiz, H. & Cengiz, E. (2007). "Country image effect on customer loyalty mode" *Innovative Marketing 3* (2), 44-64.

Azman, I. & Chan, J. K. L. (2010). Health and spa tourism business: Tourists' profiles and motivational factors Health, Wellness and Tourism: healthy tourists, healthy business? *Budapest, Hungary, Travel and Tourism Research Association Europe.*

Backman, S. J. & Crompton, J. L. (1991)."The usefulness of selected variables for predicting activity loyalty. "*Leisure Science 13*, 205-220.

Badarneh, M. B. & Som, A. P. M. (2011). "Factors influencing tourists' revisit behavioral intentions and loyalty." *International Journal of Business and Management 7 (4)*, 4-26

Baidya, M. & Basu, P. (2009). "Assessing customer satisfaction of 4Ps for a brand in India " *International Management Review 5 (1)*, 85-92.

Baig, E. & Khan, S. (2010). Emotional satisfaction and brand loyalty in hospitality industry. *International Bulletin of Business Administration.*

Baker, D. A. & Crompton, J. L. (2000)."Quality, satisfaction and behavioural intentions." *Annals of Tourism Research 27 (3)*, 785-804.

Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). "The influence of multiple store environment cues on perceived merchandise value and intention." *Journal of Marketing 66 (April)*, 120-141.

Baldauf, A., Cravens, K. S., Adamantios, D. & Katharina ,P. (2009). "The impact of product country image and marketing efforts on retailer-perceived brand equity: An empirical analysis." *Journal of Retailing 85 (4)*, 437-452.

Baldinger, A. & Rubinson, J. (1996). "Brand loyalty: The link between attitude and behaviour." *Journal of advertising research 36 (6)*, 22-34.

Baloglu, S. & Brinberg, D. (1997). "Affective images of tourism destinations." *Journal of Travel Research 35 (4)*, 11-15.

Baloglu, S. & Mangaloglu, M. (2001). "Tourism destination images of Turkey, Egypt, Greece, and Italy" *Tourism Management* 22 (1), 1-9.

Baloglu, S. & McCleary, K. (1999). "US international pleasure travelers' images of four Mediterranean destinations: A comparison." *Journal of Travel Research* 38 (2), 44-152.

Baloglu, S. & McCleary, K. W. (1999). "A model of destination image formation." *Annals of Tourism Research* 26 (4), 868-897.

Baloglu, S. (2001). "Image variations of Turkey by familiarity index: Informational and experiential dimensions." *Tourism Management* 22, 127–133.

Bansal, H., G. McDougall, *et al.* (2004). "Relating e-satisfaction to behavioral outcomes: An empirical study. " *Journal of Services Marketing* 18 (4): 290-302.

Baron, R. M. & Kenny, D. A. (1986). "The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations." *Journal of Personality and Social Psychology* 51, 1173-1182.

Barre, K. d., Barre, S., & Malcolm, T. (2005). A feasibility study for a Yukon health and wellness tourism industry. *Whitehorse, Yukon*, 66.

Batista, M. G., Couto, J.P., & Botelho, D. (2011). Tourists' satisfaction and loyalty in the hotel business: an application to the island of São Miguel, Azores. *Working papersseries. C. D. E. D. E. A. A. (CEEAPIA). Portugal, Universidade dos AçoresUniversidade da Madeira.*

Bell, S. J. & Eisingerich, A. B. (2007). "The paradox of customer education: Customer expertise and loyalty in the financial services industry " *European Journal of Marketing* 41 (5), 466-486.

Berman, B. (1996). Marketing channels. United States, *John Wiley and Sons*.

Berry, L. L. (1984). Services marketing is different. *Englewood Cliffs, NJ, Prentice Hall*.

Berry, W. D. & Feldman, S. (1985). Multiple regression in practice. *CA, Beverly Hills*.

Bigne, J. Isabel, S., & Javier, S. (2001). Tourism image, evaluation variables and after purchase behaviour: interrelationship." *Tourism Management 22 (6), 607-616*.

Bitner, M. J. (1990). "Evaluating service encounter: The effects of physical surroundings and employee responses. " *Journal of Marketing 54, 69-82*.

Bitner, M. J., Booms, B.H. & Mohr, L.A. (1994). "Critical service encounters: The employees viewpoint." *Journal of Marketing 58 (4), 95-106*.

Blanke, J. & Mia, I. (2007). Assessing travel and tourism competitiveness in the Arab world, *World Economic Forum*.

Bloemer, J. & Ruyter, K. (1998). "On the relationship between store image, store satisfaction and store loyalty." *European Journal of Marketing 32 (5), 499-513*.

Bloemer, J. M. M. & Kasper, H. D. P. (1994). "The impact of satisfaction on brand loyalty: Urging on classifying satisfaction and brand loyalty." *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behaviour 7, 152-160*.

Bloemer, J., Ruyter, K. & Wetzels, M. (1999). "Linking perceived service quality and service loyalty: A multi-dimensional perspective." *European Journal of Marketing 33 (11/12), 1082-1106*.

Bogari, N. B. (2002). Motivation for domestic tourism: a case study of the Kingdom of Saudi Arabia, *University of Huddersfield. Doctoral dissertation*.

Bojei, J. & Alwie, A. (2010). "The influence of relationship quality on loyalty in service sector." *Int. Journal of Economics and Management 4 (1), 81-100*.

Booms, B. H. & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. Chicago, *American Marketing Association*.

Borden, N. H. (1984). "The concept of marketing mix." *Journal of Advertising Research* 1 (9), 27.

Boshoff, C. & Gray, B. (2004). "The relationship between service quality, customer satisfaction and buying intentions in the private hospital industry." *South African Journal of Business Management* 35 (4), 27-37.

Boulding, W., Kalra, A., Staelin, R. & Zeithaml, V.A. (1993). "A dynamic process model of service quality: From expectations to behavioural intentions" *Journal of Marketing Research* 30, 7-27.

Bowen, D. (2001). "Antecedents of consumer satisfaction and dissatisfaction (cs/d) on long haul inclusive tours: To reality check on theoretical considerations." *Tourism Management* 22 (1), 305-314.

Bray, R. (1996). "The package holiday market in Europe." *Travel and Tourism Analyst* 4, 51-71.

Brodie, R.J., Coviello, N. E, Brookes, R. W & Victoria, L (1997). "Towards a paradigm shift in marketing: An examination of current marketing practices." *Journal of Marketing Management*, 13 (5), 383-406.

Burgess, T. F. (2001). "Guide to the design of questionnaires: A general introduction to the design of questionnaires for survey research. Retrieved April 22, 2010 from <http://www.cavehill.uwi.edu/>

Burkhart, S. (2000). Baden-Baden: A famous thermal spa with a long history. *G. -H. Bulletin: September, 16-22.*

Calantone, R. J. & Mazanec, J. A. (1991). "Marketing management and tourism." *Annals of Tourism Research 18 (1), 101-119.*

Campo, S. & Yague, M. J. (2008). "Effects of price on tourist satisfaction" *Tourism Economics 14 (3), 657-661.*

Caruana, A. (2002). "Service loyalty : The effect of service quality and the mediating role of customer satisfaction." *European Journal of Marketing 36 (7/8), 811-828.*

Caruana, A. (2002). "The effects of service quality and the mediating role of customer satisfaction. " *European Journal of Marketing, 36 (7/8), 811-828.*

Cavana, R. Y., Delahaye, B. L. & Sekaran, U. (2000). Applied research: Qualitative and quantitative methods. *Australia, John Wiley & Sons Australia, QLD.*

Cavlek, N. (2002). "Tour operators and destination safety." *Annals of Tourism Research 29 (2), 478-496.*

CBJ (2009). Lower tourism income in Jordan. *Jordan, The Central Bank of Jordan.*

Cengiz, E. & Yayla, H. E. (2007). "The effect of marketing mix on positive word of mouth communication: Evidence from accounting offices in Turkey. " *Innovative Marketing 3 (4), 74-86.*

Cermak, D. S. P., File, K.M & Prince, R.A (1991). "Complaining and praising in non-profit exchanges: When satisfaction matters less." *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour, 180-187.*

Chaudhary, M. (2000). "India's image as a tourist destination: A perspective of foreign tourists." *Tourism Management 21: 293-297.*

Chen, C. -F. (2010). "Exploring relationships between Mongolian destination brand equity, satisfaction and destination loyalty." *Tourism Economics* 16 (4): 1-14.

Chen, J. & Gursoy, D. (2001). "An investigation of tourists' destination loyalty and preferences." *International Journal of Contemporary hospitality Management* 13, 79-86.

Chi, C. G. Q, Gursoy, D, & Qu, H. (2009). Demographic variables and loyalty formation: A systematic examination. International CHRIE conference-Refereed Track 2009 ICHRIE Conference, University of Massachusetts - Amherst.

Chi, C., & Qu ,H., (2008). "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. " *Tourism Management* 29, 624-636.

Choi, K. S., W. H.Cho, *et al.* (2004). "The relationship among quality, value, satisfaction and behavioural intention in health care provider choice: A South Korean study." *Journal of Business Research* 57, 913-921.

Choi, T. Y. & Chu, R. (2001)."Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. " *International Journal of Hospitality Management* 20, 277-297.

Chon, K. S. & Olsen, M. D. (1990). "Applying the strategic management process the management tourism organizations." *Tourism Management* 11 (3), 206-213.

Chon, K. S. (1992). "The role of destination image in tourism: An extension." *Revue du Tourism* 1, 2-8.

Chon, K.S. (1991). "Tourism destination image modification process marketing implications. *"Journal of Travel Research 12 (1)*, 68-72.

Clift, S. & Page, J. (1996). Health and international tourist. London, Routledge.

Coakes, S. J. & Steed, L. (2007). SPSS version 14.0 for windows: Analysis without anguish, Wiley.

Çoban, S. (2012). "The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia." *European Journal of Social Sciences 29 (2)*, 222-232.

Cole, S. T. & S. F. Illum (2006). "Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioural intentions." *Journal of Vacation Marketing 12 (2)*: 160-173.

Cöner, A. & Güngör, M. O. (2002). "Factors affecting customer loyalty in the competitive Turkish metropolitan retail markets. *"Journal of American Academy of Business 2 (1)*, 189-195.

Consuegra, D. M., Molina, A. & Agueda, E. (2007). "An integrated model of price, satisfaction and loyalty: An empirical analysis in the service sector." *Journal of Product and Brand Management 16 (7)*, 459–468.

Cooper, D., Fletcher, J. Gilbert, D. & Wanhill, S. (1993). Tourism: Principles and practice. *London, Pitman Publishing.*

Copley, P. (2004). Marketing communications management: concepts and theories, cases and practices *Oxford, Butterworth-Heinemann.*

Coyne, K. (1989). "Beyond service fads – meaningful strategies for the real world. *"Loan Management Review 30 (4)*, 69-76.

Crompton, J. (1979). "An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *"Journal of Travel Research 17 (4)*, 18-23.

Crompton, J. L. & Love, L. L. (1995). "The predictive validity of alternative approaches to evaluating quality of a festival. *"Journal of Travel Research 34 (1)*, 11-24.

Cronin, J. J. & Taylor, S. A. (1992). "Measuring service quality: A reexamination and extension. *"Journal of Marketing 56*, 55-68.

Czepiel, J. (1990). "Service encounters and service relationships: Implications for research." *Journal of Business Research 20*, 13-21.

Dabholkar, P. A., Shepherd, C. D., & Thorpe, D. I (2000). "A comprehensive framework for service quality: An investigation of critical conceptual and measurement issues through a longitudinal study" *Journal of Retailing 76 (2)*, 139-173.

Dann, G. M. S. (1996). "Tourists' images of a destination an alternative analysis. *"Journal of Travel & Tourism Marketing 5 (1/2)*, 41-55.

Deegan, O. L.A. (2005). "Irelands image as a tourism destination in France: Attribute importance and performance *"Journal of Travel Research 43 (3)*, 247-256." *J. Basic. Appl. Sci. Res. 2(2)*, 1557-1560.

Dick, A. S. & Basu, K. (1994). "Customer loyalty : Toward an integrated conceptual framework. *"Journal of the Academy of Marketing Science 22 (2)*, 99-113.

Donthu, N. (2001). "Does your web site measure up?" *Marketing Management 10 (4)*, 29-32.

Eboli, L. & Mazzulla, G. (2007). "Service quality attributes affecting customer satisfaction for bus transit. *"Journal of Public Transportation 10 (3), 21-34.*

Echtner, C. M. & Ritchie, B. J. R. (1993). "The measurement of destination Image: An empirical assessment. *"Journal of Travel Research 31 (4), 3-13.*

Edgell, D. L., Allen, M. D., Ginger, S. & Swanson, J. R. (2008). *Tourism policy and planning: yesterday, today and tomorrow. Amsterdam, Butterworth-Heinemann.*

Ekinci, Y. (2003). "From destination image to destination branding: An emerging area of research. *"Review of Tourism Research 1(2), 1-4.*

Eraqi, M. I. (2006). "Tourism services quality (TourServQual) in Egypt." *Benchmarking: An International Journal 13 (4), 469-492.*

Eskildsen, J., Kristensen, K., Juhl, J. & Ostergaard, P. (2004). "The drivers of customer satisfaction and loyalty: The case of Denmark 2000-2002." *Total Quality Management 15 (5/6), 859-868.*

Faulkner, H. W. (1993). "Marketing that takes the long-term perspective." *Tourism and Travel Review 1 (8), 10-11.*

Faullant, R., Matzler, k., & Fuller, J. (2008). "A positioning map of skiing areas using customer satisfaction scores." *Journal of Hospitality Marketing and Management 16 (3), 230 - 245.*

Ferrell, O. C. & Hartline, M. D. (2005). *Marketing strategy* Mason, Ohio, South-Western Thomson.

Fineman, S. (2006). "On being positive: Concerns and counterpoints." *Academy of Management Review 31 (2), 270-291.*

Fishbein, M. & Ajzen, I. (1975). Belief, attitude, intention and behaviour: An introduction to theory and research, *Addison-Wesley, Reading, MA*.

Fitzell, P. (1998). The explosive growth of private labels in North America. *New York, NY, Global Books*.

Flavian, C., Martinez, E. & Polo, Y (2001)."Loyalty to grocery stores in the Spanish market of the 1990s."*Journal of Retailing and Consumer Services* 8, 85-93.

Fornell, C. (1992). "A national customer satisfaction barometer: The Swedish experience."*Journal of Marketing* 56 (1), 6-21.

Fornell, C., Johnson, M. D. ,Anderson, E.W., Cha, J. & Bryant, B.E. (1996). "The American customer satisfaction index: Nature, purpose and findings." *Journal of Marketing* 60, 7-18.

Foster, D. (1997). Measuring customer satisfaction in the tourism industry. Third international and sixth national research conference on quality management, *The centre for management quality research at Rmit university*.

Francis, J. E. & White, L. (2002). PIRQUAL: A scale for measuring customer expectations and perceptions of quality in internet retailing. Proceedings of the 2002 American Marketing Association Winter Educators' Conference: *Marketing Theory and Applications Chicago*.

Frary& Robert, B. (2000). "A brief guide to questionnaire development." From <Http://www.ericae.net/ft/tamu/vpiques3.htm>.

Fredericks, J. O. & Salter, J. M. I. (1995)."Beyond customer satisfaction." *Management Review* (May), 29-32.

Fredrickson, B. L. (2003). "Positive emotions and upward spirals in organizations. In K. S. Cameron, J. E. Dutton, and R. E. Quinn (Eds.), Positive organizational scholarship: Foundations of a new discipline." San Francisco: Berrett-Koehler., 163-175

Gallarza, M. & Saura, I. (2006). "Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students travel behaviour." *Tourism Management* 27 (3), 437-452.

Gartner, W. C. (1986). "Temporal influences on image change." *Annals of Tourism Research* 13, 635-644.

Geetika, S. N. (2010). "Determinants of customer satisfaction of service quality : A study of railway platforms in India." *Journal of Public Transpiration* 13 (1), 97-113.

Gerpott, T. J., Rams, W., & Schindler, A. (2001). "Customer retention, loyalty, satisfaction in the German mobile cellular telecommunications market." *Telecommunications policy* 25, 249-269.

Gitelson, R. J. & Crompton, J. L. (1984). "Insights into the repeat vacation phenomenon." *Annals of Tourism Research* 11, 199-217.

Goeldner, C. R. & Ritchie, B. W. (2006). Tourism: Principles, practices, philosophies *Hoboken, John Wiley*.

Goi, C. L. (2009). "A review of marketing mix: 4Ps or more?" *International Journal of Marketing Studies* 1 (1), 2-15.

Goodrich, J. N. (1978). "The relationship between preferences for and perceptions of vacation destinations. " *Journal of Travel Research* 17 (2), 8-13.

Graham, J. H., Gordon, E. G., John, W. C. & John, F. (2005). "The performance impact of marketing resources. " *Journal of Business Research* 58 (1), 18-27.

Grant, L. (1998). Your customers are telling the truth, *Fortune*.

Guthrie, J. & Gale, P. (1991). Positioning ski areas. New Horizons Conference Proceedings, *University of Calgary*.

Gyte, D. M. & Phelps, A. (1989). "Patterns of destination repeat business: British tourists in Mallorca, Spain." *Journal of Travel Research*, 24-28.

Haghkhah, A., Nosratpour, M., Ebrahimpour, A., & Hamid, A. B. A. (2011). The impact of service quality on tourism industry.2nd International Conference on Business and Economic Research (2nd ICBER).

Hair, J.F., Anderson, R.E., Tatham , R. L. & Black, W.C. (2006). Multivariate data analysis. *Upper Saddle River, NJ, Prentice Hall*.

Hallowell, R. (1996). "The relationship of customer satisfaction, customer loyalty, profitability: An empirical study." *International Journal of Service industry Management* 7 (4), 27-42.

Harahsheh, S. S. (2002). Curative tourism in Jordan and its potential development. *United Kingdom, Bournemouth University*.

Hart, S. & Tzokas, N. (2000). "New product launch "mix" in growth and mature product markets. " *Benchmarking: An International Journal* 7 (5), 38

Hartline, M. D. & Ferrell, O. C. (1996). "The management of customer contact service employees. " *Journal of Marketing* 60 (4), 52-70.

Haywood, K. M. (1990). "Revising and implementing the marketing concept as it applies to tourism. " *Tourism Management*, 195-205.

Hejazeen, E. G. (2007). Tourism and local communities in Jordan: Perception, attitudes and impacts "a case study on five archaeological tourist sites *Tourism Studies. München, University of Eichstätt-Ingolstadt.*

Henna Konu & Laukkanen, T. (2010). Predicting factors of tourists' interest towards wellbeing tourism holidays – A Finnish case. *Health, Wellness and Tourism: healthy tourists, healthy business? Budapest, Hungary, Travel and Tourism Research Association Europe.*

Herrmann, A., Xia, L., Monroe, K. B. & Frank, H. (2007). "The influence of price fairness on customer satisfaction: An empirical test in the context of automobile purchases." *Journal of Product and Brand Management 16 (1), 49–58.*

Heryanto, H. (2011). "Effect of marketing strategy on customer loyalty." *International Journal of Lean Thinking 2 (1), 59-87.*

Heryanto, H. (2011). "Effect of marketing strategy on customer loyalty bajapuik savings at pt. bpr berok gunung pangilun padang." *International Journal of Lean Thinking 2 (1), 59-87.*

Higgins, K. T. (1997). "Coming of age." *Marketing News 31 (22), 1.*

Hill, J. C. & Neely, S. E. (1988). "Differences in the consumer decision process for professional vs. generic services." *Journal of Services Marketing 2, 17-22.*

Hirankitti, P., Mechinda, P. & Manjing, S. (2009). Marketing strategies of thai spa operators in Bangkok metropolitan. *The International Conference on Applied Business Research ICABR Valletta (St. Julians) Malta.*

Hosany, S. & Witham, M. (2009). "Dimensions of cruisers' experiences, satisfaction, and intention to recommend." *Journal of Travel Research Online First, 49 (3), 351 - 364.*

Hoyer, W. D. & MacInnis, D. J. (2001). Consumer behaviour. *Boston, Houghton Mifflin Company.*

Hiseh, M.J. (2010). Understanding mature traveller's demand and choice in spring destination. Health, Wellness and Tourism: healthy tourists, healthy business? *Budapest, Hungary.*

Hu, B. (2003). The impact of destination involvement on travelers' revisit intentions. *Purdue, Purdue University. PhD Thesis.*

Hunt, J. D. (1975). "Image as a factor in tourism development. " *Journal of Travel Research 13 (3), 1-7.*

Iacobucci, D., Ostrom, A. & Grayson, K. (1995). "Distinguishing service quality and customer satisfaction: The voice of the consumer. " *Journal of Consumer Psychology 4 (3), 277- 303.*

Ibrahim, E. E. (2005). "A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions " *Marketing Intelligence and Planning 23 (2), 172-188.*

Iglesias, M. & Guillen, M. (2004)."Perceived quality and price: Their impact on the satisfaction of restaurant customers." *International Journal of Contemporary Hospitality Management 16 (6), 373-379.*

Imrie, B. C., Cadogan, J. W. & McNaughton, R. (2002). "The service quality construct on a global stage." *Managing Service Quality 12 (1), 10-18.*

Ismail, I., Hasnah, H. Daing Nasir, I. & Salmi, M. (2006). "Service quality, client satisfaction and loyalty towards audit firms" *Managerial auditing journal 21 (7)*, 738-756.

Ivy, J. (2008). "A new higher education marketing mix: the 7Ps for MBA marketing." *International Journal of Educational Management 22 (4)*, 288-299.

Jacoby, J. & Chestnut, R. W. (1978). Brand loyalty: Measurement and management. *New York, NY, John Wiley & Sons.*

Jallad, A. (2000). Environment and curative tourism. *Cairo, Egypt, Aalam Al Kutub.*

James, R. (1996). A pilot study investigating visitor satisfaction at selected national parks *Victorian National Parks Service.*

James, T. Q. & Sasser, W. E. (1995). "Why satisfied customer defect." *Harvard Business review (Nov/Dec)*, 88-99.

Jenkins, C. (1995). Tourism policies in developing countries. *Oxford, UK, Butterworth Heinmann Ltd.*

Johansen, T., Erlandsen, K. & Larsen, S (1991). Health resorts in Norway and Sweden. New Horizons Conference Proceedings, University of Calgary, Canada. , *World Tourism Education and Research Centre.*

Johnson, M. D., Gustafsson, A. Andreassen, T. W., Lervik, L.,& Cha, J. (2001). "The evolution and future of national customer satisfaction index models." *Journal of Economic Psychology 22*,217-245.

Jones, T. O. & Sasser, W. E. (1995). "Why satisfied customers defect." *Harvard Business Review (November-December)*, 88-99.

Jordan tourism map (2008). " <http://www.lonelyplanet.com/worldguide/jordan>.

Joseph, S. C. & Dogan, G. (2001)."An investigation of tourists' destination loyalty and preferences. "*International Journal of Contemporary Hospitality Management 13* (2), 79-85.

JTB, (2008). "Tourism in Jordan." from <http://www.see-jordan.com/>, visited in different dates.

Judd, V. C. (2001). The targets beyond clients, *The Haworth Press, Inc.*

Jung-Chae, S. & Youjae, Y. (2006). "when brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement." *Journal of Consumer Psychology 16* (2), 145-155.

Kandampully, J. & Suartanto, D. (2000). "Customer loyalty in the hotel industry: The role of costumer satisfaction and image " *International Journal of Contemporary Hospitality Management 12* (6), 346-351.

Karatepe, O. M. (2011). "Service quality, customer satisfaction and loyalty: The moderating role of gender." *Journal of Business Economics and Management 12* (2), 278-300.

Kavali, S.,Tzokas, N.X.& Saren, M.J. (1999). "Relationship marketing as an ethical approach: Philosophical and managerial considerations." *Management Decision 37* (7), 573-581.

Keller, K. L. (2003). Strategic brand management, Upper Saddle River, NJ: *Prentice Hall.*

Kelley, S. W., Donnelly, J. H. & Skinner, S.J. (1990). "Customer participation in service production and delivery. " *Journal of Retailing 66*, 315-335.

Khaki, A, A. & Sahaf, M. A. (2011)."Satisfaction of visiting tourists to Kashmir division. "South Asian Journal and Heritage 4 (1), 63-71.

Kim, H. & Park, Y. (2006). Marketing analysis of reference and information services in Korean Libraries *world library and information congress: 72nd ifla general conference and council Seoul, Korea.*

Királová, A. (2010). Health Spa and Wellness – Competition or Supplement? The Czech Republic Case. Health, Wellness and Tourism: healthy tourists, healthy business? *Budapest, Hungary.*

Kotler, P. & Armstrong, G. (1989). Principles of marketing, Prentice-Hall, *Englewood Cliffs, N.J.*

Kotler, P. & Armstrong, G. (1996). Principles of marketing. *New Jersey, USA, Library of Congress Cataloguing -Publication Data.*

Kotler, P. & Armstrong, G. (2005). Marketing an introduction, *Upper Saddle River Pearson.*

Kotler, P. & Scheff, J. (1997). Standing room strategies for marketing the performing arts. *Boston , Mass, Harvard Business School Press.*

Kotler, P. (1987). Semiotics of person and nation marketing. *Berlin, Marketing and semiotics.*

Kotler, P. (2000). Marketing management. *New Jersey, Prentice Hall.*

Kotler, P., Armstrong, G., Wong, V. & Saunders, J. (2008). Principles of marketing, *Financial Times/Prentice Hall.*

Kotler, P., Bowen, J. & Makens ,J. (1996). Marketing for hospitality and tourism. *UK, Prentice-Hall.*

Kozak, M. & Rimmington, M. (1999). "Measuring tourist destination competitiveness: Conceptual considerations and empirical findings. *"International Journal of Hospitality Management 18 (3)*, 273-283.

Krejcie, R. V. & Morgan, D. W. (1970). "Determining sample size for research activities." *Educational and Psychological Measurement 30*, 607-610.

Krishn, A. G. & Varshney, S. (2008). "A conceptual analysis of service quality in tourism Industry." *Pacific Business Review 1-7*.

Kristensen, K., Martensen, A. Gronholdt, L. (2000). "Customer satisfaction measurement at Post Denmark: Results of application of the European Customer Satisfaction Index Methodology. *"Total Quality Management and Business Excellence 11(7)*, 1007-1015.

La Barbara, P. A. & Mazursky, D. (1983). "Longitudinal assessment of consumer satisfaction/dissatisfaction: The dynamic aspect of the cognitive process" *Journal of Marketing Research 20*, 393-404.

Lau, A. L. S. & McKercher, B. (2004). "Exploration versus acquisition: A comparison of first time and repeat visitors. " *Journal of Travel Research 42*, 279-285.

Laws, E. (1995). Tourist destination management: issues, analysis and policies. *Routledge, New York*.

Lawson, F. & Baud-Bovy, M. (1977). Tourism and recreational development. *London, Architectural Press*.

Lee, G. (2002). Constructs of tourists' destination loyalty and market segmentation, *Purdue University. PhD Thesis*.

Lee, O W. (2009). "The effect of the gap between college students' perception of the importance of coffee shops and their satisfaction after patronizing coffee shops on

their purchasing behaviour. "Journal: Journal of Global Academy of Marketing Science 19 (4), 1-10.

Lee, S. Y. (2005). A conceptual model of the roles of price, quality, and intermediary constructs in determining behavioural intention. *Texas A and M University. Ph.D Thesis.*

Leisen, B. (2001). "Image segmentation: The case of a tourism destination." *The Journal of Services Marketing 15 (1), 49-54.*

Lertputtarak, S. (2012). "The relationship between destination image, food Image, and revisiting Pattaya, Thailand. "International Journal of Business and Management 7 (5), 111-122.

Lew, Yu, *et al.* (2003). Tourism in China New York, Haworth Hospitality Press. Li, M. -L. & Green, R. D. (2010). "A mediating influence on customer loyalty: The role of perceived value." *Journal of management and marketing research 7, 1-12.*

Lim, H., Widdows, R. & Jungkun, P. (2006). "M-Loyalty: Winning strategies for mobile carriers." *Journal of Consumer Marketing 23 (4), 208-218.*

Ling-Hsiu, C. (2008). "Job satisfaction among information system (IS) personnel "Journal Computers in Human Behaviour 24 (1), 105-118.

Litman, T. (2003)."Measuring transportation: Traffic, mobility and accessibility." *ITE Journal 73, 28-32.*

Liu, C. -H. & L. -C. Yen (2010)."The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types. " *African Journal of Business Management Vol. 4 (8), pp. 1529-1545.*

Lobato, L. H., Magdalena, M. & Sanchez G. (2006). "Tourism destination image, satisfaction and loyalty: A study in Ixtapa-Zihuatanejo, Mexico. *"Tourism Geographies 8 (4), 343-358.*

Loiacono, E. T., Watson, R.T., Goodhue, D.L. (2002). WbQual: A measure of web site quality. Proceedings of the 2002 American Marketing Association Winter Educators' Conference: Marketing Theory and Applications, *American Marketing Association, Chicago, IL*

Lovelock, C. & Wright, L. (2002). Principles of service marketing and management. *USA, Prentice Hall.*

Lovelock, C. H., Patterson, P. G. & Walker, R. H. (1998). Service marketing. *Australia and New Zealand. New York, Prentice Hall.*

Lujun, S. (2011). A study on the relationships between service quality, satisfaction, trust and loyalty among rural tourism. *Service Systems and Service Management (ICSSSM), 2011 8th International Conference, China.*

Lund, J. (1996). "Balneological use of thermal and mineral waters in the USA." *Geothermics 25 (1), 103-147.*

Lund, J. (2000). Taking the waters: *Introduction to balneology*, 2-5.

Magablih, K. (2002). "Inbound health tourism in Jordan." *Irbid Journal for Research and Studies 4 (2), 147-178.*

Magrath, A. J. (1986). "When marketing services 4 Ps are not enough." *Journal of Business 29 (3), 44-50.*

Mahasuweerachai, P. & Qu, H. (2011). The impact of destination image on value, satisfaction, and loyalty: Moderating effects of tourists' characteristics and

involvement. *16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.*

Mahoney, Edward Warnell,& Gary (1987). *Tourism marketing.*

Manfredo, M. J. (1989). "An investigation of the basis for external information search in recreation and tourism." *Leisure Science 11*, 29-45.

March, R. (1994)."Tourism marketing myopia." *Tourism Management 15* (6), 411-415.

Martensen, A. & Gronholdt. L. (2003). "Improving library users' perceived quality, satisfaction and loyalty: An integrated measurement and management system. " *The Journal of Academic Librarianship 29* (3), 140-147.

Martensen, A., L. Gronholdt, *et al.* (2000). "The drivers of customer satisfaction and loyalty, cross-industry findings from Denmark. " *Total Quality Management 11*, 8544-8553.

Maylor (2000). Strategic quality management. *Wallingford, CAB International.* Mayo, E. J. (1973). Regional images and regional travel behaviour. *Salt Lake City, In Proceedings of the Fourth Annual Travel Research Association Travel Research Association.*

Mazanec, J. & Zins, A. (1994). Tourist behaviour and the new European life style typology in, global tourism: *The next decade. Oxford, Butterworth-Heinemann.*

McCarthy, E. J. & Perreault, W. D. J. (1987). Basic marketing, Richard D. *Irwin.* McGorry, S. Y. (2000). "Measurement in a cross-cultural environment: Survey translation issues." *Qualitative Market Research: An International Journal 3* (2): 74 - 81.

McKercher, B. & Wong, Y. Y. (2004). "Understanding tourism behaviour: Examining the combined effects of prior visitation history and destination status" *Journal of Travel Research 43*, 171-179.

McNeil, K. R. & Ragins, E. J. (2004). "Staying in the spa marketing game: trends, challenges, strategies and techniques." *Journal of Vacation Marketing 11 (1)*, 31-39.

Md Isa, F. (2007). Change management initiatives and change success in direct selling industry: The moderating effect of attitude towards change, *Universiti Sains Malaysia. Ph.D thesis.*

Meng, F., Tepanon, Y. & Uysal, M. (2008). "Measuring tourist satisfaction by attribute and motivation: The case of a nature based resort." *Journal of Vacation Marketing 14 (1)*: 41.

Mi Ran, K., Christine, V. & Annette, R. (2007). Destinations and accommodations, how linked are they from a customer's perspective? *Proceedings of the 2007 Northeastern Recreation Research Symposium.*

Mills, P. K. & Morris, J. H. (1986). "Clients as 'partial' employees of service organizations: Role development in client participation." *Academy of Management Review 11*.

Mittal, B. Baker, & J. (1998). "The services marketing system and customer psychology." *Journal of Psychology and Marketing 15 (8)*, 727-733.

Mohamad, M., Abdullah, R. A. & Mokhlis, S. (2012). "Tourists' evaluations of destination image and future behavioural intention: The case of Malaysia." *Journal of Management and Sustainability 2 (1)*, 182- 189

Mohamad, M., Abdullah, R. A., Abdul Manan, A. & Ghani, N. I. (2012). Tourists' perceptions of Malaysia as a travel destination and their satisfaction. *3rd International Conference On Business And Economic Research 3rd ICBER 2012), BANDUNG, INDONESIA.*

Mohammad, H., Dorosti Afshin, R. & Ali, H. (2012). "Evaluation of factors affecting customer loyalty in the restaurant industry. " *African Journal of Business Management 6 (14), 5039-5046.*

Morad, R. D., Hamidreza, R.K.,Hamidreza, A.& Sajjad, S.K. (2011). "Service quality, client satisfaction and client personality in the public companies. " *Australian Journal of Basic and Applied Sciences 5 (3), 483-491.*

Mosahab, R., Osman, M. & Ramayah, T. (2010). "Service quality, customer satisfaction and loyalty: A test of mediation." *International Business Research 3 (4), 72-80.*

Mossberg, L. & Kleppe, I. A. (2005). "Country and destination image: Different or similar image concepts." *The Service Industries Journal 25 (4), 493-503.*

MOTA (2004). National tourism strategy 2004-2010. *Jordan.*

MOTA, (2008). "Therapeutic tourism." from <http://www.tourism.jo/>, visited in 25-6-2008.

MOTA, (2009)."Tourism in Jordan."Retrieved August, 18, 2009, from <http://www.mota.gov.jo/>.

Munusamy, J. &Hoo, W.C (2008). "Relationship between marketing mix strategy and consumer motive: An empirical study in major Tesco stores." *Unitar E-Journal 4 (2), 41-56.*

Murphy, Pritchard, & Smith (2000). "The destination product and its impact on travel perceptions. " *Tourism Management 21,43-52.*

Musa, R., Putit, L. Naziman, Y.& Husin, N. (2011). Investigating the impact of destination image on total tourists' experience (TTE) and destination loyalty: Using structural equation modeling approach. *International Conference on Business, Engineering and Industrial Application (ICBEIA), Malaysia.*

Naidoo, P., Prabha, R. & Premita S. (2010). Visitor satisfaction with nature-based tourism attractions. Global Conference on Business and Finance Proceedings Kailua-Kona, Hawaii, *The Institute for Business and Finance Research.*

Narayan, B.,Chandrasekharan, R., Prakash,S.& Ram, G. (2009). "Dimensions of service quality in tourism - an Indian perspective "Total Quality Management and Business Excellence 20 (1), 61-89.

Narimani, M., khan-Babazadeh, M. & Farzaneh, S. (2007)." The study of the relationship between personality and job satisfaction in ardabil universities' staff." *Journal of Ardabil University of Medical Sciences 7 (23), 77-83.*

Nasution, H. N. & Mavondo, F. T. (2005). The impact of service quality and customer value in the hotel industry. *The Australian and New Zealand Marketing Academy Conference 2005, The University of Western Australia, Perth, Australia.*

Ndubisi, N. O. (2003). "Service quality: Understanding customer perceptions and reaction, and its impact on business." *International Journal of Business 5 (2), 207-219.*

Ndubisi, N.O. (2006). "Effect of gender on customer loyalty: A relationship marketing approach." *Marketing Intelligence and Planning 24 (1), 48-61.*

Niininen, O., Szivas, E.& Riley, M. (2004). "Destination loyalty and repeat behaviour: An application of optimum stimulation measurement. " *International Journal of Tourism Research. 6, 439-447.*

Niskasaari, K. (2008). Towards a socio-culturally sustainable definition of authenticity re-thinking the spirit of place. *Heritage Convention, Einar and Marstein, Nils Riksantikvaren. Norway, Tapir*

Noypayak, W. (2009). "Value dimensions of Thailand as perceived by U.K. tourists." *RU. Int. J. 3(1),141-154.*

Nsirat, F. & Al-Dmour, H. (2004). "The influence of marketing mix elements on Arab patients choice decision of Jordan hospitals for medical Treatment." *Derasat, University of Jordan 31 (2), 406-421.*

Oh, H. (1999). " Service quality, customer satisfaction, and customer value: A holistic perspective." *International Journal of Hospitality Management 18,67-82.*

Oh, H. (2000). "Diners' perceptions of quality, value and satisfaction." *Cornell Hotel and Restaurant Administration Quarterly 41 (3), 58-66.*

Oliva, T., Oliver, R. & McMillan, I (1992)."A catastrophe model for developing service satisfaction strategies. " *Journal of Marketing 56 (3), 83-95.*

Oliver, R. L. & Swan, J. E. (1989a)."Equity and disconfirmation perceptions as influence on merchant and product satisfaction. " *Journal of Consumer Research 16, 372-383.*

Oliver, R. L. (1980). "A cognitive model of the antecedents and consequences of satisfaction decisions. " *Journal of Marketing Research 17, 460-469.*

Oliver, R. L. (1993). "Cognitive, affective, and attribute bases of the satisfaction response." *Journal of Consumer Research 20 (December), 418-430.*

Oliver, R. L. (1996). "Varieties of value in consumption satisfaction response." *Advances in Consumer Research 23, 143-147.*

Oliver, R. L. (1997). Satisfaction: A behavioural perspective of the consumer. *Boston, MA, McGraw-Hill*

Oliver, R. L. (1999). "Whence consumer loyalty? " *Journal of Marketing* 63, 33-44.

Oppermann, M. (1997). "First-time and repeat visitors to New Zealand. " *Tourism Management*. 18(3): 177-181.

Oppermann, M. (2000). "Tourism destination loyalty. " *Journal of Travel Research* 39 (1), 78-84.

Otto, J. E. & Ritchie, J. R. B. (1995). "Exploring the quality of the service experience: A theoretical and empirical analysis. " *Advances in services marketing and management: Research practice* . 4, 37-62.

Pallant, J. (2007). A step by step guide to data analysis using spss for windows. *UK, McGraw-Hill House.*

Parasuraman, A. & Grewal, D. (2000). "The impact of technology on the quality-value loyalty chain: A research agenda. " *Journal of the Academy of Marketing Science* 28 (1), 168-174.

Parasuraman, A., Zeithaml, V.A. & Berry, L.L (1988). "Servqual: A multiple-item scale for measuring consumer perceptions of service quality. " *Journal of Retailing* 64 (1), 12-40.

Pearce, P. L. (1982). "Perceived changes in holiday destinations. " *Annals of Tourism Research* 9, 145-164.

Peter, P. J. & Donnelly, J. H. (2007). Marketing management: *Knowledge and skills* New York, McGraw-Hill.

Petermoller, E. & Britzelmaier, B. (2008). Goals of the corporation from an ethical point of view: Profit maximization, shareholder value and stakeholder approach. *European and Mediterranean Trends and Challenges in the 21st Century, Marseille, France, EuroMed Press.*

Petrick, J. F. (2004). "Are loyal visitors desired visitors?" *Tourism Management 25 (4), 463-470.*

Pine, B. J., Peppers, D. & Rogers, M. (1995). "Do you want to keep your customers forever?" *Harvard Business Review, 103-114.*

Pizam, A., Y. Neumann, *et al.* (1978). "Dimensions of tourist satisfaction with a destination area." *Annals of Tourism Research: 314-322.*

Prayag, G. (2008). "Image, satisfaction and loyalty-The Case of Cape Town." *An International Journal of Tourism and Hospitality Research 19 (2): 205-224.*

Pyo, S., Song, J.& Chang, H (1998). "Implications of repeat visitor patterns: The cheju island case." *Tourism Analysis 3, 181-187.*

Rafiq, M. & Ahmed, P. K. (1995). "Using the 7Ps as a generic marketing mix: An exploratory survey of UK and European marketing academics. " *Marketing Intelligence and Planning 13 (9), 4-15.*

Rajh, E. (2005). The effects of marketing mix elements on brand equity. *Economic Trends and Economic Policy. Zagreb, The Institute of Economics, 30-59.*

Ramayah, J., Joshua, I. & Bushra, A. (2005). "PC Usage among students in a private institution of higher learning: The moderating role of prior experience." *Educators and Education Journal 20, 131-152.*

Rathmell, J. M. (1974). Marketing in the service sector. *Cambridge, Winthrop.*

Reichheld, F. (1996)."Learning from customer defections." *Harvard Business Review* 74 (2), 56-69.

Reichheld, F. E. & Sasser, W. E. (1990). "Jr zero defections: Quality comes to service." *Harvard Business Review* 68, 105-111.

Reichheld, F. F. (1996). The loyalty effect. Boston, *Harvard Business School Press*.

Reid, L. J. & Reid, S. D. (1993)."Communicating tourism suppliers: Services building repeat visitor relationships. " *Journal of Travel and Tourism Marketing* 2 (2/3), 3-20.

Reisinger, Y. & Turner, L. (1999). "A cultural Analysis of Japanese tourists: Challenges for tourism marketers." *European Journal of Marketing* 33 (11/12), 1203 - 1227.

Resolution Copper (2006). Sustainable development report 2006, Resolution Copper.

Reynolds, K. & Arnold, M. (2000). "Customer loyalty to the salesperson and the store: Examining relationship customers in an upscale retail context." *Journal of Personal Selling and Sales Management* 20 (April), 89-97.

Reynolds, K. & Beatty, S. (1999). "Customer benefits and company consequences of customer-salesperson relationships in retailing. " *Journal of Retailing* 75 (1), 11-32.

Ritchie, B. W. (2003). Aspects of tourism: managing educational tourism. *Clevedon Channel View Publications*.

Ross, K. (2001). "Health tourism: *An overview* ".

Ross, R. L. & E.Iso-Ahola, S. (1991)."Sightseeing tourists' motivation and satisfaction. " *Annals of Tourism Research* 18 (2), 226-237.

Roudan, O., O. Al-Ardah,O.,& Bedour,T (2000). Tourism economics in Jordan: Essential facilities and marketing. *Amman, Royal Scientific Society*.

Rowley, J. (2005). "The four Cs of customer loyalty. " *Marketing Intelligence and Planning* 23 (6), 574-581.

Ruben Chumpitaz, C. & Swaen, V. (2003). Service quality and brand loyalty relationships: Investigating the mediating effect of customer satisfaction. *31st Conference of European Marketing Academy, Lille France, University of Minho, Braga - Portugal.*

Rundle-Thiele, S. R. & Lockshin, L. (2001). Examining the dimensions of loyalty. *Australia and New Zealand Marketing Academy Conference 2001, Department of Commerce, Massey University, Auckland, New Zealand*

Rust, R. & Zahorik, A. (1993). "Customer satisfaction, customer retention and market share." *Journal of Retailing* 69 (Summer), 145-156.

Rust, R. T. & Oliver, R. L. (1994). "Service quality: Insights and managerial implications from the frontier", in Rust, R.T. & Oliver, R.L. (Eds), *service quality: New directions in theory and practice.*" 241-68.

Rust, R. T., Zahorik, A. J. & Keiningham, T. L. (1996). *Service marketing. New York, Harper Collins College.*

Rust, R. T., Danaher, p. J. & S. Varki (2000)." Using service quality data for competitive marketing decisions." *International Journal of Service Industry Management* 11 (5), 438-469.

Ruyter, K. d. & Bloemer, J. (1999)."Customer loyalty in extended service settings the interaction between satisfaction, value attainment and positive mood. " *International Journal of Service Industry Management* 10 (3), 32-33.

Sadeh, E., Asgari, F., Mousavi, L. & Sadeh, S. (2012). "Factors affecting tourist satisfaction and its consequences. *Journal Basic. Appl. Sci. Res.*, 2 (2), 1557-1560.

Salama, E., Remawi,O.& Hamed,K. (1991). "Curative water in Jordan." *Water for Research and Studies, University of Jordan 15.*

Salameh, E. & Rimawi, O. (1997). Curative water in Jordan. *Amman, Jordan, Ministry of Tourism and antiquities.*

Saman, J. (2000).The properties of the curative water and its uses for therapeutically treatment in Jordan. *GeoMedicine Seminar, Vienna - Baden.*

Samsudin, A. Umar, H.,Chamhuri,S.& JaniRedzuan, O. (1997). "Thermal springs of Malaysia and their potential development." *Journal of Asian Earth Science 15 (2-3), 275-284.*

Sangjae, L., Sungil, J.& Doyoung, K. (2011). "The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. " *Tourism Management 32 (5), 1115-1124.*

Sarker, M. A. H., Aimin, W. & Begum, S (2012). "Investing the impact marketing mix elements on tourists 'satisfaction: an empirical study of East Lake." European Journal of Business and Management 4 (7): 273 – 283.

Saunders, M., P. & Thornhill, A. (2000). Research method of business *Pearson Education Limited* Schaupp, L.C. & Belanger, F. (2005). "A conjoint London "Journal of Electronic Commerce Research 6 (2), analysis of online consumer satisfaction 95 – 11.

Schneider, I. & SoKnmez, S. (1999)."Exploring the touristic image of Jordan. " *Tourism Management 20, 539-542.*

Schofield, P. (2000). "Evaluating castlefield urban heritage park from the consumer perspective: Destination attribute importance, visitor perception, and satisfaction." *Tourism Analysis 5 (2-4), 183-189.*

Scott, R. & Fisher, D. L. (2001). The impact of teacher's interpersonal behaviour on examination results in Brunei. *Australian Association for Research in Education, Fremantle, Perth.*

Sekaran, U. (2000). Research methods for business: A skill-building approach NYC, *John Wiley & Sons, Inc.*

Sekaran, U. (2003). A skill-building approach. *New York, Hermitage publishing services.*

Sekaran, U. (2006). Research methods for business: A skill building approach. India, *John Wiley & sons.*

Shostack, L. G. (1977). "Breaking free from product marketing." *Journal of Marketing* 4, 73-80.

Singh, H. (2006). The importance of customer satisfaction in relation to customer loyalty and retention. Malaysia, *Asia Pacific University College of Technology and Innovation.*

Sirgy, M. J. & Samli, A. C. (1989)."A path analytic model of store image, geographic loyalty, and socioeconomic status." *Journal of the Academy of Marketing Science* 13 (3), 265-291.

Sivadas, E., Jamie, L. & Baker, P. (2000). "An examination of the relationship between service quality, customer satisfaction, and store loyalty. " *International Journal of Retail and Distribution Management* 28 (2), 73-82

Söderlund, M. (1998). "Customer satisfaction and its consequences on customer behaviour revisited." *International Journal of Service Industry Management* 9 (2), 169-188.

SoKnmez, S. F. & Graefe, A. R. (1998). "Determining future travel from past travel experience and perceptions of risk and safety." *Journal of Travel Research* 37 (2), 171-177.

Som, M. & Badarneh, M. B. (2011). "Tourist satisfaction and repeat visitation; toward a new comprehensive model." *International Journal of Human and Social Sciences* 6 (1), 38-45.

Sondoh Jr, S.L, Omar, M.W., et al.(2007). "Brand image and customer satisfaction." *Asian Academy of Management Journal* 12 (1), 83-107.

Stathi, A. & Avgerinos, A. (2001). "Bathing in the healing waters. A case-study of the development of thermal spas in Greece " *World Leisure Journal* 43 (1), 41- 51.

Suh, J.-C.& Youjae, Y. (2006)."When brand attitudes affect the customer satisfaction loyalty relation: The moderating role of product involvement. " *Journal of Consumer Psychology* 16 (2), 145-155.

Svendsen, M. F., Haugland, S. A., Grønhaug, K. & Hammervoll, T. (2011). "Marketing strategy and customer involvement in product development." *European Journal of Marketing* 45 (4), 513-530.

Svendsen, M. F., S. A. Haugland, et al. (2011). "Marketing strategy and customer involvement in product development." *European Journal of Marketing* 45 (4): 513 - 530.

Swanson, J. E. & Combs, L. J. (1976). "Product performance and consumer satisfaction: A new concept." *Journal of Marketing* 40, 25-33.

Swarbooke, J. & Horner, S. (1999). *Consumer behaviour in tourism*. Heinemann, UK, Oxford Butterworth.

Swarieh, A. (2000). Geothermal energy resources in Jordan, country update report. *Proceedings World Geothermal Congress 2000* , Kyushu - Tohoku, Japan.

Szymanski, D. & Hise, R. (2000). "E-satisfaction: an initial examination." *Journal of Retailing* 76 (3), 309-322.

Tabachnick, B. G. & Fidell, L. S. (2007). *Using multivariate statistics*. Boston, Pearson international edition.

Taylor, K. A. (1997). "A regret theory approach to assessing consumer satisfaction" *Marketing Letters* 8 (2), 229-238.

Taylor, S. & Baker, T. (1994). "An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions." *Journal of Retailing* 70 (2), 163-178.

Teas, R. K. (1993). "Expectations, performance evaluation and consumers' perceptions of quality." *Journal of Marketing* 57 (4), 18-34.

Tinto, R. & Billiton, B. (2006). Sustainable development report, Resolution copper mining, 59.

Tsaur, S., Chiu, Y. & Huang, C. (2002). "Determinants of guest loyalty to international tourist hotels – to neural network approach." *Tourism Management* 23, 397-405.

Tse, E. C. (1996). *Towards a strategic total quality framework for hospitality firms*. London, Cassell.

Tseng, T. A. & Shen, C. -C. (2010). Exploring the relationship between meditation flow experience and well-being. *Health, Wellness and Tourism: healthy tourists, healthy business?*, Budapest, Hungary, Travel & Tourism Research Association Europe.

Turnbull, P. & Wilson, D. T. (1989). "Developing and protecting profitable customer relationships." *Industrial Marketing Management* 18, 233-238.

Uysal, M. & F. Noe (2003). Satisfaction in outdoor recreation and tourism settings. In e. laws (Ed.), *case studies in tourism marketing*. London, Continuum Publisher.

Valle, P., Silva, J., Mendes, J. & Guerreiro, M. (2006). "Tourist satisfaction and destination

loyalty intention: A structural and categorical analysis. "Int. Journal of Business Science and Applied Management 1 (1), 25-44.

Uysal, M., Chen, J.& Williams, D. (2000)."Increasing state market share through a regional positioning. "Tourism Management 21 (1), 89-96.

Vazquez-Illa (1997). Estudio product termal. Publication of Asociación Nacional de Estaciones Termales, Madrid.

Vogt, C. A. & Andereck, K. L. (2003)."Destination perceptions across to vacation."Journal of Travel Research 41, 348-354.

Walsh, W. B. (1995). Tests and assessment New Jersey, Prentice-Hall.

Webster (1977). Intermediate Dictionary: A new school dictionary. Massachusetts, USA, G&C Merriam company publishers.

Weems, G. H. & Onwuegbuzie, A. J. (2001). "The impact of midpoint responses and reverse coding on survey data."Measurement and Evaluation in Counselling and Development 34, 166-177.

White, C. J. (2003). Emotions, gender and destination visitation intentions. 12th International Tourism & Leisure Symposium, Barcelona.

Wijk, C. V. & Murre, T. (1993). Motivating better hygiene behaviour: Importance for public health mechanisms of change, UNICEF.

Williams, A. (2006). "Tourism and Hospitality Marketing: Fantasy, Feeling and Fun." International Journal of Contemporary Hospitality Management 18 (6), 482- 495.

Woodside, A. G., Wilson, E.J. & Milner, P (1992). "Buying and marketing CPA services "Industrial Marketing Management 21, 265-272.

WTO, W. T. O. (2003). "Quality standards." from available at: www.world-tourism.org.

Xia, W., Jie, Z., Chaolin, G. & Feng, Z. (2009). "Examining antecedents and consequences of tourist satisfaction: A structural modeling approach." *Tsinghua Science and Technology* 14 (3), 397-406.

Yelkur, R. (2000). "Customer satisfaction and the services marketing mix" *Journal of professional service marketing* 21 (1).

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

Yu, Y. & Dean, A. (2001). "The contribution of emotional satisfaction to consumer loyalty." *International Journal of Service Industry Management*. 12(3), 234-250.

Yuksel, A. & Yuksel, F. (2000). The quest for quality and competitiveness: A case of Turkish tourism. First international joint symposium on Business.

Yuksel, A. (2000). Managing customer retention: A case of tourism destinations. Turkey, Sunderland: Business Education Publishers.

Yuksel, A. (2004). "Shopping experience evaluation: A case of domestic and international visitors." *Tourism Management* 25 (6), 751–759.

Zabkar, Tanja, D., Ljubica, K., & Maja M. (2007). Understanding perceived service quality and customer satisfaction in tourism: A case of Slovenia.

Zeithaml, V. (1988). "Consumer perceptions of price, quality, and value: A means- end model and synthesis of evidence." *Journal of Marketing* 52 (July), 2-22.

Zeithaml, V. A. (1981). How consumer evaluation processes differ between goods and service National Service Conference ED. American Marketing Association Chicago, J. H. Donnelly & W. R. George.

Zeithaml, V. A., Parasuraman, A. & Berry, L. (1990). Delivering quality service: Balancing customer perceptions and expectations. New York NY, The Free Press.

Zeithaml, V. A., Parasuraman, A. & Malhotra, A. (2000). A conceptual framework for understanding e-service quality: Implications for future research and managerial practice. Cambridge, MA., Marketing Science Institute.

Zeithaml, V., Berry, L. & Parasuraman (1996)."The behavioural consequences of service quality. Journal of Marketing 60 (2), 31-46.

Zineldin, M. & Philipson, S. (2007). "Kotler and Borden are not dead: Myth of relationship marketing and truth of the 4 Ps." Journal of Consumer Marketing 24 (4), 229-241.

Zins, A. H. (2010). Destination Image in the Context of Wellness Travel. Health, Wellness and Tourism: healthy tourists, healthy business? Budapest, Hungary.

Zoe, S. (2006). "Customer satisfaction, loyalty and commitment in service organizations some evidence from Greece." Management Research New