



EFFECTS OF SERVICE QUALITY, UMRAH EXPERIENCE, PLACE ATTACHMENT, PILGRIMS MEMORY AND SATISFACTION ON BEHAVIOURAL INTENTIONS OF UMRAH PILGRIMS

SHERBINI, AYMAN ALI H



**EFFECTS OF SERVICE QUALITY, UMRAH EXPERIENCE, PLACE
ATTACHMENT, PILGRIMS MEMORY AND SATISFACTION ON
BEHAVIOURAL INTENTIONS OF UMRAH PILGRIMS**

By

SHERBINI, AYMAN ALI H

**Thesis Submitted to Putra Business School
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

August 2018

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

EFFECTS OF SERVICE QUALITY, UMRAH EXPERIENCE, PLACE ATTACHMENT, PILGRIMS MEMORY AND SATISFACTION ON BEHAVIOURAL INTENTIONS OF UMRAH PILGRIMS

By

SHERBINI, Ayman Ali H

August 2018

Chairman : Associate Professor Yuhanis Abdul Aziz, PhD
Faculty : Putra Business School

The research in religious tourism that is focusing on understanding tourist behavioural intentions is still limited, especially the research related to Islamic tourism. Umrah, as one of the most important rituals in Islam, need further understanding in terms of the quality services provided and pilgrims experience. The main objective of this research is to examine the relationship between service evaluation variables; service quality and tourist satisfaction, place attachment, Umrah experience, tourist memory with the behavioural intention of Umrah pilgrims. Aiming to improve the tourism industry is applicable to the Saudi Arabia 2030 strategic vision seeking for alternative source of income for the country. To contribute to the marketing body of knowledge and support in the country vision, a model was developed to understand the pilgrims experience and its effect on their behavioural intentions in the future.

Data were collected from 448 Malaysian Umrah performers. A quantitative methods approach was adopted from previous studies to measure each variable used in the research. Analysis of Moments Structure (AMOS) was implemented to analyse the relationships between the variables. The results of structural equation modelling revealed that Umrah experience has direct and indirect impact on behavioural intentions. Although direct effect of pilgrims satisfaction and behavioural intentions was not significant, the indirect effect through pilgrims memory was significant. In addition, Pilgrims memory mediates the relationship between Umrah Experience and behavioural intentions. Place attachment was examined in the study where it was found to be significant on Behavioural Intentions. Quality of services provided in Makkah was examined in the current research and its relationship with Pilgrims Satisfaction was statistically approved. Moreover, Umrah Experience has an effective role as moderator between Place Attachment and Behavioural Intentions.

Theoretically, the study contributed to the body of knowledge by examining the Umrah experience effective domain, in one side, and analyse the antecedents of the pilgrims' Behavioural intentions, on another side. Practically, the study provides management and marketing implications that enable Umrah service providers and Umrah authorities in Saudi Arabia to improve the industry.

Keywords : Umrah Experience, Place attachment, Pilgrims satisfaction, Behavioural Intentions.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

KESAN KUALITI PERKHIDMATAN, PENGALAMAN UMRAH, TEMPAT BERKAITAN, MEMORI JEMAAH DAN KEPUASAN KEPADA NIAT TINGKAHLAKU JEMAAH UMRAH

Oleh

SHERBINI, Ayman Ali H

Ogos 2018

Pengerusi : Profesor Madya Yuhanis Abdul Aziz, PhD
Fakulti : Putra Business School

Kajian tentang pelancongan berkonsep keagamaan yang mengfokuskan untuk memahami niat dan tingkahlaku seseorang pelancong adalah terhad, terutama sekali yang berkaitan dengan pelancongan Islam. Umrah, iaitu salah satu ibadah yang paling penting di dalam Islam, memerlukan suatu kefahaman dari segi kualiti perkhidmatan yang disediakan dan pengalaman Jemaah umrah. Objektif utama kajian ini adalah untuk memeriksa perhubungan di antara pemboleh ubah penilaian perkhidmatan; kualiti perkhidmatan dan kepuasan pelancong, tempat berkaitan, pengalaman umrah, memori pelancong dengan niat tingkahlaku jemaah Umrah. Sasaran untuk meningkatkan industri pelancongan adalah sehaluan dengan visi strategi oleh Arab Saudi tahun 2030 untuk mencari alternatif sebagai sumber pendapatan negara. Bagi menyumbang kepada badan ilmu pemasaran dan sokongan wawasan negara, satu model telah dibentuk untuk memahami pengalaman Jemaah Umrah dan kesannya terhadap niat tingkahlaku mereka pada masa akan datang.

Data telah dikumpulkan daripada seramai 448 ahli Jemaah Umrah Malaysia. Pendekatan kaedah kuantitatif telah digunakan yang diambil daripada kajian terdahulu untuk mengukur pemboleh ubah dalam kajian ini. Analysis of Moments Structure (AMOS) telah digunakan untuk menganalisa hubungan di antara pemboleh ubah. Keputusan daripada model persamaan berstruktur ini mendedahkan bahawa pengalaman Umrah mempunyai kesan secara langsung dan tidak langsung terhadap niat tingkahlaku seseorang. Walaupun kesan secara langsung terhadap kepuasan dan niat tingkahlaku Jemaah Umrah tidak berlaku secara ketara, namun kesan secara tidak langsung melalui Memori Jemaah Umrah adalah penting. Tambahan pula, Memori Jemaah Umrah mempunyai hubungan di antara pengalaman Umrah itu sendiri dan niat tingkahlaku seseorang. Kajian mengenai tempat berkaitan telah dikenalpasti iaitu ia

didapati penting kepada niat tingkahlaku seseorang. Kualiti perkhidmatan yang disediakan di Mekah telah diperiksa dalam penyelidikan semasa dan hubungannya dengan kepuasan Jemaah telah diterima secara statistiknya. Di samping itu, pengalaman Umrah memainkan peranan penting sebagai perantara di antara tempat berkaitan dan niat tingkahlaku. Secara teorinya, kajian ini telah menyumbang kepada badan pengetahuan dengan mengenalpasti kawasan pengalaman Umrah berkesan dari satu segi, dan menganalisa latarbelakang niat tingkahlaku para Jemaah dari segi yang lain. Secara praktikalnya, kajian ini memberi implikasi kepada pengurusan dan pemasaran yang membolehkan pemberi khidmat Umrah dan penguatkuasa Umrah di Arab Saudi untuk memperbaiki industri.

Kata kunci : Pengalaman Umrah, Tempat berkaitan, Kepuasan jemaah, Niat Tingkah Laku.

ACKNOWLEDGEMENTS

This thesis would not have been possible without the inspiration and support from all the wonderful individual around me. This is my opportunity to extend my thanks and appreciation to them.

Alhamdulillah, my praise goes to Allah (SWT) the most gracious and most merciful for give me good health till I finish my research. Firstly, I am grateful to the members of my committee for their patience and support in overcoming numerous obstacles that I have been facing through my research journey. Starting with my main supervisor, Assoc. Prof. Dr Yuhanis Abdul Aziz for her constant support, guidance and motivation. Believe me, without her advices and further help I would not reach this point and writing this acknowledgement now. And I would like to thank Prof. Datin Paduka Dr Samsinar Md. Sidin for her support and time as co-supervisor. I would like to extend my thanks to Dr Raja Nerina Raja Yusof for her guidance especially in the beginning of my research journey.

I would like to report my special thanks to Prof. Murali Sambasivan and Prof. Dr Bahaman Abu Samah for their valuable comments and advices in methodology and data analysis using AMOS. I would also like to thank the research specialists for their participation in the survey who supported my work in this way and helped me get results of better quality. I would like to thank my fellow doctoral students for their feedback, cooperation and of course friendship.

I would like to thank my friends for accepting nothing less than excellence from me. Last but not the least, I would like to thank my wife for standing beside me throughout my career and writing this thesis. Also, I would like to thank my family: my mother and to my brother and sisters for supporting me spiritually throughout writing this thesis and my life in general.

I certify that a Thesis Examination Committee has met on 3 August 2018 to conduct the final examination of Ayman Sherbini on his thesis entitled “Effects of Service Quality, Umrah Experience, Place Attachment, Pilgrims Memory and Satisfaction on Behavioural Intentions of Umrah Pilgrims” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Sazali Abd Wahab, PhD

Professor
Putra Business School
(Chairman)

Mass Hareeza Ali, PhD

Senior Lecturer
Faculty of Economics and Management
University Putra Malaysia
(Internal Examiner)

Mohd Salehuddin bin Mohd Zahari, PhD

Professor / Deputy Dean
Faculty of Hotel and Tourism Management,
University Technology MARA
42300 Bandar Puncak Alam
Selangor
(External Examiner)

Hatem El-Gohary, PhD

Professor
Department of Strategy, Management and Marketing
Birmingham Business School
United Kingdom
(External Examiner)

PROF. DR. M. IQBAL SARIPAN

Deputy Vice Chancellor (Academic and International)

Universiti Putra Malaysia

Date:

On Behalf of,
Putra Business School

This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Yuhanis Abdul Aziz, PhD

Associate Professor / Deputy Dean (Graduate Studies)
Faculty of Economic and Management
Universiti Putra Malaysia
(Chairman)

Datin Paduka Samsinar Md. Sidin, PhD

Professor / Vice Chancellor
UNIRAZAK
Kuala Lumpur
(Member)

Raja Nerina Raja, PhD

Associate Professor
Faculty of Economic and Management
Universiti Putra Malaysia
(Member)

PROF. DR. M. IQBAL SARIPAN

Deputy Vice Chancellor (Academic and International)
Universiti Putra Malaysia
Date:

On Behalf of,
Putra Business School

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____ Date: _____

Name and Matric No: Ayman Sherbini, PBS12241229

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Chairman of Supervisory Committee :

Signature : _____
Name : Assoc. Prof. Dr. Yuhanis Abd Aziz
Faculty : Faculty of Economics and Management, UPM

Member of Supervisory Committee :

Signature : _____
Name : Prof. Datin Paduka Dr. Samsinar Md Sidin
Faculty : UNIRAZAK, Kuala Lumpur

Signature : _____
Name : Dr. Raja Nerina Raja Yusof
Faculty : Faculty of Economics and Management, UPM

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xv
LIST OF FIGURES	xvii
LIST OF ABBREVIATIONS	xix
CHAPTER	
1 INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statements	5
1.4 Research Objectives	10
1.5 Research Questions	10
1.6 The Significance of The Study	11
1.6.1 Theoretical Significance	11
1.6.2 Practical Significance	12
1.7 The Scope of The Study	15
1.8 Definition of the Key Terms	16
1.9 The Organisation of The Thesis	17
1.10 Chapter Summary	18
2 RELIGIOUS TOURISM IN SAUDI ARABIA	19
2.1 Introduction	19
2.2 Overview of Tourism industry	19
2.2.1 Tourism Definitions	19
2.2.2 The Quality in Tourism	20
2.2.3 The Importance of Tourism	20
2.2.4 The Importance of Tourism in the Middle East	21
2.2.5 Categories of Tourism Industry	22
2.2.6 Previous Research in Tourism	24
2.3 Religious Tourism	25
2.3.1 Religious Tourism: Definition and Background	25
2.3.2 The Importance of Religious Tourism	26
2.3.3 Types of Religious Tourism	26
2.3.4 Pilgrimage	26
2.3.5 Pilgrimage VS religious tourism	27
2.3.6 Types of Religions Studied by Religious Tourism Scholars	28
2.4 Islamic Religious Tourism	29
2.4.1 Definitions of Islamic religious tourism	30
2.4.2 The importance of Islamic Religious Tourism	31

	2.4.3	<i>Umrah</i> Pilgrimage	33
2.5		Religious Tourism in Saudi Arabia	34
	2.5.1	The importance of Tourism in Saudi Arabia	34
	2.5.2	Research on Islamic Religious Tourism	37
2.6		Chapter Summary	40
3		LITERATURE REVIEW	41
	3.1	Introduction	41
	3.2	Marketing Overview	41
	3.3	Service Quality	43
	3.3.1	Service Quality Definitions and Concepts	43
	3.3.2	Service Quality Dimensions	44
	3.3.3	The Importance of Considering Service Quality	45
	3.3.4	Service Quality Measurement	45
	3.4	Tourists Satisfaction	46
	3.4.1	Satisfaction Definitions	47
	3.4.2	Cognitive part of Satisfaction	47
	3.4.3	The Significance of Customer Satisfaction	48
	3.4.4	Types of Satisfaction	49
	3.4.5	Assessing Customer Satisfaction	49
	3.4.6	The Connection between Customer Satisfaction and Behavioural Intentions	50
	3.4.7	Differences between Service Quality and Satisfaction	50
	3.5	Tourists Experience	53
	3.5.1	Tourists Experience Definition	53
	3.5.2	Types of Tourist Experience	54
	3.5.3	Measuring Tourist Experience	54
	3.5.4	The Significance of Tourist Experience in Tourism Industry	56
	3.5.5	Experience Affects Behavioural Intentions	57
	3.6	Place Attachment	57
	3.6.1	Place Attachment Definitions	57
	3.6.2	Previous Research in Place Attachment	58
	3.6.3	Place Attachment Dimensions	59
	3.6.4	Measuring Place Attachment	59
	3.7	Tourist Memory	60
	3.7.1	Tourist Memory Concepts	60
	3.7.2	The Importance of Studying Tourist Memory	60
	3.7.3	Concepts Explain Memory Process	61
	3.7.4	Memory Classifications	61
	3.7.5	Memory Studies in Tourism Industry	63
	3.7.6	Measuring Tourist Memory	63
	3.8	Behavioural intentions	64
	3.8.1	Definitions of Behavioural Intentions	64
	3.8.2	The Importance of Studying Customer Behavioural Intentions	64
	3.8.3	Factors Influence Tourists Behavioural Intentions	65
	3.8.4	Industries Examine Customers' Behavioural Intentions	66

3.8.5	Measuring Tourist Behavioural Intentions	67
3.9	Gaps in the Literature	67
3.10	Chapter Summary	71
4	CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT	72
4.1	Introduction	72
4.2	Theoretical Underpinning and Related Models	72
4.2.1	Social Exchange Theory (SET)	72
4.2.2	Expectation Disconfirmation Theory (EDT)	73
4.2.3	Integrated Tourist Behaviour Model	74
4.2.4	Tourism Experience Model	75
4.3	The Conceptual Model	76
4.4	Hypotheses Development	78
4.4.1	Service Quality and Pilgrims Satisfaction	79
4.4.2	Pilgrims Satisfaction and Behavioural Intentions	80
4.4.3	The Mediating Role of Satisfaction	80
4.4.4	The Moderating Role of Umrah Experience	81
4.4.5	Umrah Experience and Pilgrims Memory	82
4.4.6	Pilgrims Satisfaction and Pilgrims Memory	82
4.4.7	Pilgrims Memory and Behavioural Intentions	83
4.4.8	The Mediating Role of Pilgrims Memory	83
4.4.9	Pilgrim`s Memory and Place Attachment	84
4.4.10	Place Attachment and Behavioural Intentions	84
4.5	Chapter Summary	87
5	RESEARCH METHODOLOGY	88
5.1	Introduction	88
5.2	Research Paradigm	88
5.3	The Research Design	89
5.3.1	The Survey Method	90
5.3.2	Research Setting	91
5.3.3	Time Horizon	92
5.4	Sampling Design Process	92
5.4.1	Target Population	93
5.4.2	Sampling Frame	94
5.4.3	Sampling Technique	94
5.4.4	Sample Size	95
5.5	Measurement Scale Development	97
5.5.1	Service Quality	97
5.5.2	Pilgrim`s Satisfaction	100
5.5.3	Umrah Experience	100
5.5.4	Place Attachment	101
5.5.5	Pilgrim`s Memory	102
5.5.6	Behavioural Intentions	103
5.6	Questionnaire Design	104
5.6.1	Translation to Bahasa Melayu	104
5.7	Expert Review	104

5.8	Pilot Study	105
5.8.1	ilot study results	106
5.9	Data Collection Procedure	109
5.10	Summary of Hypothesis Testing	110
5.11	Data Analysis Planning	111
5.12	Chapter Summary	112
6	DATA ANALYSIS AND FINDING	114
6.1	Introduction	114
6.2	Data Analysis Strategy	114
6.3	Response Rate	116
6.4	Phase I: Preliminary Data Analysis	117
6.4.1	Data Preparation	117
6.4.1.1	Data Coding	117
6.4.1.2	Data Entry	118
6.4.2	Data Screening	118
6.4.2.1	Missing Value Analysis	118
6.4.2.2	Outliers Analysis	118
6.4.3	Assumptions of Multivariate Analysis in SEM	120
6.4.3.1	Normality	120
6.4.3.2	Linearity	122
6.4.3.3	Multicollinearity	122
6.5	Descriptive Analysis	123
6.5.1	Demographic Characteristics of Pilgrims	123
6.5.2	Umrah Travel Behaviour (UTB)	126
6.5.3	Descriptive Statistics of Study Variables	128
6.6	Phase II: Primary Data Analysis Using SEM	129
6.6.1	Factor Analysis	129
6.6.1.1	Evaluation of Model Fit Statistics	130
6.6.2	Measurement Model	132
6.6.2.1	Initial Specification	133
6.6.2.2	Model Modification	136
6.6.2.3	Unidimensionality	137
6.6.2.4	Validity	138
6.6.2.5	Reliability	142
6.6.3	Structural Model	142
6.6.3.1	Initial Specification	143
6.6.3.2	Competing Models	145
6.6.4	Hypotheses Testing	146
6.6.4.1	Analysing The Causal Effects	146
6.6.5	Mediation Analysis	149
6.6.5.1	The Mediating Role of Satisfaction	152
6.6.5.2	The Mediating Role of Pilgrims Memory	153
6.6.6	Moderating Analysis	154
6.6.6.1	Testing Factorial Invariance	155
6.6.6.2	Testing The Moderating	157
6.6.7	Hypotheses Testing Summary	166
6.7	Chapter Summary	167

7	CONTRIBUTIONS, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS	168
7.1	Introduction	168
7.2	Discussion of The Findings	168
7.2.1	The First Research Objective	168
7.2.1.1	Service Quality and Pilgrims Satisfaction	168
7.2.1.2	Pilgrims Satisfaction and Behavioural Intentions	169
7.2.1.3	The Mediating Role of Satisfaction	170
7.2.2	The Second Research Objective	171
7.2.2.1	The Moderating Role of Umrah Experience	171
7.2.3	The Third Research Objective	172
7.2.3.1	Umrah Experience and Pilgrims Memory	172
7.2.3.2	Pilgrims Satisfaction and Pilgrims Memory	173
7.2.3.3	Pilgrims Memory and Behavioural Intentions	173
7.2.3.4	The Mediating Role of Pilgrims Memory	174
7.2.4	The Fourth Research Objective	175
7.2.4.1	Pilgrims Memory and Place Attachment	175
7.2.5	The Fifth Research Objective	175
7.2.5.1	Place Attachment and Behavioural Intentions	175
7.3	Contributions of The Study	176
7.3.1	Academic Contributions	176
7.3.2	Practical Implications	179
7.4	Limitations of the Study	181
7.5	Directions for Future Research	182
7.6	Conclusion	184
	REFERENCES	186
	APPENDICES	235
	BIODATA OF STUDENT	273
	LIST OF PUBLICATIONS	274

LIST OF TABLES

Table	Page
1.1 Summary of Problems Statements	9
1.2 Summary of Research Objectives, Research Questions and Research Contributions	14
2.1 Summary of Previous Research on Pilgrims visiting Islamic Shrines	38
3.1 Concepts of Service Quality	44
3.2 Differences between Service Quality and Customer Satisfaction	52
3.3 A Summary of Selected Studies Examined Tourist Experience	55
3.4 Classifications of Memory	62
4.1 The Summary of Research Objectives and Hypotheses	86
5.1 Differences between Positivism and Interpretivism	89
5.2 The Number of Umrah Visas issued to Malaysian Citizen	94
5.3 : Determining Sample Size from a Giving Population	96
5.4 Service Quality Construct and Items	99
5.5 Pilgrims Satisfaction Construct and Items	100
5.6 Umrah Experience Construct and Items	101
5.7 Place Attachment Construct and Items	102
5.8 Pilgrims Memory Construct and Items	103
5.9 Behavioural Intentions Construct and Items	103
5.10 Demographic profile of respondents in the pilot study	107
5.11 Means, standard deviations, Alpha reliability (N=38)	109
5.12 The Summary of Research Hypotheses	111
6.1 Rules of Thumb for Selecting CB-SEM or PLS-SEM	116
6.2 Summary of Response Rate	117
6.3 The Multivariate Analysis Results of Mahalanobis test	119

6.4	Summary of Usable Questionnaires	120
6.5	Assessment of Univariate Normality	121
6.6	Multicollinearity Test Results	123
6.7	Demographic Characteristics of Participants	125
6.8	Descriptive Analysis of Umrah Travel Agents	127
6.9	Descriptive Statistics of Study Variables	128
6.10	Index Category	132
6.11	Results of Fitness Indices for the Initial Measurement Model	134
6.12	Results of Fitness Indices for The Final Measurement Model	136
6.13	Constructs Items, Factor Loading, AVE and CR	140
6.14	Correlation Matrix of independent variables and Behaviour	141
6.15	Average Variance Extracted (on the Diagonal) and Squared Correlation “r ² ” (on the Off-Diagonal) Between Variables	141
6.16	Results of Fitness Indices for The Structural Model	143
6.17	Results of Structural Analysis of the Competing Models	146
6.18	Standardized Regression Weight in The Hypothesized Path Model	149
6.19	Standardized Direct and Standardized Indirect Effects of Regression Weight of Satisfaction and Memory in the Hypothesized Path Model	152
6.20	Test of Moderating Effect	165
6.21	The Results of Hypotheses Testing	166

LIST OF FIGURES

Figure		Page
2.1	Regional contribution to global T&T total employment growth 2012	22
2.2	Muslims Population 2010-2050, Pew Research (2015)	32
2.3	The Estimated Religions Growing Percentage, Pew Research (2015)	32
2.4	Total Contribution of Travel and Tourism to GDP in Saudi Arabia	35
2.5	Visitor Exports and International Tourist Arrivals	36
4.1	Integrated Tourist Behaviour Model proposed by Chen and Tsai (2007)	74
4.2	Tourism Experience Model (Loureiro, 2014)	76
4.3	Proposed Conceptual Model: The Behavioural Intention Integrated Model for Religious Tourism	77
4.4	Proposed Conceptual Model with Hypotheses Examined previously in Religious Tourism	78
6.1	Analysis Strategy	115
6.2	The Initial Measurement Model	135
6.3	Modified Measurement Model	137
6.4	Structural Equation Model	144
6.5	Unmediated Model	149
6.6	Mediated Model	150
6.7	The statistical representation of the indirect model (Hayes, 2013)	150
6.8	Moderator Model (Baron & Kenny, 1986)	154
6.9	Factorial Invariance Test on the Measurement Model for High Umrah Experience Group	156
6.10	Factorial Invariance Test on the Measurement Model for Low Umrah Experience Group	157
6.11	Unconstrained Model for Model Comparison	159

6.12	Measurement Residuals Model for Model Comparison	160
6.13	Unconstrained Model for testing the moderating effect of High Umrah experience group on the relationship between service quality and satisfaction; and between place attachment and behavioural Intentions	163
6.14	Unconstrained Model for testing the moderating effect of Low Umrah experience group on the relationship between service quality and satisfaction; and between place attachment and behavioural Intentions	164



LIST OF ABBREVIATIONS

UNWTO	United Nations World Tourism Organization
WTTC	The World Travel and Tourism Council
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTO	World Tourism Organization
GDP	Gross Domestic Product
SCTA	Saudi Commission for Tourism and Antiquities
KAEC	King Abdullah Economic City
AMOS	Analysis of Moments Structure
HSP	Hajj Service Provider
SEM	Structural Equation Modeling
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factory Analysis
RMSEA	Root Mean Square Error of Approximation
CFI	Comparative Fit Index
IFI	Incremental Index of Fit
TLI	Tucker-Lewis Index
NFI	Normed Fit Index
GFI	Goodness-Of-Fit Index
AGFI	Adjusted Goodness of Fit Index

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter begins with the background of the current study, highlighting the development of the tourism industry in the world and its importance for countries economy. It also includes the global tourism industry's performance, especially religious category. Then, the chapter addresses the problem statements covering various issues and gaps that will be examined in this study. It is followed by the research objectives, questions and its contributions. The chapter also identifies the scope of the study, definition of key terms and end with the organisation of the thesis.

1.2 Background of the Study

The tourism industry is one of the rapid developing sectors in the world. The United Nations World Tourism Organization (UNWTO) reported that the number of international tourists started with 25 Million tourists in 1950 to 278 million in 1980, 674 million in 2000 and reach 1235 Million by 2016 (UNWTO, 2017b). With this figures, individual investors and countries pay their attention to attract as many tourists as they can, keeping their eyes on the estimated number of the international visitors, which is 1.8 billion by 2030 as published in UNWTO report (2016). In addition, The World Travel and Tourism Council (WTTC) expected that the tourism industry would provide 380 million jobs directly by 2027 (WTTC, 2017). According to UNWTO annual report (2016) the International Tourist Arrivals grew for the seventh consecutive year in 2016 to reach 1.2 billion, which is 4% over 2015. This phenomenon not only gain the attention from investors, but also by research and scholars who are interested in understanding the tourist behavioural intentions.

The tourism industry is classified into different categories depending on the specific travel experiences that the visitors are seeking for. These categories are including therapeutic tourism, cultural tourism, scientific tourism, safari or adventure tourism and lastly religious tourism (Daher, 2006). In the context of religious tourism, some scholars consider it as a type of heritage tourism (Timothy & Olsen, 2006). Regardless of what is the category of tourism that religious tourism belongs to, scholars differentiate between religious tourism and Islamic tourism. While Islamic tourism is concerned with Halal hospitality which provides product and services under Islamic Shariah law (Battour, Ismail, & Battor, 2011), religious tourism is concerned with religious sites and tourists who motivated by religious reason or faith (Laderlah, Rahman, Awang, & Man, 2011). The present research has the same concern of the religious tourism which is about the religious sites and shrines.

The religious tourism category is a significant part of global tourism markets. Religious tourism, or faith tourism (Olsen, 2013), is a pilgrimage concern about pilgrims strongly motivated by religious reasons. Although it is considered as the oldest form of tourism (Rinschede, 1992), it is still one of the most attractive industries in the world. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), 60% of the world's population practises a religion, and this population is the foundation of religious tourism (UNWTO, 2011). From the academic perspective, researchers recognize the enormous potential of this phenomenon and the growth of this number might encourage academicians for advanced studies and apply improvements in this industry (Alecú, 2010; Collins-Kreiner & Gatrell, 2006). However, the literature on pilgrimage and religious tourism is still fragmented and lacks of synthesis and holistic conceptualization (Timothy & Olsen, 2006). Hence, the religious tourism industry required more research and study in this particular field.

One of the significant religion worth to consider in today's societies is Islam. According to Pew Research Centre Report (2015) Muslims are expected to grow twice as fast as the overall global population from 1.6 billion in 2010 to nearly 2.8 billion in 2050. Consequently, Muslims are projected to rise from around 23%, which is a quarter of the world's population, in 2010 to 30% in 2050. In addition, Muslims have the highest Total Fertility Rate as of 2010-2015 with a global average of 3.1 children per women (Pew Research Center, 2015). The figure shows that Muslims population is expected to grow as the total number and as a percentage of all the people among the world's major religious groups in the world. This number of Muslims in the world is representing the foundation for Islamic religious tourism industry, which is about tourists concern in visiting Islamic sites. These Muslims are coming from different countries, with different cultures and societies that make understanding their behaviours quite challenging and required more studies, especially when they practice their religious activities in some city. The most important holy sites for Muslims located in Middle East region, precisely in Saudi Arabia.

The tourism industry in the Middle East region is considered as one of the fastest growing markets in the world over the past decade (Hamarneh, 2014). The area includes Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen (UNWTO, 2014). Although some of the Middle East countries are suffering from Arab Spring (revolutionary wave of demonstrations and protests, riots, and civil wars in the Arab world), this region is expected to grow more than double of its current annual international arrival, from 50 million to be 134 million by 2030 reaching 8% of the global tourism share (UNWTO, 2014). This forecast encourages the Middle East countries to change their economic view and the diversity of national income sources as an attempt to reduce their reliance on natural resources like petrol and gas. These countries have invested in upgrading infrastructure to build a suitable environment for tourists to visit the country like the United Arab Emirates, Qatar and Saudi Arabia (UNWTO, 2017a).

Saudi Arabia, as a state, beginning with the foundation by Abdul Aziz Al Saud in 1933. Islam is the only religion practised by locals in the country, and the state known as "The land of two holy mosques" which refers to holy mosques (Al-Masjid An-Nabawi) in Medinah and (Al-Masjid Al-haram) in Makkah (Mufeed & Gulzar, 2014). This country is on the top of the Middle East countries in terms of international tourists arrivals statistic in 2013 with 25.6% of the total visitors to Middle East (UNWTO, 2014). In addition, UNWTO (2017b) reported that although Saudi Arabian tourist arrival has no growth between 2016-2017, this destination maintains its rank as the subregion's top destination with 18.049 thousand international visitors spending around 11.096 Million US\$. More than half of these entries are travelling to two of Islam's holiest cities, Makkah and Medina (Hamarneh, 2014).

Makkah (or Mecca) in Saudi Arabia is the most important religious city for Muslims across the globe because it holds the Kaaba (a cube-shaped black stone building in Makkah that Muslims turn in for their daily prayers), which is the most sacred site in Islam, inside Al-Masjid al-Haram. This massive number of Muslims are dreaming of reaching this destination to participate in Hajj (the Muslims fixed date pilgrimage), perform Umrah (flexible date pilgrimage) or both together. These rituals have been performed in the same manner for the last fourteen hundred years since the emergence of Islam. According to Hajjar (2014), the number of visitors for Umrah purpose for 1435H (2013-2014) is over 6 Million, and the number is increasing gradually. Since this number of people coming for Umrah is high, managing the quality of their experience is challenging. There are some researchers conducted studies about Hajj pilgrimage (e.g. Ali & Abdullah, 2004; Darfoon, 2013; Haq & Jackson, 2009; Catherine Henderson, 2011; Nojoun, 2008), however, the research about Umrah pilgrimage are still limited (Wahab, Ahmad, & Masruki, 2012).

Umrah is an act of *Sunnah* (done by Prophet Mohammad, peace and blessings be upon him) of individual worship starting by *Ihram* from the *Miqat*, followed by visiting Masjid al-Haram for *Tawaf* (circling the Ka'aba seven times counter-clockwise) and *Sai'e* (travelling seven times between the Marwah and Safah hills), and ending with shaving off or cutting short all of the hair (Murad, 2006). While all Islamic scholars are agreed that Umrah is prescribed in Islam and is an act of virtue, they disagree with ruling on Umrah. Some of them view it as *Sunnah* and *Mustahabb* (not obligatory). Nevertheless, other scholars view ruling on *Umrah* is required once in a lifetime, like Hajj (Al-Munajjid, 2015). With the respect of the ruling on Umrah for the first time, many Muslims around the world decides to perform Umrah for several times. These performers mostly visited the holy places to worship to fulfil their religious and spiritual needs (Shinde, 2012). However, these factors would not be enough for them to revisit the same place, and there might be other factors affecting their decisions.

Generally, researchers in different tourism fields examine the influence of factors on the tourists' behavioural intentions. These factors could include; quality of service provided (e.g., Baker & Crompton, 2000; Chen & Tsai, 2007; Murray & Howat, 2002), tourists satisfaction (e.g., Assaker, Vinzi, & O'Connor, 2011; Brady et al., 2005), place attachment (e.g., Alexandris, Kouthouris, & Meligdis, 2006;

Ramkissoon, Graham Smith, & Weiler, 2012; Yuksel, Yuksel, & Bilim, 2010) and tourists memory (e.g., Loureiro, 2014). The current study aims to explore Umrah performers' experience in addition to these factors and examine their impact on the pilgrims behavioural intention in an Islamic religion tourism context.

The best definition of experience would fit in this context is clarified by Holbrook and Hirschman (1982) who suggested that customers may have two types of experiences; functional and enjoyable. While functional experience refers to the products (goods and services) functions, the enjoyable experience related to the sensations generated when consumers consume a particular product. Pizam (2010) gives an example of this experience and how it is not necessarily associated with the quality of services provided. He compared between an experience of staying in a high-priced hotel and sleeping in a tent at Bedouin tent at the Sahara Desert. Visitors could have better memorable experience in the desert than the hotel. Similarly, the Umrah performers' experience who might not face satisfied services in Makkah, but they still have a memorable experience. This as a result raised after the interviews conducted for the current study.

The interviews were conducted with 7 Umrah past performers and travel agents' coordinators in Malaysia. The questions asked were all about their experience during Umrah journey and how they feel about it. The experience with the quality of services provided during Umrah was also part of the conversations. They mentioned services such as; transportations, accommodations, food and the staff guiding the tours. In terms of transportations, they complained about the long waiting time for buses moving to Masjid and return to the hotel. A coordinator of Hajj and Umrah services for more than 20 years raised that "although the transportation in Makkah became better, we find a new problem every year". In addition, the rest and relaxation (R&R) stop on the highway between Makkah and Madinah are not clean, and the water pressure in toilets is slow. Moreover, their accommodations are a lower standard than what they expected and distant from Masjid in Makkah. Makkah hotels are not at their satisfaction level comparing with hotels in Madinah. Moreover, they complained about the food provided by Umrah operators as it is not tasty and in a small portion. Most of them believe it is better to buy food from outside the hotel as a variety of types can be found everywhere in Makkah and Madinah. Lastly, they are not satisfied with operators' services provided in the holy places. Despite all the complaints about these services, most of them have the intention to re-perform Umrah when they have money and time.

Therefore, the current research will include service quality effects in examining Umrah performers' satisfaction level and their behavioural intention. However, service quality is not the only factor affects tourist behavioural intention, the current study will include Umrah experience, place attachment, tourist satisfaction and memory in the proposed framework. Accordingly, the next section will discuss the problem statement related to the current study.

1.3 Problem Statements

Although Umrah is a religious journey mainly connected with worship in Islam, pilgrims concern and complain about services provided during Umrah trip. According to Abdullah (2015), the commercial travel agencies in Malaysia which offer Umrah and Hajj recorded the highest disputed cases in the Tribunal for Consumer Claims (TTPM) since 2010-2013. The number of these cases became 3,454 cases involving over RM21 million between 2012 until September 2016 as Siti Nor Minu, the Tourism and Culture Ministry (MOTAC)'s tourism licensing division undersecretary, reported in a press conference (Borneo Post, 2016). In the same period, her division in the ministry received 214 complaints involving Umrah travel fraud, and there were 231 police complaints with losses of more than RM9 million. She said that most pilgrims realised they had been cheated upon arrival whether the problem with the accommodation provided or other matter related to the travel agents and immigration. In addition, Selangor Mufti Datuk Seri Mohd Tamyas Abd Wahid said in Malay daily *Berita Harian* that "It is a better option to have the umrah management system placed under the Prime Minister's Department and its monitoring overseen by Tabung Haji to solve the problems of umrah fraud cases" (MalayMail, 2017). In the same context, the ministry's deputy secretary-general Haslina Abdul Hamid announce in the first B2B Umrah and Muslim Holidays for 2018 that penalties for tour operators who offer fraudulent umrah packages and services should be increased to be more painful for these operators, and more actions will be taken with the new minister and deputy (The Star Online, 2018). These stiffer penalties for Umrah operators not only proceeded in Malaysia, similarly, the Indonesian government promises to terminate license from Hajj and Umrah travel agents after increasing number of fraud cases on potential pilgrims (Achyar & Oktora, 2014). It appears that Umrah pilgrims face challenges when visiting Makkah when performing Umrah. However, to date, there has been little discussion about Umrah issues in the academic body of knowledge. The current study attempts to enhance the academic research in this field by examining the quality of services provided in Makkah and its relation to the pilgrims' satisfaction and behavioural intentions.

Umrah journey, as an act of religious tourism mainly includes two parts; rituals such as Tawaf (seven circuits around the Holy Kaaba) and tahallul (cutting of hair or shaving), and other services provided by Umrah travel agents and authorities such as accommodation and transportation. The current research will be one of the studies exploring the Umrah journey from a travel-related angle. The travel-related aspects for religious tourism are essential to be understood further in order to identify the factors affecting visitors' decision to visit and re-visit the place (Tripathi, Choudhary, & Agrawal, 2010). If these factors are not discovered for religious places, the destination has the possibility to lose visitors in the future (McCain & Ray, 2003) and the frequency of re-visit the holy places could be dropped (Tripathi et al., 2010). It appears that Makkah might face the same dilemma in the future and Muslims who would like to perform Umrah may lose their intention to re-visit Makkah, especially after the Saudi Government raised the Umrah fees for 2,000 Riyal (RM2,150) for second entry effective 2 October 2016 (Astro Awani, 2016). Therefore, one of the current research objectives is to study how significant are the travel related aspects

such as (experience, services provided and satisfaction) on the pilgrims' future decision to re-perform Umrah.

Although Ministry of Hajj and Umrah in Saudi Arabia has not mentioned that the services provided in holy cities might affect the visitors' future decision to re-perform Umrah, the Ministry indicate that improving the service quality in its future action plan. Mohammed Albejaoa, the general director of Ministry of Hajj and Umrah in Madinah Branch, has taken an action plan to verify the quality of services provided to pilgrims by implying 94 indicators KPI-service (Okaz Newspaper, 2015). In addition, the Saudi 2030 vision aims to improve the quality of the services offered to Umrah visitors in order to develop the Umrah industry in the country (Alarabiya News, 2016). The Saudi 2030 vision has an objective to diversify the country resources of the economy; the Umrah industry is one of them. Therefore, the current study is firmly in supporting the country plan to enhance this industry.

Enhancing Umrah services as a part of tourism industry in the country has some debatable points among Muslims. Despite the political tensions caused by religious extremism over the last few decades, Islam itself is not against the concept of tourism (Aziz, 1995). Indeed, applying the tourism concepts on Makkah as tourism destination might have a role in improving the services provided there. Yet, there is a part of Muslim societies who are sensitive in considering the religious places as a tourism destination, and they still can not accept to meet visitors with other interests and motivations than worship (Kovjanic, 2014). It might be because they would like to avoid non-Muslims visitors. Nevertheless, Makkah and Madinah are sacred sites restricted for Muslims only. In addition, tourism, as a business, often include activities and behaviours unacceptable in Islamic societies' values and cultural traditions (Zamani-Farahani & Henderson, 2010a). Thus, some Muslims try to avoid the concept of tourism in studying the religious places. However, the traditional view of a religious destination no longer fulfils the comfort/luxury-driven needs of the new generation pilgrims (Shinde, 2006). Accordingly, InterContinental Hotels Group, the current market leader in Saudi Arabia with 24 hotels throughout the Kingdom, announced the opening of a further 9 outlets including the world's largest Holiday Inn in Makkah (Global Travel Industry News, 2015). This development indicates that the hotel market leaders recognize the new generation transformation of services required. The current study will work in understanding the view of the services provided which help these hotels leaders to recognize the services and products need improvement.

Since the number of pilgrims coming to Makkah is high, managing the services provided and their experience is not an easy task. The Saudi government represented by the Ministry of Hajj and Umrah takes in its consideration this challenge number of visitors dealing with people coming from different countries and varied cultural background. In addition, the government is under pressure to increase the number of Umrah (pilgrimage) visas issuing to each country (Aldosari, 2013), which accordingly required development in Makkah infrastructure, transportation, accommodation and other services. For example, there are around five million Umrah visas issued every year (Arab News, 2012), and 2.08 million hajjis (pilgrims who visit Makkah to do

Hajj) visited the Kingdom on 2014 (Hajj Statistics Report, 2014). With this significant number of visitors to Makkah, however, there are only limited studies of academic research done in evaluating services quality provided there (e.g. Darfoon, 2013; Eid, 2012; Jabnoun, 2003) . Measuring the quality of services will be significant for Hajj and Umrah authorities within Saudi Arabia as well as Umrah service providers who could improve the level of service as a result of the research findings.

Measuring the pilgrims' satisfaction and understand their expectation is critically important information for the academic communities. According to Rot et al. (2014), religious destinations are not at visitors satisfaction level, and these destinations need to meet the travellers' needs and demands. While many of these destinations unable to reach their visitors' satisfaction and needs, this research will be conducted to understand the visitors' satisfaction. This visitor satisfaction will be explained by the Expectation Disconfirmation Theory (EDT) developed by Oliver (1980). The theory argued that performance-specific expectation and expectancy disconfirmation were playing major roles in customers' satisfaction decisions. The current research plays an essential role in extending the EDT implications. The Umrah pilgrims in this sense will judge on services provided depending on their expectation before consuming. If they have different perceived services than they expected, the disconfirmation occurs.

Not only satisfaction is essential in this study, measuring service quality at the tourism destination is also an important task to consider. Makkah (as it is the most important religious destination in Islam) is the target in the investigation of this study. The study raises important questions about the quality of service provided for Makkah visitors, and empirical research studies the rationale and purpose for re-visiting intentions. It appears that the Ministry of Umrah and Hajj in Saudi Arabia recognize the importance to understand the pilgrim's satisfaction when it introduced the first "Pilgrims Take Care Unit" in ministry on February 2014 (Alriyadh Newspaper, 2014). This unit has been introduced by Mohammed Albejaoa, who stated that the unit aims to provide an on-going channel of communication with pilgrims and strengthen the capacity of the ministry branches to achieve satisfaction pilgrims and improve operations. Moreover, the government 2030 Vision has highlighted the importance of Umrah pilgrims completely satisfied with their pilgrimage experience (Alarabiya News, 2016). The current research will provide valuable information to understand the current level of satisfaction.

Although research on service quality has a long history, the literature says very little about service quality in religious tourism setting. According to Achyar and Oktora, (2014), there is a lack of study in understanding the Umrah participants' experience, satisfaction and value of purchased travel package. This lack of information about pilgrims performing Umrah is visible in terms of their expectations and perceptions of services delivered during their journey and its impacts on their satisfaction. Pilgrims from outside Saudi Arabia typically travel on a tour package provided either by a public or private tourism company or travel agency. The present study is an attempt to examine the role of their Umrah experience on the level of satisfaction that may lead to affect their behavioural intentions. In addition, the study seeks to evaluate

service quality in religious tourism settings, particularly in Makkah. Also, develop a comprehensive framework to examine the relationship between service evaluation variables; service quality and tourist satisfaction (identified by Zabkar, Brencic, & Dmitrovic, 2010), place attachment, Umrah experience, tourist memory with the behavioural intention. This comprehensive framework mainly explained by two integrated theories; Expectation Disconfirmation Theory (EDT) and Social Exchange Theory (SET). While EDT explained the pilgrims level of satisfaction on the services provided in Makkah, the SET plays an essential role in clarifying the interpersonal interaction between pilgrims and locals in Makkah and among Umrah pilgrims themselves.

From tourism marketing perspective, it is important to investigate the interrelationships among service quality, visitor satisfaction and behavioural intentions. Although tourism research have shown that improved service quality will contribute to increase visitor satisfaction, and both constructs influence visitors' future behavioural intentions, there is still a lack of guidance in the tourism marketing literature in understanding the interrelationships among service quality, visitor satisfaction and behavioural Intentions (Cole & Illum, 2006). In addition, it is valuable to examine mediating effect on the relationship to evaluate the direct and indirect impact. Therefore, the current study will examine the interrelationships with mediating role of tourist memory to extend the tourism marketing literature.

In general, all types of tourism involves hedonistic aspects including longing to experience different kinds of bodily and/or spiritual pleasure (Jansson, 2002). However, spiritual dimension of tourism in pilgrimage and religious tourism context need more research (Conover & Timothy, 2006; Phukan, Rahman, & Devdutt, 2012). The spiritual engagement will be held in pilgrims Memory, and it may affect their behavioural. There are some studies examined the tourist memory influence in several tourism categories; rural tourism (Loureiro, 2014), lodging and tourism setting (Oh, Fiore, & Jeung, 2007), however, it appears that there is a lack of studies in religious tourism. Therefore, pilgrims' memory and place attachment are essential to be studied in religious tourism as consequences of the spiritual experience (further details in Chapter 3). The current research will shed light on these two variables and explore their relationships with behavioural intentions. Table 1.1 shows a summary of problem statements provided by the author.

Table 1.1 : Summary of Problems Statements

NO.	Practical consideration	Academic attention	The Problem Statements
1	Abdullah (2015) highlights that the commercial travel agencies in Malaysia which offer Umrah and Hajj recorded the highest disputed cases in the Tribunal for Consumer Claims since 2010-2013	There has been little discussion about Hajj and Umrah travel agencies (Achyar & Oktora, 2014)	There is a lack of empirical research about the quality of service provided by Umrah agents.
2	94 indicators KPI-service representing the scientific methodology to verify the quality of services provided to pilgrims and visitors has been launched in 2015 (Okaz Newspaper, 2015)	If these factors are not discovered for religious places, the destination possible to lose potential visitors in the future (McCain & Ray, 2003) and the frequency of re-visit the religious places could be dropped (Tripathi et al., 2010)	There is a possibility to drop in the frequency of re-visiting religious places.
3	InterContinental Hotels Group, the current market leader in Saudi Arabia with 24 hotels throughout the Kingdom, announced the opening of a further 9 outlets including the world's largest Holiday Inn in Makkah (Global Travel Industry News, 2015).	The traditional style of a religious destination no longer fulfils the comfort/luxury-driven needs of the pilgrims of the new generation (K. a. Shinde, 2006)	The religious tourism destinations have to adapt with a new generation of pilgrims and their new requirements
4	There are around five million Umrah visas issued every year (Arab News, 2012), and 2.08 million hajjis (pilgrims who visit Makkah to do Hajj) visited the Kingdom on 2014 (Hajj Statistics Report, 2014)	With this significant number of visitors to Makkah, there are just a few numbers of academic research manage to study the services quality provided there (e.g. Darfoon, 2013; Eid, 2012; Jabnoun, 2003)	Saudi Government is under pressure to improve services quality provided in Makkah. And to increase the pilgrims capacity.
5	Introduced the first "Pilgrims Take Care Unit" in Ministry on February 2014 (Alriyadh Newspaper, 2014)	According to Rot et al. (2014), religious destinations are not at visitors satisfaction level and these destinations are adapted to the traveller's needs and demands	Increase the disputed cases in the Tribunal of unsatisfied customers.
6	Prince Sultan bin Salman, president of the Saudi Commission for Tourism and Antiquities (SCTA) states that tourism in Saudi Arabia requires greater efforts from officials as well as citizens for its success (Arab News, 2012)	Achyar and Oktora (2014), stated that there is a lack of study in understanding the Umrah participants' experience,	The lack of information about Umrah pilgrims expectations make

(Source : Author's compilation)

1.4 Research Objectives

Based on the issues discussed earlier, the fundamental objective formulated for this study is to examine the relationship between service evaluation variables; service quality and tourist satisfaction (identified by Zabkar, Brencic, & Dmitrovic, 2010), place attachment, Umrah experience, tourist memory with the behavioural intention of Umrah pilgrims.

The following specific research objectives are addressed to guide the entire research work:

1. To examine the inter-relationship between the Services Quality (SQ), Umrah Pilgrims Satisfaction (PS) and the Pilgrims Behavioural Intentions (BI) in the religious tourism industry.
2. To determine the moderating role of Umrah Experience (UE) on the relationship between Services Quality (SQ) and Umrah Pilgrims Satisfaction (PS) in the religious tourism industry.
3. To examine the mediating role of Pilgrims Memory (PM) between:
 - a - Pilgrims Satisfaction (PS) and Behavioural Intention (BI) of Umrah performers.
 - b - Umrah Experience (UE) and Behavioural Intention (BI) of Umrah performers.
4. To determine the influence of Pilgrims Memory (PM) on Place Attachment (PA) in a religious tourism context.
5. To examine the role of Place Attachment (PA) on Behavioural Intention (BI) in the religious tourism context.

1.5 Research Questions

Based on the research objectives, the research questions would be:

1. Is there any significant interrelationship between the Quality of Services provided, Pilgrims Satisfaction and their Behavioural Intentions?
2. Does the Umrah Experience moderate the relationship between Service Quality and the Pilgrims Satisfaction in the religious tourism industry?
3. Does Pilgrims Memory play a mediating role between Umrah Experience and Behavioural Intentions of Umrah performer? And between Pilgrims satisfaction and their Behavioural Intentions?
4. Does Pilgrims Memory have an effect on Place Attachment in the context of religious tourism?
5. Is there any significant effect of Place Attachment on Behavioural Intentions?

1.6 The Significance of the Study

This study aims to extend the current body of knowledge by examining the antecedents affecting the tourist behavioural intentions in the religious destination. These variables are the service evaluation variables (service quality and tourist satisfaction), place attachment and tourist memory. The Umrah experience influences on the behavioural intentions (re-visit and referral the destination) effective domain will be examined in Makkah, the Muslim City of Heaven (Raj, 2007).

1.6.1 Theoretical Significance

In terms of the literature on religious destination, this study aims to extend the current literature by examining how tourist memory and place attachment towards religious cities would influence the tourist behavioural intentions in the future. There has been little discussion reported on the measurement of these constructs in the religious tourism industry; the current study tends to focus on their relationship with behavioural intentions as a part of the whole research. This relationship might hold considerable explanatory power in predicting tourist behavioural intentions in the future.

Another point to consider is the influence of Umrah experience on the tourist behavioural intentions effective domain. The current study suggests that not only the service evaluation variables such as service quality and tourist satisfaction can influence the tourist behavioural intentions, but there could also be some specific variables related to the tourist experience such as Umrah experience could have a considerable impact on these intentions. It is suggested that Umrah unique activities could leave extraordinary emotions in the tourist memory that accordingly affect their future decision to re-visit Makkah and referral this city to other Muslims. The same experience might play a moderating role on the causal relationship between service quality and tourist satisfaction.

In addition, the current study will propose that the quality of service provided in religious destinations has a direct effect on tourist satisfaction. This could contribute to understanding how service quality in religious destination might be predicted as an antecedent to tourist satisfaction and behavioural intention. The previous studies on service quality issues pay little attention to the context of a religious tourism destination. Further, understanding this quality may help the academician in the marketing field to formulate better marketing strategies for the religious destination.

In general, the research will apply the framework to be extended in the tourism literature. The current research forms the framework from previous studies that examined several models, and it introduces a new integrated model for tourism literature. In addition, the framework explained by integrated theories; Social

Exchange Theory (SET) and Expectation Disconfirmation Theory (EDT), which differentiated the current work than other research applies only one theory.

1.6.2 Practical Significance

The research will conduct an empirical study in the marketing of religious tourism, which will provide evidence for the application of the current research conceptual model in the industry. This study will extend the existing religious service quality body of knowledge from one side, and provide empirical value in building and developing the religious destination from another side. The finding of the study can also help to identify and evaluate the variables affecting the tourist future decision to re-visit the destination. This could guide the marketers to concentrate their work and effort on the variables affecting the tourist decisions most.

There is dereliction in Saudi Arabia tourism industry agencies and authorities in understanding the visitors' needs and wants, especially the pilgrims. Prince Sultan bin Salman, president of the Saudi Commission for Tourism and Antiquities (SCTA) states that tourism in Saudi Arabia requires greater efforts from officials as well as citizens for its success (Arab News, 2012). Service and products providers should pay attention to define and classifying religious tourists to be able to communicate every pilgrimage criteria differently (Rot et al., 2014). The finding of the current study will give some advice for the city authorities and policymakers to move steps further towards the improving tourists' satisfaction level and consequently affect their behavioural intentions. This advice could also be valuable for investors in Saudi Arabia service industry after they understand the current position of services quality provided and what is the level of satisfaction. Table 1.2 summarises the research objectives, research questions and the research contributions.

The current research will assist the Saudi Arabian government in revenue policies by enhancing the Umrah industry, as alternative revenue of oil. A report by CNN published on October 26, 2015, argue that Saudi Arabia run out of cash in less than 5 years. The report depended on a dire report by the International Monetary Fund warned most of the OPEC leader; Saudi Arabia, Oman and Bahrain about this matter. Therefore, these countries should enhance the income from non-oil sectors in their countries; tourism could be one of them. The religious tourism sector in Saudi Arabia can be defined as one of the significant revenue ensuring fiscal sustainability for the country. The current research attempts to improve this sector by studying the quality of services provided in Makkah and considering the effective factors influence the behavioural intentions of pilgrims.

It is important also to highlight that the current research is in the direction of the strategic planning of the Saudi government. As it announced in April 2016, the government introduce a vision to replenishing the country's source of income called "Saudi Arabia's Vision 2030" (see Alarabiya News, 2016). Referring to the vision the

government looking to reach 15 million satisfied Umrah pilgrims by 2020 and increasing the capacity to welcome 30 million Umrah visitors yearly. Indeed, the religious tourism sector in Saudi Arabia can soothe the pain of oil price accrued in 2014. CNN Money (2016) reported that although the tourism industry GDP in Saudi Arabia comparatively small accounting for just 3.5% GDP, compared to 40% of oil, the pilgrim's revenue could reduce Saudi Arabia's oil pain.



Table 1.2 : Summary of Research Objectives, Research Questions and Research Contributions

Research Objective	Research Question	Research Contribution
1. To examine the inter-relationship between the Services Quality (SQ), Umrah Pilgrims Satisfaction (PS) and the Pilgrims Behavioural Intentions (BI) in the religious tourism industry.	1. Is there any significant interrelationship between the Quality of Services provided, Pilgrims Satisfaction and their Behavioural Intentions?	The study aims to extend the current literature by examining the relationship between service quality and tourist satisfaction. Also, the research seeks to examine whether positive tourist satisfaction directly influences behavioural intentions. There is a limited discussion on measuring this relationship in a religious tourism context.
2. To determine the moderating role of Umrah Experience (UE) on the relationship between Services Quality (SQ) and Umrah Pilgrims Satisfaction (PS) in the religious tourism industry.	2. Does the Umrah performer Experience moderate the relationship between Service Quality and the Pilgrims Satisfaction in the religious tourism industry?	The Umrah performer experience may play a moderating role in the causal relationship between service quality and tourist satisfaction.
3. To examine the mediating role of Pilgrims Memory (PM) between: 1- Pilgrims Satisfaction (PS) and Behavioural Intention (BI) of Umrah performers. 2- Umrah Experience (UE) and Behavioural Intention (BI) of Umrah performers	3. Does Pilgrims Memory play a mediating role between Umrah Experience and Behavioural Intentions of Umrah performer? And between Pilgrims satisfaction and Behavioural Intentions?	The study aims to enhance the current literature by examining whether Umrah Experience could leave extraordinary emotions in the tourist memory that accordingly affect their future decision to re-visit Makkah and referral this city to other Muslims. Also, contribute to the body of knowledge by examining tourist memory as a mediator in this relationship.

4. To determine the influence of Pilgrims Memory (PM) on Place Attachment (PA) in a religious tourism context.	4. Does Pilgrims Memory have an effect on Place Attachment in the context of religious tourism?	The study aims to a better understanding of tourist memory and its impact on place attachment in the behavioural intentions effective domain.
5. To examine the role of Place Attachment (PA) on Behavioural Intention (BI) in the religious tourism context.	5. Is there any significant effect of Place Attachment on Behavioural Intentions?	The aim is to enhance the current literature regarding place attachment influences on other constructs in the tourism industry.

(Source : Author's compilation)

1.7 The Scope of The Study

The scope of this study includes Malaysian pilgrims who performed *Umrah* at least once in the last five years. This period of time is based on a study of memory and tourism experiences by Kim (2010), which found many of experiential factors of past travel experiences influence one's memories. However, this study aims to examine the variables mainly from the same *Umrah* season when the pilgrims perform *Umrah*. In terms of chosen Malaysian *Umrah* pilgrims, this study has chosen them for many reasons. Firstly, the number of Malaysian *Umrah* pilgrims is quite high comparing to other countries pilgrims. For example, Malaysian pilgrims are one of the top five nationalities leads *Umrah* pilgrims in Madinah 2015 (Alwatan News, 2015). It comes along with other nationalities namely; Egyptian, Pakistan, Indonesia and India. More importantly is the percentage of these performers are more likely to be frequent visitors. A study conducted by Wahab, Ahmad and Masruki (2012) with 2022 survey questionnaires at different locations in Malaysia for the month of January-May 2011 found that 83 percent (1,679 respondents) are repeated visitors to Makkah for *Umrah*. Comparing to other nationalities, Malaysia *Umrah* performers are in the top three of the highest *Umrah* repetition rate nationalities list recorded by King Fahd Haj Research Center 2004 (Arab News, 2004). Malaysian pilgrims come as the second highest repeated pilgrims percentage followed by Morocco, Pakistan, Iran, Mali and Kuwait. Thus, it is essential to understand what experience they live there could affect their decision to revisit Makkah.

Another reason to choose Malaysian pilgrims is that their spending value in *Umrah* trip is relatively high. According to Utusan Malaysia (2008), the total cost of spending *Umrah* performance in Malaysia is approximately around RM488.8 million annually, which around RM3450 for each person with the total of 141778 Malaysian visited Saudi Arabia in the same year (MAS Tourism Annual Report, 2008). This makes the Malaysian pilgrims spending is higher than other nationalities especially, Egyptian pilgrims, as the highest *Umrah* repetition rate nationality, which spending around RM3040 per pilgrims (Alborsa News, 2015).

Makkah will be examined from a marketing perspective as the scope of the current study. This study will apply quantitative methods conducted to elicit the tourists' perception towards this city. The unit of analysis is individual Umrah performers that include Malaysian residents only. The population for this study is based on the average number of Malaysian travelled to Saudi Arabia with Umrah visa only in the last three years, as these are the only available information by the Embassy of Saudi Arabia in Kuala Lumpur. The sample comprises any Malaysian Muslims aged 18 and above excluding the agents' operators because they may have other purposes than performing Umrah. The data will be collected within the Umrah seasons of 1438H/2016-2017AD.

1.8 Definition of the Key Terms

Operational definitions of constructs are discussed below;

Service Quality

According to Parasuraman et al. (1994), service quality is the degree of discrepancy between customer normative expectation of the service and the perception of the service performance. The current research aims to examine service quality from the same perspective.

Religious Destinations

It refers to any event, religious festival, or memorable place (Khan, Haque, & Rahman, 2013). This may include destinations related to different religions. The current study will focus on Makkah, in Saudi Arabia.

Tourists Satisfaction

Tourist satisfaction is the outcome of the interaction between a tourist's experience at the destination area and the expectations he had about that destination (Abraham Pizam, Neumann, & Reichel, 1978).

Behavioural Intention

It is defined as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behaviour" (Warshaw & Davis, 1985). The intentions will be investigated in the current study is the intention to re-visit the destination and referral this city to other Muslims.

Place Attachment

Place attachment is defined as the emotional bond between an individual and a particular spatial setting (Williams, Patterson, & Roggenbuck, 1992). The current study proposes place identity and place dependence for its measurement.

Tourist Memory

The memory in tourism context can be regarded as positive consequences of memorable travel experience (Oh, Fiore, & Jeoung, 2007; Pine & Gilmore, 1998).

Umrah performers Experience

Similar to the tourist experience, which is the subjective mental state felt by participants during a service encounter (Otto & Ritchie, 1996). These services are provided in Makkah for Umrah performers leaving them with a particular experience.

1.9 The Organisation of The Thesis

The current research will be illustrated according to the following chapters;

Chapter 1 discusses the background and motivations of the research and statements of problems that will be examined in the study. In addition, the chapter includes objectives of the research and the questions that will be solved. Moreover, the significance of the research discussed in two parts; theoretical and practical. Finally, the chapter defined the scope of the study and definition of the key terms used in the research.

Chapter 2 evaluates the current scenario of the Religious tourism industry from the aspects of its past and present development and achievement. The chapter starts with an overview of the tourism industry in the world, and then, it identifies the definitions, background and the importance of religious tourism. In addition, the chapter considers the religious tourism in Islamic sites, especially in Saudi Arabia. It also consists of the imperative of developing the tourism concept in Makkah.

Chapter 3 introduces in details the literature review of aspects related to the research. There is an overview of the marketing elements considered in the research. Then, the chapter considers the definitions, dimensions and measurement methods for all variables examined in the current research namely service quality, tourist satisfaction, tourist experience, place attachment, tourist memory and behavioural intentions. Lastly, the chapter identifies gaps in the literature that will be addressed in the current research.

Chapter 4 discusses the theoretical concepts of the present research. It consists of underpinning theories and related models that will be covered in the research. It shows how the current research hypotheses developed from previous research. Finally, the chapter explains proposed a conceptual model.

Chapter 5 presents the research methodology, which includes research design and data analysis. The research design consists of data collection and measurement methods, sampling design and measurement of each variable examined in the research. In addition, the chapter consists of the progress of pilot study and survey administration. Moreover, the chapter shows hypotheses that will be testing in the current research.

Chapter 6 reveals the results of the data analysis. It shows the preliminary data analysis results as well as the multivariate data analysis. The results of preliminary data analysis consist of the measurement model, assessing the normality and discriminant validity. In addition, the results of multivariate data include testing the mediating and moderating role of variables.

Chapter 7 concludes the thesis by discusses the finding of the research results. It includes discussion of each variable examined in the conceptual framework. In addition, the chapter consists of the contribution of the research in two manners; practical and theoretical. Finally, it shows the limitations and recommendations for future research.

1.10 Chapter Summary

The chapter highlighted the background of the study and problem statements. While the background of the study indicates the root of the study and information about the industry of tourism, the problem statements consider the description of the issues need to be addressed in the current research. In addition, the chapter consists of the research objectives and questions that the study seeks to solve. In addition, it overviews the two types of significance; theoretical and practical of the current research. Mainly, the theoretical contribution of the research aims to add knowledge to the literature of marketing and tourism. On the other hand, the practical contribution aims to improve the industry of tourism from practical and managerial sides. Moreover, the chapter identifies the scope of the research where the research will be applied. Finally, it ends with the definition of key terms will be used in the research and organisation of the research.

REFERENCES

- Abdulfattah, F. (2012). The Effect Of Electronic Customer Relationship On Customer Satisfaction A Study On Web Banking In Saudi Arabia. University of Huddersfield.
- Abdullah, N. C. (2015). Re-visit alternative dispute resolution in resolving disputes amongst travel operators and holidaymakers in Malaysia. In *Theory and Practice in Hospitality and Tourism Research - Proceedings of the 2nd International Hospitality and Tourism Conference 2014* (pp. 305–308). CRC Press/Balkema.
- Académie internationale du tourisme. (1969). *Dictionnaire touristique international*.
- Achyar, A., & Oktora, K. (2014). The Effect Of Post- Purchased Perceived-Value Towards The Relationship Quality Of Hajj And Umrah Travel Agencies In Indonesia. *The South East Asian Journal Of Management*, 8(1), 29–47.
- Acock, A. C. (2008). A Gentle Introduction to Stata. *STATA Press*. [http://doi.org/10.1016/S0004-3702\(98\)00053-8](http://doi.org/10.1016/S0004-3702(98)00053-8)
- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57–64. <http://doi.org/10.1016/j.tmp.2015.03.009>
- Adventure Travel Trade Association and George Washington University. (2013). *Adventure Tourism - Market Study 2013*.
- Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, 58, 108–118. <http://doi.org/10.1016/j.tourman.2016.10.015>
- Aho, S. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. *Tourism Review*, 56(3,4).
- Ajzen, I. (2005). Attitudes, Personality and Behavior. *Mapping social psychology*. <http://doi.org/10.1037/e418632008-001>
- Akhtar, S. (2011). Unfolding developments in the Arab world and its implications for the region. *Kuwait Economic Society meeting*. The Word Bank.
- Al-Ghamdi, S., & Akbar, H. (2003). Pattern of admission to hospitals during muslim pilgrimage (Hajj). *Saudi Medical Journal*.
- Al-Hamarneh, A., & Steiner, C. (2004). Islamic tourism: Rethinking the strategies of tourism development in the Arab World after September 11. *Corporate Studies of South Asia, Africa and the Middle East*, 24(1).
- Al-Missned, A. (1994). Entries - Housing Pilgrims In Mina Between The Current Situation And The Proposed Project.

- Al-Munajjid, M. S. (2015). 39524: Ruling on Umrah.
- Alarabiya News. (2016). Full text of Saudi Arabia's Vision 2030.
- Albaladejo, I. P., González-Martínez, M. I., & Martínez-García, M. P. (2014). Quality and endogenous tourism: An empirical approach. *Tourism Management*. <http://doi.org/10.1016/j.tourman.2013.09.006>
- Alborsa News. (2015). 2.5 billion Egyptian pounds to spend on Hajj and Umrah in 2015, pp. 2–3.
- Aldosari, K. A. (2013). Saudisation in the Hospitality Industry : Management Issues and Opportunities.
- Alecu, I. C. (2010). Epistemological aspects of religious tourism in rural areas . *International Journal of Business, Management and Social Sciences* , Vol. 2, No(3), 59–65.
- Alegre, J., & Garau, J. (2010). Tourist Satisfaction and Dissatisfaction. *Annals of Tourism Research*, 37(1), 52–73. <http://doi.org/10.1016/j.annals.2009.07.001>
- Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. *International Journal of Contemporary Hospitality Management*, 18, 414–425. <http://doi.org/10.1108/09596110610673547>
- Ali, A., & Abdullah, A. (2004). *Preparing Performing and Personalising the Umrah/Hajj*.
- Alriyadh Newspaper. (2014). Ministry of Hajj introduce the first unit to take care of pilgrims and pilgrims in Medina. Madina.
- Alwatan News. (2015). 5 nationalities leads pilgrims in Medina. Retrieved from http://alwatan.com.sa/Local/News_Detail.aspx?ArticleID=246614&CategoryID=5
- Amir, A. F., Ghapar, A. A., Jamal, S. A., & Ahmad, K. N. (2015). Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia. *Procedia - Social and Behavioral Sciences*, 168, 116–122.
- Anderson, D., & Shimizu, H. (2007). Factors shaping vividness of memory episodes: visitors' long-term memories of the 1970 Japan World Exposition. *Memory (Hove, England)*, 15(2), 177–191.
- Anderson, E., & Sullivan, M. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*. Retrieved from <http://pubsonline.informs.org/doi/abs/10.1287/mksc.12.2.125>

- Anderson, R., & Srinivasan, S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <http://doi.org/10.1002/mar.10063>
- Andreasen, A. (1984). Life status changes and changes in consumer preferences and satisfaction. *Journal of Consumer Research*, 11(3), 784–794.
- Arab News. (2004). 40 Percent of Ramadan Umrah Pilgrims Repeat Visitors. Jeddah. Retrieved from <http://www.arabnews.com/node/258095>
- Arab News. (2012). Umrah tourism gets big boost. *Arab News Website*.
- Arab News. (2013). Revenue from pilgrims makes 3% of Saudi GDP | *Arab News*.
- Arabatzis, G., & Grigoroudis, E. (2010). Visitors' satisfaction, perceptions and gap analysis: The case of Dadia–Lefkimi–Soufli National Park. *Forest Policy and Economics*, 12(3), 163–172. <http://doi.org/10.1016/j.forpol.2009.09.008>
- Arbuckle, J. L. (2013). IBM SPSS Amos™ 22 User's Guide. *Amos 22 User's Guide*, 673.
- Argyrous, G. (2005). Statistics for research: With a guide to SPSS. *London: Sage Publications*. London: Sage Publications.
- Asadi, R., & Daryaei, M. (2011). Prioritization of Forms of Tourism in Iran to Formulate National Strategies. *European Journal of Scientific Research*, 65(1), 144–152.
- Aslan, R. (2014). The Museumification of Rumi's Tomb: Deconstructing Sacred Space at the Mevlana Museum. *International Journal of Religious Tourism and Pilgrimage*, 2(2).
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890–901.
- Assmann, J., & Czaplicka, J. (1995). Collective Memory and Cultural Identity. *New German Critique*, (65), 109–118. <http://doi.org/10.2307/488538>
- Astro Awani. (2016). Saudi raises hajj and umrah fees effective Oct 2. Retrieved from <http://english.astroawani.com/world-news/saudi-raises-hajj-and-umrah-fees-effective-oct-2-113559>
- Athanassopoulos, A. D. (2000). Customer satisfaction cues to support market segmentation and explain switching behavior. *Journal of Business Research*, 2963(98), 191–207. [http://doi.org/10.1016/S0148-2963\(98\)00060-5](http://doi.org/10.1016/S0148-2963(98)00060-5)
- Avourdiadou, S., & Theodorakis, N. D. (2014). The development of loyalty among novice and experienced customers of sport and fitness centres. *Sport Management Review*, 17(4), 419–431. <http://doi.org/10.1016/j.smr.2014.02.001>

- Awang, Z. (2012). *Structural Equation Modeling Using Amos Graphic*. Penerbit Universiti Teknologi MARA. <http://doi.org/9673634181>
- Aziz, H. (1995). Understanding attacks on tourists in Egypt. *Tourism Management*, 16(2), 91–95. [http://doi.org/10.1016/0261-5177\(94\)00016-4](http://doi.org/10.1016/0261-5177(94)00016-4)
- Aziz, H. (2001). The journey: an overview of tourism and travel in the Arab/Islamic context. *Tourism and the Less Developed World: Issues and Case Studies*, 151–159.
- Aziz, H. (2017). Comparison between Field Research and Controlled Laboratory Research. *Arch Clin Biomed Res*, 2(1), 101–104.
- Babbie, E. (1992). *The practice of social research*.
- Backlund, E., & Williams, D. (2003). A quantitative synthesis of place attachment research: Investigating past experience and place attachment. *Northeastern Recreation Research*.
- Backman, S. J., & Veldkamp, C. (1995). Examination of the relationship between service quality and user loyalty. *Journal of Park & Recreation Administration* 1, 13(2), 29–41.
- Badaruddin, M., & Yusnita, Y. (2005). Malaysian Domestic Travelers: Characteristic And Behavior. *Eprint USM*, (2000), 561–566.
- Bader, M. (2012). *Religious Tourism in Jordan*. opus4.kobv.de.
- Bagozzi, R. P. (1992). The Self-Regulation of Attitudes , Intentions , and Behavior *. *Social Psychology Quarterly*, 55(2), 178–204. <http://doi.org/10.2307/2786945>
- Baker, D., & Crompton, J. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Baker, T. (1994). *Doing Social Research (2nd Edn.)*. *Doing Social Science Research*. <http://doi.org/10.1017/CBO9781107415324.004>
- Ballantyne, R., Packer, J., & Sutherland, L. A. (2011). Visitors' memories of wildlife tourism: Implications for the design of powerful interpretive experiences. *Tourism Management*, 32(4), 770–779. <http://doi.org/10.1016/j.tourman.2010.06.012>
- Bank Audi. (2014). Saudi Arabia Economic Report, 1–16.
- Barber, R. (1993). *Pilgrimages*. London: The Boydell Press.
- 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(6), 1173–1182. <http://doi.org/10.1037/0022-3514.51.6.1173>

- Battour, M., Ismail, M. N., & Battor, M. (2010). Toward a Halal Tourism Market. *Tourism Analysis*. <http://doi.org/10.3727/108354210X12864727453304>
- Battour, M., Ismail, M. N., & Battor, M. (2011). The impact of destination attributes on Muslim tourist's choice. *International Journal of Tourism Research*, 13(6), 527–540. <http://doi.org/10.1002/jtr.824>
- Battour, M. M., Battor, M. M., & Ismail, M. (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel and Tourism Marketing*, 29(3), 279–297.
- Baumgartner, H., Sujan, M., & Bettman, J. (1992). Autobiographical memories, affect, and consumer information processing. *Journal of Consumer Psychology*.
- Beckman, E., Kumar, a., & Kim, Y.-K. (2013). The Impact of Brand Experience on Downtown Success. *Journal of Travel Research*, 52(5), 646–658.
- Beedie, P., & Hudson, S. (2003). Emergence of mountain-based adventure tourism. *Annals of Tourism Research*, 30(3), 625–643. [http://doi.org/10.1016/S0160-7383\(03\)00043-4](http://doi.org/10.1016/S0160-7383(03)00043-4)
- Bel, J. Le, Sears, D., & Dubé, L. (2004). Experiential Tourism: Preliminary scale development to assess pleasurable experiences. *Proceedings of the 35th Annual Conference of the Travel and Tourism Research Association, Montreal, Canada*.
- Bell, J. (2010). Doing your Research Project Fifth edition. *British Journal of Educational Technology* (Vol. 3rd).
- Benckendorff, P., & Zehrer, A. (2013). A network analysis of tourism research. *Annals of Tourism Research*. <http://doi.org/10.1016/j.annals.2013.04.005>
- Bentler, P. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), 238–246. <http://doi.org/10.1037/0033-2909.107.2.238>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <http://doi.org/10.1037/0033-2909.88.3.588>
- Bentler, P., & Yuan, K.-H. (1999). Structural Equation Modeling with Small Samples: Test Statistics. *Multivariate Behavioral Research*, 34(2), 181–197.
- Bhardwaj, S. M. (1998). Non-hajj pilgrimage in Islam: A neglected dimension of religious circulation. *Journal of Cultural and Geography*, 17(2), 69–87.
- Bigné, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833–844. <http://doi.org/10.1016/j.tourman.2004.05.006>

- Bigne, J., Martinez, C., Miquel, M., & Andreu, L. (2003). Stakeholders' views on higher tourism education. *Annals of Tourism Research*, 30(1), 255–258. [http://doi.org/10.1016/S0160-7383\(02\)00063-4](http://doi.org/10.1016/S0160-7383(02)00063-4)
- Bitner, M. J. (1990). Evaluating Service Encounters: The Effects Of Physical Surroundings And Employee Responses. *The Journal of Marketing*. Retrieved from <http://www.jstor.org/stable/1251871>
- Bitner, M. J., Hubert, A. R., Hubbert, A. R., & Hubert, A. R. (1994). Encounter Satisfaction Versus Overall Satisfaction Versus Quality: The Customer's Voice. *Service Quality: New Directions in Theory and Practice*.
- Blazey, M. (2000). Social interaction in Jafar. *Jafari Tourism Encyclopedia of Tourism*, (Routledge, London), 540–1.
- Bogdan, R., & Biklen, S. (1997). *Qualitative research for education*. Retrieved from http://www.seanbaylesfox.com/site/Site_Map_files/7900_dunlop_biklen_notes.pdf
- Bollen, K. (1989). Structural equations with latent variables. NY: Wiley, (August). <http://doi.org/10.1002/9781118619179>
- Bolton, R. N., & Drew, J. H. (1991). Multistage Model of of Service Customers ' Quality and Value Assessments. *Journal of Consumer Research*, 17(4), 375–384.
- Bolton, R. R. N., & Lemon, K. K. N. (1999). A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction. *Journal of Marketing Research*, 36(2), 171–186. <http://doi.org/10.2307/3152091>
- Borneo Post. (2016). Muslims Reminded To Choose Umrah Packages Carefully. Retrieved from Tourism and Culture Ministry (Motac)'s tourism licensing division
- Boulding, W., & Kalra, A. (1993). A Dynamic Process Model of Sevice Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*.
- Braasch, B. (2008). Major concepts in tourism research-memory. *Centre for Tourism and Cultural Change*.
- Brady, M., & Cronin, J. (2001). Some New Thoughts On Conceptualizing Perceived Service Quality: A Hierarchical Approach. *Journal of Marketing*, 65(3), 34–49.
- Brady, M., Knight, G., Croninjr, J., Tomas, G., Hult, M., & Keillor, B. (2005). Removing the contextual lens: A Multinational, Multi-Setting Comparison Of Service Evaluation Models. *Journal of Retailing*, 81(3), 215–230.
- Braun-LaTour, K. A., Grinley, M., & Loftus, E. (2006). Tourist Memory Distortion. *Journal of Travel*, 44(4), 360–367. <http://doi.org/10.1177/0047287506286721>

- Bremer, T. (2004). Blessed with Tourists: The Borderlands of Religion and Tourism in San Antonio. *Chapel Hill and London: The University of North Carolina Press*. <http://doi.org/10.1080/136173603200016076>
- Bremer, T. (2006). Sacred spaces and tourist places. In *D. J. Timothy & D. H. Olsen (Eds.) Tourism, religion and spiritual journeys* (pp. 25–35).
- Bricker, K., & Kerste, D. (2000). Level of Specialization and Place Attachment: An Exploratory Study of Whitewater Recreationists. *Leisure Sciences*, 22(February 2015), 233–257. <http://doi.org/10.1080/01490409950202285>
- Briseño-Garzón, A. (2005). Adult Learning Experiences From An Aquarium Visit: The On-Site And Longitudinal Roles Of Personal Agendas And Social Interactions In Family Groups. Retrieved from <https://circle.ubc.ca/handle/2429/16431>
- Brown, B. B., Werner, C. M., Smith, K. R., Tribby, C. P., Miller, H. J., Jensen, W. A., & Tharp, D. (2016). Environmental, Behavioral, And Psychological Predictors Of Transit Ridership: Evidence From A Community Intervention. *Journal of Environmental Psychology*, 46, 188–196. <http://doi.org/10.1016/j.jenvp.2016.04.010>
- Browne, M. W., & Cudeck, R. (1989). Single Sample Cross-Validation Indices for Covariance Structures. *Multivariate Behavioral Research*, 24(4), 445–455. http://doi.org/10.1207/s15327906mbr2404_4
- Browne, M. W., & Cudeck, R. (1992). Alternative Ways of Assessing Model Fit. *Sociological Methods & Research*, 21(2), 230–258.
- Bruner, E. M. (1986). Experience and Its Expressions. *The Anthropology of Experience*, 3–30.
- Bruner, E. M. (2005). The Role Of Narrative In Tourism. In *Berkeley conference, On Voyage: New Directions in Tourism Theory* (pp. 1–22).
- Bryman, A., & Bell, E. (2007). Business Research Methods. *Social Research*. <http://doi.org/10.4135/9780857028044>
- Burt, C., Kemp, S., Grady, J., & Conway, M. (2000). Ordering Autobiographical Experiences. *Memory (Hove, England)*, 8(5), 323–332.
- Burt, C., Watt, S., Mitchell, D., & Conway, M. (1998). Retrieving The Sequence Of Autobiographical Event Components. *Applied Cognitive Psychology*, 12(4), 321–338.
- Butnaru, G. I., Stefanica, M., & Maxim, G. M. (2014). Alternative Method of Quality Evaluation in Tourism. Case Study Applied in Tourist Accommodation Units. *Procedia Economics and Finance*, 15, 671–678. [http://doi.org/10.1016/S2212-5671\(14\)00538-3](http://doi.org/10.1016/S2212-5671(14)00538-3)

- Buzzell, B. R. D., & Gale, B. T. (1989). The PIMS Principles: Linking Strategy to Performance. *Journal of Marketing*, 53(April), 163–75. http://doi.org/10.1300/J155v06n01_15
- Byrne, B. (2010). *Structural Equation Modeling With Amos: Basic concepts, applications, and programming*. Routledge (Vol. 22).
- Byrne, B. M. (1989). *A primer of LISREL: Basic Applications And Programming For Confirmatory Factor Analytic Models*. New York: Springer-Verlag.
- Byrne, B. M. (2004). Testing for Multigroup Invariance Using AMOS Graphics: A Road Less Traveled. *Structural Equation Modeling: A Multidisciplinary Journal*, 11(2), 272–300. http://doi.org/10.1207/s15328007sem1102_8
- Caceres, R. C., & Paparoidamis, N. G. (2007). Service Quality, Relationship Satisfaction, Trust, Commitment and Business-To-Business Loyalty. *European Journal of Marketing* (Vol. 41). <http://doi.org/10.1108/03090560710752429>
- Carboni, M., Perelli, C., & Sistu, G. (2014). Is Islamic Tourism A Viable Option For Tunisian Tourism? Insights From Djerba. *Tourism Management Perspectives*, 11, 1–9. <http://doi.org/10.1016/j.tmp.2014.02.002>
- Carlson, K. D., & Herdman, A. O. (2012). Understanding the Impact of Convergent Validity on Research Results. *Organizational Research Methods*, 15(1), 17–32. <http://doi.org/10.1177/1094428110392383>
- Carmines, E., & McIver, J. (1981). Analyzing Models With Unobserved Variables: Analysis Of Covariance Structures. In *Social measurement: Current issues* (pp. 65–115). <http://doi.org/10.1177/004057368303900411>
- Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service Quality And Of, Satisfaction: The Moderating Role Of Value. *European Journal Marketing*, 34((11/12)), 1338–1352.
- Cater, C. I. (2010). Steps to Space; Opportunities For Astrotourism. *Tourism Management*, 31(6), 838–845. <http://doi.org/10.1016/j.tourman.2009.09.001>
- Cevdet Altunel, M., & Erkut, B. (2015). Cultural tourism in Istanbul: The Mediation Effect Of Tourist Experience And Satisfaction On The Relationship Between Involvement And Recommendation Intention. *Journal of Destination Marketing & Management*, 4(4), 213–221. <http://doi.org/10.1016/j.jdmm.2015.06.003>
- Chandralal, L., & Valenzuela, F.-R. (2015). Memorable Tourism Experiences: Scale Development. *Contemporary Management Research*, 11(3), 291–310. <http://doi.org/10.7903/cmr.13822>

- Chang, L.-L., F. Backman, K., & Chih Huang, Y. (2014). Creative Tourism: A Preliminary Examination Of Creative Tourists' Motivation, Experience, Perceived Value And Revisit Intention. *International Journal of Culture, Tourism and Hospitality Research*, 8(4), 401–419.
- Chang, T. C., Milne, S., Fallon, D., & Pohlmann, C. (1996). Urban Heritage Tourism. *Annals of Tourism Research*, 23(2), 284–305. [http://doi.org/10.1016/0160-7383\(95\)00064-X](http://doi.org/10.1016/0160-7383(95)00064-X)
- Chawla, L. (1992). Childhood Place Attachments. In *Place Attachment* (pp. 63–86). http://doi.org/10.1007/978-1-4684-8753-4_4
- Chen, C.-C., Lin, S.-Y., Cheng, C.-H., & Tsai, C.-C. (2012). Service Quality And Corporate Social Responsibility, Influence On Post-Purchase Intentions Of Sheltered Employment Institutions. *Research in Developmental Disabilities*, 33(6), 1832–40. <http://doi.org/10.1016/j.ridd.2012.05.006>
- Chen, C.-F., & Chen, F.-S. (2010). Experience Quality, Perceived Value, Satisfaction And Behavioral Intentions For Heritage Tourists. *Tourism Management*, 31(1), 29–35. <http://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, C.-F., & Tsai, D. (2007). How Destination Image And Evaluative Factors Affect Behavioral Intentions? *Tourism Management*, 28(4), 1115–1122.
- Chen, C. F., & Phou, S. (2013). A Closer Look At Destination: Image, Personality, Relationship And Loyalty. *Tourism Management*, 36, 269–278. <http://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, F. F., Sousa, K. H., & West, S. G. (2005). Testing Measurement Invariance Of Second-Order Factor Models. *Structural Equation Modeling*.
- Chen, H.-J., Chen, P.-J., & Okumus, F. (2013). The Relationship Between Travel Constraints And Destination Image: A Case Study Of Brunei. *Tourism Management*, 35, 198–208. <http://doi.org/10.1016/j.tourman.2012.07.004>
- Cheng, E. W. L. (2001). SEM Being More Effective Than Multiple Regression In Parsimonious Model Testing For Management Development Research. *Journal of Management Development*, 20(7), 650–667.
- Chernick, M. R. (2008). Bootstrap methods: a guide for practitioners and researchers. *Wiley Series In Probability And Statistics*. <http://doi.org/9780471756217>
- Cheung, G. W., & Rensvold, R. B. (2002). Evaluating Goodness-Of-Fit Indexes For Testing Measurement Invariance. *Structural Equation Modeling*, 9(2), 233–255. <http://doi.org/10.1207/S15328007SEM0902>
- Chi, C. G.-Q., & Qu, H. (2008). Examining The Structural Relationships Of Destination Image, Tourist Satisfaction And Destination Loyalty: An Integrated Approach. *Tourism Management*, 29(4), 624–636.

- Child, D. (1990). *The Essentials of Factor Analysis (2nd Editio)*. London, England: Cassel Academic.
- Chua, B.-L., Lee, S., Kim, H.-C., & Han, H. (2017). Investigation Of Cruise Vacationers' Behavioral Intention Formation In The Fast-Growing Cruise Industry. *Journal of Vacation Marketing*, 135676671775041. <http://doi.org/10.1177/1356766717750419>
- Churchill, G. A. J., & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Management*, 14(11), 491–504.
- CNN Money. (2016). Pilgrim Spending Could Soothe Saudi Arabia ' S Oil Pain. Retrieved from <http://money.cnn.com/2016/09/09/news/economy/saudi-arabia-tourism-hajj/>
- Cohen, E. (1979). A Phenomenology of Tourist Experiences. *Sociology The Journal Of The British Sociological Association*, 13(2), 179–201.
- Cohen, E. (1979). Rethinking The Sociology Of Tourism. *Annals of Tourism Research*, Jan/Mar, 18–35.
- Cohen, E. (1992). Pilgrimage Centers Concentric and Excentric. *Annals of Tourism Research*, 19(1), 33–50. [http://doi.org/10.1016/0160-7383\(92\)90105-X](http://doi.org/10.1016/0160-7383(92)90105-X)
- Cole, S. T., & Illum, S. F. (2006). Examining the Mediating Role Of Festival Visitors' Satisfaction In The Relationship Between Service Quality And Behavioral Intentions. *Journal of Vacation Marketing*, 12(2), 160–173.
- Collins-Kreiner, N. (2010a). Current Jewish Pilgrimage Tourism: Modes And Models of Development. *Tourism*, 58(3), 259–270.
- Collins-Kreiner, N. (2010b). Researching Pilgrimage. *Annals of Tourism Research*, 37(2), 440–456. <http://doi.org/10.1016/j.annals.2009.10.016>
- Collins-Kreiner, N. (2010c). The Geography Of Pilgrimage And Tourism: Transformations And Implications For Applied Geography. *Applied Geography*, 30(1), 153–164. <http://doi.org/10.1016/j.apgeog.2009.02.001>
- Collins-Kreiner, N., & Gatrell, J. D. (2006). Tourism, Heritage and Pilgrimage: The Case of Haifa's Bahá'í Gardens. *Journal of Heritage Tourism*, 1(1), 32–50. <http://doi.org/10.1080/17438730608668464>
- Collins-Kreiner, N., & Kliot, N. (2000). Pilgrimage Tourism In The Holy Land: The Behavioural Characteristics Of Christian Pilgrims. *GeoJournal*, 50(1), 55–67.
- Connelly, L. M. (2008). Pilot Studies. *Medsurg Nursing*, 17(6), 411–412. <http://doi.org/10.1001/jama.2015.10962>
- Conover, P., & Timothy, D. (2006). Nature Religion, Self-Spirituality And New Age Tourism. In *Tourism, religion and spiritual journeys* (pp. 139–155).

- Conway, M., & Pleydell-Pearce, C. (2000). The Construction Of Autobiographical Memories In The Self-Memory System. *Psychological Review*.
- Cooper, D., & Schindler, P. (2003). Business Research Methods. Retrieved from <http://78.158.56.101/archive/msor/headocs/31businessresearch.pdf>
- Corbitt, B., Bardese, H., & Pittayachawan, S. (2013). Barriers and Motivation Affecting Information System Usag by Hajj-Umrah Religious Tourism Operators in Saudi Arabia. *Australian Journal of Information System*, 18, 5–23.
- Correia, A., Kozak, M., & Ferradeira, J. (2013). From Tourist Motivations To Tourist Satisfaction. *International Journal of Culture, Tourism and Hospitality Research*, 7(4), 411–424. <http://doi.org/10.1108/IJCTHR-05-2012-0022>
- Cosma, S., Paun, D., Bota, M., & Fleseriu, C. (2014). Innovation – A Useful Tool in the Rural Tourism in Romania. *Procedia - Social and Behavioral Sciences*, 148, 507–515. <http://doi.org/10.1016/j.sbspro.2014.07.073>
- Crescentrating Ranking. (2014). Top Halal Friendly Holiday Destinations - 2014.
- Cronin, J., Brady, M., & Hult, T. (2000). Assessing The Effects Of Quality, Value, And Customer Satisfaction On Consumer Behavioral Intentions In Service Environments. *Journal of Retailing*, 76(2), 193–218.
- Cronin, J. J., & Taylor, S. a. (1994). SERVPERF Versus SERVQUAL ; Reconciling Performance-Based And Perceptions-Minus-Expectations Measurement Of Service Quality. *Journal of Marketing*, 58(1), 125–131. <http://doi.org/10.2307/1252256>
- Cronin, J., & Taylor, S. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55. <http://doi.org/10.2307/1252296>
- Crosby, L. A., & Taylor, J. R. (1982). Consumer Satisfaction with Michigan's Container Deposit Law An Ecological Perspective. *Journal of Marketing*, 46(1), 47–60.
- Crosby, P. (1979). *Quality is Free. ISA Transactions* (Vol. 32).
- Csikszentmihalyi, I. S. (1988). *Optimal experience: Psychological studies of flow in consciousness*.
- Curtin, S. (2008). *Wildlife Tourism: Tourist Expectations , Experiences And Management Implications* '. Bournemouth University.
- Daher, R. (2006). Tourism in the Middle East: Continuity, Change and Transformation. (R. F. Daher, Ed.) (9th ed.). UK: frankfurt lodge: channel view publications.

- Dann, G. M. S. (1978). Tourist Satisfaction A Highly Complex Variable. *Annals of Tourism Research*, 5(4), 440–443. [http://doi.org/10.1016/0160-7383\(78\)90323-7](http://doi.org/10.1016/0160-7383(78)90323-7)
- Dann, G. M. S., & Steen Jacobsen, J. K. (2003). Tourism Smellscapes. *Tourism Geographies*, 5(1), 3–25. <http://doi.org/10.1080/1461668032000034033>
- Darfoon, M. (2013). *An Examination of Service Quality and Satisfaction in a Religious Tourism Setting*.
- De Rojas, C., & Camarero, C. (2008). Visitors' Experience, Mood And Satisfaction In A Heritage Context: Evidence From An Interpretation Center. *Tourism Management*, 29(3), 525–537. <http://doi.org/10.1016/j.tourman.2007.06.004>
- DeCarlo, L. T. (1997). On The Meaning and Use Of Kurtosis. *Psychological Methods*, 2(3), 292–307. <http://doi.org/10.1037/1082-989X.2.3.292>
- Deenihan, G., & Caulfield, B. (2015). Do tourists value different levels of cycling infrastructure? *Tourism Management*, 46, 92–101.
- DeHanas, D. N. (2013). Of Hajj and home: Roots visits to Mecca and Bangladesh in everyday belonging. *Ethnicities*, 13(4), 457–474.
- Del Barrio García, S., Moreno, L. L., & Jamilena, D. M. F. (2012). El Tipo de Incentivo Como Determinante En El Atractivo De La Promoción De Venta En Turismo Rural. Efecto Moderador Del Sexo, La Edad Y La Experiencia. *Revista Española de Investigación En Marketing ESIC*, 16(2), 103–126.
- Del Bosque, I. R. R., Martín, H. S., & Martín, H. S. (2008). Tourist Satisfaction A Cognitive-Affective Model. *Annals of Tourism Research*, 35(2), 551–573. <http://doi.org/10.1016/j.annals.2008.02.006>
- Desforges, L. (2000). Identity and Travel Biography. *Annals of Tourism Research*, 27(4), 926–945. [http://doi.org/http://dx.doi.org/10.1016/S0160-7383\(99\)00125-5](http://doi.org/http://dx.doi.org/10.1016/S0160-7383(99)00125-5)
- Devesa, M., Laguna, M., & Palacios, A. (2010). The Role Of Motivation In Visitor Satisfaction: Empirical Evidence In Rural Tourism. *Tourism Management*, 31(4), 547–552. <http://doi.org/10.1016/j.tourman.2009.06.006>
- Dewda, R. (2015). These 15 Countries Depend On Your Vacation! Retrieved July 25, 2016, from <http://www.triphobo.com/blog/most-tourism-dependent-countries-in-the-world>
- Dick, A., & Basu, K. (1994). Customer Loyalty: Toward An Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*. Retrieved from <http://jam.sagepub.com/content/22/2/99.short>

- Digance, J. (2006). Religious and Secular Pilgrimage. In *D. J. Timothy & D. H. Olsen (Eds.), Tourism, religion and spiritual journeys* (pp. 36–48). London and New York: Routledge.
- Dimmock, K., & Musa, G. (2015). Scuba Diving Tourism System: A framework for collaborative management and sustainability. *Marine Policy, 54*, 52–58. <http://doi.org/10.1016/j.marpol.2014.12.008>
- Din, K. (1989). Islam and tourism: Patterns, Issues, And Options. *Annals of Tourism Research, 16*, 542–563.
- Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention. *Journal of Travel Research, 54*(2), 152–178. <http://doi.org/10.1177/0047287513513167>
- Dolnicar, S., Yanamandram, V., & Cliff, K. (2012). The contribution of vacations to quality of life. *Annals of Tourism Research, 39*(1), 59–83. <http://doi.org/10.1016/j.annals.2011.04.015>
- Driver, B., Brown, P., & Peterson, G. (1991). Benefits of leisure. Psyc INFO Database Record. *State College, PA, US: Venture Publishing Benefits of leisure*.
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*.
- Dudovskiy, J. (2018). *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance* (January 20).
- Duman, T. (2011). Value of Islamic Tourism Offering : Perspectives from the Turkish Experience. In *World Islamic Tourism Forum*.
- Edwards, J. A., & Coit, J. C. L. (1996). Mines and quarries: industrial Heritage Tourism. *Annals of Tourism Research, 23*(2), 341–363.
- Eid, R. (2012). Towards A High-Quality Religious Tourism Marketing : The Case Of Hajj Service In Saudi Arabia. *Tourism Analysis, 17*, 509–522.
- Eid, R. (2015). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research, 17*(3), 249–260. <http://doi.org/10.1002/jtr.1982>
- Eid, R., & El-Gohary, H. (2014). Muslim Tourist Perceived Value in the Hospitality and Tourism Industry. *Journal of Travel Research, 54*(May), 774–787. <http://doi.org/10.1177/0047287514532367>
- El Hanandeh, A. (2013). Quantifying The Carbon Footprint Of Religious Tourism: The Case of Hajj. *Journal of Cleaner Production, 52*, 53–60.

- Engeset, M. G., & Elvekrok, I. (2015). Authentic Concepts: Effects on Tourist Satisfaction. *Journal of Travel Research*, 54(4), 456–466.
- Fairley, S., Tyler, B. D., Kellett, P., & D'Elia, K. (2011). The Formula One Australian Grand Prix: Exploring the triple bottom line. *Sport Management Review*, 14(2), 141–152. <http://doi.org/10.1016/j.smr.2010.07.001>
- Fakeye, P. C., & Crompton, J. L. (1991). Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10–16. <http://doi.org/10.1177/004728759103000202>
- Falces Delgado, C. E., Sierra Díez, B., Becerra Grande, A., & Briñol Turnes, P. (1999). Hotelqual: una escala para medir calidad percibida en servicios de alojamiento. *Estudios Turísticos*, 139, 95–110.
- Feigenbaum, A. V. (1956). Management of The Quality Control Function. *Industrial Quality Control*, 12(11), 22–25.
- Feldman, R. (1990). Settlement-identity: Psychological bonds with home places in a mobile society. *Journal of Environment and Behavior*, 22, 183–229. <http://doi.org/0803973233>
- Fick, G. R., & Ritchie, J. R. (1991). Measuring Service Quality in the Travel and Tourism Industry. *Journal of Travel Research*, 30(2), 2–9. <http://doi.org/10.1177/004728759103000201>
- Field, A. (2009). *Discovering Statistics Using SPSS. SAGE Publications Ltd* (3rd ed., Vol. 58). http://doi.org/10.1111/insr.12011_21
- Fink, A. (2003). How to Sample in Surveys. In *The Survey Kit 2* (p. 75). <http://doi.org/10.4135/9781412984478>
- Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research. *Addison-Wesley Publishing Company*. <http://doi.org/10.2307/2065853>
- Flanagan, M. F., & Dipboye, R. L. (1981). Research Settings In Industrial And Organizational Psychology: Facts, Fallacies, And The Future. *Personnel Psychology*, 34(1), 37–47. <http://doi.org/10.1111/j.1744-6570.1981.tb02175.x>
- Fleischer, A. (2000). The Tourist Behind The Pilgrim In The Holy Land. *International Journal of Hospitality Management*, 19(3), 311–326. [http://doi.org/10.1016/S0278-4319\(00\)00026-8](http://doi.org/10.1016/S0278-4319(00)00026-8)
- Flora, D. B., & Curran, P. J. (2004). An Empirical Evaluation of Alternative Methods of Estimation for Confirmatory Factor Analysis With Ordinal Data. *Psychological Methods*, 9(4), 466–491. <http://doi.org/10.1037/1082-989X.9.4.466>

- Fornell, C., Johnson, M., & Anderson, E. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing*, 60(October), 7–18. <http://doi.org/10.2307/1251898>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables And Measurements Error. *Journal of Marketing Research*, 18, 39–50.
- Forozia, A., Zadeh, M. S., & Gilani, M. H. N. (2013). Customer Satisfaction In Hospitality Industry: Middle East Tourists at 3star hotels in Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). Testing Moderator and Mediator Effects in Counseling Psychology Research. *Journal of Counseling Psychology*, 51(1), 115–134. <http://doi.org/10.1037/0022-0167.51.1.115>
- Freund, R. J., Wilson, W. J., & Mohr, D. L. (2010). Probability and Sampling Distributions. *Statistical Methods*. <http://doi.org/10.1016/B978-0-12-374970-3.00002-0>
- Frochot, I. (2004). An Investigation Into The Influence Of The Benefits Sought By Visitors On Their Quality Evaluation Of Historic Houses' Service Provision. *Journal of Vacation Marketing*, 10(3), 223–237.
- Frochot, I. (2005). A Benefit Segmentation Of Tourists In Rural Areas: A Scottish Perspective. *Tourism Management*, 26, 335–346.
- Frochot, I., & Hughes, H. (2000). HISTOQUAL: The Development Of A Historic Houses Assessment Scale. *Tourism Management*, 21(2), 157–167. [http://doi.org/10.1016/S0261-5177\(99\)00045-X](http://doi.org/10.1016/S0261-5177(99)00045-X)
- Gallarza, M. G., & Gil, I. (2008). The Concept of Value And Its Dimensions: A Tool For Analysing Tourism Experiences. *Tourism Review*, 63(3), 4–20. <http://doi.org/10.1108/16605370810901553>
- Garde-Hansen, J. (2011). *Media and memory*.
- Garver, M. S., & Mentzer, J. T. (1999). Logistics research Methods: Employing Structural Equation Modeling To Test For Construct Validity. *Journal of Business Logistics*, 20(1), 33–57. [http://doi.org/10.1002/\(ISSN\)2158-1592](http://doi.org/10.1002/(ISSN)2158-1592)
- George, B. P., & George, B. P. (2004). Past Visits And The Intention To Revisit A Destination: Place Attachment As The Mediator And Novelty Seeking As The Moderator. *Journal of Tourism Studies*, 15(2), 51–66.
- Getty, J. ., & Thompson, K. . (1994). The Relationship Between Quality, Satisfaction, and Recommending Behavior in Lodging Decisions. *Journal of Hospitality & Leisure Marketing*, 2, 3–22. http://doi.org/10.1300/J150v02n03_02

- Gibson, H. J., Willming, C., & Holdnak, A. (2003). Small-Scale Event Sport Tourism: Fans As Tourists. *Tourism Management*, 24(2), 181–190.
- Gilbert, D., & Abdullah, J. (2004). Holidaytaking and The Sense of Well-Being. *Annals of Tourism Research*, 31(1), 103–121. <http://doi.org/10.1016/j.annals.2003.06.001>
- Global Travel Industry News. (2015). Riyadh and Jeddah : 16,000 new hotel rooms by Number Bed Sleep Sale. *ETN Global Travel Industry News*.
- González, M. E. A., Comesaña, L. R., & Brea, J. A. F. (2007). Assessing Tourist Behavioral Intentions Through Perceived Service Quality and Customer Satisfaction. *Journal of Business Research*, 60(2), 153–160. <http://doi.org/10.1016/j.jbusres.2006.10.014>
- Gorsuch, N. (1983). Factor Analysis (2nd Editio). *Hillsdale, NJ: Lawrence Erlbaum Associates*.
- Gotlieb, J. B. J., Grewal, D., & Brown, S. S. W. (1994). Consumer Satisfaction and Perceived Quality: Complementary or Divergent Constructs? *Journal of Applied Psychology*, 79(6), 875–885. <http://doi.org/10.1037/0021-9010.79.6.875>
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An Examination Of The Effects Of Service Quality And Satisfaction On Customers' Behavioral Intentions In E- Shopping. *Journal of Services Marketing*, 24(2), 142–156. <http://doi.org/10.1108/08876041011031118>
- Graefe, A., & Vaske, J. (1987). A Framework For Managing Quality In The Tourist Experience. *Annals of Tourism Research*, 14, 390–404. [http://doi.org/10.1016/0160-7383\(87\)90110-1](http://doi.org/10.1016/0160-7383(87)90110-1)
- Grantham, C. E., & Tuan, Y.-F. (1978). Space and Place: The Perspective of Experience. *Contemporary Sociology* (Vol. 7). <http://doi.org/10.2307/2064418>
- Grappi, S., & Montanari, F. (2011). The Role Of Social Identification And Hedonism In Affecting Tourist Re-Patronizing Behaviours: The Case of An Italian Festival. *Tourism Management*, 32(5), 1128–1140. <http://doi.org/10.1016/j.tourman.2010.10.001>
- Grist, H. (2015). *Media Heritage and Memory in the Museum: Managing Dennis Potter 's Legacy in the Forest of Dean*.
- Gronroos, C. (1984). A service Quality Model and Its Marketing Implications. *European Journal of Marketing*, 18(4), 36.
- Gronroos, C. (2000). Service Management and Marketing : A Customer Relationship Management Approach, 2nd Edition. *European Journal of Marketing* (Vol. 36).

- Gross, M. J., & Brown, G. (2006). Tourism Experiences In A Lifestyle Destination Setting: The Roles Of Involvement And Place Attachment. *Journal of Business Research*, 59(6), 696–700. <http://doi.org/10.1016/j.jbusres.2005.12.002>
- Gudehus, C., Anderson, S., & Keller, D. (2010). Understanding Hotel Rwanda: a reception study. *Memory Studies*.
- Gupta, V. (1999). Sustainable Tourism: Learning From Indian Religious Traditions. *International Journal of Contemporary Hospitality Management*, 11(2/3), 91–95. <http://doi.org/10.1108/09596119910250751>
- Haber, S., & Lerner, M. (1998). Correlates of Tourist Satisfaction. *Annals of Tourism Research*, 25(4), 197-000. <http://doi.org/10.1080/13032917.1997.9687123>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). Multivariate Data Analysis: Pearson New International Edition (7th Edition). *Pearson Education Limited, Edinburgh Gate Harlow (7th ed.)*. Essex CM20 2JE England: British Library Cataloguing-in-Publication Data.
- Hair, J., Bush, R., & Ortinau, D. (2006). Marketing research. *McGraw-Hill/Irwin*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis*. New Jersey.
- Hair, J. F., Bush, R. P., & Ortinau, D. J. (2003). Marketing Research. Within a Changing Information Environment. *Journal of Product Innovation Management* (2nd ed., Vol. 22). <http://doi.org/10.1111/j.0737-6782.2005.00098.x>
- Hair, J. F. J., Anderson, R. R. E., Tatham, R., William, C., Black, W. C., Babin, B. J., ... William, C. (1998). Multivariate data analysis. *Prentice-Hall, Inc* (Vol. 1). <http://doi.org/10.1038/259433b0>
- Hair, J. F. J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). Multivariate Data Analysis. *Pearson Prentice Hall*. (Vol. 6).
- Hair, J. F. J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Long Range Planning* (Vol. 46). <http://doi.org/10.1016/j.lrp.2013.01.002>
- Hair, J., Ringle, C., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *The Journal of Marketing Theory and Practice*. <http://doi.org/10.2753/MTP1069-6679190202>
- Hajj & Umrah Media News. (2015). The Ministry of Hajj Announces the end of the Umrah season 1435H.
- Hajj Statistics Report. (2014). *Hajj Statistics 1435H-2014G* (Vol. 2014). Makkah.
- Hajjar, B. (2014). Umrah Season for 1435H.

- Hajjar, B. (2015). Saudi Arabia: The High Number Of Pilgrims In 2020 To Five Million In All Countries Of The World. *ArabiaWeather*, pp. 8–10.
- Halli, S. S., & Rao, K. . (2013). *Advanced Techniques of Population Analysis*. Springer.
- Halpenny, E. A. (2010). Pro-environmental Behaviours and Park Visitors: The effect of place attachment. *Journal of Environmental Psychology*, 30(4), 409–421. <http://doi.org/10.1016/j.jenvp.2010.04.006>
- Halpenny, E. A. E. (2006). Environmental Behaviour, Place Attachment and Park Visitation: A case study of visitors to Point Pelee National Park.
- Hamarnah, I. (2014). Middle East: Destination for European Tourists. *Journal of Tourism and Services*, 5, 30–49.
- Hameed, S. (2007). Pilgrimage in Different Religions.
- Hammit, W. E., Backlund, E. a., & Bixler, R. D. (2006). Place Bonding for Recreation Places: Conceptual and Empirical Development. *Leisure Studies*, 25(1), 17–41. <http://doi.org/10.1080/02614360500098100>
- Han, H., & Ryu, K. (2012). The Theory of Repurchase Decision-Making (Trd): Identifying The Critical Factors In The Post-Purchase Decision-Making Process. *International Journal of Hospitality Management*, 31(3), 786–797. <http://doi.org/10.1016/j.ijhm.2011.09.015>
- Hansemark, O. C., & Albinsson, M. (2004). Customer Satisfaction And Retention: The Experiences Of Individual Employees. *Managing Service Quality*, 14(1), 40–57. <http://doi.org/10.1108/09604520410513668>
- Hansen, H., Samuelsen, B. M., & Sallis, J. E. (2013). The Moderating Effects Of Need For Cognition On Drivers Of Customer Loyalty. *European Journal of Marketing*, 47, 1157–1176. <http://doi.org/10.1108/03090561311324264>
- Haq, F., & Jackson, J. (2009). Spiritual journey to Hajj: Australian and Pakistani experience and expectations. *Journal of Management, Spirituality & Religion*, 6(2), 141–156. <http://doi.org/10.1080/14766080902815155>
- Haq, F., & Wong, H. Y. (2010). Is Spiritual Tourism A New Strategy For Marketing Islam? *Journal of Islamic Marketing*, 1(2), 136–148. <http://doi.org/10.1108/17590831011055879>
- Haq, F., & Wong, H. Y. (2013). Branding Islamic Spiritual Tourism: An exploratory study in Australia & Pakistan. *European Journal of Business and Management*, 5(11), 154–162.

- Haq, M. F. (2014). The Significance Of Partnership As A Marketing Strategy For Islamic Spiritual Tourism. *Journal of Islamic Marketing*, 5(2), 258–272. <http://doi.org/10.1108/JIMA-11-2013-0079>
- Harrington, R. J., von Freyberg, B., Ottenbacher, M. C., & Schmidt, L. (2017). The Different Effects Of Dis-Satisfier, Satisfier And Delighter Attributes: Implications For Oktoberfest And Beer Festivals. *Tourism Management Perspectives*. <http://doi.org/10.1016/j.tmp.2017.09.003>
- Hartman, K. B., Meyer, T., & Scribner, L. L. (2009). Culture Cushion: Inherently Positive Inter- Cultural Tourist Experiences. *International Journal of Culture, Tourism and Hospitality Research*, 3(3), 259–268.
- Hassan, A.-R. (2011). Islamic Tourism Revisited. *Islamic Tourism Media*. Retrieved from <http://www.islamictourism.com/Articles/editorial.php?issue=32>
- Hatcher, L. (1994). A Step-by-Step Approach to Using the SAS System for Factor Analysis and Structural Equation Modeling. Cary N.C: SAS Ins.
- Haven- Tang, C., & Jones, E. (2012). Local leadership for Rural Tourism Development: a Case Study of Adventa, Monmouthshire, UK. *Tourism Management Perspectives*, 4, 28–35. <http://doi.org/10.1016/j.tmp.2012.04.006>
- Hayes, A. F., & Preacher, K. J. (2014). Statistical Mediation Analysis With A Multicategorical Independent Variable. *British Journal of Mathematical and Statistical Psychology*, 67(3), 451–470. <http://doi.org/10.1111/bmsp.12028>
- He, J., & Wang, C. L. (2015). Cultural Identity and Consumer Ethnocentrism Impacts On Preference And Purchase Of Domestic Versus Import Brands: An empirical study in China. *Journal of Business Research*, 68(6), 1225–1233. <http://doi.org/10.1016/j.jbusres.2014.11.017>
- Henderson, J. C. (2003). Managing Tourism and Islam in Peninsular Malaysia. *Tourism Management*, 24(4), 447–456. [http://doi.org/10.1016/S0261-5177\(02\)00106-1](http://doi.org/10.1016/S0261-5177(02)00106-1)
- Henderson, J. C. (2011). Religious Tourism and Its Management : The Hajj in Saudi Arabia. *International Journal of Tourism Research*, 552(December 2010), 541–552. <http://doi.org/10.1002/jtr>
- Hernandez, B., Carmen Hidalgo, M., & Ruiz, C. (2013). Theoretical and Methodological Aspects of Research on Place Attachment. In *Place Attachment: Advances in Theory, Methods and Applications* (pp. 125–138).
- Hidalgo, C., Hernandez, B. (2001). Place Attachment: Conceptual and Empirical Questions. *Journal of Environmental Psychology*, 21(3), 273–281. <http://doi.org/10.1006/jevps.2001.0221>

- Highhouse, S., & Gillespie, J. Z. (2009). Do Samples Really Matter That Much? *Statistical and Methodological Myths and Urban Legends*, 247–265. <http://doi.org/10.4324/9780203867266>
- Hill, R. (1998). What Sample Size Is “Enough” In Internet Survey Research? *An Electronic Journal for the 21st Century*, (6), 3–4.
- Ho, R. (2006). *Handbook of Univariate and Multivariate Data Analysis with IBM SPSS*. CRC Press.
- Hoch, S. J., & Deighton, J. (1989). Managing What Consumers Learn from Experience. *Journal of Marketing*, 53(2), 1–20. <http://doi.org/10.2307/1251410>
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(September), 132. <http://doi.org/10.1086/208906>
- Homans, G. C. (1958). Social Behavior as Exchange. *American Journal of Sociology*, 63(6), 597–606.
- Homburg, C., & Giering, A. (2001). Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty — An Empirical Analysis. *Psychology & Marketing*, 18(January 2001), 43–66.
- Homburg, C., Hoyer, W. D., & Fassnacht, M. (2002). Service Orientation of a Retailer’s Business Strategy: Dimensions, Antecedents, and Performance Outcomes. *Journal of Marketing*, 66(4), 86–101. <http://doi.org/10.1509/jmkg.66.4.86.18511>
- Hosany, S., & Prayag, G. (2013). Patterns of Tourists’ Emotional Responses, Satisfaction, And Intention To Recommend. *Journal of Business Research*, 66(6), 730–737. <http://doi.org/10.1016/j.jbusres.2011.09.011>
- Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. (Sam), & Deesilatham, S. (2017). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists’ Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079–1093. <http://doi.org/10.1177/0047287516678088>
- Hsu, S. H., Chen, W. H., & Hsieh, M. J. (2006). Robustness Testing Of Pls, Lisrel, Eqs And Ann-Based Sem For Measuring Customer Satisfaction. *Total Quality Management and Business Excellence*. <http://doi.org/10.1080/14783360500451465>
- Hu, L., & Bentler, P. M. (1999). Cutoff Criteria For Fit Indexes In Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.

- Hua, K. P., & Chiu, L. K. (2013). Multiculturalism: Issues of Malaysian Female Sport Tourists' In Event-based Sport Tourism. *Procedia - Social and Behavioral Sciences*, 91, 270–287. <http://doi.org/10.1016/j.sbspro.2013.08.424>
- Huang, S., Weiler, B., & Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research*, 54(3), 344–358. <http://doi.org/10.1177/0047287513517426>
- Huang, Y.-C., Backman, S. J., Backman, K. F., & Moore, D. (2013). Exploring User Acceptance Of 3d Virtual Worlds In Travel And Tourism Marketing. *Tourism Management*, 36, 490–501. <http://doi.org/10.1016/j.tourman.2012.09.009>
- Huang, Z., & Wang, C. L. (2017). Conspicuous Consumption In Emerging Market: The case of Chinese migrant workers. *Journal of Business Research*, (August), 0–1. <http://doi.org/10.1016/j.jbusres.2017.08.010>
- Huh, J., & Uysal, M. (2004). Satisfaction with Cultural/ Heritage Sites. *Journal of Quality Assurance in Hospitality & Tourism*, 4(3–4), 177–194.
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' Satisfaction, Recommendation And Revisiting Singapore. *Tourism Management*, 28(4), 965–975. <http://doi.org/10.1016/j.tourman.2006.08.008>
- Hung, K. (2015). Experiencing Buddhism in Chinese Hotels: Toward The Construction of a Religious Lodging Experience. *Journal of Travel & Tourism Marketing*, 1–18. <http://doi.org/10.1080/10548408.2014.959632>
- Hung, K., Goh, C., Zhang, H. Q., Tang, C., & Lam, C. (2013). Exploring Buddhist Travelers' Expectations Toward Buddhist-Themed Hotels. *Journal of China Tourism Research*, 9(2), 191–206. <http://doi.org/10.1080/19388160.2013.781971>
- Hunt, H. (1977). CS/D-overview and Future Research Directions. *Conceptualization and Measurement ...*
- Hunt, S. D., & Morgan, R. M. (1995). The Comparative Advantage Theory Of Competition. *The Journal of Marketing*, 59(2), 1–15.
- Hutchinson, J., Lai, F., & Wang, Y. (2009). Understanding the Relationships Of Quality, Value, Equity, Satisfaction, And Behavioral Intentions Among Golf Travelers. *Tourism Management*, 30(2), 298–308.
- Hwang, S. N., Lee, C., & Chen, H. J. (2005). The Relationship Among Tourists' Involvement, Place Attachment And Interpretation Satisfaction In Taiwan's National Parks. *Tourism Management*, 26, 143–156.
- Hyde, K. F., & Harman, S. (2011). Motives for A Secular Pilgrimage To The Gallipoli Battlefields. *Tourism Management*, 32(6), 1343–1351.

- 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. http://doi.org/10.1207/s15327663jcp0403_04
- Ichwan, M. N. (2008). Governing Hajj : Politics of Islamic Pilgrimage Services in Indonesia Prior to Reformasi Era. *Al-Jamiah*, 46(1).
- Ioannides, C., & Ioannides, D. (2006). In D. J. Timothy & D. H. Olsen (Eds.), *Tourism, religion and spiritual journeys*. New York: Routledge.
- Iorio, M., & Corsale, A. (2010). Rural Tourism And Livelihood Strategies in Romania. *Journal of Rural Studies*, 26(2), 152–162.
- Ismail, M. H. (2013). Local Community Involvement In Cultural Heritage Management A Case Study Of Melaka Heritage Trail , Malaysia. *University of Portsmouth*.
- Jabnoun, N. (2003). Development Of Hajqual: A Marketing Research Tool To Measure Hajj Service Quality. *Journal of International Business and Entrepreneurship Development*, 1(1), 22–28.
- Jaccard, J., & Wan, C. K. (1996). LISREL Approaches to Interaction Effects in Multiple Regression. *Quantitative Applications in The Social Sciences* (Vol. 92). <http://doi.org/10.2307/1271188>
- Jack, G., & Phipps, A. (2005). Tourism and intercultural exchange. *Channel View Publication, Clevedon*.
- Jacoby, J., & Kyner, D. B. (1973). Brand Loyalty Vs. Repeat Purchasing Behavior. *Journal of Marketing Research*, 10(1), 1–9.
- Jafari, J., & Scott, N. (2014). Muslim World and Its Tourisms. *Annals of Tourism Research*, 44, 1–19. <http://doi.org/10.1016/j.annals.2013.08.011>
- Jamal, A., & Anastasiadou, K. (2009). Investigating The Effects Of Service Quality Dimensions and Expertise On Loyalty. *European Journal Marketing*, 43(3/4), 393–420. <http://doi.org/10.1108/03090560910935497>
- James, L. R., Mulaik, S. A., & Brett, J. M. (1982). Causal Analysis: Assump- tions, Models, and Data. *Sage Publications, Beverly Hills*.
- Jankingthong, W., & Gonejanart, P. (2012). The Relationships of Factors Affecting Post-purchase Behavioral Intentions in Tourism Sector, 12(1), 72–90.
- Jansson, A. (2002). Spatial Phantasmagoria. *European Journal of Communication*, 17(4), 429–443.

- Jariyachamsit, S. (2015). An Investigation of Safety in Tourism: An Experience of Young Tourists in Bangkok, Thailand. *Procedia - Social and Behavioral Sciences*, 197(February), 1931–1935. <http://doi.org/10.1016/j.sbspro.2015.07.571>
- Javier, S., Bign, J. E., & Sanchez, M. I. (2001). Tourism image , Evaluation Variables And After Purchase Behaviour : *Tourism Management*, 22, 607–616.
- Jobson, J. D. (1992). Applied Multivariate Data Analysis, Regression and Experimental Design. *Farming for Health: Green-care farming across Europe and the United States of America* (Vol. 1). <http://doi.org/10.1007/978-1-4612-1470-0>
- Johnson, D. J. (2010). Tourism in the Muslim World. *Bridging Tourism Theory and Practice* (Vol. 2). Bingley: Emerald Group Publishing.
- Jones, T. O., & Sasser, J. (1995). Why Satisfied Cutomers Defect. *Harvard Business Review*, 4(November-December), 88–99. [http://doi.org/10.1061/\(ASCE\)0742-597X\(1996\)12:6\(11.2\)](http://doi.org/10.1061/(ASCE)0742-597X(1996)12:6(11.2))
- Joreskog, K. G., & Sorbom, D. (1993). Structural equation modeling with the SIMPLIS command language. *Chicago: Scientific Software*.
- Joreskog, K., & Sorbom, D. (1985). *LISREL VI, analysis of linear structural relationships by maximum likelihood, instrumental variables, and least squares methods*. Mooresville, Ind: Scientific Software, Inc.
- Joreskog, K., & Sorbom, D. (1989). *Lisrel 7: A Guide to the Program and Applications* (2nd ed.). Chicago: SPSS Inc.
- Jose, P. (2013). *Doing statistical mediation and moderation. Doing statistical mediation & moderation*.
- Joseph, C. a., & Kavoori, A. P. (2001). Mediated Resistance Tourism and The Host Community. *Annals of Tourism Research*, 28(4), 998–1009.
- Juran, J. M. (1974). *Quality Control Handbook. 5th Ed McGrawHill 1998*. <http://doi.org/10.1177/004057368303900411>
- Kals, E., Schumacher, D., & Montada, L. (1999). Emotional Affinity toward Nature as a Motivational Basis to Protect Nature. *Environment and Behavior*, 31(2), 178–202. <http://doi.org/10.1177/00139169921972056>
- Kaplan, S., Manca, F., Nielsen, T. A. S., & Prato, C. G. (2015). Intentions To Use Bike-Sharing For Holiday Cycling: An application of the Theory of Planned Behavior. *Tourism Management*, 47, 34–46. <http://doi.org/10.1016/j.tourman.2014.08.017>

- Kasarda, J. D., & Janowitz, M. (1974). Community Attachment in Mass Society. *American Sociological Review*, 39(3), 328–339. <http://doi.org/10.2307/2094293>
- Kastarlak, B., & Barber, B. (2011). Fundamentals of planning and developing tourism.
- Kennelly, M., & Toohey, K. (2014). Strategic alliances in sport tourism: National sport organisations and sport tour operators. *Sport Management Review*, 17(4), 407–418. <http://doi.org/10.1016/j.smr.2014.01.001>
- Kerstetter, D., & Cho, M. (2004). Prior Knowledge, Credibility And Information Search. *Annals of Tourism Research*.
- Keshavarz, Y., & Ali, M. H. (2015). The Service Quality Evaluation on Tourist Loyalty in Malaysian Hotels by the Mediating Role of Tourist Satisfaction. *Mediterranean Journal of Social Sciences*, (August).
- Kessler, C. (1991). Review essay: Pilgrims' Progress: The Travelers of Islam Muslim. *Annals of Tourism Research*, 19(1), 147–153.
- Khan, A. H., Haque, A., & Rahman, M. S. (2013). What Makes Tourists Satisfied? An Empirical Study on Malaysian Islamic Tourist Destination. *Middle-East Journal of Scientific Research*, 14(12), 1631–1637.
- Khan, M. M. (1996). ECOSERV: An examination of service quality expectations of the ecotourists. *ProQuest Dissertations and Theses*.
- Khazaei Pool, J., Khodadadi, M., Asadi, A., Pool, J. K., Khodadadi, M., Asadi, A., Asadi, A. (2016). The Impact Of Congruence Between Self-Concept And Destination Personality On Behavioural Intentions For Visiting An Islamic-Historical Destination. *Tourism and Hospitality Research*, 146735841666382.
- Kim, J.-H. (2017). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 004728751772136.
- Kim, J.-H., & Brent Ritchie, J. R. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, 53(3), 323–335. <http://doi.org/10.1177/0047287513496468>
- Kim, J. H. (2010). Determining The Factors Affecting The Memorable Nature Of Travel Experiences. *Journal of Travel and Tourism Marketing*, 27(8), 780–796. <http://doi.org/10.1080/10548408.2010.526897>
- Kim, J. H., Brent Ritchie, J. R., & McCormick, B. (2012). Development of A Scale To Measure Memorable Tourism Experiences. *Journal of Travel Research*, 51(1), 12–25. <http://doi.org/10.1177/0047287510385467>

- Kim, J., & Jang, S. (2016). Memory Retrieval of Cultural Event Experiences: Examining Internal and External Influences. *Journal of Travel Research*, 55(3), 322–339. <http://doi.org/10.1177/0047287514553058>
- Kim, W., Jun, H. M., Walker, M., & Drane, D. (2015). Evaluating The Perceived Social Impacts Of Hosting Large-Scale Sport Tourism Events: Scale development and Validation. *Tourism Management*, 48, 21–32.
- Kim, Y. K., & Lee, H. R. (2011). Customer Satisfaction Using Low Cost Carriers. *Tourism Management*, 32(2), 235–243.
- King, G., Keohane, R. O., Alford, R. R., & Verba, S. (1995). Designing Social Inquiry: Scientific Inference in Qualitative Research. *Contemporary Sociology*. <http://doi.org/10.2307/2076556>
- Kline, R. B. (2005). Principles and Practice Of Structural Equation Modeling. Principles And Practice Of Strucutral Equation Modeling. 2nd Ed (Vol. 156). <http://doi.org/10.1038/156278a0>
- Knapp, T., & Mueller, R. (2010). Reliability and validity of instruments. *Guide to Quantitative Methods in the social sciences*.
- Knutson, B., Stevens, P., Patton, M., & Thompson, C. (1992). Consumers' Expectations For Service Quality In Economy, Mid-Price And Luxury Hotels. *Journal of Hospitality & Leisure Marketing*, 1(2), 27. http://doi.org/10.1300/J150v01n02_03
- Kock, F., Josiassen, A., Assaf, A. G., Karpen, I., & Farrelly, F. (2018). Tourism Ethnocentrism and Its Effects on Tourist and Resident Behavior. *Journal of Travel Research*, 004728751875550. <http://doi.org/10.1177/0047287518755504>
- Kothari, C. (2004). *Research Methodology: Methods & Techniques*. New Age International (P) Ltd. <http://doi.org/10.1017/CBO9781107415324.004>
- Kotler, P. (2000). Marketing Management , Millenium Edition. *Marketing Management*, 23(6), 188–193. [http://doi.org/10.1016/0024-6301\(90\)90145-T](http://doi.org/10.1016/0024-6301(90)90145-T)
- Kouthouris, C., & Alexandris, K. (2005). Can Service Quality Predict Customer Satisfaction And Behavioral Intentions In The Sport Tourism Industry? An Application Of The Servqual Model In an Outdoors. *Journal of Sport & Tourism*.
- Kovjanic, G. (2014). Islamic Tourism as a Factor of the Middle East Regional Development. *TURIZAM*, 18(1), 33–43.
- Kozak, M. (2001). Comparative Assessment Oftourist Satisfaction With Destinations Across Two Nationalities. *Tourism Management*, 22, 391–401.

- Kozak, M. (2001). Repeaters' Behavior At Two Distinct Destinations. *Annals of Tourism Research*, 28(3), 784–807. [http://doi.org/10.1016/S0160-7383\(00\)00078-5](http://doi.org/10.1016/S0160-7383(00)00078-5)
- Kozak, M., Bigné, E., & Andreu, L. (2004). Limitations of Cross-Cultural Customer Satisfaction Research and Recommending Alternative Methods. *Journal of Quality Assurance in Hospitality and Tourism*, 4(3–4), 23–35. <http://doi.org/10.1300/J162v04n03>
- Kozak, M., & Rimmington, M. (2000). Tourist Satisfaction with Mallorca , Spain , as an Off-Season Holiday Destination. *Journal of Travel Research*, 38(February 2000), 260–269. <http://doi.org/10.1177/004728750003800308>
- Kraemer, H. C., Wilson, G. T., Fairburn, C. G., & Agras, W. S. (2002). Mediators and Moderators of Treatment Effects in Randomized Clinical Trials. *Archives of General Psychiatry*, 59(10), 877. <http://doi.org/10.1001/archpsyc.59.10.877>
- Kraus, S. J. (1995). Attitudes and the Prediction of Behavior: A Meta-Analysis of the Empirical Literature. *Personality and Social Psychology Bulletin*, 21(1), 58–75. <http://doi.org/10.1177/0146167295211007>
- Krejcie, R., & Morgan, D. (1970). Determining sample Size For Research Activities. *Educ Psychol Meas.*
- Krosnick, J. (1999). Survey Research. *Annual Review of Psychology*.
- Kuhn, A. (2010). Memory Texts And Memory Work: Performances of Memory In And With Visual Media. *Memory Studies*.
- Kyle, G., Absher, J., & Graefe, A. (2003). The Moderating Role of Place Attachment on the Relationship Between Attitudes Toward Fees and Spending Preferences. *Leisure Sciences*, 25(January 2001), 33–50. <http://doi.org/10.1080/01490400306552>
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003). An Examination of the Relationship between Leisure Activity Involvement and Place Attachment among Hikers Along the Appalachian Trail. *Journal of Leisure Research*.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effects of Place Attachment On Users' Perceptions Of Social And Environmental Conditions In A Natural Setting. *Journal of Environmental Psychology*, 24, 213–225.
- Laderlah, S. A., Rahman, S. A., Awang, K., & Man, Y. C. (2011). A Study on Islamic Tourism : A Malaysian Experience, 17, 184–189.
- Ladhari, R. (2009). Service Quality, Emotional Satisfaction, And Behavioural Intentions: A Study In The Hotel Industry. *Managing Service Quality*, 19(3), 308–331. <http://doi.org/10.1108/09604520910955320>

- Lai, I. K. W., & Hitchcock, M. (2016). A Comparison Of Service Quality Attributes For Stand-Alone And Resort-Based Luxury Hotels In Macau: 3-Dimensional Importance-performance analysis. *Tourism Management*.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration From a Business-to-Business Service Context. *Journal of the Academy of Marketing Science*, 32(3), 293–311. <http://doi.org/10.1177/0092070304263330>
- Landsberg, A. (2004). *Prosthetic memory: The transformation of American remembrance in the age of mass culture*.
- Larsen, S. (2007). Aspects of Psychology Of The Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 7–18.
- Lasten, E. F., Curtis, C., Upchurch, R. S., & Dammers, C. (2014). Measurement of Traveler Expectations Versus Service Gaps - The case of general aviation services in Aruba. *Tourism Management Perspectives*.
- LaTour, S. a, & Peat, N. C. (1979). Conceptual and Methodological Issues in Consumer Satisfaction Research. *Advances in Consumer Research*.
- Lazaridi, K. (2013). Religious Tourism in Christianity and Islam. In *8th Silk Road International Conference "Development of Tourism in Black and Caspian Seas Regions"* (pp. 75–80).
- Lee, H., Hwang, H., & Shim, C. (2017). Experiential Festival Attributes, Perceived Value, Satisfaction, And Behavioral Intention for Korean Festivalgoers. *Tourism and Hospitality Research*, 146735841773830.
- Lee, M. C., & Hwan, I. S. (2005). Relationships among Service Quality, Customer Satisfaction and Profitability in the Taiwanese Banking Industry. *International Journal of Management*, 22(4), 635–648.
- Lee, S., Petrick, J., & Crompton, J. (2007). The Roles of Quality and Intermediary Constructs in Determining Festival Attendees' Behavioral Intention. *Journal of Travel Research*, 45(4), 402–412. <http://doi.org/10.1177/0047287507299566>
- Leedy P., & Ormrod, J. (2013). The Nature And Tools of Research. *Practical Research: Planning and Design*, 1–26.
- Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, 31(4), 801–818. <http://doi.org/10.1016/j.annals.2004.02.006>
- Lennon, J., & Foley, M. (2000). *Dark Tourism: The Attraction Of Death And Disaster*. Continuum: London.

- Leppäkari, M. K. (2008). Religious Tourism and Pilgrimage Management: An International Perspective. *Annals of Tourism Research*, 35(2), 611–612. <http://doi.org/10.1016/j.annals.2008.01.001>
- Lertwannawit, A., & Mandhachitara, R. (2012). Interpersonal Effects On Fashion Consciousness And Status Consumption Moderated By Materialism In Metropolitan men. *Journal of Business Research*, 65(10), 1408–1416. <http://doi.org/10.1016/j.jbusres.2011.10.006>
- Lewicka, M. (2011). Place attachment: How Far Have We Come In The Last 40 years? *Journal of Environmental Psychology*, 31(3), 207–230. <http://doi.org/10.1016/j.jenvp.2010.10.001>
- Li, B., Niininen, O., & Jacobs, K. (2006). Spiritual Well-Being Through Vacations: Exploring The Travel Motives Of The Young Christian travellers. *Tourism*, 54(3), 211–224.
- Lin, A. C. (1998). Bridging Positivist and Interpretivist Approaches to Qualitative Methods. *Policy Studies Journal*, 26(1), 162–180. <http://doi.org/10.1111/j.1541-0072.1998.tb01931.x>
- Lin, C. S., Lin, T., & Wu, S. (2006). Exploring Knowledge Sharing in Virtual Teams : A Social Exchange Theory Perspective. *39th Hawaii International Conference on System Sciences*, 00(C), 1–10. <http://doi.org/http://doi.ieeecomputersociety.org/10.1109/HICSS.2006.177>
- Liu, A., & Wall, G. (2007). Differentiating Education And Training Needs. *Asia Pacific Journal of Tourism Research*, 11(1), 17–28.
- Liu, X., Li, J. (Justin), & Kim, W. G. (2017). The Role Of Travel Experience In The Structural Relationships Among Tourists' Perceived Image, Satisfaction, And Behavioral Intentions. *Tourism and Hospitality Research*, 17(2), 135–146. <http://doi.org/10.1177/1467358415610371>
- Lo, A., & Qu, H. (2015). A Theoretical Model Of The Impact Of A Bundle Of Determinants On Tourists' Visiting And Shopping Intentions: A Case Of Mainland Chinese Tourists. *Journal of Retailing and Consumer Services*. <http://doi.org/10.1016/j.jretconser.2014.08.004>
- Loehlin, J. C. (2004). Latent Variable Models An introduction to factor, path, and structural equation analysis. *Lawrence Erlbaum Associates, Publishers*. <http://doi.org/10.4324/9781410609823>
- Loureiro, S. M. C. (2014). The Role Of The Rural Tourism Experience Economy In Place Attachment And Behavioral Intentions. *International Journal of Hospitality Management*, 40, 1–9. <http://doi.org/10.1016/j.ijhm.2014.02.010>
- Low, S. (1992). Symbolic Ties That Bind. *Place Attachment*.

- Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, Involvement, And Image: Evaluating Tourist Experiences at Historic Districts. *Tourism Management*, 50, 85–96. <http://doi.org/10.1016/j.tourman.2015.01.026>
- Lussetyowati, T. (2015). Preservation and Conservation through Cultural Heritage Tourism. Case Study: Musi Riverside Palembang. *Procedia - Social and Behavioral Sciences*, 184, 401–406. <http://doi.org/10.1016/j.sbspro.2015.05.109>
- MacCallum, R. C., Browne, M. W., & Sugawara, H. M. (1996). Power analysis and determination of sample size for covariance structure modeling. *Psychological Methods*, 1(2), 130–149. <http://doi.org/10.1037/1082-989X.1.2.130>
- Mackenzie, S. B., Podsakoff, P. M., & Podsakoff, N. P. (2011). Construct Measurement and Validation Procedures in Mis and Behavioral Research: Integrating New and Existing Techniques. *MIS Quarterly*, 35(2), 293–334.
- MalayMail. (2017). *Selangor mufti: Let PM's Department, Tabung Haji manage umrah*. Retrieved from <https://www.malaymail.com/s/1536571/selangor-mufti-let-pmo-tabung-haji-manage-umrah>
- Malhotra, N. (2002). Basic Marketing Research, Application To Contrmporary Issues SPSS. *New Jersey: Prentice Hall*.
- Manhas, P. S., & Tukamushaba, E. K. (2015). Understanding Service Experience And Its Impact On Brand Image In Hospitality Sector. *International Journal of Hospitality Management*, 45, 77–87. <http://doi.org/10.1016/j.ijhm.2014.11.010>
- Maoz, D., & Bekerman, Z. (2010). Searching For Jewish Answers In Indian Resorts. *Annals of Tourism Research*, 37(2), 423–439.
- Marcus, C. (1992). Environmental Memories. *Place Attachment*. Retrieved from http://link.springer.com/chapter/10.1007/978-1-4684-8753-4_5
- Mardia, K. V. (1970). Measures of Multivariate Skewness And Kurtosis With Applications. *Biometrika*, 57(3), 519–530. <http://doi.org/10.1093/biomet/57.3.519>
- Marschall, S. (2015). Touring memories of the erased city: memory, tourism and notions of 'home.' *Tourism Geographies*, 6688(December), 1–18. <http://doi.org/10.1080/14616688.2014.1000957>
- Marsh, H. W., & Hocevar, D. (1985). Application of Confirmatory Factor Analysis to the Study of Self-Concept: First-and Higher Order Factor Models and Their Invariance Across Groups. *Psychological Bulletin*, 97(3), 562–582. <http://doi.org/10.1037/0033-2909.97.3.562>
- Martin, D. (2010). Uncovering Unconscious Memories And Myths For Understanding International Tourism Behavior. *Journal of Business Research*, 63(4), 372–383. <http://doi.org/10.1016/j.jbusres.2009.04.020>

- Martínez Caro, L., & Martínez García, J. A. (2007). Measuring Perceived Service Quality In Urgent Transport Service. *Journal of Retailing and Consumer Services*, 14(1), 60–72. <http://doi.org/10.1016/j.jretconser.2006.04.001>
- Mary Beth Barber, M. V. (1986). The Determinants Of Satisfactionfor A High Involment Product: Three Rival Hypotheses And Their Implications In The Health Care Context. *Advances in Consumer Research*, 13, 316–320. <http://doi.org/10.1017/CBO9781107415324.004>
- Mason, M. C., & Paggiaro, A. (2012). Investigating the Role Of Festivalscape In Culinary Tourism: The Case of Food And Wine Events. *Tourism Management*, 33(6), 1329–1336. <http://doi.org/10.1016/j.tourman.2011.12.016>
- Mat Som, A. P., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. N. (2012). Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4).
- Mathieson, A., & Wall, G. (1992). *Tourism: Economic, Physical and Social Impacts. Longman London.*
- Mathisen, L., & Prebensen, N. K. (2013). Dramatizing an Event Through A Promotional Film: Testing Image Effects. *Journal of Travel & Tourism Marketing*, 30(7), 672–689. <http://doi.org/10.1080/10548408.2013.827545>
- Mazumdar, S. (1993). Sacred Space and Place Attachment. *Journal of Environmental Psychology*.
- Mazumdar, S. (1994). Of gods and homes: sacred space in the Hindu house. *Environments*.
- Mazumdar, S. (2000). Creating a sense of place: the Vietnamese-Americans and Little Saigon. *Journal of Environmental ...*
- Mazumdar, S., & Mazumdar, S. (2004). Religion and place attachment: A study of sacred places. *Journal of Environmental Psychology*, 24(3), 385–397. <http://doi.org/10.1016/j.jenvp.2004.08.005>
- Mazursky, D. (1989). Past experience and future tourism decisions. *Annals of Tourism Research*, 16(3), 333–344. [http://doi.org/10.1016/0160-7383\(89\)90048-0](http://doi.org/10.1016/0160-7383(89)90048-0)
- McCabe, S. (2005). “Who is a tourist?”: A critical review. *Tourist Studies*, 5, 85–106. <http://doi.org/10.1177/1468797605062716>
- McCain, G., & Ray, N. M. (2003). Legacy Tourism: The Search For Personal Meaning In Heritage Travel. *Tourism Management*, 24(6), 713–717.
- McDonald, R. P., & Ho, M.-H. R. (2002). Principles and Practice In Reporting Structural Equation Analyses. *Psychological Methods*, 7(1), 64–82.

- McKnight, P. E., McKnight, K. M., Sidani, S., & Figueredo, A. J. (2007). *Missing data: a gentle introduction*.
- Mechinda, P., Serirat, S., & Gulid, N. (2009). An Examination Of Tourists' Attitudinal And Behavioral Loyalty: Comparison between Domestic and International Tourists. *Journal of Vacation Marketing*, 15(2), 129–148.
- Mel, A. W. O., Dean, A., & White, C. (1999). The Impact of Service Quality On Customer Loyalty In The Hospitality Industry. *International Journal of Customer Relationship Management*, 2(1), 81–90.
- 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), 41–56.
- Meredith, W. (1993). Measurement Invariance, Factor Analysis and Factorial Invariance. *Psychometrika*, 58(4), 525–543. <http://doi.org/10.1007/BF02294825>
- Millan, A., & Esteban, A. (2004). Development of A Multiple-Item Scale For Measuring Customer Satisfaction In Travel Agencies Services. *Tourism Management*, 25(5), 533–546. <http://doi.org/10.1016/j.tourman.2003.07.002>
- Mittal, B., & Lassar, W. M. (1998). Why do customers switch? The Dynamics Of Satisfaction Versus Loyalty. *Journal of Services Marketing*, 12(3), 177–194. <http://doi.org/10.1108/08876049810219502>
- Mittal, V., & Kamakura, W. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics. *Journal of Marketing Research*, 38(1), 131–142. <http://doi.org/10.1509/jmkr.38.1.131.18832>
- Moser, S., Swain, M., & Alkhabbaz, M. (2015). King Abdullah Economic City: Engineering Saudi Arabia's post-oil future. *Cities*.
- Moutinho, L. (1987). Consumer Behaviour in Tourism. *European Journal of Marketing* (Vol. 21).
- Mufeed, S. A., & Gulzar, R. (2014). Tourism in Saudi Arabia. *Global Review of Research in Tourism, Hospitality and Leisure Management (GRRTHLM)*, 1(3), 167–178.
- Muller, C. A. (2010). *Travels In Socialism East German Tourists' Experiences, 1971-1989*. Leeds Metropolitan University.
- Munz, E. D. (2017). Psychotherapie in der Psychiatrie. *Nervenheilkunde*, 36(10), 800–805. <http://doi.org/10.1007/s13398-014-0173-7.2>
- Murad, M. (2006). *The Book of Hajj & Umrah*.

- Murray, D., & Howat, G. (2002). The Relationships among Service Quality, Value, Satisfaction, and Future Intentions of Customers at an Australian Sports and Leisure Centre. *Sport Management Review*, 5(1), 25–43. [http://doi.org/10.1016/S1441-3523\(02\)70060-0](http://doi.org/10.1016/S1441-3523(02)70060-0)
- Musa, G., & Sim, O. F. (2010). Travel Behaviour: A study of Older Malaysians. *Current Issues in Tourism*, 13(2), 177–192. <http://doi.org/10.1080/13683500902854104>
- Nameghi, E. N. M., & Ariffin, A. A. M. (2013). The Measurement Scale For Airline Hospitality: Cabin Crew's Performance Perspective. *Journal of Air Transport Management*, 30, 1–9. <http://doi.org/10.1016/j.jairtraman.2013.03.001>
- Narangajavana, Y., Callarisa Fiol, L. J., Moliner Tena, M. Á., Rodríguez Artola, R. M., & Sánchez García, J. (2017). The Influence Of Social Media In Creating Expectations. An Empirical Study For A Tourist Destination. *Annals of Tourism Research*, 65, 60–70. <http://doi.org/10.1016/j.annals.2017.05.002>
- Neal, J. D., Uysal, M., & Sirgy, M. J. (2007). The Effect of Tourism Services on Travelers' Quality of Life. *Journal of Travel Research*, 46(2), 154–163. <http://doi.org/10.1177/0047287507303977>
- Nisar, T. M., & Prabhakar, G. (2017). What Factors Determine E-Satisfaction And Consumer Spending In E-Commerce Retailing? *Journal of Retailing and Consumer Services*. <http://doi.org/10.1016/j.jretconser.2017.07.010>
- Nisco, A. De, Mainolfi, G., Marino, V., & Napolitano, M. R. (2015). Tourism Satisfaction Effect On General Country Image , Destination Image , And Post-visit Intentions. *Journal of Vacation Marketing*, 21(4), 305–317. <http://doi.org/10.1177/1356766715577502>
- Nojoum, M. (2008). *The Descriptive and Cumulative Index of the Studies , Reports , and Researches*.
- Nolan, M. L., & Nolan, S. (1992). Religious Sites As Tourism Attractions In Europe. *Annals of Tourism Research*, 19(1989), 68–78. [http://doi.org/10.1016/0160-7383\(92\)90107-Z](http://doi.org/10.1016/0160-7383(92)90107-Z)
- Novello, S., & Fernandez, P. M. (2016). The Influence of Event Authenticity and Quality Attributes on Behavioral Intentions. *Journal of Hospitality and Tourism Research*, 40(6), 685–714. <http://doi.org/10.1177/1096348013515914>
- Noy, C. (2004). This Trip Really Changed Me. *Annals of Tourism Research*, 31(1), 78–102. <http://doi.org/10.1016/j.annals.2003.08.004>
- Nurtazina, N. D. (2013). Islam and the Role Hajj in the History of Kazakhstan. *Middle-East Journal of Scientific Research*, 15(6), 869–873. <http://doi.org/10.5829/idosi.mejsr.2013.15.6.11401>

- Oh, H. (1999). Service Quality, Customer Satisfaction, And Customer Value: A Holistic Perspective. *International Journal of Hospitality Management*, 18(1), 67–82. [http://doi.org/10.1016/S0278-4319\(98\)00047-4](http://doi.org/10.1016/S0278-4319(98)00047-4)
- Oh, H., Fiore, a. M., & Jeung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*, 46(November), 119–132. <http://doi.org/10.1177/0047287507304039>
- Okaz Newspaper. (2015). 94 Indicator To Measure Services and To Avoid Shortage In Beds Capacity. *Okaz Newspaper (in Arabic)*, p. 5004. Madina. Retrieved from <http://www.okaz.com.sa/new/Issues/20150228/Con20150228755986.htm>
- Oliver, R. (1977). Effect of Expectation and Disconfirmation on Postexposure Product Evaluations: a Causal Path Analysis. *Journal of Applied Psychology*, 62(4), 480–486. <http://doi.org/10.2466/pr0.1979.45.3.803>
- Oliver, R. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, XVII(November), 460–470. <http://doi.org/10.2307/3150499>
- Oliver, R. (1999). Whence consumer loyalty? *The Journal of Marketing*.
- Oliver, R. (2010). Satisfaction : A Behavioral Perspective on the Consumer. *Armonk, NY: M.E. Sharpe., 2nd ed.*
- Oliver, R., & Swan, J. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of Consumer Research*.
- Olsen, D. (2013). A Scalar Comparison of Motivations and Expectations of Experience within the Religious Tourism Market. *International Journal of Religious Tourism and Pilgrimage*, 1(1).
- Olsen, S. (2002). Comparative Evaluation And The Relationship Between Quality, Satisfaction, and Repurchase Loyalty. *Journal of the Academy of Marketing Science*. Retrieved from <http://link.springer.com/article/10.1177/0092070302303005>
- Otto, J., & Brent Ritchie, J. R. (1995). Exploring The Quality Of The Service Experience: A Theoretical And Empirical Analysis. *Advances in Services Marketing*.
- Otto, J., & Brent Ritchie, J. R. (1996). The Service Experience In Tourism. *Tourism Management*, 17(3), 165–174. [http://doi.org/10.1016/0261-5177\(96\)00003-9](http://doi.org/10.1016/0261-5177(96)00003-9)
- Oxford Business Group. (2013). Stay For A While: New Visa Regulations Give Umrah Pilgrims The Chance To Extend Their Visit And Explore The Kingdom of Saudi Arabia.

- Pallant, J. (2011). *SPSS survival manual: a step by step guide to data analysis using SPSS*. Allen & Unwin (4th ed.). Allen & Unwin 83 Alexander Street Crows Nest NSW 2065 Australia.
- Palmer, C. (2005). An ethnography of englishness. Experiencing identity through tourism. *Annals of Tourism Research*, 32(1), 7–27. <http://doi.org/10.1016/j.annals.2004.04.006>
- Pan, C. (2012). *United States Sports Academy An Investigation Of The Relationships Among Sport Tourism Quality , Satisfaction And Tourists 's Intentions To Return For A Triathlon In Taiwan*.
- Paraskevaïdis, P., & Andriotis, K. (2017). Altruism in tourism: Social Exchange Theory vs Altruistic Surplus Phenomenon in host volunteering. *Annals of Tourism Research*, 62, 26–37. <http://doi.org/10.1016/j.annals.2016.11.002>
- Parasuraman, A., Berry, L., & Zeithaml, V. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*. <http://doi.org/10.1111/j.1438-8677.2010.00335.x>
- Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A Conceptual Model Of Service Quality And Its Implications For Future Research. *The Journal of Marketing*, 49(4), 41–50. <http://doi.org/10.2307/1251430>
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality. *Journal of Retailing*, Volume 64, 12–40.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1994). Alternative Scales For Measuring Service Quality: A Comparative Assessment Based On Psychometric And Diagnostic Criteria. *Journal of Retailing*.
- Park, S., Yang, Y., & Wang, M. (2018). Travel distance and hotel service satisfaction: An inverted U-shaped relationship. *International Journal of Hospitality Management*, (July 2017), 0–1. <http://doi.org/10.1016/j.ijhm.2018.05.015>
- Patterson, P., & Spreng, R. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service*.
- Pedhazur, E. J., & Schmelkin, L. P. (1991). Measurement, design, and analysis: An integrated approach. *New York*.
- Pellow, D. (1992). Spaces that teach. *Place Attachment*. Retrieved from http://link.springer.com/chapter/10.1007/978-1-4684-8753-4_9
- Perumal, T. (2014). Research Methodology. *Course Material, Chapter 8*(Leedy 1993), 87–104. <http://doi.org/http://dx.doi.org/10.5210/fm.v8i1.1023>

- Petrick, J. F., Morais, D. D., & Norman, W. C. (2001). An Examination of the Determinants of Entertainment Vacationers' Intentions to Revisit. *Journal of Travel Research*, 40(1), 41–48. <http://doi.org/10.1177/004728750104000106>
- Pett, M. A., Lackey, N. R., & Sullivan, J. J. (2003). Making Sense of Factor Analysis: The Use of Factor Analysis for Instrument Development in Health Care Research. *SAGE*.
- Pew Research Center. (2015). *The Future of World Religions : Population Growth Projections , 2010-20150*.
- Pfaffenberger, B. (1983). Serious Pilgrims And Frivolous Tourists The Chimera Of Tourism In The Pilgrimages of Sri Lanka. *Annals of Tourism Research*, 10(1), 57–74. [http://doi.org/10.1016/0160-7383\(83\)90115-9](http://doi.org/10.1016/0160-7383(83)90115-9)
- Philp, J., & Mercer, D. (1999). Commodification of Buddhism in contemporary Burma. *Annals of Tourism Research*, 26(1), 21–54. [http://doi.org/10.1016/S0160-7383\(98\)00050-4](http://doi.org/10.1016/S0160-7383(98)00050-4)
- Phukan, H., Rahman, Z., & Devdutt, P. (2012). Emergence of Spiritual Tourism in India. *International Journal of Marketing and Technology*, 2(4), 300–317.
- Pike, S. (2002). Destination image analysis—a review of 142 papers from 1973 to 2000. *Tourism Management*, 23(5), 541–549. [http://doi.org/10.1016/S0261-5177\(02\)00005-5](http://doi.org/10.1016/S0261-5177(02)00005-5)
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to The Experience Economy. *Harvard Business Review*, 76(4), 97–105. <http://doi.org/Article>
- Pine, B. J., & Gilmore, J. H. (1999). The experience Economy: Work Is Theatre & Every Business A Stage. *Business*. <http://doi.org/10.1080/02642069700000028>
- Pinsonneault, A., & Kraemer, K. L. (1993). Survey Research Methodology In Management Information Systems: An Assessment. *Journal of Management Information Systems*, 10(2), 75–105.
- Piolino, P., Desgranges, B., Benali, K., & Eustache, F. (2002). Episodic and Semantic Remote Autobiographical Memory In Ageing. *Memory*. Retrieved from <http://www.tandfonline.com/doi/abs/10.1080/09658210143000353>
- Pizam, A. (2010). Creating Memorable Experiences. *International Journal of Hospitality Management*, 29(3), 343. <http://doi.org/10.1016/j.ijhm.2010.04.003>
- Pizam, A., & Mansfeld, Y. (2009). Consumer behavior in travel and tourism. *New York: Howarth Hospitality Press*.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimentions Of Tourist Satisfaction With A Destination Area. *Annals of Tourism Research*, 5(3), 314–322. [http://doi.org/10.1016/0160-7383\(78\)90115-9](http://doi.org/10.1016/0160-7383(78)90115-9)

- Poria, Y., Butler, R., & Airey, D. (2003a). The Core of Heritage Tourism. *Annals of Tourism Research*, 30(1), 238–254. [http://doi.org/10.1016/S0160-7383\(02\)00064-6](http://doi.org/10.1016/S0160-7383(02)00064-6)
- Poria, Y., Butler, R., & Airey, D. (2003b). Tourism, religion and religiosity: a holy mess. *Current Issues in Tourism*, 6(4), 340–363.
- Porteous, J. D. (1985). Smellscape. *Progress in Physical Geography*, 9(3), 356–378. <http://doi.org/10.1177/030913338500900303>
- Prayag, G. (2008). Image, Satisfaction and Loyalty—The Case of Cape Town. *Anatolia: An International Journal of Tourism and Hospitality Research*, 19(March 2015), 205–224. <http://doi.org/10.1080/13032917.2008.9687069>
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <http://doi.org/10.1177/0047287515620567>
- Prayag, G., Hosany, S., & Odeh, K. (2013). The Role Of Tourists' Emotional Experiences And Satisfaction In Understanding Behavioral Intentions. *Journal of Destination Marketing & Management*, 2(2), 118–127.
- Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research*, 51, 342–356.
- Prohansky, H. (1978). The City and Self Identity. *Environment and Behavior*, 10(2), 147–169. <http://doi.org/10.1080/00131726909338892>
- Raj, R. (2007). Case Study 1: the Festival of Sacrifice and Travellers to the City of Heaven (Makkah). In *Religious tourism and pilgrimage festivals management: an international perspective* (pp. 127–139). oxfordshire: CAB international.
- Rajaratnam, S. D., Munikrishnan, U. T. U., Sharif, S. P., & Nair, V. (2014). Service Quality and Previous Experience as a Moderator in Determining Tourists' Satisfaction with Rural Tourism Destinations in Malaysia: A Partial Least Squares Approach. *Procedia - Social and Behavioral Sciences*, 144, 203–211.
- Raju, P., & Reilly, M. (1980). Product Familiarity And Information Processing Strategies: An Exploratory Investigation. *Journal of Business Research*.
- Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2012). Testing the Dimensionality Of Place Attachment And Its Relationships With Place Satisfaction And Pro-Environmental Behaviours: A Structural Equation Modelling Approach. *Tourism Management*, 36, 552–566. <http://doi.org/10.1016/j.tourman.2012.09.003>

- Ramkissoon, H., Smith, L., & Weiler, B. (2013). Relationships between place attachment, place satisfaction and pro-environmental behaviour in an Australian national park. *Journal of Sustainable Tourism*, 12(3).
- Ramkissoon, H., Weiler, B., & Smith, L. D. G. (2012). Place attachment and pro-environmental behaviour in national parks: the development of a conceptual framework. *Journal of Sustainable Tourism*, 20(March 2015), 257–276. <http://doi.org/10.1080/09669582.2011.602194>
- Rapp, A., Ahearne, M., Mathieu, J., & Schillewaert, N. (2006). The impact of knowledge and empowerment on working smart and working hard: The moderating role of experience. *International Journal of Research in Marketing*, 23, 279–293. <http://doi.org/10.1016/j.ijresmar.2006.02.003>
- Raykov, T., & Marcoulides, G. A. (2008). *An introduction to applied multivariate analysis*. http://doi.org/10.1111/j.1751-5823.2009.00074_18.x
- Raymond, C. M., Brown, G., & Weber, D. (2010). The Measurement Of Place Attachment: Personal, Community, And Environmental Connections. *Journal of Environmental Psychology*, 30(4), 422–434.
- Retting, K. (1985). Conceptual Issues For Integrated Economic and Social Resource Exchange Theories. *Journal of Consumer Studies and Home Economics*, 9(1), 43–62. <http://doi.org/10.1111/j.1470-6431.1985.tb00440.x>
- Rid, W., Ezeuduji, I. O., & Pröbstl-Haider, U. (2014). Segmentation by Motivation For Rural Tourism Activities in The Gambia. *Tourism Management*, 40, 102–116. <http://doi.org/10.1016/j.tourman.2013.05.006>
- Rinschede, G. (1992). Forms of Religious Tourism. *Annals of Tourism Research*, 19(1), 51–67. [http://doi.org/10.1016/0160-7383\(92\)90106-Y](http://doi.org/10.1016/0160-7383(92)90106-Y)
- Rivlin, L. (1982). Group membership and place meanings in an urban neighborhood. *Journal of Social Issues*.
- Rivlin, L. (1987). The neighborhood, personal identity, and group affiliations. *Neighborhood and Community Environments*.
- Robinson, J. (1992). First experience memories: Contexts and functions in personal histories. *Theoretical Perspectives on Autobiographical Memory*.
- Robinson, S., & Etherington, L. (2006). Customer loyalty: a guide for time travelers.
- Roest, H., & Pieters, R. (1997). The Nomological Net of Perceived Service Quality. *Journal of Service Industry Management*.
- Rollero, C., & De Piccoli, N. (2010). Place Attachment, Identification And Environment Perception: An Empirical Study. *Journal of Environmental Psychology*, 30(2), 198–205. <http://doi.org/10.1016/j.jenvp.2009.12.003>

- Rot, E., Mikinac, K., & Bogdan, S. (2014). General Characteristics Of Religious Tourism In Croatia. *Preliminary Communication*, 5(1), 79–87.
- Roth, W. D., & Mehta, J. D. (2002). The Rashomon Effect Combining Positivist and Interpretivist Approaches in the Analysis of Contested Events. *RSociological Methods & Research*, 31(2), 131–173. <http://doi.org/10.1177/004912402237292>
- Rothberg, M. (2011). From Gaza to Warsaw: Mapping Multidirectional Memory. *Criticism*, 53(4), 523–548. <http://doi.org/10.1353/crt.2011.0032>
- Rundle-Thiele, S. (2005). Exploring Loyal Qualities: Assessing Survey-Based Loyalty Measures. *Journal of Services Marketing*. Retrieved from <http://www.emeraldinsight.com/doi/abs/10.1108/08876040510625990>
- Rundquist, K. (2010). *Leap of faith: Religious tourism report*. ASTA Network.
- Rust, R. T., & Zahorik, A. J. (1993). Customer Satisfaction, Customer Retention, and Market Share. *Journal of Retailing*, 69(2), 193–215. [http://doi.org/10.1016/0022-4359\(93\)90003-2](http://doi.org/10.1016/0022-4359(93)90003-2)
- Ryan, C., & Gu, H. (2010). Constructionism and Culture In Research: Understandings of the fourth Buddhist Festival, Wutaishan, China. *Tourism Management*, 31(2), 167–178. <http://doi.org/10.1016/j.tourman.2009.01.003>
- Saayman, A., Saayman, M., & Gyekye, A. (2014). Perspectives on the Regional Economic Value of a Pilgrimage. *International Journal of Tourism Research*, 16(4), 407–414. <http://doi.org/10.1002/jtr.1936>
- Salazar, N. B., & Zhang, Y. (2013). Seasonal lifestyle tourism: The case of chinese elites. *Annals of Tourism Research*, 43, 81–99. <http://doi.org/10.1016/j.annals.2013.04.002>
- Saudi Gazette. (2014). Umrah season worth SR6b Kingdom.
- Saunders, M., Lewis, P., & Thornhill, a. (2009). Research Methods for Business Students. *Business* (Vol. 5th). <http://doi.org/10.1017/CBO9781107415324.004>
- Scannell, L., & Gifford, R. (2010a). Defining place attachment: A tripartite organizing framework. *Journal of Environmental Psychology*, 30(1), 1–10. <http://doi.org/10.1016/j.jenvp.2009.09.006>
- Scannell, L., & Gifford, R. (2010b). The Relations Between Natural And Civic Place Attachment And Pro-Environmental Behavior. *Journal of Environmental Psychology*.
- Schmitt, B. (1999). Experiential Marketing, How To Get Customers To Sense, Feel, Think, Act, and Relate To Your Company And Brands. *New York*, 1–7. <http://doi.org/10.1362/026725799784870496>

- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(March 2015), 53–67. <http://doi.org/10.1362/026725799784870496>
- Schwab, D. (2005). *Research methods for organizational studies* (2nd ed.). NJ: Lawrence Erlbaum.
- Schwarz, N. (1999). Self-reports: How The Questions Shape The Answers. *American Psychologist*, 54(2), 93–105. <http://doi.org/10.1037/0003-066X.54.2.93>
- Seaton, A. (1996). From Thanatopsis to Thanatourism: Guided by the Dark. *Journal of International Heritage Studies*, 22, 234–244.
- Shank, R. (1999). Dynamic memory revisited. Cambridge, UK: Cambridge University Press; 1999.
- Shankman, P. (1984). The Thick and the Thin: On the Interpretive Theoretical Program of Clifford Geertz. *Current Anthropology*, 25(3), 261. <http://doi.org/10.1086/203135>
- Sharpley, R., & Sundaram, P. (2005). Tourism: A sacred journey? The case of ashram tourism, India. *International Journal of Tourism*, 7(3), 161–171. <http://doi.org/10.1002/jtr.522>
- Sherbini, A., Sidin, S. M., & Aziz, Y. (2015). Patterns and Characteristics of Religious Tourism by Muslim Travellers and Its Implications to Waqafs. In *International Conference on Waqaf Trust and Endowment*. Moscow, Russia.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22(2), 159–170. [http://doi.org/10.1016/0148-2963\(91\)90050-8](http://doi.org/10.1016/0148-2963(91)90050-8)
- Shinde, K. (2012). Policy, Planning, And Management For Religious Tourism In Indian Pilgrimage Sites. *Journal of Policy Research in Tourism, Leisure and Events*, 4(3), 277–301. <http://doi.org/10.1080/19407963.2012.726107>
- Shinde, K. a. (2006). Pilgrimage, Tourism and Religious Tourism At Sacred Sites in India. In *Journey of Expressions V Conference, Belfast, 13-15 March*.
- Shinde, K. a. (2012). Place-making and Environmental Change In a Hindu Pilgrimage Site in India. *Geoforum*, 43(1), 116–127.
- Shinde, K. A., & Pinkney, A. M. (2013). Shirdi in Transition: Guru Devotion, Urbanisation and Regional Pluralism in India. *South Asia: Journal of South Asian Studies*, 36(4), 554–570. <http://doi.org/10.1080/00856401.2012.726605>
- Shoemaker, S., & Lewis, R. (1999). Customer Loyalty: The Future Of Hospitality Marketing. *International Journal of Hospitality Management*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0278431999000420>

- Shumaker, S. A., & Taylor, R. B. (1983). Toward a Clarification Of People-Place Relationships: A Model Of Attachment to Place. In *Environmental Psychology: Directions and Perspectives* (pp. 219–251).
- Simpson, B. (1993). Tourism and Tradition From Healing to Heritage. *Annals of Tourism Research*, 20(1), 164–181. [http://doi.org/10.1016/0160-7383\(93\)90116-K](http://doi.org/10.1016/0160-7383(93)90116-K)
- Simpson, P. M., & Siguaw, J. A. (2008). Destination Word of Mouth: The Role of Traveler Type, Residents, and Identity Salience. *Journal of Travel Research*, 47(2), 167–182. <http://doi.org/10.1177/0047287508321198>
- Sirgy, M. J., Kruger, P. S., Lee, D.-J., & Yu, G. B. (2011). How Does a Travel Trip Affect Tourists' Life Satisfaction? *Journal of Travel Research*.
- Skogland, I., & Siguaw, J. A. (2004). Are your satisfied customers loyal? *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 221–234. <http://doi.org/10.1177/0010880404265231>
- Smallman, C., & Moore, K. (2010). Process Studies of Tourists' Decision-Making. *Annals of Tourism Research*, 37(2), 397–422. <http://doi.org/10.1016/j.annals.2009.10.014>
- Smith, K. R., Scarpaci, C., Scarr, M. J., & Otway, N. M. (2014). Scuba Diving Tourism With Critically Endangered Grey Nurse Sharks (*Carcharias Taurus*) Off Eastern Australia: Tourist Demographics, Shark Behaviour And Diver Compliance. *Tourism Management*, 45, 211–225. <http://doi.org/10.1016/j.tourman.2014.05.002>
- Snepenger, D., Snepenger, M., Dalbey, M., & Wessol, A. (2007). Meanings and Consumption Characteristics of Places at a Tourism Destination. *Journal of Travel Research*, 45(3), 310–321. <http://doi.org/10.1177/0047287506295909>
- Song, H. J., Lee, C.-K., Kang, S. K., & Boo, S. (2012). The Effect Of Environmentally Friendly Perceptions On Festival Visitors' Decision-Making Process Using An Extended Model Of Goal-Directed Behavior. *Tourism Management*, 33(6), 1417–1428.
- Song, H., You, G.-J., Reisinger, Y., Lee, C.-K., & Lee, S.-K. (2014). Behavioral Intention Of Visitors To An Oriental Medicine Festival: An Extended Model Of Goal Directed Behavior. *Tourism Management*, 42, 101–113.
- Songshan Huang, Hsu, C. H. C., & Chan, A. (2010). Tour Guide Performance and Tourist Satisfaction: a Study of the Package Tours in Shanghai. *Journal of Hospitality & Tourism Research*, 34(1), 3–33.
- Sousa, D. (1988). Tourism as a Religious Issue: a Third World Perspective. *Contours*, 3(5), 5–13. Retrieved from <http://www.cabdirect.org/abstracts/19881855627.html>

- Spector, P. (2001). Research Methods In Industrial and Organizational Psychology: Data Collection and Data Analysis With Special Consideration To International Issues. *Handbook of Industrial, Work and Organizational Psychology* (In Neil An, Vol. 1). London: Sage. <http://doi.org/physical copy>
- Spector, P. E. (2006). Method Variance in Organizational Research. *Organizational Research Methods*, 9(2), 221–232. <http://doi.org/10.1177/1094428105284955>
- Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service Of Service, recovery: Impact on satisfaction and intentions. *Journal of Marketing*, 9(1), 15–23.
- Spreng, R., & Dixon, A. (1992). Alternative Comparison Standards In The Formation Of Consumer Satisfaction/Dissatisfaction. *Enhancing Knowledge Developments in Marketing*.
- Stanciulescu, G., & Tirca, A.-M. (2010). Implications Of Commercial Activity Within Monastic Settlements As A Way To Maintain The Sustainable Development Of Religouse Tourism In Romania. *Commerce Contribution to Sustainable Development*, XII(27), 129–144.
- Stedman, R. C. (2003). Is It Really Just a Social Construction?: The Contribution of the Physical Environment to Sense of Place. *Society & Natural Resources*, 16(8), 671–685.
- Steiger, J. H., & Lind, J. C. (1980). Statistically Based Tests For The Number Of Common Factors. *Annual Meeting of the Psychometric Society*.
- Stephenson, M. L., Russell, K. a., & Edgar, D. (2010). Islamic Hospitality In The Uae: Indigenization of Products And Human Capital. *Journal of Islamic Marketing*, 1(1), 9–24. <http://doi.org/10.1108/17590831011026196>
- Stevens, B. (2010). Remembering Lost Paintings: Vanessa Bell's The Nursery. *Memory Studies*.
- Stevens, J. (2009). Applied Multivariate Statistics For The Social Sciences. *Routledge*. <http://doi.org/10.4324/9780203843130>
- Stevens, P., Knutson, B., & Patton, M. (1995). Dineserv: A Tool for Measuring Service Quality in Restaurants. *Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 56–60. <http://doi.org/10.1177/001088049503600226>
- Stokowski, P. a. (2002). Languages of Place And Discourses Of Power : Constructing New Senses of Place. *Journal of Leisure Research*, 34, 368–382.
- Stone, P., & Sharpley, R. (2008). Consuming dark tourism: A Thanatological Perspective. *Annals of Tourism Research*, 35(2), 574–595. <http://doi.org/10.1016/j.annals.2008.02.003>

- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking The Dots Among Destination Images, Place Attachment, and Revisit Intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15–29.
- Sun, X., Geng-Qing Chi, C., & Xu, H. (2013). Developing Destination Loyalty: the Case of Hainan Island. *Annals of Tourism Research*, 43(40871060), 547–577. <http://doi.org/10.1016/j.annals.2013.04.006>
- Sung, H. H., Morrison, A. M., & O’Leary, J. T. (1996). Definition of Adventure Travel: Conceptual Framework For Empirical Application From The Providers’ Perspective. *Asia Pacific Journal of Tourism Research*, 1(2), 47–67. <http://doi.org/10.1080/10941669708721975>
- Tabachnick, B. G., & Fidell, L. S. (2007). Using multivariate statistics (5th ed.). *Using multivariate statistics 5th ed.* <http://doi.org/10.1037/022267>
- Tagliacozzo, E. (2013). The Longest Journey : Southeast Asians and the Pilgrimage to Mecca. *Reviews in History*.
- Tam, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(7–8), 897–917. <http://doi.org/10.1362/0267257041838719>
- Tan, J. H. (2007). Statistical techniques in business research: a practical approach. *Pearson Malaysia*.
- Tan, W. K. (2017). The Relationship Between Smartphone Usage, Tourist Experience and Trip Satisfaction In The Context of A Nature-Based Destination. *Telematics and Informatics*, 34(2), 614–627. <http://doi.org/10.1016/j.tele.2016.10.004>
- Tanaka, J. S., & Huba, G. J. (1985). A Fit Index For Covariance Structure Models Under Arbitrary GLS Estimation. *British Journal of Mathematical and Statistical Psychology*, 38(2), 197–201. <http://doi.org/10.1111/j.2044-8317.1985.tb00834.x>
- Tassiopoulos, D., & Haydam, N. (2008). Golf Tourists in South Africa: A demand-side study of a niche market in sports tourism. *Tourism Management*, 29(5), 870–882. <http://doi.org/10.1016/j.tourman.2007.10.005>
- Taylor, S. (1997). Assessing Regression-Based Importance Weights For Quality Perceptions And Satisfaction Judgements In The Presence Of Higher Order And/Orinteraction Effects. *Journal of Retailing*.
- Taylor, S. A., & Baker, T. L. (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, K. (1993). Performance Expectations , and Consumers ’ Evaluation , of Quality Perceptions. *Journal of Marketing*, 57(4), 18–34.

- Teo, C. B. C., Khan, N. R. M., & Rahim, F. H. A. (2014). Understanding Cultural Heritage Visitor Behavior: The Case of Melaka as World Heritage City. *Procedia - Social and Behavioral Sciences*, 130, 1–10.
- Tharenou, P., Donohue, R., & Cooper, B. (2007). Management research methods. *Management Research Methods*. <http://doi.org/10.1017/CBO9780511810527>
- The Star Online. (2018). *Stiffer penalties for tour operators who stiff umrah goers*.
- The Travel & Tourism Competitiveness Report. (2013). *The Travel & Tourism Competitiveness Report 2013, Reducing Barriers to Economic Growth and Job Creation. The World Economic Forum*.
- The World Travel & Tourism Council WTTC. (2015). *Travel & Tourism ECONOMIC IMPACT in Saudi Arabia*.
- Theodorakis, N. D., Alexandris, K., Tsigilis, N., & Karvounis, S. (2013). Predicting spectators' behavioural intentions in professional football: The role of satisfaction and service quality. *Sport Management Review*, 16(1), 85–96.
- Tian-Cole, S., & Crompton, J. (2003). A Conceptualization Of The Relationships Between Service Quality And Visitor Satisfaction, And Their Links To Destination Selection. *Leisure Studies*.
- Tian, C. S., & David, S. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79–90. http://doi.org/10.1300/J073v16n01_08
- Timothy, D., & Olsen, D. (2006). *Tourism , Religion and Spiritual Journey*.
- Tinsley, H. E. a, & Brown, S. D. (2000). Handbook of Applied Multivariate Statistics and Mathematical Modeling. *Elsevier Science & Technology Books*. <http://doi.org/10.1016/B978-012691360-6/50020-3>
- Tirasattayapitak, S., Chaiyasain, C., & Beeton, R. J. S. (2015). The Impacts Of Nature-Based Adventure Tourism on Children in a Thai village. *Tourism Management Perspectives*, 15, 122–127. <http://doi.org/10.1016/j.tmp.2015.05.003>
- Toffler, A. (1970). Future Shock. *New York: Amereon Ltd*.
- Triantafillidou, A., Koritos, C., Chatzipanagiotou, K., & Vassilikopoulou, A. (2010). Pilgrimages: the “promised land” for travel ageent? *International Journal of Contemporary Hospitality Management*, 22(3), 283–396. <http://doi.org/10.1108/09596111011035963>
- Tripathi, G., Choudhary, H., & Agrawal, M. (2010). What do the tourists want? The case of the Golden Temple, Amritsar. *Worldwide Hospitality and Tourism Themes*, 2(5), 494–506. <http://doi.org/10.1108/17554211011090111>

- Tse, D. K., & Wilton, P. C. (1988). An Consumer Satisfaction Formation : Extension. *Journal of Marketing Research*, 25(2), 204–212.
- Tucker, L. R., & Lewis, C. (1973). A reliability coefficient for maximum likelihood factor analysis. *Psychometrika*, 38(1), 1–10. <http://doi.org/10.1007/BF02291170>
- Tulving, C. (1983). *Elements of Episodic Memory*, New York: Oxford Univ.
- Tung, V. W. S., & Brent Ritchie, J. R. (2011a). Exploring The Essence of Memorable Tourism Experiences. *Annals of Tourism Research*, 38(4), 1367–1386. <http://doi.org/10.1016/j.annals.2011.03.009>
- Tung, V. W. S., & Brent Ritchie, J. R. (2011b). Investigating the Memorable Experiences of the Senior Travel Market: An Examination of the Reminiscence Bump. *Journal of Travel & Tourism Marketing*, 28(March 2015), 331–343. <http://doi.org/10.1080/10548408.2011.563168>
- UNWTO. (2003). The Six Quality Support Committee Meeting. (Varadero, Cuba.
- UNWTO. (2011). Religious Tourism in Asia and The Pacific.
- UNWTO. (2014). UNWTO Tourism Highlights 2014 Edition.
- UNWTO. (2015). UNWTO Tourism Highlights 2015 Edition, 16.
- UNWTO. (2017a). *UNWTO Commission for the Middle East* (Vol. 2017).
- UNWTO. (2017b). *UNWTO Tourism Highlights. World Tourism Organization UNWTO*.
- Uriely, N. (2005). The tourist experience. Conceptual developments. *Annals of Tourism Research*, 32(1), 199–216.
- Utusan, M. (2008). Jawapan Kepada “Ruangan Kemusykilan Agama bersama Ustaz Mohd Farid Ravi Abdullah.” *October 10, 2008*.
- Vajčnerová, I., Žiaran, P., Ryglová, K., & Andráško, I. (2014). Quality Management of the Tourist Destination in the Context of Visitors’ Satisfaction. *Procedia Economics and Finance*. [http://doi.org/10.1016/S2212-5671\(14\)00398-0](http://doi.org/10.1016/S2212-5671(14)00398-0)
- Vanderstoep, S. W., & Johnston, D. D. (2009). *Methods for blending qualitative and quantitative approaches*. http://doi.org/10.1007/978-1-61737-960-4_9
- Velázquez, B. (2011). Conceptualizing and Measuring Loyalty: Towards a conceptual model of tourist loyalty antecedents. *Journal of Vacation Marketing*.
- Voigt, C., Brown, G., & Howat, G. (2011). Wellness tourists: in search of transformation. *Tourism Review*, 66(1/2), 16–30. <http://doi.org/10.1108/16605371111127206>

- von der Dunk, F. G. (2013). The integrated approach—Regulating private human spaceflight as space activity, aircraft operation, and high-risk adventure tourism. *Acta Astronautica*, 92(2), 199–208. <http://doi.org/10.1016/j.actaastro.2012.05.020>
- Wahab, N. A., Ahmad, N., & Jusoff, K. (2013). The Roles of Socio-Economic Characteristics in Satisfying Repeat Umrah Visitors Islamic Finance and Wealth Management Institute (IFWMI), Department of Forest Production , Faculty of Forestry , Universiti Putra Malaysia . *Middle-East Journal of Scientific Research* 13 (Research in Contemporary Islamic Finance and Wealth Management), 13, 18–22.
- Wahab, N. A., Ahmad, N., & Masruki, R. (2012). International Conference On Management Marketing Strategies From Perception And Expectation Of Repeat Umrah Visitor 2 Nd International Conference On Management. In *2nd International Conference On Management* (pp. 592–600).
- Walker, G., Chapman, R., & Bricker, K. (2003). Thinking Like a Park: The Effects Of Sense Of Place, Perspective-Taking, And Empathy on Pro-Environmental Intentions. *Journal of Park*.
- Walsh, G., Wunderlich, M., & Evanschitzky, H. (2008). Analysis of moderator variables: investigating the customer satisfaction-loyalty link. *European Journal Marketing*, 42(9), 977–1004.
- Wang, J., & Ritchie, B. W. (2012). Understanding Accommodation Managers' Crisis Planning Intention: An Application Of The Theory Of Planned Behaviour. *Tourism Management*, 33(5), 1057–1067. <http://doi.org/10.1016/j.tourman.2011.12.006>
- Wang, W., Chen, J. S., Fan, L., & Lu, J. (2012). Tourist Experience And Wetland Parks: A case of Zhejiang, China. *Annals of Tourism Research*, 39(4), 1763–1778. <http://doi.org/10.1016/j.annals.2012.05.029>
- Warshaw, P. R., & Davis, F. D. (1985). Disentangling Behavioral Intention And Behavioral Expectation. *Journal of Experimental Social Psychology*, 21(3), 213–228. [http://doi.org/10.1016/0022-1031\(85\)90017-4](http://doi.org/10.1016/0022-1031(85)90017-4)
- Warzecha, C., & Lime, D. (2001). Place attachment In Canyonlands National Park: Visitors' Assessment of Setting Attributes on the Colorado and Green Rivers. *Journal of Park and Recreation Administration*, 19(1), 59–78.
- Wearing, S. (2001). *Volunteer tourism: Experiences that make a difference*.
- Weaver, D. B. (2011). Contemporary Tourism Heritage as Heritage Tourism. *Annals of Tourism Research*, 38(1), 249–267. <http://doi.org/10.1016/j.annals.2010.08.007>

- Weidenfeld, A., & Ron, A. S. (2008). Religious Needs in the Tourism Industry. *Anatolia*, 19(2), 357–361. <http://doi.org/10.1080/13032917.2008.9687080>
- West, S. G., Finch, J. F., & Curran, P. J. (1995). Structural Equation Models With Nonnormal Variables: Problems and Remedies. In *Structural equation modeling: Concepts, issues and applications* (pp. 56–75). <http://doi.org/10.1037/0008-400X.26.2.210>
- Wheaton, B., Muthen, B., Alwin, D., F., & Summers, G. (1977). Assessing Reliability and Stability in Panel Models. *Sociological Methodology*, 8(1), 84–136.
- White, R. (2002). Memory for events after twenty years. *Applied Cognitive Psychology*, 16(5), 603–612. <http://doi.org/10.1002/acp.819>
- Williams, D. (2002). Leisure Identities, Globalization, and The Politics of Place. *Journal of Leisure Research*.
- Williams, D. D. R., Patterson, M. M. E., & Roggenbuck, J. W. (1992). Beyond the Commodity Metaphor: Examining Emotional and Symbolic Attachment To Place. *Leisure Sciences*, 14(1), 29–46. <http://doi.org/10.1080/01490409209513155>
- Williams, D., & Vaske, J. (2003). The Measurement Of Place Attachment: Validity And Generalizability of A Psychometric Approach. *Forest Science*, 49, 830–840.
- Williams, P., & Soutar, G. N. (2009). Value, Satisfaction And Behavioral Intentions In An Adventure Tourism Context. *Annals of Tourism Research*, 36(3), 413–438. <http://doi.org/10.1016/j.annals.2009.02.002>
- Wirtz, J., Kimes, S. E., Theng, J. H. P., & Patterson, P. (2003). Revenue Management: Resolving Potential Customer Conflicts. *Journal of Revenue & Pricing Management*, 2(3), 216. <http://doi.org/10.1057/palgrave.rpm.5170068>
- Wirtz, J., Mattila, A. S., & Tan, R. L. . (2000). The Moderating Role Of Target-Arousal On The Impact Of Affect On Satisfaction. An Examination In The Context Of Service Experiences. *Journal of Retailing*, 76(3), 347–365. [http://doi.org/10.1016/S0022-4359\(00\)00031-2](http://doi.org/10.1016/S0022-4359(00)00031-2)
- Wong, A., & Sohal, A. (2003). Service Quality And Customer Loyalty Perspectives On Two Levels of Retail Relationships. *Journal of Services Marketing*, 17(5), 495–513. <http://doi.org/10.1108/08876040310486285>
- Wong, C. U. I., McIntosh, A., & Ryan, C. (2013). Buddhism and Tourism. *Annals of Tourism Research*, 40, 213–234. <http://doi.org/10.1016/j.annals.2012.09.004>
- Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking Service Quality , Customer Satisfaction , and Behavioral Intention. *Journal of Health Care Marketing*, 9(4), 5–17.

- Wright, K. (2008). Religious Tourism: a New era, a Dynamic Industry. *Tourism.Review.Com*, pp. 33–35.
- Wright, P., & Davies, J. (2010). Just Start Digging: Memory and the Framing Of Heritage. *Memory Studies*.
- WTO Conference in Ottawa. (1991). WTO Conference in Ottawa. In *Resolution of the international conference on travel and tourism statistics*. Ottawa, Canada.
- WTTC. (2017). *Travel & Tourism Global Economic Impact & Issues 2017*. World travel & tourism council.
- Wu, A. D., & Zumbo, B. D. (2007). Understanding and Using Mediators and Moderators. *Social Indicators Research*, 87(3), 367–392. <http://doi.org/10.1007/s11205-007-9143-1>
- Wu, H. C., & Li, T. (2017). A Study of Experiential Quality, Perceived Value, Heritage Image, Experiential Satisfaction, and Behavioral Intentions for Heritage Tourists. *Journal of Hospitality and Tourism Research* (Vol. 41).
- Wu, T.-C., Xie, P. F., & Tsai, M.-C. (2015). Perceptions of Attractiveness For Salt Heritage Tourism: A Tourist Perspective. *Tourism Management*, 51, 201–209. <http://doi.org/10.1016/j.tourman.2015.05.026>
- Xie, P. F. (2006). Developing Industrial Heritage Tourism: A Case Study Of The Proposed Jeep Museum in Toledo, Ohio. *Tourism Management*, 27(6), 1321–1330. <http://doi.org/10.1016/j.tourman.2005.06.010>
- Yagüe Perales, R. M. (2002). Rural Tourism in Spain. *Annals of Tourism Research*, 29(4), 1101–1110. [http://doi.org/10.1016/S0160-7383\(02\)00025-7](http://doi.org/10.1016/S0160-7383(02)00025-7)
- Yen, C.-H., Chen, C.-Y., Cheng, J.-C., & Teng, H.-Y. (2015). Brand Attachment, Tour Leader Attachment, and Behavioral Intentions of Tourists. *Journal of Hospitality & Tourism Research*, 42(3), 109634801558443.
- Yim King Wan, P., & Man Cheng, E. I. (2011). Service Quality Of Macao's World Heritage Site. *International Journal of Culture, Tourism and Hospitality Research*, 5(1), 57–68. <http://doi.org/10.1108/17506181111111762>
- Yin, C.-Y., Poon, P., & Su, J.-L. (2017). Yesterday once more? Autobiographical memory evocation effects on tourists' post-travel purchase intentions toward destination products. *Tourism Management*, 61, 263–274.
- Yoon, Y., & Uysal, M. (2005). An Examination Of The Effects Of Motivation And Satisfaction On Destination Loyalty: A Structural Model. *Tourism Management*, 26(1), 45–56. <http://doi.org/10.1016/j.tourman.2003.08.016>

- Yu, L., & Shek, D. T. L. (2014). Testing Factorial Invariance Across Groups: An Illustration Using AMOS. *International Journal on Disability and Human Development*. <http://doi.org/10.1515/ijdh-2014-0306>
- Yuan, S., & McDonald, C. (1990). Motivational Determinates Of International Pleasure Time. *Journal of Travel Research*, 29(1), 42–44.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination Attachment: Effects On Customer Satisfaction and Cognitive, Affective and Conative Loyalty. *Tourism Management*, 31(2), 274–284. <http://doi.org/10.1016/j.tourman.2009.03.007>
- Zabkar, V., Brencic, M. M., & Dmitrovic, T. (2010). Modelling Perceived Quality, Visitor Satisfaction and Behavioural Intentions At The Destination Level. *Tourism Management*, 31(4), 537–546. <http://doi.org/10.1016/j.tourman.2009.06.005>
- Zainuddin, Z., Radzi, M. S., & Zahari, M. S. M. (2013). Perceived Destination Competitiveness of Langkawi Island, Malaysia: A preliminary finding. *Procedia - Social and Behavioral Sciences*, 105, 801–810.
- Zamani-Farahani, H., & Henderson, J. C. (2010a). Islamic Tourism and Managing Tourism. *International Journal Of Tourism Research*, 89(July 2009), 79–89.
- Zamani-Farahani, H., & Henderson, J. C. (2010b). Islamic Tourism and Managing Tourism Development in Islamic Societies: The Cases of Iran and Saudi Arabia. *International Journal of Tourism Research*, 12(July 2009), 79–89.
- Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <http://doi.org/10.2307/1251446>
- Zeithaml, V., Berry, L., & Parasuraman, A. (1988). Communication and control processes in the delivery of service quality. *The Journal of Marketing*.
- Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The Behavioral Consequences Of Service Quality. *The Journal of Marketing*.
- Zhang, Y., Li, X. (Robert), Su, Q., & Hu, X. (2017). Exploring a Theme Park's Tourism Carrying Capacity: A demand-side analysis. *Tourism Management*, 59, 564–578. <http://doi.org/10.1016/j.tourman.2016.08.019>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <http://doi.org/10.1086/651257>
- Zikmund, W. G. (2003). Business Research Methods / William G. Zikmund. *South-Western Publishing*.

Zuo, B., Gusoy, D., & Wall, G. (2017). Residents' Support For Red Tourism In China: The Moderating Effect of Central Government. *Annals of Tourism Research*, 64, 51–63. <http://doi.org/10.1016/j.annals.2017.03.001>



© COPYRIGHT UPM