

The Effect of Service Quality in Leisure Tourism on Tourists' Perceived Value and Loyalty

Maryam Zafar¹, Dr. Danish Ahmed Siddiqui²

¹Research Scholar, Karachi University Business School, University of Karachi, Pakistan
²Associate Professor, Karachi University Business School, University of Karachi, Pakistan
E-mail: maryammauattar@gmail.com, daanish79@hotmail.com

Abstract: The Tourism is a growing industry in Pakistan. Therefore, it is mandatory to consistently maintain the quality of the services received by the tourists. To address all such issues related to the quality of the tourism, this research aims to determine the effect of service quality in leisure tourism on tourists' perceived value and loyalty. Data was collected from 375 local and foreign tourists. Structural Equation Modelling was used through Smart PLS 4 to check structural relationships of multiple variables. Variables included Loyalty of tourists, Tourist Contentment, Perceived Values and Determinants of quality of tourism. Results concluded that providing tourists with better quality accommodations can yield economic, functional, and social benefits, with social value stemming from a combination of policies, procedures, resources and inputs. Key factors contributing to positive impacts include hospitality, accommodation, safety and security and restaurant food quality. Govt. of Pakistan should give attention to these factors but rest of the other factors should also not be ignored. By prioritizing quality accommodations, good food and welcoming hospitality, Pakistan can bring betterment in economic conditions.

Key Words: *Tourism, Tourism in Pakistan, Service quality, Perceived Value, Loyalty*

Introduction

The tourism industry is viewed as a fundamental cornerstone of any nation's economic framework, progressively establishing itself as a major contributor to global revenue generation. Pakistan, celebrated for its spirit of adventure and blessed with awe-inspiring natural wonders, features captivating scenery, lush valleys, towering mountains, enchanting azure coastlines, and expensive desserts (Arshad, Iqbal, & Shahbaz, 2018).

Pakistan's tourism and hospitality industry holds extensive untapped possibilities for growth and advancement, encompassing various attractions that cater to a wide spectrum of travelers (Shahzady, 2023). Pakistan is bestowed with some of the tallest mountains, lakes, and natural scenery. Pakistan's tourism industry has enormous potential and is a popular destination for tourists from both within and outside the country. Tourism is regarded as a crucial aspect of Pakistan's growth strategy because it not only generates income but also aids in the promotion of a nation's culture.

On August 14, 1947, Pakistan declared its independence from British India and was regarded as a modern state. Pakistan's four provinces are all endowed with culture and tradition, and the country also boasts one of the most fertile and exceptional collections of rocky peaks, lush fields, deserts, rivers, ponds, seashores, and landscapes that are enriched with amusing and hospitable people, making it a dream vacation destination for visitors with distinctive tastes. Pakistan is referred to as Asia's Switzerland.

In addition, the ancient and archaeological sites of the Mohenjo-Daro and Gandhara, Indus Valley civilizations, Taxila the Mughal Empire are the

Instances of ancient cultures in Pakistan. This multicultural nature of Pakistan contributes to the tourism industry in the manner that it offers numerous traditions, customs and galas for the travelers to discover and revel in. Heritage Tourism Pakistan is a home to the maximum tremendous antique metropolises of the world comprising the Indus and Gandhara civilization, Taxila, Mohenjo-Daro and Harappa, museums, Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and the Lahore castle and the first-rate historical past of Mughals in Punjab.

In addition to it, Forbes Int, in their research article had given the names of 10 coolest places to go in 2019, among them some of the exquisite and captivating places with mesmerizing beauty of Pakistan are also added. In that list valleys of Hunza, Shigar and Khaplu via Karakorum highway were also among them. The report has quoted that visiting this region is the most memorable and captivating experience that one can get engrossed in its breath-taking scenic beauty that if you take a glance from your car window you will forget to blink (Abel, 2018).

On February 2020, United Nations Secretary General Antonio Guterres endorsed improvement in security situations of Pakistan as 'absolutely remarkable'. He also stated that few years back Pakistan seemed like fort under military control; however, now it has become a family station to visit for everyone (Guterres, 2020).

Why quality is crucial in Tourism Sector?

Quality has been defined as "fitness for use" or "authorization to specification". In case of tourism, it must be assured by the government in order to get desired revenue. It is directly related to the reputation of any country and applies a greater impact on the

tourist visiting the country. It also directly impacts the country's economy and also its redundancy. There must be a quality assurance system that monitors the operational needs and tells if the quality is meeting the required standards and producing desired outcomes or some upgrading is required to get the essentials.

Excellent service gives lodging facilities and tourist attractions a competitive edge and helps them draw repeat business. When hotels and locations live up to expectations and offer excellent services, visitors are more inclined to return and recommend them to others, which increases their level of pleasure. On the other hand, low-quality services are more likely to cause complaints from tourists and discourage them from returning. Numerous research has discovered a favorable relationship between visitor happiness and service quality, which in turn influences the visitors' loyalty to the location (Zeina, Ammar, Ahmed, Elwardany, & Abdulaziz, 2023).

For the past many years there is an emerging demand for raising the quality of services for the tourists. Tourism sector have become the marketplace that is increasingly considering the tourists as the potential customers for their service. The researchers are giving noteworthy importance to service quality, their assessment, and performance. Hence, by such researches service providers avail advantages to improve their service quality of tourism and gaining tourist's trust, satisfaction, and loyalty.

Economy of a region also increases and develop through tourism in a country or city. It also decreases unemployment in a country and provides opportunity to invest money in ground work such as education, roads and other sectors. Through this research attitude and manner towards tourism was found as meditation the relation pro tourism attitude and this research suggest that residents of region improve their attitude toward tourism (Homsud, 2017).

Service Quality in Tourism and its relation to Tourist Contentment

Satisfaction is a key strategy in tourism development. Tourism satisfaction is crucial for a number of reasons, including the fact that satisfied visitors spend more money and stay longer. This can also mean that tourism is an "export" in economic sense because it involves consuming an unknown good in an unknown setting. There are several elements that could be examined by gathering feedback from visitors after their experience, utilizing questionnaires or interviews, in order to measure tourism satisfaction.

In a broader sense quality has taken on a diversified scope based more on opinion rather than objective measures. The scope of quality measurement has been modified from a preference of standard locale to a shared manifestation that includes the tourist perceived expectations of quality. Satisfaction is composed of a

set of criteria that must answer the question that "what is the level of satisfaction to the tourists?"

Researchers believe that assessing the quality of the service and measuring the level of satisfaction of tourists could be considered as the greatest challenge in the tourism sector, as tourism sector consists of various sub-sectors which combined determine the quality of the services in tourism sector. Proper programs holding dialogues and sharing of facts among the tourists must be held to predict the problems that can damage the system and this communication can help to predict further needs that a tourist is expecting to bring in the environment for a vigorous future of the state.

Measurement of service quality helps to collect data that is then used to manage quality in a desired manner and organization can easily monitor and maintain the system. If an organization wants to deliver their cent per cent of the quality of the services, they need to understand multiple dimensions of service quality. This understanding would assist them in designing better service delivery procedures. By providing efficient services all the weaknesses get eliminated and the customers will get the desired outcome.

One of the main subjects in tourism and hospitality research that has drawn a lot of interest from academics and researchers is service quality and customer satisfaction, or SQCS. Since the first service quality models were published in the middle of the 1980s, there have been a significant number of papers on SQCS (Greenrooms, Citation 1984; Oliver, Citation 1981; Parasuraman et al., Citation 1985), and it is still a hot area for research. The majority of studies on service quality and customer satisfaction (SQCS) in the travel and hospitality sector examined consumer expectations and perceptions (P.J., Singh, & Kokkrankal, 2023).

Problem Statement

It is necessary to identify the problems of tourists which they are facing while visiting Pakistan in order to intensify the quality of services. Service providers perceive the quality of the delivered services differently from the service seekers. Therefore, it is crucial to determine the quality of the services from the perspective of the tourists. The research paper will assist tourism sector to identify the level to which tourists are satisfied with the services and where does the gap exist.

Objectives of the Research

- The main objective of the research is to analyze the impact of leisure tourism on perceived value and loyalty by the tourists visiting Pakistan
- The main goal of this study is to determine how the level of service received during leisure travel affects visitors' perceptions of value.

- Another core aim of the study is to gain insight into how tourists assess the worth they derive from their leisure tourism experiences. This entails an examination of various factors, including accommodation, safety & security, accessibility to the destination, food quality, transportation & hospitality. These factors shape tourists' perceptions of the value they gain.
- This study attempts to look into the connection between perceived value, service quality, and customer loyalty in the area of leisure travel.
- Develop new knowledge in the areas of leisure travel, customer satisfaction, and service excellence while providing information that both academics and business professionals can use.
- Recommend real-world implications for marketing development of marketing plans and operational procedures in the leisure tourist industry to draw in and keep visitors on board.
- To offer actionable suggestions to leisure tourism service providers based on the insights derived from the research outcomes.

Significance of the study

Taking views of the tourists in assessing service quality is really important as they are directly involved in the service. The research will not only provide information to the service providers but also beneficial for the service seekers. It will assist administrators in addressing the problems being faced by the tourists. The research will help tourists find out whether the government is providing better service quality. Lastly, this research will help improve the efficiency of the services as a whole.

Scope of the research

Quality assurance and service quality control are increasingly the most creative fields. With ever-increasing discussion on service quality issues in tourism sector, this issue has got a distinctive place in the minds of the tourists. The scope of quality enhancement and measurement can be shortlisted as

- When a tourist gets satisfaction in the first visit, he or she is more probable to chase after more opportunities to visit the same country multiple times. Hence, their loyalty increases.
- Advanced Inspection and increased monitoring can render a positive portrait of the sector creating repute for the standards of tourism.

Literature Review

Assessing Tourist Contentment in tourism sector

Concept of Service Quality in Tourism Sector

SERVQUAL is generally called the determinant of competitiveness in order to have a sustainable,

beneficial and satisfactory relationship with customers (Spreng & Mackoy, 1996). It the judgment that covers the overall performance of a service i.e., either it is up to the mark or lacking at some point (Twaissi & Al-Kilani, 2015). Quality is also related to cost and market value, it can be absolute or relative, hence a master planning is done to maintain the quality (Lagrosen & Seyyed-Hashemi, 2004).

The final image of the quality of the service in the mind of the customer is called outcome quality. It is what customer is left over with, at the end. Outcome quality is further divided into three sub-dimensions which are: functional benefit, emotional benefit & reliability

- Functional Benefit: It is the degree to which the service quality delivers its genuine purpose
- Emotional Benefit: It means the degree or the level to which the customer is positively attached to the specific service.
- Reliability: It is the degree to which the provider of the service keeps its promises and makes it more trustworthy (Nath & Singh, 2010).

Need for improvement in Service Quality

Focusing on both internal as well as external customers, and believing that every person is important in designing the quality process beginning from designing the product to the final customer. Also, the setting of achievable objectives should be done for improvement, and reorganization of internal structures to meet these objectives. Development of projects and alternatives to minimize existing organization problems, monitoring and recording of evolution achieved in solving recognized problems, recognition of staff in case of achievements, extensive promotion and progress related to quality, data collection and statistical procedures for future implementations and further future developments (Juran & De Feo, 2010).

Service Quality in Tourism sector and its relation to tourist's satisfaction

The efficacy of a particular leisure service agency, including the tourism service sector, is measured according to a standard known as service quality, thus the level of service provided in the tourism industry is crucial to the process of delivery. Also, client perception of a company was impacted by the service quality, which changed the process from perceived to expected quality. Another definition of customer satisfaction is contentment with a result or a procedure (Al-Ababneh, 2013).

The most important part of throughout decision-making process of the customer is the selection of the service provider. This decision is dependent upon what customer perceive about the quality provided by that specific service (Cuthbert, 1996). Low service quality results in dissatisfied customers and such customer will

go for with an opponent, thus placing the system at loss (Lovelock & Wirtz, 2011).

Determinants of Service Quality in Tourism Sector

Accommodation

The venue and destination of tourist where they stay or spend days can be enormous source of satisfaction or disappointment. Probably from the hotel to other places for various activities is an important element for travelers. Some places are not within short distance so hotel provide their public shuttles for their clients. When hotels provide these facilities, it is important to have signature form of customers to know the picking and dropping location. Tourist feel ease while enjoying these facilities such as their room, taxi cabs, restaurants and so other. Facilities like transportation should be provided to the tourist from the hotels to explore various places in a city or region (Haghkhal, Ebrahimipour, Abdul Hamid, & Abdul Rasid, 2011).

In tourism contentment is a vital aspect for tourists. In a study of the factors influencing satisfaction with homestay accommodations, has examined the preferences of Australian tourists traveling to the United Kingdom and found that the tourists' usually the preferences of the tourist, the location of the place of stay, the environment of the place where tourist is residing, and what they understand about the destination have a huge impact on overall contentment (Ma, Wang , & Zhou, 2022).

One of the research projects employed a four-dimensional approach to assess the satisfaction of international tourists with a destination. These dimensions include satisfaction with destination characteristics, the destination environment, price, and hospitality. The study has found the fourth-dimension hospitality has been deemed not to significantly contribute to destination satisfaction. (Iqbal, Hamza, Nooney, & Sainudeen, 2023)

Safety and Security

Tourism is an industry that contributes significantly to the global economy, but it also poses various safety and security risks to tourists. The safety and security concerns in tourism can range from petty crimes to more severe incidents such as terrorism and natural disasters. Research has shown that crime is a significant safety concern for tourists, with pickpocketing, theft, and robbery being the most common types of crime reported (Arrieta, Leung, & Chen, 2019).

Natural disasters such as hurricanes, earthquakes, and floods can disrupt tourism activities and pose safety and security risks for tourists (Liu & Yang, 2020). Terrorism remains a significant safety and security risk for tourism, with attacks targeting `tourist destinations and infrastructure (Song, Witt, Li, & Zhang, 2020). Finally, health emergencies such as the COVID-19 pandemic have highlighted the need for better

Preparedness and response measures to protect tourists' safety and security (Gössling, Scott, & Hall, 2021).

Moreover, several factors affect safety and security in tourism, including destination characteristics, tourist behavior, and socio-political factors. Destination characteristics such as the level of crime, the quality of infrastructure, and the presence of natural hazards can affect the safety and security of tourists (Chen, 2020). Tourist behavior such as engaging in risky activities, ignoring safety guidelines, and excessive drinking can also increase the risk of safety and security incidents (Kwok & Feng, 2020). Finally, socio-political factors such as political Instability, civil unrest, and terrorism can significantly affect the safety and security of tourists (Li & Liang, 2020).

In addition, Safety and security concerns can significantly impact tourism, as they can affect tourists' behavior and decision-making processes. Research shows that safety and security concerns can decrease tourist demand, resulting in lower tourism revenues (Jia & Chen, 2021). Tourists are less likely to visit destinations with a reputation for safety and security concerns, which can have long-term implications for the tourism industry. Therefore, it is essential to address safety and security concerns to maintain a positive image and attract tourists.

Restaurant Food Quality

Literature suggests that the continuous development of rural areas in this way value of local food increasing in both factors economically and environmental .and it plays an important role by maintain traditional culture which attracts tourist to experience and enjoy which helps to increase economy. Although, the perfection and quality of local food has not been competitive. Authentication of food satisfy tourist and make sure tourist loyalty (Zhang, Chen, & Hu, 2019).

Despite the fact that, there are many different studies and research that investigate tourist manner in various settings such as travel and other arrangements, and the effect of ordinary food on people who travel their experience is sometimes devalued. Eating food is a basic need of human as for personal and social activity. During traveling people not only fulfill their hunger but also experience new taste at different local place (Sengel, et al., 2015).

One of the main draws for travelers is local cuisine and dining establishments. Travelers look for information about them on travel websites. Travelers frequently assess dining experiences based on specific characteristics and aspects, which might shape their overall perception of the place. We might increase the competitiveness of tourism websites if we could determine what specific elements of restaurant suggestion information should be presented on the website, since dining experiences can influence tourists' contentment with and willingness to visit places (Shi & Lee , 2021).

Researches indicate that Pakistani foodstuff are well acknowledged globally on account of their taste, performance and uniqueness. Pakistani meals are charming and healthy likewise, Local foodstuff in Pakistan and some of the fares have confirmed to weaken different disease. This is because the food readiness uses active spices, namely, ginger, clove seeds, cumin seeds and turmeric powder (Ali, Puah, Ayob, & Raza, Syed, 2019).

In addition, the food taste and cleanliness are the key stones of fine dining success in Pakistan. They play a vital role for customer satisfaction and behavioral intentions. However, it is recommended that improvements should be made in the following categories i.e., healthy food option, food freshness, food safety and fair price (Shahzadi, Malik, Ahmad, & Shabbir, 2018)

Major researches also agree as the verdicts indicate that food character, perceived referring to practices or policies that do not negatively affect the environment condition, perceived worth and service characteristic has a meaningful impact on the tourist's delight. However, social interaction value shows a meaningless influence on satisfaction (Ali, Puah, Ayob, & Raza, Syed, 2020).

Satisfaction on local meal significantly determined tourist's engagement and concerned with manner of behaving intention. Tourist's engagement is positively linked with observable intention (Shafique-Ur-Rehman, Samad, Singh, & Usman, 2022)

Accessibility to the destination

According to one of the researchers, accessibility to the destination is one of the major concerns for the tourists. There are many awe-inspiring and rejuvenating places which are not in access of the tourists. For sustainable tourism, the destinations should be easily accessible (Arunasalam & Good, 2013).

One of the most significant self-initiated commercial interventions to increase happiness on the globe is tourism. Overall happiness is closely linked to satisfaction in the leisure travel industry since happiness and contentment are strongly correlated. The majority of visitors have firsthand knowledge of their destinations, and comparisons between amenities, attractions, and levels of service have an impact on how they perceive those places. Three key dimensions of elements influencing visitor satisfaction were presented and tested in the study: destination amenities, destination accessibility, and destination attractiveness (Al-Ababneh, 2013).

Transportation

The location where such events are held should be highly attainable and various venues and destination are more reachable than other places because of direct airlines transportation facility in regions. It is helpful

for the visitors and tourist to travel instead of other transport services such as train, bus or automobile and appropriate signage should be provided at different transportation services to give directions (Haghkhah, Ebrahimpour, Abdul Hamid, & Abdul Rasid, 2011).

Several researchers have identified various social effects of tourism development on decision communities. Positive social effects include improvements in social services, transportation and recreation facilities, cross cultural communication, and quality of life. Nillahaut identifies positive effects such as improvement in the quality of life, positive change in values and customs, promotion of cultural exchange with others cultures to build harmony with one another, greater tolerance of social differences, and increasing facilities for visitors. Tourism is a force for peace that brings understanding and facilitates cultural exchange between local residents and tourists (Jaafar, Ismail, & Rasoolimanesh, 2015).

Local hospitality

One of the research projects analyses the effect of experience quality and hospitality on behavioral intention in cultural tourism. The results of the study showed that hospitality have affirmative relationship with the experience quality of tourism. In addition, results also found that there is a mediating relationship between behavioral intention and hospitality (Mansour & M. Ariffin, 2016).

Economic, Functional, Social & Emotional Value

In 2016, Lee proposed a research model in which he divided the overall value of ecotourism into four parts i.e. functional, economic, social & emotional value and tested the effects of overall value on tourist satisfaction. The results of the study suggested that emotional, functional and overall value had a positive impact on tourist contentment (Kim & Park, 2016).

Performance of tourist destination attribute has a big impact on their degree of satisfaction. Tourist satisfaction is logically anticipated if the performance of destination qualities is normal and acceptable. Instead, they will be unhappy if the performance falls short of their expectations. This study firmly advocated that destination features are essential in determining tourist happiness in light of prior studies. These characteristics are divided into five categories for the current study: accommodations, transportation, food and drinks, attractions, and safety. A destination is viewed as a collection of goods and services that either inspire positive or negative feelings in travelers. Because of this, consideration has been given to the emotions of tourists while assessing their contentment. The importance of positive and negative emotions in analyzing visitor satisfaction in the context of tourists' trips to museums and tourist attractions provided a conceptual structure that inferred positive emotions during the travel process, while negative emotions

would limit satisfaction (Biswas, Deb, Hasan, & Khandakar, 2020).

In the realm of research, functional value can be defined as the perceived benefit derived from an alternative's capacity to meet practical, utilitarian, or physical needs, while emotional value can be delineated as the perceived advantage stemming from an alternative's ability to evoke emotions or affective reactions (Kato, 2021).

Tourist satisfaction is positively correlated with both the emotional and social components of perceived value. Satisfying a guest's emotional requirements might result in their happiness, meeting their social needs comes first. Simply said, while a visitor may feel good about their hotel experience—perhaps they found it interesting or unique—their total pleasure is more reliant on the caliber of their interactions with hotel employees. Customers increase their motivation and engagement when their environmental efforts are recognized by others (Rasoolimanesh, 2020).

The pragmatic and useful benefits and qualities that travelers look for while choosing or evaluating tourism products or locations are referred to as tourist functional value. It includes observable features and services that address the unique needs and preferences of travelers while they are traveling. Transportation, housing, accessibility, safety, comfort, cost, and other practical characteristics that improve the whole trip experience may be included in these criteria. The total perceived value that travelers consider when making travel-related decisions is greatly influenced by the functional value of tourism, which has a considerable impact on travelers' satisfaction and the overall success of their visits (Xinyan Zha, 2023).

Tourist Contentment & Loyalty

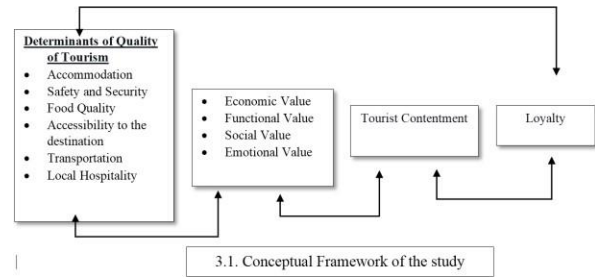
Whether it is product or service, customer contentment has always been given a top priority by market experts. When the customers are satisfied with a product or service, they tend to repurchase a product or service which ultimately develops loyalty towards a product or service (Corte, Sciarelli, Cascella, & Gaudio, 2015).

Travel industry experts discovered that when a visitor is satisfied, it will encourage loyalty and a desire to return to a particular location (Mansoori & Chin, 2019)

Conceptual Framework of the study

Research framework suggests testing the impact of determinants of quality of tourism on the economic, functional, social and emotional value of tourism in Pakistan. Determinants of quality of tourism includes accommodation, safety & security, food quality, accessibility to the destination, transportation and local hospitality. These collective values further to test the impact on tourist contentment or the level to which they are satisfied. Tourist loyalty depends upon the level to which they are satisfied which means this research will also test the impact of tourist contentment

on the loyalty of the tourist.



Research Hypotheses

- H₁: There is a positive impact of accommodation quality on economic value of tourism in Pakistan
- H₂: There is a positive impact of accommodation quality on functional value of tourism in Pakistan
- H₃: There is a positive impact of accommodation quality on social value of tourism in Pakistan
- H₄: There is a positive impact of accommodation quality on emotional value of tourism in Pakistan
- H₅: There is a positive impact of safety and security on economic value of tourism in Pakistan
- H₆: There is a positive impact of safety & security on functional value of tourism in Pakistan
- H₇: There is a positive impact of safety & security on social value of tourism in Pakistan
- H₈: There is a positive impact of safety & security on emotional value of tourism in Pakistan
- H₉: There is a positive impact of food quality on economic value of tourism in Pakistan
- H₁₀: There is a positive impact of food quality on functional value of tourism in Pakistan
- H₁₁: There is a positive impact of food quality on social value of tourism in Pakistan
- H₁₂: There is a positive impact of food quality on emotional value of tourism in Pakistan
- H₁₃: There is a positive impact of accessibility to the destination on economic value of tourism in Pakistan
- H₁₄: There is a positive impact of accessibility to the destination on functional value of tourism in Pakistan
- H₁₅: There is a positive impact of accessibility to the destination on social value of tourism in Pakistan
- H₁₆: There is a positive impact of accessibility to the destination on emotional value of tourism in Pakistan
- H₁₇: There is a positive impact of transportation quality on economic value of tourism in Pakistan
- H₁₈: There is a positive impact of transportation quality on functional value of tourism in Pakistan

H₁₉: There is a positive impact of transportation quality on social value of tourism in Pakistan

H₂₀: There is a positive impact of transportation quality on emotional value of tourism in Pakistan

H₂₁: There is a positive impact of hospitality on economic value of tourism in Pakistan

H₂₂: There is a positive impact of hospitality on functional value of tourism in Pakistan

H₂₃: There is a positive impact of hospitality on social value of tourism in Pakistan

H₂₄: There is a positive impact of hospitality on emotional value of tourism in Pakistan

H₂₅: There is a positive impact of greater economic value on tourist contentment

H₂₆: There is a positive impact of greater functional value on tourist contentment

H₂₇: There is a positive impact of greater social value on tourist contentment

H₂₈: There is a positive impact of greater emotional value on tourist contentment

H₂₉: There is a positive impact of accommodation quality on tourist loyalty

H₃₀: There is a positive impact of safety & security quality on tourist loyalty

H₃₁: There is a positive impact of food quality on tourist loyalty

H₃₂: There is a positive impact of accessibility to the destination on tourist loyalty

H₃₃: There is a positive impact of transportation quality on tourist loyalty

H₃₄: There is a positive impact of hospitality on tourist loyalty

H₃₅: There is a positive impact of tourist contentment on their loyalty

Research Methodology

The research is purely quantitative. This method is used to gather data in the form of questionnaires or from the surveys occurring from a large number of cases. Quantitative research clearly defines the problem and its objective. It is must for the researcher to plan, investigate and interpret the data correctly and also the efficient and effective, skilful reporting of the data.

Since the research is conducted to identify the problems faced by tourists which are not yet clearly defined. This research will create a better understanding of the current problems which tourists are facing during the visit. This research will also explore how the memorable experiences influence the overall tourist's satisfaction (well-being) during the visit.

Data Collection

Sample

The main unit of analysis for this study are Local and International tourists who have visited at least 3 cities of Pakistan. Questionnaires were filled by 375 respondents.

Sampling Technique

Unrestricted non-probabilistic convenience sampling will be used (As statistics of the total number of tourists were not available)

Data Collection Plan

Tourists were contacted through tourism agencies to get the questionnaire filled. Only those tourism agencies were contacted which were registered with government of Pakistan.

Research Instrument

As discussed above that the research is primary and quantitative, so the data was collected by preparing the questionnaire based on 7-point Likert scale i.e. 1 being the least level of agreement & 7 is being the highest level of agreement. The Likert scale provides the ease to answer for the tourists, to the most coinciding opinion.

Data Analysis & Statistical Technique

In this research SEM technique was used by using the software SMART-PLS 4 to analyze structural relationships of multiple variables. The technique is used by researchers which is a combination of multiple regression and factor analysis. CFA was used to check reliability/validity & regression for analyzing impact factor. Hence, the technique was used to check the structural relation between latent constructs & measured variables.

Findings, Analysis, and Interpretation

Reliability and Validity

The table 4.1.1 below show the values of Indicator reliability, Internal Consistency, Convergent validity and Discriminant validity. The value of outer loadings show that the variance extracted from the construct or item is found to be greater than 0.708; therefore, all the variables show contribution to the assigned construct or there is stability in the estimated relationships of reflective measurement model.

Table 4.1.1 Reliability and Validity Analysis

	Outer loadings
A1 <- Accomodation	0.802
A2 <- Accomodation	0.817
A3 <- Accomodation	0.878
B1 <- Safety & Security	0.822
B2 <- Safety & Security	0.848

B3 <- Safety & Security	0.766
C1 <- Food Quality	0.876
C2 <- Food Quality	0.846
C3 <- Food Quality	0.866
D1 <- Accessibility	0.738
D2 <- Accessibility	0.869
D3 <- Accessibility	0.833
E1 <- Transportation	0.797
E2 <- Transportation	0.905
E3 <- Transportation	0.819
F1 <- Hospitality	0.845
F2 <- Hospitality	0.845
F3 <- Hospitality	0.854
G1 <- EconomicV	0.866
G2 <- EconomicV	0.852
G3 <- EconomicV	0.854
H1 <- FunctionalV	0.845
H2 <- FunctionalV	0.888
H3 <- FunctionalV	0.846
I1 <- SocialV	0.799
I2 <- SocialV	0.881
I3 <- SocialV	0.836
J1 <- EmotionalV	0.855
J2 <- EmotionalV	0.921
J3 <- EmotionalV	0.869
K1 <- Tourist Contentment	0.842
K2 <- Tourist Contentment	0.885
K3 <- Tourist Contentment	0.852
L1 <- Tourist Loyalty	0.820
L2 <- Tourist Loyalty	0.911
L3 <- Tourist Loyalty	0.853

The value of Composite reliability and Cronbach Alpha is found to be greater than 0.7 which means that internal consistency of the questionnaire is found to be reliable. The average variance extracted is also found to be greater than 0.5; therefore, convergent validity is also found to be acceptable.

Table 4.1.2 Reliability and Validity Analysis

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Accessibility	0.751	0.781	0.855	0.664
Accomodation	0.780	0.794	0.871	0.694
EconomicV	0.820	0.821	0.893	0.735
EmotionalV	0.857	0.862	0.913	0.778
Food Quality	0.829	0.837	0.897	0.745
FunctionalV	0.824	0.823	0.895	0.740
Hospitality	0.805	0.808	0.885	0.719
Safety & Security	0.744	0.754	0.854	0.661
SocialV	0.790	0.794	0.877	0.705
Tourist Contentment	0.823	0.823	0.895	0.739
Tourist Loyalty	0.826	0.832	0.896	0.743
Transportation	0.804	0.921	0.879	0.708

Further, the table 4.1.3 below also shows that square root of the AVE (Average variance extracted) is found to be greater than the correlation between the different constructs. It also means that the diagonal values are

found to be higher than the off-diagonal elements in the respective columns and rows, which indicates that all constructs have got high variance with their own indicators. Hence, discriminant validity is achieved in values through Fornell-Larcker method.

Table 4.1.3 Reliability and Validity Analysis

	Accessi- bility	Accomo- dation	Econo- micV	Emotio- nalV	Food Quality	Funcio- nalV	Hospita- lity	Safety & Security	SocialV	Tourist Content- ment	Tourist Loyalty	Transp- ortati- on
Accessibility	0.815											
Accomodation	0.245	0.833										
EconomicV	0.234	0.414	0.858									
EmotionalV	0.192	0.235	0.310	0.882								
Food Quality	0.287	0.427	0.491	0.282	0.863							
FunctionalV	0.304	0.499	0.637	0.318	0.545	0.860						
Hospitality	0.169	0.270	0.545	0.235	0.373	0.460	0.848					
Safety & Security	0.235	0.341	0.401	0.362	0.525	0.470	0.300	0.813				
SocialV	0.222	0.399	0.535	0.269	0.433	0.538	0.489	0.349	0.839			
Tourist Contentment	0.231	0.303	0.501	0.530	0.412	0.528	0.372	0.418	0.470	0.860		
Tourist Loyalty	0.254	0.315	0.522	0.474	0.436	0.477	0.406	0.377	0.522	0.617	0.862	
Transportation	0.022	0.075	0.098	0.045	0.023	0.049	0.041	0.020	0.033	0.086	0.115	0.842

In the table 4.1.4 below, pattern and magnitude of cross loadings show that overall constructed model is a reliable representation of the data, since all the items are strong indicators in the respective latent construct.

Table 4.1.4 Reliability and Validity Analysis

	Access- sibility	Acco- moda- tion	Econ- omic V	Emot- ional V	Food Qualit- y	Func- tional V	Hosp- italit- y	Safet- y & Secur- ity	Social V	Touri- st Cont- ent	Touri- st Loyal- ty	Trans- port- ation
A1 (Accomodation)	0.164	0.802	0.288	0.271	0.289	0.388	0.200	0.247	0.310	0.278	0.264	0.006
A2	0.275	0.817	0.322	0.067	0.360	0.404	0.210	0.225	0.304	0.160	0.222	0.094
A3	0.184	0.878	0.414	0.236	0.411	0.451	0.259	0.363	0.376	0.306	0.295	0.086
B1 (Safety & Sec)	0.203	0.273	0.303	0.307	0.452	0.368	0.204	0.822	0.310	0.349	0.308	0.027
B2	0.193	0.308	0.370	0.269	0.473	0.436	0.257	0.848	0.343	0.346	0.339	0.053
B3	0.177	0.246	0.300	0.315	0.346	0.335	0.275	0.766	0.183	0.323	0.267	-0.041
C1 (Food Quality)	0.275	0.381	0.448	0.269	0.876	0.507	0.387	0.466	0.357	0.346	0.442	-0.002
C2	0.208	0.327	0.351	0.219	0.846	0.417	0.252	0.406	0.341	0.337	0.315	-0.002
C3	0.253	0.391	0.461	0.238	0.866	0.478	0.315	0.482	0.419	0.383	0.360	0.061
D1 (Accessibility)	0.738	0.137	0.126	0.071	0.235	0.231	0.087	0.205	0.127	0.121	0.133	-0.013
D2	0.869	0.270	0.241	0.148	0.255	0.298	0.159	0.195	0.221	0.225	0.195	0.001
D3	0.833	0.173	0.188	0.226	0.217	0.214	0.154	0.185	0.181	0.201	0.274	0.057
E1 (Transportation)	0.001	0.064	0.085	0.028	-0.004	0.031	0.004	0.013	0.023	0.078	0.057	0.797
E2	0.024	0.063	0.090	0.056	0.033	0.061	0.057	0.039	0.046	0.100	0.136	0.905
E3	0.029	0.067	0.068	0.015	0.021	0.019	0.028	-0.019	0.001	0.018	0.072	0.819
F1 (Hospitality)	0.158	0.257	0.468	0.235	0.294	0.378	0.845	0.272	0.396	0.307	0.346	0.032
F2	0.138	0.249	0.502	0.178	0.370	0.420	0.845	0.249	0.459	0.352	0.364	0.022
F3	0.134	0.174	0.408	0.187	0.278	0.367	0.854	0.241	0.381	0.282	0.319	0.053
G1 (EconomicV)	0.209	0.373	0.866	0.261	0.413	0.522	0.499	0.297	0.455	0.406	0.450	0.106
G2	0.188	0.319	0.852	0.239	0.408	0.562	0.460	0.334	0.467	0.413	0.418	0.029
G3	0.206	0.371	0.854	0.295	0.441	0.556	0.443	0.397	0.455	0.469	0.471	0.112
H1 (FunctionalV)	0.275	0.435	0.551	0.314	0.487	0.845	0.389	0.459	0.412	0.450	0.403	0.024
H2	0.236	0.448	0.518	0.212	0.428	0.888	0.414	0.368	0.476	0.442	0.390	0.062
H3	0.272	0.404	0.574	0.292	0.489	0.846	0.383	0.384	0.501	0.469	0.437	0.042
I1 (SocialV)	0.176	0.316	0.427	0.164	0.298	0.446	0.379	0.223	0.799	0.416	0.435	0.058
I2	0.178	0.312	0.464	0.260	0.419	0.457	0.446	0.291	0.881	0.423	0.479	0.038
I3	0.207	0.380	0.456	0.250	0.368	0.453	0.404	0.365	0.836	0.343	0.398	-0.012
J1 (EmotionalV)	0.229	0.153	0.246	0.855	0.208	0.316	0.207	0.313	0.216	0.424	0.356	0.000
J2	0.138	0.232	0.289	0.921	0.283	0.302	0.210	0.356	0.276	0.497	0.482	0.077
J3	0.146	0.233	0.283	0.869	0.251	0.226	0.207	0.287	0.217	0.479	0.410	0.036
K1 (Tourist Cont)	0.165	0.293	0.402	0.470	0.404	0.456	0.359	0.395	0.473	0.842	0.552	0.072
K2	0.192	0.230	0.406	0.468	0.309	0.423	0.283	0.334	0.340	0.885	0.532	0.067
K3	0.241	0.256	0.486	0.429	0.346	0.481	0.315	0.346	0.394	0.852	0.505	0.082
L1 (Tourist Loyalty)	0.161	0.284	0.453	0.409	0.363	0.433	0.357	0.341	0.436	0.492	0.820	0.063
L2	0.239	0.268	0.459	0.394	0.376	0.409	0.339	0.318	0.496	0.596	0.911	0.081
L3	0.253	0.266	0.438	0.427	0.388	0.395	0.358	0.318	0.414	0.501	0.853	0.154

Path Coefficients

Original Sample, Mean, STDEV, T-Values, P-Values

The table 4.2 below shows that accommodation has a positive impact on economic value, functional value

and social value; however, emotional value is found to be >0.05 , therefore, hypothesis was rejected and accommodation does not have any positive impact on emotional value. Safety and security of tourists has a positive impact on emotional, economic and functional value; however social value is found to be >0.05 , therefore, hypothesis was rejected and safety and security does not have any positive impact on social value. Also restaurant food quality has a positive impact on economic value, functional value and social value; however, emotional value is found to be >0.05 , therefore, hypothesis was rejected and food quality does not have any positive impact on emotional value. Similarly, hospitality has a positive impact on economic value, functional value and social value; however, emotional value is found to be >0.05 , therefore, hypothesis was rejected and hospitality does not have any positive impact on emotional value. Contrary to it, there is no positive impact of accessibility to the destination on economic, emotional and social value except for functional value which is impacted by accessibility, since the p-value was found to be less <0.05 . Similarly, there is no positive impact between transportation and perceived EESF values.

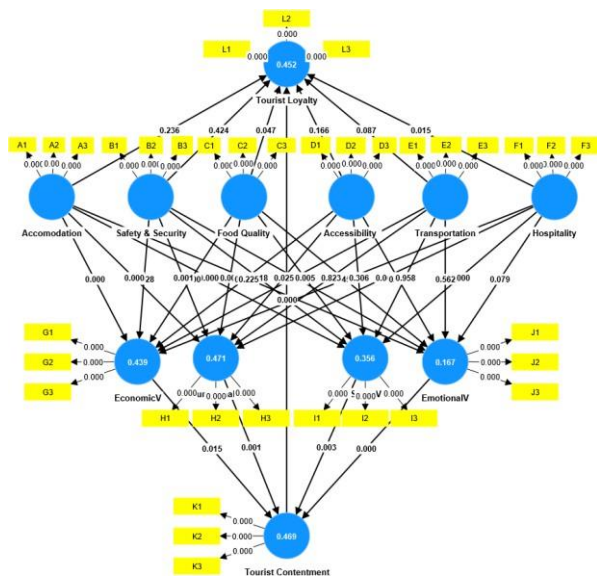


Fig. 4.2 Bootstrapping Results

For tourist contentment, all the values of EESF were found to be less than 0.05; therefore, there is a greater impact of EESF values on tourist contentment. Results also show that there is a significant impact of tourist contentment on tourist loyalty.

Further, P-Values also indicate that hospitality, food quality has a positive impact on tourist loyalty; whereas, the values of accessibility, accommodation, transportation and safety and security were found to be greater than 0.05, hence hypotheses were rejected.

In addition to it, the values of original sample (O) indicate that if one item increases by 1, the other relevant variable will also increase by a certain percentage according to the values mentioned in the

table below except for transportation and social value, which means that if transportation increases by 1 percent, social value will decrease by 0.002 percent.

Table 4.2 Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Accessibility -> EconomicV	0.042	0.044	0.042	1.003	0.316
Accessibility -> EmotionalV	0.079	0.081	0.067	1.180	0.238
Accessibility -> FunctionalV	0.095	0.095	0.043	2.235	0.025
Accessibility -> SocialV	0.050	0.052	0.049	1.024	0.306
Accessibility -> Tourist Loyalty	0.063	0.065	0.045	1.387	0.166
Accommodation -> EconomicV	0.172	0.172	0.047	3.638	0.000
Accommodation -> EmotionalV	0.076	0.074	0.063	1.213	0.225
Accommodation -> FunctionalV	0.255	0.254	0.056	4.569	0.000
Accommodation -> SocialV	0.197	0.195	0.048	4.144	0.000
Accommodation -> Tourist Loyalty	0.047	0.046	0.040	1.184	0.236
EconomicV -> Tourist Contentment	0.157	0.159	0.064	2.440	0.015
EmotionalV -> Tourist Contentment	0.366	0.368	0.051	7.239	0.000
Food Quality -> EconomicV	0.205	0.206	0.058	3.553	0.000
Food Quality -> EmotionalV	0.051	0.050	0.069	0.746	0.456
Food Quality -> FunctionalV	0.232	0.234	0.058	4.030	0.000
Food Quality -> SocialV	0.164	0.166	0.058	2.822	0.005
Food Quality -> Tourist Loyalty	0.131	0.128	0.066	1.989	0.047
FunctionalV -> Tourist Contentment	0.221	0.220	0.069	3.190	0.001
Hospitality -> EconomicV	0.379	0.378	0.053	7.167	0.000
Hospitality -> EmotionalV	0.104	0.104	0.059	1.755	0.079
Hospitality -> FunctionalV	0.238	0.237	0.052	4.616	0.000
Hospitality -> SocialV	0.341	0.341	0.054	6.329	0.000
Hospitality -> Tourist Loyalty	0.150	0.151	0.062	2.432	0.015
Safety & Security -> EconomicV	0.109	0.109	0.050	2.200	0.028
Safety & Security -> EmotionalV	0.259	0.260	0.052	4.962	0.000
Safety & Security -> FunctionalV	0.168	0.165	0.050	3.351	0.001
Safety & Security -> SocialV	0.082	0.082	0.052	1.565	0.118
Safety & Security -> Tourist Loyalty	0.041	0.041	0.051	0.799	0.424
SocialV -> Tourist Contentment	0.168	0.168	0.056	2.977	0.003
Tourist Contentment -> Tourist Loyalty	0.456	0.459	0.064	7.175	0.000
Transportation -> EconomicV	0.061	0.066	0.046	1.321	0.186
Transportation -> EmotionalV	0.027	0.031	0.046	0.580	0.562
Transportation -> FunctionalV	0.009	0.012	0.042	0.223	0.823
Transportation -> SocialV	-0.002	0.000	0.041	0.053	0.958
Transportation -> Tourist Loyalty	0.061	0.062	0.036	1.714	0.087

Latent Variables Prediction Summary

The table below shows that all the values of Q-Square are above 0; therefore, the model has got predictive relevance in the endogenous constructs and all the values in the model are well re-constructed.

Table 4.3 Latent Variables Prediction Summary

	Q ² predict	RMSE	MAE
EconomicV	0.409	0.779	0.558
EmotionalV	0.127	0.946	0.704
FunctionalV	0.446	0.751	0.560
SocialV	0.329	0.825	0.603
Tourist Contentment	0.261	0.869	0.628
Tourist Loyalty	0.265	0.867	0.636

Discussion

In one of the studies, data was collected by 378 residents living in several regions near Kinabalu National Park who hold distinct viewpoints regarding the social consequences brought about by tourism development in their community. The collected information underwent various descriptive analytical methods. Results indicated that tourism has not only ignited a range of cultural activities but has also boosted the pride of both the locals themselves and others in their nation and culture. Furthermore, survey participants indicated that tourism has improved community facilities and significantly enhanced their overall quality of life. (Juran & De Feo, 2010). Following nearly the same sample size of 375; however, contrary to it, our study collected data from tourists which included 325 local tourists (residents of Pakistan) and 50 foreign tourists.

The hypothesis (H1) proposed by one of the researchers demonstrated a positive correlation between perceived value and tourist satisfaction. This discovery finds support in the works of Galarza and Saurav (2006), Lee et al. (2007), Chen and Chen (2010), and Milliner et al. (2011). The second hypothesis (H2) proposed that perceived value directly influences destination loyalty, aligning with prior research by Machida et al. (2010), Meng et al. (2011), and Mourinho et al. (2012), which also showed a significant positive connection between perceived value and destination loyalty. Hypothesis three (H3) suggested that service quality has a direct impact on tourist satisfaction. The empirical study results indicated that perceived value has an influence on both tourist satisfaction and destination loyalty. Furthermore, the findings revealed that service quality significantly affects satisfaction. However, service quality does not have a significant impact on destination loyalty. Additionally, the findings suggest that tourist satisfaction fully mediates the relationship between service quality and destination loyalty (Mohamad, Ghani, & Muhamad Nasir, 2019).

On the other hand, our study also showed significant correlation between perceived value which included economic, social, functional and social value; and tourist contentment. However, diving deep into the above-mentioned part of the study related to service quality and tourist loyalty, our study partially

supported the hypotheses, since few of the determinants of service quality like local hospitality and food quality were found significantly correlated with tourist loyalty and rest of the determinants like accessibility, transportation, accommodation and safety and security were found negatively correlated with tourists' loyalty.

Similarly, another study also fully supported the results of this study related to perceived value and tourist satisfaction. It suggested a positive impact of perceived value on tourist satisfaction, in alignment with prior studies (Oh, 1999; Patrick and Backman, 2002; Galarza and Gil-Saurav, 2006; Lee et al., 2007; Bags, 2015; Azolimines et al., 2016). Furthermore, another two hypotheses from the same study also found support (with $b_3 = 0.124$; $p = 0.000$), signifying that perceived value and satisfaction positively influence tourist loyalty (Valverde-Roda, Moral-Cuadra, Aguilar-Rivero, & Solano-Sanchez, 2022).

The findings of a study suggested that a more positive destination image results in stronger loyalty among tourists toward these destinations. Tourist satisfaction has a direct influence on tourist loyalty, with a significance level of 0.012, which is less than 0.05. However, it does not act as a mediating factor in the relationship between destination image and tourism loyalty, as indicated by a significance level of 0.135, which is greater than 0.05. This research underscores the direct impact of perceived environmental value on satisfaction and loyalty. When tourists experience motivation, inspiration, and contentment with the cleanliness of tourist destinations, it positively affects their satisfaction and loyalty. Essentially, perceived environmental value impacts tourist satisfaction, making them more inclined to return to these destinations and recommend West Sumatra to others. (Zulvianti, Aimon, & Abror, 2023). By comparison, our study also demonstrated a positive significance between tourist contentment (satisfaction) and tourist loyalty i.e., $.000 < 0.05$. Regarding perceived value and tourist contentment, our research in support of the results of research conducted by Zulvianti, Aimon and Abror, demonstrated a positive correlation which means that significant relationship between economic, social, economic and functional value with tourist contentment will ultimately result in greater tourist loyalty.

Conclusion

In conclusion, better quality of accommodation provided to the tourists can result in value creation in terms economic, functional and social value. Social Value is created after combining policies, procedures, resources and inputs (PPSI). So, all these factors combine to provide better quality of services for tourists. A positive impact was created by hospitality, accommodation, Safety and security, restaurant food quality; therefore, more attention from Government of Pakistan can be given on these determinants. However, there is a need to pay attention to rest of the

determinants as they are also value creators. Results also conclude that if quality accommodation, good quality of food and welcoming hospitality are provided to the tourists, they can contribute to the economic development and value creation in the country. Similarly, tourists have positive emotions when they feel secure during the stay in the country.

In conclusion, experts have offered a number of suggestions for enhancing the caliber of tourism services. The recommendations include implementing sustainable practices, utilizing technology to improve the customer experience, giving training for employees, creating personalized packages, and promoting a positive destination image. By implementing these recommendations, tourism businesses can provide excellent customer service and enhance the overall tourism experience. It is crucial for tourism businesses to be proactive in improving the quality of their services to remain competitive in the industry and attract more tourists.

Tourist contentment or satisfaction is a positive experience towards their travelling. It includes the trip destination, transportation, lodging, attraction and activities among other things. Tourists who are satisfied with their trip are more likely to return to the same destination and recommended it to others and positive attitude towards tourism in general. Tourist's contentment or satisfaction is influenced by destination characteristics, affordability and value of money, safety and security and accessibility and convenience. Travel agencies, hotels and restaurants must provide tourists with high-quality service including promptness, politeness and competence. They also look for destination that offer one-of-a-kind experiences that will stay with them for a long time such as natural beauty, cultural attraction and local cuisine. Tourists want to feel like they're getting good value of money and appreciate destination and services that are easy to access and navigate, with efficient transport and signage. One of the determinants, security and safety is crucial because tourists place high value on services and locations that are secure with low crime rates and minimal risk of accidents or illness.

Moreover, the Government of Pakistan is also taking keen interest in promoting tourism in Pakistan. In order to promote tourism in Pakistan, the government there unveiled a new tourism plan in 2020. The plan asks for the establishment of tourist hotspots, the development of adventure tourism, and the establishment of a tourist police division to ensure the security and protection of visitors (Baig, 2020).

Limitations of the Study

As the total statistics of the tourists visiting Pakistan during the last 3 years is unknown, therefore sample size may not represent the total population. Considering the same issue, convenience sampling has been used & the sample size is kept comparatively

larger than the past relevant Pakistani researches on tourism.

Research Recommendations

The suggestions involve the development of increased facilities of accommodation, the enhancement of security measures, more convenient reach to local people, making destinations more accessible by development of infrastructure and by providing more comfortable transportation services. More effective marketing strategies should be adopted aimed at attracting a higher number of tourists to Pakistan. By implementing these recommendations, Pakistan has the potential to fully unlock the tourism industry's capabilities, leading to the creation of new job opportunities and revenue sources for the economy. The article concludes that, with appropriate policies and strategies, Pakistan's tourism industry can emerge as a significant driver of economic growth and progress (Shahzady, 2023).

Future research endeavors could broaden their scope by gathering data from a more extensive array of tourists. Exploring various facets of sustainability, encompassing the environment, culture, and economics, is essential to enrich the existing knowledge base and bridge the gap between what is known, unknown, practiced, and not practiced within the tourism sector.

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