

---

**Impact of Destination Service Quality on Revisit Intention in Tourism**

Syed Hasnain Alam Kazmi \*, Mohsin Raza \*\*, Junaid Ahmed \*\*\*

*Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST),  
Karachi, Pakistan.\**

*DHA Suffa University, Pakistan.\*\**

*Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST),  
Pakistan.\*\*\**

---

**Abstract:** The purpose of the article is to examine the impact of destination service quality on revisit intention on international Sikh spiritual tourists for pilgrimage to sacred places of Pakistan. It was completed by 525 international Sikh tourists using a survey questionnaire and tested using Smart-PLS SEM. Empirical results via structural equation modelling demonstrate that the impact of the Destination Service Quality (DSQ) and tourist's satisfaction played a significant role on revisit intention. Participants were selectively drawn from the population of international Sikh visitors. Contribution regarding the impact of destination service quality and tourist satisfaction on revisit intention through accommodation, food, transport, security among International Sikh spiritual tourist would be helpful to maintain quality service criteria on destinations. From this research marketers and professionals can formulate strategies to increase spiritual tourist revisit intentions in emerging markets. The empirical results provide academic contribution to the current knowledge in the marketing of religious tourism. Using quantitative data analysis eventually enables future researchers to use the contribution of the present study to understand the importance of quality of service destination among spiritual tourists.

**Keywords:** *Destination service quality, Revisit Intention, Tourist Satisfaction, Sikh Pilgrimage, SEM.*

### **Introduction**

The foremost reason for traveling in the history of humanity is faith and religious matters (Haq and Jackson, 2009; Hall, 2006). Religious tourism included traveling for greatest satisfaction on holy sites, religious heritages, sacred places and related tours (Yeoman, 2009). Religion has been considered as a major motivation for traveling, accentuating activities related to tourism (Heidari *et al.*, 2016). The definition of spiritual tourist is a person who visits sacred places apart from his or her regular settings, for intention to fulfil religious thirst or spiritual development (in relation to God or the Divinity), whatsoever the major reasoning for religious tourism (McKercher, 2002). Every state has something to offer global tourists; even the developing countries can show their existing heritage, traditional beliefs sites, culture and natural places, which could be new for tourist, thus the cause of a product, service or experience of innovative spiritual tourism (Haq and Medhekar, 2015; Alam, 2015). Religion influence the choice of destination the favourite tourist products, religious facilities offered and opportunities are selection criteria of destination (Weidenfeld and Ron, 2008). Tourists choose those destinations that best meet their inner desires or quality attributes (accommodation, food, transport and security) of their preferred destination (Meng *et al.*,

2008). In the context of sacred places in Pakistan, there is a significant research scarcity on Sikh pilgrimage. The promise has been going to practical initiative taken by Government of Pakistan (Gurharpal Singh, 2019). An annual pilgrimage from each country leaves for Nankana in Pakistan every November, in time for the birthday celebrations at birth place of Baba Guru Nanak Sahib (Tatla, D., 1999). The growing numbers of tourist shows that Pakistan has big potential for its eco landscape and also other religious sites. In 1995, the number of tourists that visited in Pakistan is 378,000, in 2000 (557, 000), in 2005 (798, 000), in 2010 (907,000), due to security issues the number of tourist decreased in 2015 (563, 000). That number increase to 965,000 in 2016, 1.6 million in 2017 and 1.9 million in 2018. Few of them will be expatriates from the Pakistan heritages who will visit with friends and family, but suggest a destination that finally lives up to the billing often applied to "the next big thing in tourism" (The Telegraph, April 8, 2019). Since 1990s, Sikh Shrine of Pakistan has become famous site for important tours by organized pilgrims. This change reflects as a big part of worldwide trend in global tourism that religious places develop into sacred destinations for large level pilgrimages in era of globalization and economical tourism (Timothy and Olsen, 2006). It is against this broad historical background that current decision of the Pakistan government, and India's positive response to it, needs to be understood. Officially, this initiative is according to the Islamic concept that promotes the respect and courtesy for all religious matters and Pakistan's policy to promote interreligious peace and mutual religious patience (Tribune, 2019). Pakistan is homeland to many spiritual destination that belong to religions aside from Islam; these sacred places including Sikhism, Buddhism, Hinduism and Christianity (Singh and Narang, 2004; Wannell and Hasan, 2008; Haq & Medhekar, 2015). (Vukonic, 2015 and Alam, 2015) has argued by providing theoretical and empirical support that economic impact of the special area of religious tourism or spiritual tourism should be exploited by developing countries to create opportunities. Religious attractiveness play a role in the destination branding (Yadav et al., 2010; Chan et al., 2016; Foroudi et al., 2016). The first importance of the current research is that quality service of destination constructs (accommodation, food, transport and security) were never tested before in religious prospective of Pakistan. Secondly, the "satisfaction" variable as a mediator also has a space in religious context. Thirdly, revisit intention as a dependent variable in religious prospect has not been considered before in Pakistan. Fourth, theoretically and empirically in religious tourism of Sikh community on their holy sites has a vast potential for research. This study will contribute to religious tourism researches as a conceptual framework, methodology, confirmatory analysis, geographically and validity & reliability of model. Spiritual / religious tourism is creating new business opportunities for entrepreneur (Shinde, 2010). Pakistan is hub for three major religion holy sites that can attract to their followers around the globe these religion are Islam, Buddhism, Hinduism and Sikhism, the birthplace of Baba Guru Nanak Sahib.

## **Literature Review**

### **Quality of Accommodation**

The destination includes matters related to the quality of the infrastructures, accommodations, transport, equipment and amenities alongside the fulfilment of a spiritual dimension (Costa & Buhalis, 2006). Religious places create a demand of accommodation around them (Baltazzi, 2002). A greater range of accommodation offers more flexibility to tourists. It also helps to increase the quality of the destination and satisfy travellers' from diverse social and market segments (Woodside and McDonald, 1994). This may turn out to be a feat, as it is complex to measure a quality experience that encompasses accommodation (Bigne *et al.*, 2001). Different tourist's services quality (quality service of accommodation, food quality, transport services, shopping and leisure), the conduct of service businesses, employees efficiency and warmth attitude can also have a decisive effect (Murphy *et al.*, 2000; Yuksel, 2001). For

elderly people, DSQ main attributes (food, cleaning, safety/protection and health services, accommodation, transport attract them (Baloglu Shoemaker, 2001; Norman *et al.*, 2001; Wu, 2003; Huang and Tsai, 2003; Chen, 2009; Chen and Gassner, 2012; Prayag, 2012; Li *et al.*, 2013).

### **Quality of Food**

Food, one of most important factors that affect the tourist's satisfaction related to destination, because exploiting all of the tourist's senses leads to more satisfying sensory experience (Hall, 2003). Spending on food is an important element of the tourist budget, an important source of tourism revenue, since it represents one third of tourism spending (Meler and Cerovic, 2003). The local food offer to tourist real ethnic experience about the destination and demonstrate their invisible inheritance, hence providing marketable service quality of the destination (Quan and Wang, 2004; Okumus & McKercher, 2007; Henderson, 2009). Previous studies confirm this destination attribute as; the quality of food plays a positive and statistically significant role (Alegre & Juaneda, 2006). In addition, it has been verified that the food service quality, environment and service quality, impartiality of the prices and the authenticity have a positive influence on tourist intention and behavior (Liu and Jang, 2009; Han & Hyun, 2017). The Quality of the service has been studied by the researchers in different fields like, restaurants (Tucci and Talaga, 2000) food consumption of tourists (Hjalager & Corigliano, 2000), destinations (Qu *et al.*, 2002), restaurants and hotels (Choi and Chu, 2001; Loi *et al.*, (2017).

### **Quality of Transport**

The transport framework plays an important role in the attraction and accessibility of the tourist destination (Khadaroo and Seetanah, 2008). The transport infrastructure increases accessibility to the destination and encourages tourists to visit it (Pagliara, Delaplace & Vassallo, 2014, 2015). Previous research confirmed that there is a positive relation between quality of transport infrastructure and demand in tourism sector (Abeyratne, 1993; Prideaux, 2000; Samina *et al.*, 2007; Khadaroo & Seetanah, 2007, 2008; Mammadov, 2012). The quality service of transport, service provider etiquette, effectiveness and tourist care can also have a decisive effect (Murphy *et al.*, 2000; Yuksel, 20001).

### **Quality of Security**

Fear and insecurity are the main obstacles to international travel (Buckley and Klemm, 1993). One of the main drivers of the tourism development economy is security of people and peace on destination. Growth of International tourism depends on peace and security (Pizam and Fleischer, 2002). The Government should also give guarantee regarding security and safety of tourists (domestic and foreign) and maintain tourism strategies for sustainable tourism in the country (Khalil *et al.*, 2007). Some tourists may be less anxious about security risks and continue to travel in some places, while others may avoid them altogether or postpone their journey until the security situation improves (Mansfeld & Pizam, 2006).

### **Destination Service Quality**

Past studies reveal that destination related attributes are very context specific measure for the quality of destination and reflect the destination services quality. Previous literature classified destination attributes in physical and non-physical ones (Eid and Elbanna (2018). Destination service quality attributes are the group of disparate elements that promote tourists to a destination (Kim, 2014; Gannon *et al.*, 2017). The American perspective model of quality of service is being widely used by professionals and academics. Therefore, a few researchers have proposed the Service Quality (SERVQUAL) model or developed a quality of service model based on the attributes/factor of each service in the cultural context (Wen *et al.*, 2005; Perez *et al.*, 2007; Lai & Chen, 2011). The literature has confirmed that measuring the quality of service through a performance perspective is more effective than measurement scale used by the non-confirmation perspective. Using the performance perspective with quality of

service measurement scale had a high correlation with overall quality of the service, in comparison to the quality of service measurement scale that uses the disconfirmation perspective (Babakus and Boller's, 1992; Jain & Gupta, 2004). Service Quality (SERVQUAL) model argues that understanding the quality of service can be achieved using through 22 measurement indicators further divided into 5 factors; tangibility, authenticity, receptive, security and affinity (Parasuraman *et al.*, 1988). These five dimensions can be explained briefly as follows. It has been tested in hospitality (Bush and Ortinau, 1986; Martin, 1995; Blesic *et al.*, 2014; Hai and Alam, 2015; Kazmi & Khalique, 2019; Khan *et al.*, 2020), tourism policy (Chon & Olsen, 1990) and tourist destinations (Hudson and Shephard, 1998). Quality of service model with three aspect, namely, service quality of the interactions, quality of physical environment and the quality of the results (Brady & Cronin, 2001). The quality of tourism products can be assessed by the user, adopting as a reference indicator, the source of transport, price, accommodation or food (Gina *et al.*, 2018).

### **Destination Service Quality and Tourist Satisfaction**

Service quality contribute to loyalty in consumer behaviour and satisfaction (Lam *et al.*, 2004). Tourists feelings and needs are motivated through their loyalty behaviour toward a destination (place), whereas pull motivation is related to destination attributes and their service quality which affects tourists satisfaction (Yoon and Uysal 2005; Imran, *et al.*, 2018). Satisfaction is a cognitive result tourist obtain from experience (Lee *et al.*, 2007; Khan *et al.*, 2017). As a result, the key processing tool to assess quality and satisfaction are different, therefore, the assessment of satisfaction in the destination service quality attributes are usually discovered in tourism literature (Kozak, 2001a; Truong and Foster, 2006). Some researches in the marketing literature discussed the service quality which was considered as a key determinant factor of consumer satisfaction (Fornell *et al.*, 1996; Kozak & Rimmington, 2000; Olorunniwo & Hsu, 2006; Su *et al.*, 2017; Alam *et al.*, 2019).

### **Tourist Satisfaction**

In literature, although the definition of satisfaction has meaningful differences, commonly two types of formulation are discussed. One is transitory "transaction-specific", while the second type is complete satisfaction (Ekinci *et al.*, 2008; Nam *et al.*, 2011; Kazmi *et al.*, 2018). Specific transient (Transient-specific) satisfaction results derive from the assessment of activity and behaviours occurring during a single transaction, and individual interaction throughout the service experience (Oliver, 1997). In this study, we considered tourist satisfaction as an overall destination service quality evaluation mediator.

### **Tourist Satisfaction and Revisit Intention**

Most studies predicted that the revisit intention is an extension of the satisfaction of the initial service usage (Um *et al.*, 2006; Huang and Hsu, 2009; S. H. A. Kazmi *et al.*, 2016b). The functional reality of the overall travel experience influences whether they subsequently choose to endorse a destination to others, and destinations where attractions are perceived as 'high-quality' increase tourists' intention to revisit (Moutinho *et al.*, 2012; Ahmed *et al.*, 2018 ). The major studies in this field are related to the concept of satisfaction and its antecedents, the revisit intention is considered as an outcome of the tourism satisfaction model (Bigne *et al.*, 2001).

### **Destination Service Quality and Revisit Intention**

Repeated visits are considered as the decision made by a tourist to return to a certain destination after visiting it (Rittichainuwat *et al.*, 2003; S. H. A. Kazmi, *et al.*, 2016a; Swart, K., 2017). Repeated visits may be the result of overall service quality of a particular destination (Alegre and Cladera, 2006; Chi & Qu, 2008). Destinations, which offer historical sites, amazing landscapes and quality service and advantages not accessible in the tourists' home are perceived as attractive, which increases the possibility of repeated visits in the future (Mayo and Jarvis, 1981; Hu & Ritchie, 1993; Um *et al.*, 2006).

## The Conceptual Model and Developed Propositions

Destination service quality model adapted from Murphy et al. (2000) and Kozak (2001) and modified with addition of Security construct, Tourist Satisfaction as a mediator and Revisit Intention as a dependent variable.

H1: The impact of Quality Services of Accommodation on Destination Service Quality

H2: The impact of Quality Services of Food on Destination Service Quality

H3: The impact of Quality Services of Transport on Destination Service Quality

H4: The impact of Quality Services of Security on Destination Service Quality

H5: The impact of Destination Service Quality on Revisit Intention.

H6: The impact of Tourist Satisfaction between Destination Service Quality and Revisit Intention.

Figure 1: Conceptual Model



(Adapted and Extended from: Murphy et al., 2000, Kozak, 2001)

## Methodology

### Sample Size and Sampling Process

For adequate sample size we followed the rule of each predictor capricious (Hair *et al.*, 2006). Records was collected through survey questionnaire and completed by 525 international Sikh spiritual tourists. The target population for quantitative research consisted of Sikh tourist (from different countries), above 18 years of age, who were visiting their holy sites in Pakistan. The samples were selected by using the random sampling, being this the most rigorous way to choose a sample (Gravetter and Wallnau, 2009). Data was collected using a questionnaire that included: (1) destination service quality (quality of: accommodation, food services, transport, and security), one mediator (2) tourist satisfaction and (3) revisit intention (4) the socio-demographic profile of respondents. Particularly, the variables of the model were all measured using multi-attribute instruments through 5-point Likert scales (see Appendix 1). Although a 5-point scale may have been acceptable, a wider range allows effective comparison analyses to more clearly show the differences between scores (Kozak, 2001a, 2001b). The time frame for this data collection is from the cross section.

Table 1: Constructs Measure

Constructs	Item Scales	
Destination Service Quality (DSQ)	Overall cleanliness of the destination	
	Attitude of Local People	
	Attitude of Staff in Tourism Overall	
	Availability of Health Services	
	Level of Hindi/English in the destination overall	Kozak (2001), Tosun et al. (2007) and Moutinho et al.(2012).
Accommodation	Cleanliness of accommodation.	
	Quality of Food at accommodation	
	Security of rooms at accommodation.	
	Attitude of staff at accommodation.	
Food	Level of services at accommodation.	
	Quality of food in local restaurants is of good quality.	Tsai and Yang (2016) Duman and Mattila (2005)
	Food prices at holy sites are economical.	
	Employees have knowledge of the food offered.	Liu and Jang, 2009; Ryu <i>et al.</i> , 2012
	Restaurants employees are Friendly and courteous.	
Transport	Food served as ordered.	
	Frequency of local transport services.	
	Network (accessibility) of local transport services.	(Kozak, 2001; Tosun <i>et al.</i> , 2007; Moutinho <i>et al.</i> , 2012).
	Comfort of local transport services.	
	Attitude of local drivers.	
Security	Transports fares are economical.	(Govers and Go, 2016; Roult <i>et al.</i> , 2016;
	Designing the tourism facilities to take into account the terrorist threat	Batterman and Fullerton, 2002; Chan & Lam, 2013; Enz & Taylor, 2002;
	Strengthening the security measures in public areas (at airports, at the entrances of events, etc.)	Goodrich, 2002a, 2002b;
	Security checkpoints at the entrances of tourism facilities	Henderson, 2007; Paraskevas & Arendell, 2007; Paraskevas, 2013;
	Screening motor vehicles upon entry to the facilities or areas populated by tourists	Pizam, 2002; Smith, 2006),
Tourist Satisfaction	Monitoring the facilities, events or the areas mostly populated by tourists with 24-h surveillance cameras	
	Pleased that decided to visit the holy sites	
	Delighted about these holy sites	
	Visit to the holy sites exceeded expectations	(Churchill, 1979)
Revisit Intention	It gives me sense of joy that I have decided to come to these holy sites	
	Overall satisfaction with holy sites tour	(Lee <i>et al.</i> , 2007)
	I would like to revisit Pakistan in the near future.	
	If had to decide again I would choose Pakistan again.	(Kim and Moon, 2009; Zabkar <i>et al.</i> , 2010; Han & Hyun, 2012; Ryu & Han, 2011)
	I would come back to Pakistan in the future.	
I would more frequently visit Pakistan.		
Pakistan would be my first choice over other destinations.		

## Measurements Examination

To analyse measurement accuracy we applied Partial Least Square method using Smart PLS 3. (Ringle *et al.*, 2005). Partial least square is a variable based structural equation modulation (SEM) method for prediction analysis (Henseler *et al.*, 2009). This modelling approach was employed on retesting the existing models and explorative models (Chin *et al.*, 2003; Reinartz *et al.*, 2009; Jalees, *et al.*, 2016).

## Results

### Subjects Profiling

The following table shows the characteristics of the respondent's demographical information. The results shows, that, majority of respondents belong to male with a frequency of 282 out of 527 that is a percentage of 53.5% while female participant represent a 46.7%.

### Psychometric Properties

#### Constructs Validity and Reliability

The Psychometrics tests were applied on the data to check the ability of developed data collection instruments of being valid and reliable. The validity tests were applied to check if the items of the particular variable were measuring the originally developed concepts while reliability test was applied on the data to check internal-consistency in between items of each particular variables (Carmines and Zeller, 1979). The Cronbach alpha is the most frequently used construct reliability check and its acceptance threshold value is more than 0.60. The composite reliability statistics based on the factor loading, the variance value of the selected variable, and the acceptable value of composite reliability is higher than 0.70. The average variance (AVE) extract is indices for the ensuring the construct validity which calculate amount of variance variable possess and minimum value for average variance extracted in 0.60.

*Table 2: Constructs Validity and Reliability*

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
Destination	0.812	0.869	0.570
Revisit intention	0.752	0.843	0.574
Satisfaction	0.760	0.838	0.509
Security	0.769	0.851	0.590
Transport	0.796	0.859	0.549
Accommodation	0.675	0.819	0.603
food	0.733	0.833	0.556

#### Discriminant Validity: Fornell-Larcker Criterion

The discriminant validity test is applied for the purpose of strengthen claim of validity of the data collection instrument. The purpose of application of discriminant validity is to check that the construct which is being measured is empirically distinctive and it is representing its own variance in regression model which other construct does not shows (Fornell-Larcker, 1981). The minimum value to accept discriminant validity is above 0.70. Therefore, all variables met the minimum criteria for discriminant validity through the Fornell-Larcker criterion.

*Table 3: Discriminant Validity*

	<i>Destination</i>	<i>Revisit</i>	<i>Satisfaction</i>	<i>Security</i>	<i>Transport</i>	<i>accommodation</i>	<i>food</i>
Destination	0.755						
Revisit	0.151	0.757					
Satisfaction	0.244	0.617	0.713				
Security	0.384	0.456	0.609	0.768			
Transport	0.149	0.741	0.571	0.443	0.741		
Accommodation	0.596	0.263	0.459	0.229	0.252	0.776	
Food	0.149	0.692	0.518	0.302	0.542	0.246	0.746

## R- Square Assessment

R Square is also called the coefficient of selection, which is the percentage of variance (%) in the dependent variable that can be interpreted by the independent variable.- If R-square value is  $< 0.3$  it considered Very weak effect size, If R-square value is  $< 0.3 - 0.5 >$  it considered weak or low effect size, If R-square value is  $< 0.5 - 0.7 >$  it considered a Moderate effect size, If R-square value is  $0.7 >$  it considered strong effect size, (Moore *et al.*, 2013). In this study, destination has (0.433) and Revisit (0.381) indicated weak effect size, but satisfaction showed (0.059) fragile mediated effect size.

Table 4: R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
Destination	0.433	0.429
Revisit	0.381	0.378
Satisfaction	0.059	0.058

## Model Fit

The Model fit test is applied on the data to ensure that variables defined in regression model are measuring original concept being developed and tested. The model fit is ensured through different indices of goodness of fit. It is necessary to ensure goodness to strengthen claim on the final analysis of the data. The Smart PLS 3.0 package calculates the following numbers of goodness of fit that are sufficient to claim the model's goodness of fit quality (Hooper *et al.*, 2008).

*Standardized Root Mean Square Residual (SRMR)*: The SRMR defined as variation in the detected and indirect correlation fitness. It can be calculated through differences in between observed and expected correlations. The value of SRMR is in the model fit criteria.

*Exact model fit criteria*: Exact model fit is defined as difference in between variance of saturated model and estimated variance. The exact model fit criteria is composed of the two model fit indices. The one is one is called squared Euclidean distance (D\_ ULS) and other is called geodesic distance (D\_ G). To ensure the model fit through exact model fit criteria is that, both of value (D\_ ULS) and (D\_ G) should not be significant in both estimated and saturated model. Hence, value in the above table indicates that, both value (D\_ ULS) and (D\_ G) in saturated and estimated model are not significant and model fit is ensured through value (D\_ ULS) and (D\_ G).

*Normed Fit Index (NFI)*: The normed fit index is one of the best models fit indices and a complex one as well. NFI estimate model fit value on the basis of chi-square value. The NFI is complex because its value increases once model is becoming complex and enlarged. The value of NFI lies is in between range of 0-1 and a NFI value closer to 1 is considered as perfect fit.

*Conclusion*: The Smart PLS 3.0 calculates the different model fit indices to ensure the fitness of regression model which is being measured. However, three model fit indices RSMR, (D\_ ULS) and (D\_ G) ensured that, current regression model is fit enough to measure the underlying construct of the research but SRMR value shows that, current regression mode is fit. Therefore, it is interpreted that, based on the exact criteria of model fit which include two model fit indices (D\_ ULS) and (D\_ G) and RSMR, current regression model is fit enough to measure the underlying construct of current research.

Table 5: Model Fit

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.080	0.177
d_ ULS	2.982	14.607
d_ G	1.333	1.839
NFI	0.566	0.478

### **Structural Model: Direct Effects**

The structural model or the regression model of research study outlines results of obtained from data through partial least square, structural equation model. The structural equation modelling helps to accept and reject the hypothesis developed for current study. To determine acceptance and rejection of the hypothesis, bootstrapping technique is applied on Smart PLS 3.0 by creating 5,000 sub-samples. The conclusions of final results of analysis are presented on different values presented in the tables.

*P Value:* The P-Value less than 0.05 is understood as the acceptance the hypothesis and if above 0.05 will be inferred as the rejection of hypothesis (Rice, 1989).

*Path Coefficient Value (B):* The path coefficient value is interpreted to understand the relationship of the independent variable on the dependent variable in numbers (Rice, 1989).

*T-Value:* The T-value is expected value from variable during hypothesis testing to the expected error. High T- Value tallies the acceptance of hypothesis (Rice, 1989).

*Destination Service Quality-Revisit Intention:* The hypothesis of the study that is “There is positive relationship in between Destination service quality and Revisit Intention” has been rejected based on (P=0.983, T=0.022 and B=-0.001). So, it can be said that, there is no relationship in between Destination Service Quality and Revisit Intention.

*Destination Service Quality-Tourist Satisfaction:* The hypothesis of the study that is “There is positive relationship in between Destination service quality and Tourist Satisfaction” has been accepted based on (P=0.00, T=5.034 and B=0.244). Therefore, it can be said that, Destination service quality has significant relationship on Tourist satisfaction and if one value increased in the destination service quality will increased the tourist satisfaction by 24%.

*Tourist Satisfaction-Revisit Intention:* The hypothesis of the study that is “There is positive relationship in between Tourist satisfaction and Revisit Intention” has been accepted based on (P=0.00, T=0.617 and B=22.487). Therefore, it can be said that, Tourist Satisfaction has significant relationship on Revisit Intention and if one value increased in the Satisfaction will increased the Revisit intention by 61%.

*Security Service Quality-Destination Service Quality:* The hypothesis of the study that is “There is positive relationship in between Security Service Quality and Destination Service Quality” has been accepted based on (P=0.00, T=6.897 and B=0.315). Therefore, it can be said that, Security Service Quality has significant relationship on Destination Service Quality and if one value increased in the Security will increased the Destination by 31%.

*Transport Service Quality-Destination Service Quality:* The hypothesis of the study that is “There is positive relationship in between Transport and Destination” has been accepted based on (P=0.006, T=2.737 and B=-0.123). Therefore, it can be said that, Transport has significant relationship on Destination and if one value increased in the Transport will increased the Destination by 12%.

*Accommodation Service Quality-Destination Service Quality:* The hypothesis of the study that is “There is positive relationship in between Accommodation and Destination” has been accepted based on (P=0.000, T=17.066 and B=0.559). Therefore, it can be said that, Accommodation has significant relationship on Destination and if one value increased in the Accommodation will increased the Destination by 55%.

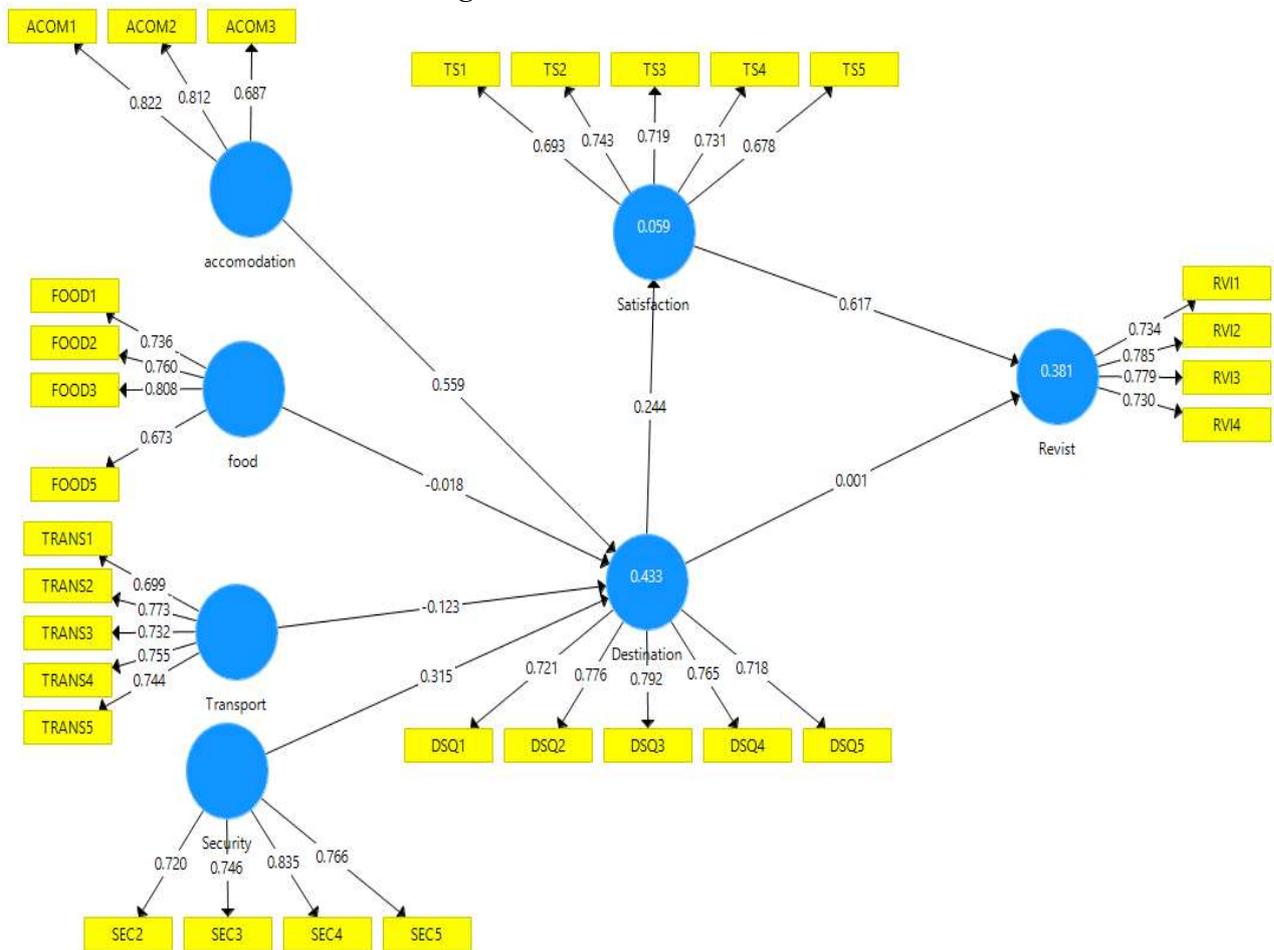
*Food Service Quality-Destination Service Quality:* The hypothesis of the study that is “There is positive relationship in between Destination service quality and Revisit Intention” has been rejected based on (P=-0.018, T=0.022 and B=-403). So, it can be said that, there is no relationship in between Food and Destination.

Table 6: Structural Model

	Path Coefficient	T Statistics	P Values	Decision
Destination -> Revisit	0.001	0.022	0.983	Rejected
Destination -> Satisfaction	0.244	5.034	0.000	Accepted
Satisfaction -> Revisit	0.617	22.487	0.000	Accepted
Security -> Destination	0.315	6.897	0.000	Accepted
Transport -> Destination	-0.123	2.737	0.006	Accepted
Accommodation -> Destination	0.559	17.066	0.000	Accepted
Food -> Destination	-0.018	0.403	0.687	Rejected

PLS-SEM Model

Figure 2: Structural Model



Arbitration Analysis

*Destination Service Quality* → *Tourist Satisfaction* → *Revisit Intention*: The hypothesis of the study that is “The effect of Tourist Satisfaction between Destination Service Quality and Revisit Intention” has been accepted based on (P=0.00, T=4.905 and B=0.150). Therefore, it can be said that, Destination service quality has significant relationship on Tourist satisfaction and also on Revisit intention if one value increased in the destination service quality will increased the tourist satisfaction and revisit intention by 15%.

Table 7: Mediation Analysis

	Path Co-efficient	T Statistics	P Values	Decision
Destination -> Satisfaction -> Revisit	0.150	4.905	0.000	Accepted
Security -> Destination -> Satisfaction	0.077	3.546	0.000	Accepted
Transport -> Destination -> Satisfaction	-0.030	2.529	0.012	Accepted
accommodation -> Destination -> Satisfaction	0.136	5.028	0.000	Accepted
food -> Destination -> Satisfaction	-0.004	0.391	0.696	Rejected

## Conclusion, Recommendations and Future Research Directions

Based on the tourism theories, this study identifies four DSQ dimensions, which help to enhance and measure the results of the quality of the destination service. The main contribution of this study is to propose and confirm DSQ as a multidimensional construct, which includes a total of 25 items within five dimensions: DSQ, accommodation, food, transport and physical security. The Destination Service Quality as an individual construct has insignificant positive toward revisit intention. However DSQ as a multiple construct of accommodation, transport, security shows significant positive relationship toward the revisit intention except food. In addition, the cross-validation analysis results demonstrate that the extended DSQ model is stable and can be applied to different destinations. The findings of the study can be generalized for different countries and religions of cultural in nature as the tested constructs and theory in the study were adopted and applied in several countries. DSQ enriches knowledge of the quality of destination in tourism literature and provides a critical platform for future studies to build knowledge in Revisit Intention. Finally, it contributes valuable information to professionals to develop and manage destination management strategies for developing countries. Researchers can also create regional dimensions in the travel and tourism industry. A couple of such dimensions could be traveller interaction, quality dimension and heritage destination dimension. Future studies should increase the number of elements used to measure these dimensions. Finally, it is important to consider that other supervisory variables may also be included in the future, such as the destination image and / or the perceived service value of the destination. The current study also has certain limitations. Purchase intentions and Investment intention are could be examined but we took only Revisit intention. Tourist loyalty as a mediator also could be checked but we took tourist satisfaction on quality of destination. Secondly, data is collected by Sikh tourists those are travelled from abroad to holy sites in Pakistan. Thirdly, data gathered on holy sites of out of season. Similar research can be conducted in the field of tourism and travel services across different cultures and regions, where researchers can build new dimensions in the tourism industry.

## References

- Abeyratne, R. I. R. (1993). Air transport tax and its consequences on tourisms. *Annals of Tourism Research*, 20(3), pp. 450–460.
- Ahmed, S., Khan, A., Paul, S., & Kazmi, S. H. A. (2018). Role of Green Information System and Information Cycle in Environmental Performance. In *International Conference on Management Science and Engineering Management* (pp. 465-476). Springer, Cham.
- Alam Kazmi, S. H. (2015). Developments in Promotion Strategies: Review on Psychological Streams of Consumers. *International Journal of Marketing Studies*, 7(3), pp. 129-138. doi: 10.5539/ijms.v7n3p129
- Alam Kazmi, S. H., Aqil, M., & Raza, M. (2019). Horizons of Neuromarketing in Consumer Behavior. *European Online Journal of Natural and Social Sciences: Proceedings*, 8(3 (s)), pp-99.

- Alegre, J., & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research*, 44, pp. 288-297.
- Alegre, J., & Juaneda, C. (2006). Destination loyalty: Consumers' economic behavior. *Annals of Tourism Research*, 33, pp. 684-706.
- Bigne, J., Sanchez, M. and Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behavior: inter-relationship. *Tourism Management*, 22, pp. 607-16.
- Baltazzi, A. (2002). We cannot have faith tourism before we stop wars. *The Book of the Faith Tourism Days*, S, ubat yayıncılık, Kus, adası.
- Buckley, P. J., & Klemm, M. (1993). The decline of tourism in Northern Ireland. *Tourism Management*, 14(3), pp. 184-194.
- Bigne, J., Sanchez, M. and Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behavior: inter-relationship. *Tourism Management*, 22, pp. 607-16.
- Baloglu, S., Shoemaker, S. (2001). Prediction of senior travelers' motor coach use from demographic, psychological, and psychographic characteristics. *J. Travel Res.* 40(1), pp. 12-18.
- Brady, M.K. and Cronin, J.J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *The Journal of Marketing*, 65(3), pp. 34-49.
- Babakus, E. and Boller, G.W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business Research*, 24(3), pp. 253-268.
- Blešić, I., Popov-Raljić, J., Uravić, L., Stankov, U., Đeri, L., Pantelić, M., & Armenski, T. (2014). An importance-performance analysis of service quality in spa hotels. *Economic Research-Ekonomska Istraživanja*, 27(1), pp. 483-495. doi:10.1080/1331677X.2014.967537
- Bush, R. P., & Ortinau, D. J. (1986). Discriminating first time and repeat patrons of a retail service hotel complex: A case study. In R. L. King (Ed.), *Marketing in an environment of change* (pp. 281-285). Richmond, VA: Southern Marketing Association.
- Boakye, K. A. (2012). Tourists' views on safety and vulnerability. A study of some selected towns in Ghana. *Tourism Management*, 33(2), pp. 327-333.
- Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, pp. 213-224.
- Batterman, L. R., & Fullerton, J. F. (2002). Collective bargaining after September 11: What about job security and workplace security? *Cornell Hotel and Restaurant Administration Quarterly*, 43(5), pp. 93-108. <http://dx.doi.org/10.1177/0010880402435009>.
- Chan, C.-S., Peters, M. and Marafa, L.M. (2016). An assessment of place brand potential: familiarity, favorability and uniqueness. *Journal of Place Management and Development*, 9(3), pp. 269-288.
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). Partial least squares latent variable modelling approach for measuring interaction effects: results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information Systems Research*, 14(2), pp. 189-217.
- Costa, C. and Buhalis, D. (2006). Conclusion: tourism futures", in Buhalis, D. and Costa, C. (Eds), *Tourism Business Frontiers Consumers, Products and Industry*, Elsevier Butterworth-Heinemann, Oxford, pp. 241-246.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationship of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, pp. 624-636.
- 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), pp. 160-173.

- Chon, K.-S., & Olsen, M. D. (1990). Applying the strategic management process in the management of tourism organizations. *Tourism Management*, 11(3), pp. 206–213.
- Chen, S.C., Gassner, M. (2012). An investigation of the demographic, psychological, psychographic and behavioral characteristics of Chinese senior leisure travelers. *J. China Tour*, 8 (2), pp. 123–145.
- Chen, H.W.J., 2009. Baby Boomers' and seniors' Domestic Travel Motivations: An Examination of Citizens in Tainan, Taiwan. Master Thesis, University of Waterloo, Canada.
- Choe and Kim (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, pp. 1–10.
- Choi, T.Y. and Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20(3), pp. 277-297.
- Churchill, G. A., Jr. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), pp. 64–73.
- Chan, E. S. W., & Lam, D. (2013). Hotel safety and security systems: Bridging the gap between managers and guests. *International Journal of Hospitality Management*, 32, pp. 202–216.
- Carmines, E. G., & Zeller, R. A. (1979). *Reliability and validity Assessment*, 17. Sage publications.
- Dabholkar, P. A., Shepherd, C. D., & Thorpe, D. I. (2000). A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study. *Journal of Retailing*, 76(2), pp. 139–173.
- Duval, D. T. (2007). *Tourism and Transport: Modes, Networks and Flows*. Clevedon, United Kingdom: Channel View Publications.
- Duman, T. and Mattila, A.S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism Management*, 26(3), pp. 311-323.
- Ekinci Y, Dawes P, Massey G. 2008. An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42(1/2), pp. 35–68.
- Eid, R., & El-Gohary, H. (2015). Muslim tourist perceived value in the hospitality and tourism industry. *Journal of Travel Research*, 54, pp. 774-787.
- Eusébio, C., & Vieira, A. L. (2013). Destination attributes' evaluation, satisfaction and behavioural intentions: A structural modelling approach. *International Journal of Tourism Research*, 15, pp. 66-80.
- Eid, R., & Elbanna, S. (2018). A triangulation study to assess the perceived city image in the Arab Middle East context: The case of Al-Ain in the UAE. *Tourism Planning & Development*, 15, pp. 118-133.
- Enz, C. A., & Taylor, M. S. (2002). The safety and security of U.S. hotels: A post-September-11 report. *Cornell Hotel and Restaurant Administration Quarterly*, 43(5), pp. 119–136.
- Foroudi, P., Gupta, S., Kitchen, P., Foroudi, M.M. and Nguyen, B. (2016). A framework of place branding, place image, and place reputation: antecedents and moderators, *Qualitative Market Research: An International Journal*, 19(2), pp. 241-264.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose and findings. *Journal of Marketing*, 60(4), pp. 7-18.

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, pp. 39-50.
- Gravetter, F. J., & Wallnau, L. B. (2009). *Statistics for the behavioral sciences* (8th Ed.). Belmont, CA: Wadsworth.
- Govers, R. and Go, F. (2016). *Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced*, Springer, New York, NY.
- Gustin, M.E., Weaver, P.A. (1993). *The mature market: underlying dimensions and group differences of a potential market for the hotel industry*. FIU Hosp., 11 (2), pp. 45–59.
- Gannon, M. J., Baxter, I. W., Collinson, E., Curran, R., Farrington, T., Glasgow, S. Maxwell-Stuart, R. (2017). Travelling for Umrah: Destination attributes, destination image, and post-travel intentions. *Service Industries Journal*, 37, pp. 448-465.
- Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), pp. 36-44.
- Gina I., B., Miller, A., Nita V., & Stefanica, M. (2018). A new approach on the quality evaluation of tourist services, *Economic Research-Ekonomska Istraživanja*, 31(1), pp. 1418-1436.
- Goodrich, J. N. (2002a). September 11, 2001 attack on America: A record of the immediate impacts and reactions in the USA travel and tourism industry. *Tourism Management*, 23(6), pp. 573–580.
- Goodrich, J. N. (2002b). September 11, 2001 Attack on America: Impact on tourism security. *Journal of Travel & Tourism Marketing*, 11(4), pp. 1–12
- Haq, F., & Jackson, J. (2009). Spiritual journey to Hajj: Australian and Pakistani experience and expectations. *Journal of Management, Spirituality & Religion*, 6 (2), pp. 141–156.
- Haq, F., & Medhekar, A. (2015). Spiritual tourism between India and Pakistan: A framework for business opportunities and threats. *World Journal of Social Sciences*, 5 (2), pp. 190–200.
- Hall, C. M. (2006). *Buddhism, tourism and the middle way*. In D. J. Timothy & D. Olsen (Eds.), *Tourism religion and spiritual journeys*, pp. 172–185. London: Routledge.
- Hair, J.F., W.C. Black, B.J. Babin, R.E. Anderson and R.L. Tatham. (2006). *Multivariate Data Analysis*, 6th Ed., Prentice Hall, New Jersey.
- Hai, L. C., & Alam Kazmi, S. H. (2015). Dynamic support of government in online shopping. *Asian social science*, 11(22), pp. 1–9. doi: 10.5539/ass.v11n22p1
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of Partial Least Squares path modeling in international marketing. *Advances in International Marketing*, 20, pp. 277-319.
- Heidari, A., Yazdani, H.R. and Jalilvand, M.R. (2016). A typology of strategic relationships in a religious tourism business network. 5th International Conference of Strategic Management, Faculty of Management, University of Tehran.
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28, pp. 965–975.
- Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), pp. 29-44.
- Hu, Y. and Ritchie, J. (1993). Measuring destination attractiveness: a contextual approach. *Journal of Travel Research*, 32, pp. 25-34.
- Hudson, S. and Shephard, G. (1998). Measuring service quality at tourist destinations: an application of importance-performance analysis to an alpine ski resort. *Journal of Travel and Tourism Marketing*, 7(3), pp. 61-77.

- Huang, L., Tsai, H. (2003). The study of senior traveler behavior in Taiwan. *Tourism Management*, 24 (5), pp. 561–574.
- Han, H., and Hyun, SS. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, pp. 82–92.
- Ha, J., and Jang, SC. (2010). Effects of service quality and food quality: the moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), pp. 520–529.
- Hall, C. M., Timothy, D. J., & Duval, D. T. (2004). Security and tourism: Towards a new understanding? *Journal of Travel & Tourism Marketing*, 15(2–3), pp. 1–18.
- Hjalager, A. M., and Corigliano, M.A. (2000). Food for tourists-determinants of an image. *International Journal of Tourism Research*, 2(4), pp. 281-293.
- Haq, F., Medhekar, A. and Bretherton, P. (2009). Public and private partnership approach for applying the tourism marketing mix to spiritual tourism. *Review of Management Innovation and Creativity*, 3(5), pp. 25-42.
- Han, H., & Hyun, S.S. (2012). An extension of the four-stage loyalty model: The critical role of positive switching barriers. *Journal of Travel & Tourism Marketing*, 29(1), pp. 40–56.
- Henderson, J. C. (2007). *Managing Tourism Crises*. Burlington, MA: Butterworth Heinemann
- Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, 111(4), pp. 317–326.
- Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Articles*, p. 2.
- Heider, F. (1958). *The psychology of interpersonal relations*. New York: Wiley.
- Insko, C. A. (1984). Balance theory, the Jordan paradigm, and the western tradition. In L. Berkowitz (Ed.), *Advances in experimental social psychology*, 18, pp. 89-141. New York: Academic Press.
- Imran, Z. S., Jalees, T., Jiang, Y., & Alam, K. S. H. (2018). Testing and incorporating additional determinants of ethics in counterfeiting luxury research according to the theory of planned behavior. *Psihologija*, 51(2), pp. 163-196. doi.org/10.2298/PSI170211014Z
- Javalgi, R.G., Thomas, E.G., Rao, S.R. (1992). Consumer behavior in the U.S. pleasure travel marketplace: an analysis of senior and non-senior travelers. *J. Travel Res.*31 (2), pp. 14–19.
- Jalees, T., Kazmi, S. & Zaman, S. (2016). The Effect of Visual Merchandising, Sensational Seeking and Collectivism on Impulsive Buying Behavior. *Journal of Systems Science and Information*, 4(4), pp. 321-333. doi:10.21078/JSSI-2016-321-13
- Jain, S.K. and Gupta, G. (2004). Measuring service quality: SERVQUAL vs. SERVPERF scales. *VIKALPA*, 29(2), pp. 25-37.
- Kazmi, S. H. A., & Khalique, M. (2019). Brand Experience and Mediating Roles of Brand Love, Brand Prestige and Brand Trust. *Market Forces*, 14(2).
- Kazmi, S. H. A., Wahab, A., Zaman, S. I., & Kou, Y. (2018). Rise of Digital Media to Triumph Brand Loyalty. In *2018 10th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)* (Vol. 1, pp. 297-300). IEEE.
- Khadaroo, J., & Seetanah, B. (2008). The role of transport infrastructure in international tourism development: A gravity model approach. *Tourism Management*, 29(5), pp. 831–840.
- Khadaroo, J., & Seetanah, B. (2007). Transport infrastructure and tourism development. *Annals of Tourism Research*, 34(4), pp. 1021–1032.

- Khadaroo, J., & Seetanah, B. (2008). The role of transport infrastructure in international tourism development: A gravity model approach. *Tourism Management*, 29(5), pp. 831–840.
- Khan, S. A., Mubarik, M. S., Kusi-Sarpong, S., Zaman, S. I., & Kazmi, S. H. A. (2020). Social sustainable supply chains in the food industry: A perspective of an emerging economy. *Corporate Social Responsibility and Environmental Management*.
- Khan, A., Ahmed, S., Paul, S., & Kazmi, S. H. A. (2017). Factors affecting employee motivation towards employee performance: A study on banking industry of Pakistan. In *International conference on management science and engineering management* (pp. 615-625). Springer, Cham.
- Khalil, S., Kakar, M. K., & Malik, A. (2007). Role of tourism in economic growth: Empirical evidence from Pakistan economy. *The Pakistan Development Review*, 46, pp. 985–995.
- Kozak, M. (2001a). Comparative assessment of tourist satisfaction with destinations across two nationalities. *Tourism Management*, 22(4), pp. 391–401.
- Kozak, M. (2001b). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28, pp. 784-807.
- Kim, J. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, pp. 34-45.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38, pp. 260-269.
- Kim, W.G., & Moon, Y.J. (2009). Customers' cognitive, emotional, and actionable response to the service scape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), pp. 144–156.
- Lam SY, Shankar V, Erramilli MK, 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), pp. 293–311.
- Lee, S. Y., Petrick, J. F., & Crompton, J. (2007). The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. *Journal of Travel Research*, 45(4), pp. 402–412.
- Li, G., Law, R., Vu, H.Q., Rong, J., Zaho, X. (2015). Identifying emerging hotel preferences using Emerging Pattern Mining technique. *Tourism Management*, 46, pp. 311–321, Roy.
- Li, X., Li, X., Hudson, S., (2013). The application of generational theory to tourism consumer behavior: an American perspective. *Tourism Management*, 37, pp. 147–164.
- Liu Y and Jang S. (2009). Perceptions of Chinese restaurants in the U.S: what affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), pp. 338–348.
- Lai, W.-T. And Chen, C.-F. (2011). Behavioral intention of public transit passenger – the role of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18, pp. 318-325.
- Lumsdon, L., & Page, S. (2004). *Transport for Tourism: Issues and agenda for the New Millennium*. Amsterdam: Pergamon.
- Loi, L.T.I., So, A.S.I., Lo, I.S. and Fong, L.H.N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, pp.115-123.
- Lee CK, Yoon YS, Lee SK. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), pp. 204–214.

- Liu, Y., and Jang, S., (2009). Perceptions of Chinese restaurants in the U.S: what affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), pp. 338–348.
- McKercher, B. (2002). Towards a classification of cultural tourists. *International Journal of Tourism Research*, 4 (1), pp. 29–38.
- Mammadov, R. (2012). The importance of transportation in tourism sector. 7th Silk Road International Conference “Challenges and Opportunities of Sustainable Economic Development in Eurasian Countries,” pp. 381–386.
- Murphy, Peter, Mark P. Pritchard, and Brock Smith. (2000). The Destination Product and Its Impact on Traveller Perceptions. *Tourism Management*, 21 (1), pp. 43-52.
- Mayo, E. and Jarvis, L. (1981), *Psychology of Leisure Travel*, CBI Publishing Co, Boston, MA.
- Martin, D. W. (1995). An importance/performance analysis of service providers. Perception of *Quality Service in the Hotel Industry*, 3(1), pp. 5–17.
- Moutinho, L., Albayrak, T. and Caber, M. (2012). How far does overall service quality of a destination affect customers' post purchase behaviors? *International Journal of Tourism Research*, 14(4), pp. 307–322.
- Moore, D. S., Notz, W. I, & Flinger, M. A. (2013). *The basic practice of statistics* (6th Ed.). New York, NY: W. H. Freeman and Company. p. 138.
- Nam J, Ekinci Y, Whyatt G. 2011. Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research* 38(3): pp. 1009–1030.
- Norman, W.C., Daniels, M.J., McGuire, F., Norman, C.A. (2001). Wither the mature market: an empirical examination of the travel motivations of neo-mature and veteran-mature markets. *J. Hosp. Leisure Market*. 4, pp. 113–130.
- Newcomb, T. M. (1968). Interpersonal balance. In R. P. Abelson, E. Aronson, W. J. McGuire, T. M. Newcomb, M. J. Rosenberg, & P. H. Tannenbaum (Eds.), *Theories of cognitive consistency*. Chicago: Rand McNally.
- Oliver RL. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill: New York.
- Olorunniwo, F., & Hsu, M. K. (2006). A typology analysis of service quality, customer satisfaction and customer behavioral intentions in mass services. *Managing Service Quality*, 16, pp. 106-123.
- Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28, pp. 253–261.
- Pagliara, F., Delaplace, M., & Vassallo, J. M. (2014). High speed trains and tourists: What is the link? Evidence from the French and Spanish capitals. *WIT Transactions on the Built Environment*, 138, pp. 17–27.
- Pagliara, F., Delaplace, M., & Vassallo, J. M. (2015). High speed rail systems and tourists' destination choice: The case studies of Paris and Madrid. *International Journal of Sustainable Development and Planning*, 10(3), pp. 399–410.
- Prideaux, B. (2000). The role of the transport system in destination development. *Tourism Management*, 21(1), pp. 53–63.
- Pizam, A., & Fleischer, A. (2002). Severity versus frequency of acts of terrorism: Which has a larger impact on tourism demand? *Journal of Travel Research*, 40, pp. 337–339.
- Pizam, A. (2002). Tourism and terrorism. *International Journal of Hospitality Management*, 21(1), pp. 1–3.
- Parasuraman, A., Zeithaml, V. and Berry, L. (1988). SERVQUAL: a multi-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), pp. 5-6.

- Prayag, G., 2012. Senior travelers' motivations and future behavioral intentions: the case of nice. *J.Travel Tour. Market.* 29(7), pp. 665–681.
- Perez, M.S., Abad, J.C.G., Carrilo, G.M.M. and Fernandez, R.S. (2007). Effects of service quality dimensions on behavioral purchase intentions – a study in public-sector transport. *Managing Service Quality*, 17(2), pp. 134-151.
- Pizam, A., & Smith, G. (2000). Tourism and terrorism: A quantitative analysis of major terrorist acts and their impact on tourism destinations. *Tourism Economics*, 6(2), pp. 123–138.
- Paraskevas, A., & Arendell, B. (2007). A strategic framework for terrorism prevention and mitigation in tourism destinations. *Tourism Management*, 28(6), pp. 1560–1573.
- Paraskevas, A. (2013). Aligning strategy to threat: A baseline anti-terrorism strategy for hotels. *International Journal of Contemporary Hospitality Management*, 25(1), pp. 140–162.
- Quan, S., Wang, N. (2004). Toward a structural model of the tourist experience: an illustration from food experiences in tourism. *Tour. Manage.* 25(3), pp. 297–305.
- Qu, H., Im, H.H.J. and Im, H.H. (2002). A study of Southeast Asia tourists' perceptions of service quality in the San Francisco bay area. *Journal of Travel & Tourism Marketing*, 13(3), pp. 35-60.
- Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0 (M3) Beta. Available at <http://www.smartpls.com>. Last accessed Nov. 26, 2014.
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26(4), pp. 332e344.
- Roult, R., Jean-Marc, A. and Auger, D. (2016). Tourism conversion and place branding: the case of the Olympic Park in Montreal. *International Journal of Tourism Cities*, 2(1), pp. 77-93.
- Rigall-i-Torrent, R., Fluvià, M. (2011). Managing tourism products and destinations embedding public good components: a hedonic approach. *Tour. Manage.* 32, pp. 244–255.
- Rittichainuwat, B., Qu, H., & Leong, J. (2003). The collective impacts of a bundle of travel determinants on repeat visitation. *Journal of Hospitality and Tourism Research*, 27(1), pp. 217–236.
- Ryu, K., & Han, H. (2011). New or repeat customers: How does physical environment influence their restaurant experience? *International Journal of Hospitality Management*, 30(3), pp. 599–611.
- Ryu K, Lee H, and Gon Kim W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), pp. 200–223.
- Rice, W. R. (1989). Analyzing tables of statistical tests. *Evolution*, 43(1), pp. 223-225.
- Shinde, K. A. (2010). Entrepreneurship and indigenous entrepreneurs in religious tourism in India. *International Journal of Tourism Research*, 12, pp. 523–535.
- Singh, S. P., & Narang, S. S. (2004). Guru Granth Sahib: Repository of universal truths, India perspectives Retrieved August 2, 2007, from <http://mea.gov.in/indiaperspective/2004/122004.pdf>
- Sekaran, U. (1992). *Research Methods for Business: A Skills Building Approach*. New York: Wiley.
- Samina, K., Mehmood, K. K., & Waliullah. (2007). Role of tourism in economic growth: Empirical evidence from Pakistan economy. *The Pakistan Development Review*, 46, pp. 985–995.

- Saló, A., Garriga, A., Rigall-i-Torrent, R., Vila, M., Fluvilà, M. (2014). Do implicit prices for hotels and second homes show differences in tourists' valuation for public attributes for each type of accommodation facility? *International Journal of Hospitality Management*, 36, pp. 120–129.
- Su L, Swanson SR, and Chen X. (2016). The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists: the mediating role of relationship quality. *Tourism Management*, 52, pp. 82–95.
- Sönmez, S. F., & Graefe, A. R. (1998). Influence of terrorism risk on foreign tourism decisions. *Annals of Tourism Research*, 25(1), pp. 112–144.
- 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, pp. 15-29.
- Su *et al.*, (2017). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 41(2), pp. 180– 210.
- Swart, K., (2017). The 2014 FIFA World Cup™: Tourists' satisfaction levels and likelihood of repeat visitation to Rio de Janeiro. *Journal of Destination Marketing & Management*.
- Smith, C.K. (2006). Development of prototype guidelines for risk management against terror attack in the tourism industry: A delphi study. (Doctoral dissertation). Retrieved 01.04. 13 from: ProQuest Dissertations and Theses. (Accession Order No. 3270816).
- Singh Tatla, D. (1999). *The Sikh Diaspora*. London: Routledge, <https://doi.org/10.4324/9780203982600>
- S. H. A. Kazmi, H. Zeng and M. M. Abid. (2016a). "Effects of Hedonism and Utilitarianism in Advertising in E-Business Equity". *8th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)*, Hangzhou, 2016, pp. 582-585. doi: 10.1109/IHMSC.2016.232
- S. H. A. Kazmi, L. C. Hai and M. M. Abid. (2016b). "Online Purchase Intentions in E-Commerce". *8th International Conference on Intelligent Human-Machine Systems and Cybernetics (IHMSC)*, Hangzhou, 2016, pp. 570-573. doi: 10.1109/IHMSC.2016.193
- Tosun, C., Temizkan, S.P., Timothy, D.J., & Fyall, A. (2007). Tourist shopping experiences and satisfaction. *International Journal of Tourism Research*, 9(2), pp. 87–102.
- Timothy, Dallen, J, and Daniel M. Olsen. (2006). *Tourism, Religion and Spiritual Journeys*. Abingdon, Oxon: Routledge.
- The Telegraph. (2019). *Is Pakistan finally about to become tourism's next big thing?* Available at: <https://www.telegraph.co.uk/travel/destinations/asia/pakistan/articles/pakistan-tourism-visa-growth/> (Accessed: 8 April 2019).
- Truong, T.-H., & Foster, D. (2006). Using HOLSAT to evaluate tourist satisfaction at destinations: the case of Australia holidaymakers in Vietnam. *Tourism Management*, 27(5), pp. 842–855.
- Tucci, L.A. and Talaga, J.A. (2000). Determinants of consumer perceptions of service quality in restaurants. *Journal of Food Products Marketing*, 6(2), pp. 3-13.
- Horng, J.S., Tsai, C.Y., Yang, T.C., Liu, C.H. and Hu, D.C. (2016). Exploring the relationship between proactive personalities, work environment and employee creativity among tourism and hospitality employees. *International Journal of Hospitality Management*, 54(1), pp. 25-34.
- Um, S., Chon, K., & Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), pp. 1141-1158.
- Vukonic, B. (2015). Religion, tourism and economics: A convenient symbiosis. *Tourism Recreation Research*, 27(2), pp. 59–64.

- Wannell, B., & Hasan, S. K. (2008). Historical forts in Pakistan. *Journal of the Royal Asiatic Society*, 18(4), pp. 534–537.
- Weidenfeld A, Ron A. (2008). Religious needs in the tourism industry. *Anatolia: International Journal of Tourism and Hospitality Research*, 19(2), pp. 18–22.
- Worldatlas. (2018). Countries with the largest Sikh populations. Available at: <https://www.worldatlas.com/articles/countries-with-the-largest-sikh-populations.html> (Accessed: 23 March 2019).
- Woodside, A., & MacDonald, R. (1994). General system framework of customer choice processes of tourism services. In R. Gasser & K. Weiermair (Eds.), *Spoilt for choice. Decision-making processes and preference change of tourist: Inter temporal and inter country perspective* (pp. 30-59). Thaur, Germany: Kultur Verlag.
- Wang, Y. (2005). An Exploratory Study of Travel Constructs in Mature Tourism. PhD Thesis, Clemson University, South Carolina. United States.
- Wu, C.M.E. (2003). An Exploratory Study of Taiwanese Seniors' Travel Motivations and Travel Behavior. PhD Thesis, Kansas State University, United States.
- Walters, G., Wallin, A., and Hartley, N. (2018). The threat of terrorism and tourist choice behavior. *Journal of Travel Research. Advance online publication.* doi: 10.1177/0047287518755503
- Wen, C.-H., Lan, L.W. and Cheng, H.-L. (2005). Structural equation modelling to determine passenger loyalty toward intercity bus services. *Journal of the Transportation Research Board*, 1927, pp. 249-255.
- Yeoman, I. (2009). *Tomorrow's tourist: Scenarios & trends*. London: Routledge.
- Yadav, S., Bandyopadhyay, R., Rasul, G. and Rawal, A. (2010). Exploring the relationship between socio-cultural factors and tourist satisfaction: a study of Lotus Temple, New Delhi, India. *Worldwide Hospitality and Tourism Themes*, 2(5), pp. 554-558.
- Tribune E. (2019). Indian Team Invited to Finalize Kartarpur Deal. Available at: <https://tribune.com.pk/story/1893442/1-kartarpurcorridor-pakistan-invites-indian-delegation-finalise-agreement/> (Accessed: 21 January 2019).
- Yuksel, Atila. (2001). Managing Customer Satisfaction and Retention: A Case of Tourist Destinations, Turkey. *Journal of Vacation Marketing*, 7(2), pp. 153-68.
- Yoon, Y., and Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26, pp. 45–56.
- Yüksel, A. and Yüksel, F. (2002). Market segmentation based on tourists' dining preferences. *Journal of Hospitality & Tourism Research*, 26(4), pp. 315-331.
- Zabkar, V., Brencic, M.M., and Dmitrovic, T. (2010). Modelling perceived quality, visitor satisfaction and behavioral intentions at the destination level. *Tourism Management*, 31(4), pp. 537–546.