
Impact of Destination Service Quality on Revisit Intention in Tourism

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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

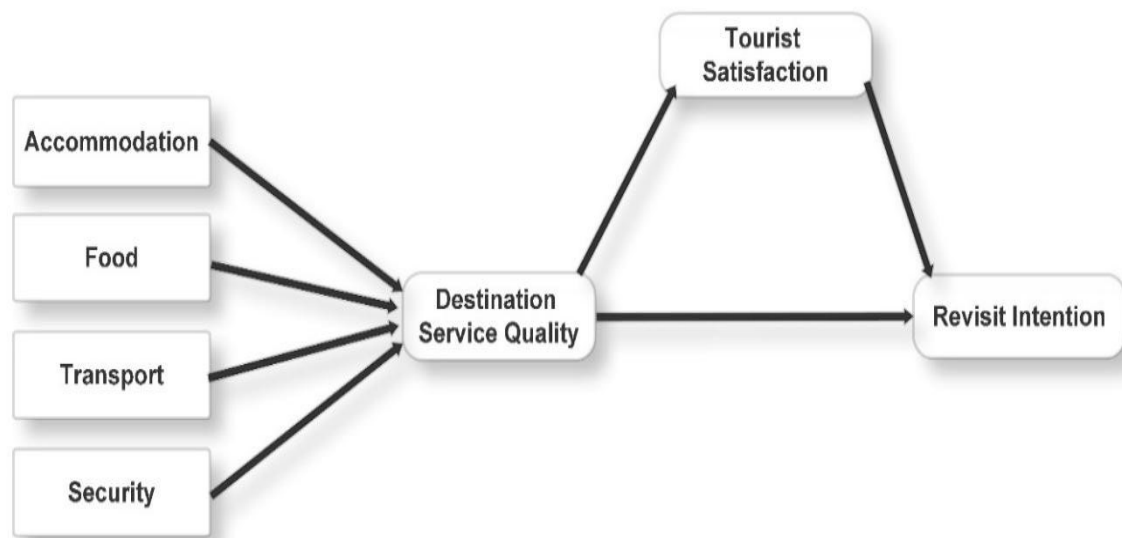
H3: The impact of Quality Services of Transport on Destination Service Quality

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%.

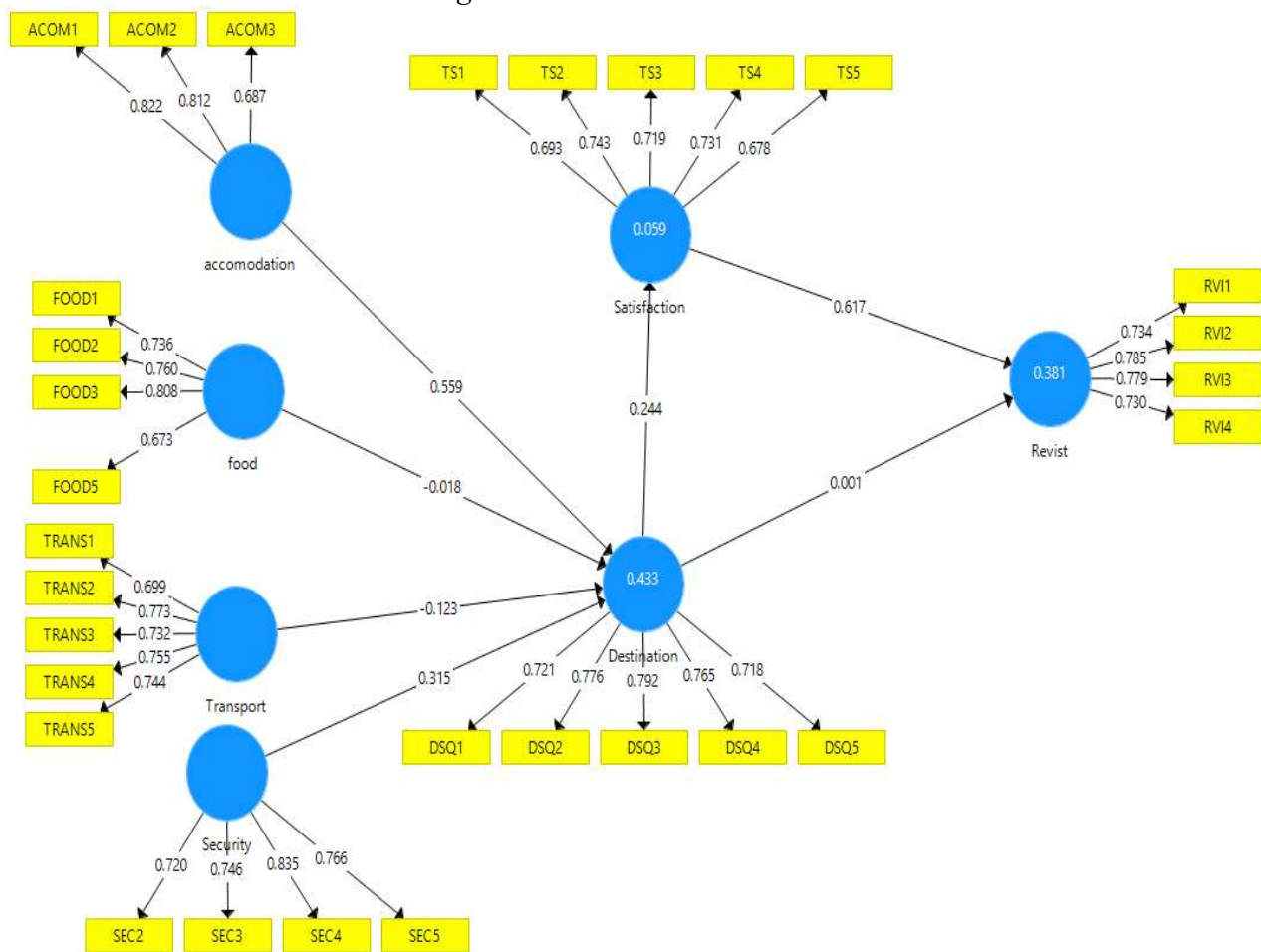
Food Service Quality-Destination Service Quality: The hypothesis of the study that is “There is positive relationship in between Destination service quality and Revisit Intention” has been rejected based on (P=-0.018, T=0.022 and B=-403). So, it can be said that, there is no relationship in between Food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

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