Destination Satisfaction as a Mediator between Antecedents and Revisit Plans of Tourists

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Abstract: Tourism industry plays an eminent role in the development of a country and is correlated with the economic growth of the economy. This research modelled the factors influencing tourists' behavioural intentions tourism in Pakistan. Factors affecting the intentions of the tourists to visit a particular destination have been identified in this research. Primary data has been collected through questionnaires from respondents of various nationalities. Smart PLS has been used to apply SEM "Structural Equation Modelling approach" for hypothesis testing. The findings supported that destination satisfaction and destination attachment play an imperative role in the intentions of tourists to visit a location. More attached the visitors were with the destination, better the image they had of the destination, the satisfied they were with the destination and would therefore plan to visit it more often. The derivations from the analysis can play a pivot role in developing the policies and appropriate measures to enhance tourism industry in different countries. Attachment of the tourists and their image of the destination assumed a prominent role in their anticipation to visit Pakistan.
Keywords: *Destination Marketing, Tourism Marketing, destination Attachment, Destination Image, Destination Satisfaction.*

Introduction

With the advent of the current competitive age, companies continue to introduce advanced techniques to differentiate with their competitors and market themselves for the consumers. Also, many tourist destinations adopt and implement various marketing strategies which have been successfully executed by popular brands (Morgan, Pritchard & Pride, 2002; Pike & Ryan 2004, Usakli and Baloglu, 2010). The objective envisioned by destination marketers is the encouragement of people to visit and convince previous visitors to come revisit (Tan and Wu, 2016).

Such ideals result in aggressive competition between numerous cities, countries and regions to draw customers through employing several methods to encourage them to take a trip to the marketers' desired region (Rehmet and Dinnie, 2013). However, it can be said that various factors affect the tourist's interest in a particular destination, which may largely include viewing a particular place as a brand with an image, play an integral role in attracting the visitors. The build-up of a destination's reputation is formulated over time which may either be positive or negative.

As a result, it may prove quite difficult for destination marketers to alter a negative perception that may have been formed by the tourists (Asseraf and Shoham, 2016). Familiarity too, has a dominant part in shaping the visitor's choice of a location (Tan & Wu, 2016). Within this research paper, numerous factors resulting in the tourists' attraction to a specific destination would be studied.

Travelling has always considered as a chief leisurely activity among individuals. Among its various benefits, many regions were discovered as a result of travelling where civilizations and the development of the modern world could only be achieved through the traveller's efforts. However, tourism seemed to be a prominent industry in the 20th century (Ayres, 2000). Ideas such as brand personality, familiarity and image have been widely used to market services and products, yet the effect of these variables on destinations is a comparatively unique area, particularly the developing countries. Recognising tourism as an industry, along with better competition between destinations led to the marketing strategies implementation within tourism industry (Matejka (1973); Pike and Ryan, 2004; Blain, Levy & Ritchie), 2005was some of the initial researchers in the area and purposed to study the intentions of visitors and destinations as brands.

Spain and Australia were one of the first nations to employ marketing strategies to attract tourists to their countries .The idea of tourism marketing is a concept that has yet to face growth specifically within developing countries, due to which, there is scarce literature to provide assistance to marketers in developing nations (Baker, 2007). If managed properly, tourism can become one of the most revenue generating industry for Pakistan. Tourism plays an integral part in contributing to the economic growth of Pakistan, which highlights the growth of the tourism industry and Pakistan's prosperity share a direct relationship, where the growth of one will result in benefit for the other. Today's highly developed and globally competitive market emphasizes destination marketing as a main factor for sustainability and growth in promoting tourism (Tan and Wu, 2016).

The unfortunate 9/11 attacks resulted in Pakistan facing backlash and being termed as a country holding an extremist mind set towards foreigners, which was then deemed unsafe for tourists. The situation improved as military operations were conducted to destroy militant power. The Corona Virus pandemic, however, has hit tourism industry the most world over. Need has arisen more than ever to develop ways to promote tourism and try to bring it to a major contributing factor in the GDP of Pakistan. Thus, the drive behind this research is to study the factors affecting the tourist's intention to visit Pakistan. This study fills the gap by providing insights into how tourism choices of people has evolved in developing countries like Pakistan (Abdullah et al., 2021). This research recognizes that the developing countries have unique economic and social constraints and tourists have their own perceptions of different places. Different researchers have taken various factors into account but little work has been done on the mediating role of destination satisfaction (Veasna et al., 2013; Nasir et al., 2020) generally and its importance in the tourism industry in developing countries.

This research serves the purpose of providing practical implications for the tourism industry. Firstly, its objective is to analyse the relationship between visit/revisit intention and its factors including destination image, familiarity, personality, trust and attachment. Secondly, the difference in viewpoints of non-visitors and visitors has been examined. Thirdly, the mediating effect of destination satisfaction between these antecedents and revisit intention has been studied. Moreover, in case of developing countries, the destination marketers can use the analysis and apply the findings to countries having a similar image as Pakistan.

Branding and relating ideas for instance, brand attachment, personality and loyalty are widely discussed in prior researches. Brand has developed from a simple component to a highly complex

one that has various scopes and functions over decades (Bastos and Levy, 2012; Camilleri, 2019). Due to this this advancement, the concept of a brand is connected not entirely to the product itself yet a lot more entities play important part for instance destinations. In 90's the previous literature marked the utilization of branding hypothesis with destinations (Pritchard and Morgan, 1998). Due to this, destination marketing researchers and research papers began gaining popularity in the late nineties. (Pike, 2005).

"Destination branding" markets a specific region or location as a product of tourism (Grangsjo, 2003; An, Choi and Lee, 2021). It promotes a destination's traditions and way of life (Pereira and Mykleton, 2012). Morrison and Anderson (2002) depicted it as an approach to characterize the unique personality of a tourist destination which aided in differentiating it from other destinations, while building in the creation of a positive relationship with the destination (Hanna and Rowley, 2011; Eusébio and Vieira, 2013).

Individuals who didn't visit a specific destination often formulate a picture in their minds of that dream destination place. Media Influencers, word-of-mouth, and publicizing play a major role in building up a particular image of the brand, which is naturally different to other competitive destinations (Pereira and Mykleton, 2012; Jeuring and Haartsen, 2017). A few factors which influence the destination image and expectations vary from vacationer to visitor, incorporating motivation behind visit, travel experience, culture, psycho-graphic and demographic attributes (Mansour and Mumuni, 2019). In this research, the aim is to evaluate the experiences of travellers when they visit a particular destination. Experiences incorporate destination personality, destination trust, destination image, destination familiarity and destination satisfaction.

Visit and revisit Intent

"Travel intention can be a link to the purchase intention in the process of purchase behavior" (Albarq, 2014; Iménez-Castillo and Sánchez-Fernández, 2019). A few analysts have characterized travel expectation where for the most part it is demarcated as the eagerness of a traveler to visit a specific destination (Galati et al., 2021; Ahn et al., 2013). If there should arise an occurrence of return, there is a likelihood of the vacationer visiting the destination once more (Han and Kim 2010).

Younger individuals have stronger aims to visit or make a trip to various destinations (Verma and Chandra, 2018; Young and Farber, 2019; Wu and Wang, 2005). The traveller's choice to travel influences the rate of the travel industry (Yang et al., 2013; Kim et al., 2020). The aim to return, isn't as significant as aim to visit as many destinations as possible due to individuals wanting to seek out a variety (Kozak et al. 2000; Souiden et al., 2017; Ekinci and Hosany, 2006). In any case, researches recommend that it is more cost-effective to attract those tourists who have visited the destination before (Um et al., 2006). The behavioural intentions of the tourists are demonstrated by travel intention.

Vacation goals of the tourists have been considered in connection to various factors. Image of destination impacts the traveller's eagerness to visit (Alrawadieh et al., 2019). When utilizing three contending models (Xu et al., 2015) destination-image was found to have indirect association with aim to visit. Travel goal and commonality have been examined (Chen and Lin, 2012; Baloglu and Mangaloglu, 2001; Tan and Wu 2016, Tsai 2012). On the off chance that a vacationer feels an enthusiastic association with the tourist destination, it is probably going to influence the decision to go to that destination (Yuskel et al., 2010; Chen and Phou, 2013). Destination image influences the reasons which makes visitors to visit a location. It influences traveller's travel aims to a great extent (Prendergast and Man, 2002; Hsu, Huang and Swanson, 2010; Lin, Morais et al., 2007;

Prayag and Ryan, 2012; Jalilvand et al.2012; Souiden et al., 2017; Satyarini et al., 2017). Revisit intention of tourists are extremely influenced by destination personality (Lee et al., 2013).

Destination Image

Brand image is the arrangement of all affiliations related to the brand in the minds of customers in promotion. Brand image decides exactly how individuals perceive product services, items, behaviours, attributes and events established on their convictions and sentiments (Baloglu and Brinberg, 1997). Destination image is referred as an attitudinal concept comprising of a person's psychological portrayal of knowledge (convictions), sentiments, and universal image of a destination (Baloglu & McCleary, 1999). Destination image is the projection of a location in traveller's mind (Alhemoud and Armstrong, 1996). It is the arrangement of thought process of traveller's perception (Cai, 2002).

In the event where specific destination has never been visited by a tourist, the destination image plays a vital role in vacationer's mind for his/her choice to visit that destination (Buhalis, 2000; Nazneen, Xu and Din, 2020). Attributes of the area influence the destination's image (Tasci et al., 2007). Advancement of a positive image of the destination is related to drawing the first time visitors and then by encouraging the idea of a revisit (Ahmed, 1991). Along these lines, all things considered, destinations have an optimistic image in tourist's mind (Johnson and Thomas 1992; Marques, da Silva, and Antova, 2021). So as to assemble a positive image of destination in tourist's minds, the utmost significant affiliations should be eminent and the connections to the specific destination ought to be reinforced (Pereira et al., 2012; Kim, Kim, and Yang, 2021).

Literature suggests destination image in connection to travel aims of sightseers. It is a significant element prompting guest's liking for that destination with good image (Lin et al., 2007); it is a critical aspect if the tourist aims to revisit the location (Bigne et al., 2001; Hallmann e al., 2015; Tan and Wu, 2016). Image of the destination is associated the tourist's behavioural intentions and prospect expectations are made accordingly with, regards to that destination. Decision of visiting a specific destination is influenced by the destination impression in the visitor's mind (Phau et al., 2010). An ideal destination's observation positively affects traveller's perception with the developing intent to revisit the location (Jalilvand et al., 2012). Destination image influences the disposition of travellers towards a destination and in a rather indirect manner, influences the conduct of the sightseers (Souiden et al., 2017; VG, Park and Lee, 2021). The destination image is a predecessor of faithfulness towards the destination (Prayag and Ryan, 2012). Notwithstanding, despite what might be expected, Russian tourists staying at Greece did not specify destination image to be recognized with guest's expectation to visit once more (Stylos et al., 2016). Thus the first hypothesis to study would be

H1: Destination Image impacts the intention to visit a place significantly.

Destination Personality

In terms of definition, personality is commonly quoted as "a set of human characteristics associated with a brand" (Aaker, 1997). In context of traits describing destination refers to a destination's personality (Ekinci & Hosany, 2006; Huaman-Ramirez, Merunka and Maaninou, 2021).

The idea of destination personality is comparatively fresh if matched to destination image. Brand image and brand personality have frequently been used as synonyms (Graeff, 1997; Upshaw, 1995; Hakinson, 2004; Hosany et al., 2007). Both concepts are diverse and the core difference between them is that destination image is a tourist's idea for a specific destination and destination personality is the destination marketers' view of what they want the tourists to accept as (Souiden et al., 2017). Numerous researchers have studied the relationship of brand image with brand personality (Murphy et al., 2007; Lee, Lee & Lee 2014; Kim & Lee, 2015; Souiden et al., 2017).

Destination personality portrays the representative characteristics of a location (Hakinson, 2004; Huaman-Ramirez, Merunka and Maaninou, 2021; Souiden, 2017). Destination personality is more focused on a tourist as compared to a local. Destination personality affects travel intentions and destination satisfaction positively ((Hosany et al., 2006; Hultman et al., 2015). The visit intentions of tourists are variably impacted by Destination image and personality (Baloglu et al., 2014; Kim et al., 2018). Destination personality is a substantial factor of tourist's intention to come back to same destination and affects the revisit intention positively (Heydari, Sanayei and Ansari, 2021; Lee, Kang and Lee, 2013; Ekinci et al., 2006; Chi & Qu, 2008; Kiliç & Sop, 2012; Yang et al., 2020). Thus the second hypothesis to study would be:

H2: Destination Personality impacts the intention to visit a place significantly.

Destination Attachment

Destination attachment is the emotional connection that a guest associates with a specific location because of a visitor's knowledge, convictions, practices, activities and involvement (Milligan, 1998; Kyle et al., 2005; Halpenny, 2006). Destination attachment includes uniqueness, connection and possible reliance on that specific destination (Lopez and Sànchez, 2013; Wang et al., 2020).

Destination attachment plays a part in shaping the visitors' expectation to visit (Song et al., 2017; Cham et al., 2021). Destination attachment has an impact on the risks foreseen by the tourists and their plan to revisit a place (Sohn and Yoon, 2016; Patwardhan, et al., 2020). Emotional bond with a region shapes the way a person evaluates that destination and results in destination loyalty (Yuskel et al., 2010). At the point when people feel connected to a specific domain, they are more probable to display ecologically accountable conduct (Chen et al., 2013).

Belittling goals of vacationers incorporate eagerness to visit once more, prescribe and oppose alteration. For repetitive visit of guest's destination attachment results in destination belittling goals (Morais and Lin, 2010). Returning to a similar destination and again effects in higher attachment to destination. In addition, higher destination attachment results in increasing revisit expectation. This rises the loyalty of travellers towards the destination (Song et al., 2017).

This variable has been researched in many different aspects, for example as a mediator, as a moderator between destination satisfaction, destination image and influencing the tourists' decisions to visit a destinaton, as an originator of tourist conduct as a result of destination satisfaction (Esch et al., 2006; Veasna et al., 2013; Nasir et al., 2020; Sohn and Yoon, 2016; Kani et al, 2017; Chubchuwong and Speece, 2015). Thus the third hypothesis to study would be:

H3: Destination Attachment impacts the intention to visit a place significantly.

Destination Trust

Trust in marketing context demonstrates the certainty that one party depends on the other party (Morgan and Hunt, 1994; Su, Lian and Huang, 2020). As far as destination marketing, destination trust alludes to the confidence that guests display towards the destination to perform its promised functions (Chen and Phou, 2013; Abubakar, 2016). At the end of the day, we can say that destination trust is how much the visitors are happy to rely upon the tourism destination to satisfy the capacities as expressed.

Destination image is noteworthy in the structure of destination trust, which thus influences traveller's loyalty (Glyptou, 2021; Rahila and Jacob, 2017; Al-Ansi, and Han, 2019). It has been considered in association with destination image by numerous different analysts also (Esch et al., 2006). Higher level of destination satisfaction will lead to higher destination trust, given their experience level the guests are bound to trust the destination, (Lee and Back, 2008; Alves, Campón-Cerro and Hernández-Mogollón, 2019). Guests will in general pick the destinations they regard reliable. Destination trust counters the obvious hazard of the destination in the travellers'

mind (Han and Hyun, 2015; Williams, A.M. and Baláž, V., 2021). Destination trust is more linked to thenature of relationship between the vacationer and the destination (Kotler and Keller, 2009; Cham et al., 2021). Thus the fourth hypothesis to study would be:

H4: Destination Trust impacts the intention to visit a place significantly.

Destination Familiarity

Understanding of an object might be characterized as fimilarity with it (Seo et al., 2013) or mindfulness (Tan and Wu, 2016). Baloglu and Mangaloglu (2001) recommended that visitors have progressively pleasurable experience who know the destination. It incorporates observed nature that is past understanding and enlightening commonality, which occurs for non-visitors (Prentice, 2004; Chi, Huang and Nguyen, 2020). A few researchers accept that these two sort of ideas are different yet linked ideas (Chen and Lin, 2012; Prentice, 2004). Seeking out of curiosity is frequently named as a motivation for vacationers (Weaver et al., 2009; Kuhzad et al., 2020). Consequently, familiarity with a destination has regularly been ignored as an antecedent for traveling aims. Experiential recognition influences return to destinations positively (Tan and Wu, 2016; Tsai, 2012).

Destination commonality influences the destination image (Hu and Ritchie, 1993; Wu and Shimizu, 2020). Recognition displays an association with image and destination satisfaction (Baloglu, 2000; Tasci et al., 2021). Destination nature has a positive association with nation image. Commonality sorts traveller's bonds with the destination more grounded, supporting destination attachment (Hamitt et al., 2009; Chen et al., 2017).

Experiential commonality origins varieties in visitor conduct (Lojo, Li and Canoves, 2018). Non-guests invest more energy in gathering data. Voyagers who have just visited a specific destination appear to be increasingly relaxed when contrasted with first-time guests who will in general travel across more places in a similar time (Lojo et al., 2018). Less recognizable travellers will in general show curiosity while frequent guests will in general be more relaxed in a familiar condition (Lau and Mckercher, 2004). Anyway recognition is not just an outcome from direct involvement, it very well may be acquired through wellsprings of data too (Gursoy et al., 2011).

Destination commonality impacts traveller's movement expectations (Chen and Lin, 2012; Tsai, 2012). Informational familiarity is decidedly identified with readiness to visit a location for the first time and experiential recognition has a similar association with aim of a revisit intention (Assael, 2004; Baloglu and Mangaloglu, 2001; Tan and Wu, 2016). Thus the fifth hypothesis to study would be:

H5: Destination Familiarity impacts the intention to visit a place significantly.

Destination Satisfaction

Destination satisfaction alludes to the travellers' preference after destination visit when contrasted with the prospects from the destination (Cole and Scott, 2004; Ryan 1991). Destination satisfaction demonstrates how much the vacationer is fulfilled while visiting the destination from his/her personal experience (Ibrahim and Gill 2005; Wong et al., 2019). Destination satisfaction is a critical issue in deciding the visitor's decision to return to a destination (Chen and Tsai, 2007; Chi and Qu, 2008).

Research have been led to discover the connection among destination satisfaction and destination image (Bigne et al., 2001; Lončarić, Prodan and Bagarić, 2018), for the most part studies have observed the immediate relationship to be direct (Wang and Hsu, 2010). In some studies, a negative relationship has been also seen (Del et al., 2008). Satisfaction has been contemplated in connection with destination attachment (Esch et al., 2006), destination trust (Roodurmun and Juwaheer, 2010) and destination personality (Chen and Phou, 2013). For numerous relationships it has been

examined as a mediator (Hultman et al., 2015; Kumar, 2016; Mao and Zhang, 2012). Destination satisfaction results in re-visiting of locations (Um et al., 2006; Huang and Hsu, 2009). Destination satisfaction achieves visitor maintenance and fascination, increasing the number of travellers visiting a specific destination, which thereby increases profits (Akama and Kieti, 2003). Literature explains the effect of destination personality on destination satisfaction (Chi et al., 2018). The five other hypotheses derived are the following:

H6: Destination Satisfaction impacts the intention to visit a place significantly.

H7: Destination Satisfaction mediates the relationship of Destination image and the intention to visit a place significantly.

H8: Destination Satisfaction mediates the relationship of Destination personality and the intention to visit a place significantly.

H9: Destination Satisfaction mediates the relationship of Destination attachment and the intention to visit a place significantly.

H10: Destination Satisfaction mediates the relationship of Destination trust and the intention to visit a place significantly.

H11: Destination Satisfaction mediates the relationship of Destination familiarity and the intention to visit a place significantly.

Visit intention is influenced by destination attachment, destination familiarity and trust also acts as an important deriving factor in helping the tourists choose a visit destination. In situation of their intention regarding a repeat visit, destination satisfaction acts a significant factor for revisit intention. The evidences from researches (Chen & Tsai, 2007; Tan and Wu, 2016; Rahila and Jacob, 2017) and others have been used to present the theoretical framework (Figure 2.1).
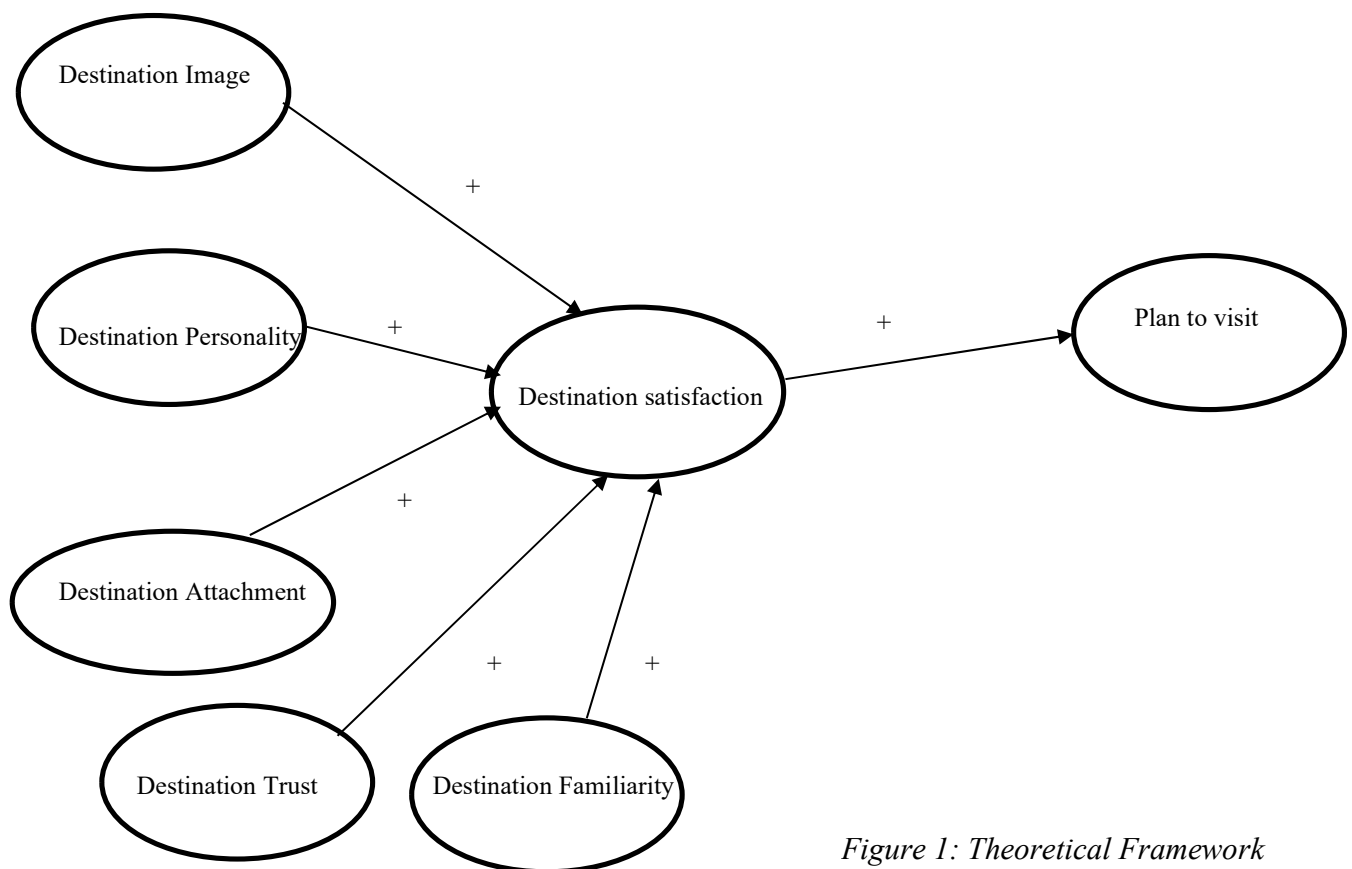

Figure 1: Theoretical Framework

Methodology

Primary data has been collected through questionnaires for this research. The respondents were people of all nationalities other than Pakistan. Convenience sampling was used to collect the data. The questionnaire used was adapted from previous research as discussed in the following table

Table1: Constructs and their Source of Adaptation

Construct Name	Adapted from
Destination Personality	*(Kumar, 2016) and (Chen and Phou, 2013)*
Destination Attachment	*Prayag and Rayan, (2012)*
Destination Image	*Chen and Phou (2013)*
Destination Trust	*Kumar (2016)*
Destination Familiarity	*Tan and Wu (2016)*
Destination Satisfaction	*Yuksel et al. (2010)*
Plan to Visit	*Tan and Wu (2016)*

Table 1: Constructs and their Source of Adaptation

Once the data was collected, Structural Equation Modeling (SEM) was used to test for the hypothesis. The structural modelling consists of the measurement model tested through the Confirmatory Factor Analysis. This was done through the use of construct reliability, Cronbach alpha and discriminant validity. The structural model was used to test the hypotheses using Path Analysis (Hoyle, 2011; Kline, 2010).

Confirmatory Factor Analysis

The two measures that prove the strength of the instrument used for data collection and the research are reliability and validity. Reliability is a consistency measure of the research instrument and the construct validity confirms that the items are able to measure what they are supposed to.

Discriminant validity measures the degree to which items of different variables differ from each other (Bagozi and Phillips. 1982). The factors should be unrelated to ensure discriminant validity.

Path Analysis

Path Analysis is used to establish the relationship between hypotheses and to verify the items being employed to measure the variables. It is a technique used to examine causal relationships.

Results and Discussion

Demographics – Respondent Profile

301 Non- Pakistani respondents were included in the sample for data collection. As shown in Table 4.1, Out of the total respondents 46.5% were males and 53.5% were females. 6% of the respondents were below 18years, 9.8% above 50years and 48.8% between 26 – 35 years. Majority respondents (76.7%) were graduates. 69.4% of the respondents had been on a minimum one yearly vacation. And 78.7% had been to Pakistan.

Gender		Education (cont.)	
Male	46.50%	College	15%
Female	53.5%	University	76.7%
Age		**Occupation**	
below 18	6%	Salaried	39.9%
18 – 25	21.3%	Business owner	15%
26 – 35	48.8%	Retired	8.6%
36 – 50	14.6%	Student	20.9%
50 above	9.3%	Other	15.6%
Education		**Income**	
High School or less	8.3%	less than 30000	20.6%
		30,000 - 59,999	23.9%

60,000 - 89,999	23.9%
90,000 - 119,999	16.9%
120,000 or more	14.6%
Frequency of Vacation	
Monthly	4%
Quarterly	5.6%
twice a year	23.3%
once a year	36.5%
Rarely	30.6%
No. of Visits to Pakistan	
Once	24.9%
more than once	53.8%
Never	21.3%

Reliability Analysis

Cronbach's Alpha is one of the most extensively used measure of reliability (Nunally, 1967). It is found individually for all variables. 0.6 is the cut-off, to include or exclude a specific item (Gliem and Gliem, 2003). As a result, if any item values fell below 0.6, those items were discarded in order to improve the variable reliability. Cronbach's Alpha values are shown in table 4.2.

Confirmatory factor analysis (CFA) is the basis of structural equation modelling (SEM). After the essential use of CFA, only those factors are selected that validate the validity of the constructs. It holds utmost importance in development and evaluation of the instruments. The items with a less than 0.6 loading were discarded. The cut-off point for average variance extracted (AVE) taken in this research was 0.40. If construct reliability is greater than 0.6 and AVE is less than 0.5 the construct validity holds (Fornell and Larcker, 1981). All constructs in this analysis hold validity as all the values fall within range (Table 4.2).

Table 3: Confirmatory Factor Analysis

Variables	Items	Cronbach's Alpha	AV E	CR	Factor Loadings
Destination Attachment	4	0.9151	0.7752	0.9323	0.904, 0.885, 0.825, 0.905
Destination Familiarity	10	0.9071	0.5485	0.9228	0.791, 0.671, 0.770, 0.813, 0.8805, 0.732, 0.831, 0.771, 0.707
Destination Image	5	0.8844	0.6840	0.9152	0.83, 0.762, 0.872, 0.860, 0.832
Destination Personality	19	0.9601	0.5840	0.9637	0.846, 0.816, 0.627, 0.772, 0.759, 0.751, 0.775, 0.709, 0.708, 0.794, 0.706, 0.721, 0.700, 0.790, 0.822, 0.799, 0.801, 0.785, 0.805.
Destination Satisfaction	3	0.9811	0.9635	0.9875	0.978, 0.985, 0.981
Destination Trust	6	0.9331	0.7486	0.9470	0.850, 0.861, 0.886, 0.863, 0.863, 0.869
Future Intention To Visit	3	0.9291	0.8760	0.9549	0.930, 0.960, 0.918

Discriminant Validity

Low correlation to moderate correlation between construct is necessary for discriminant validity to hold (Zhang et al., 2007). Table 4.3 depicts the Heterotrait-Monotriat Ratio (HTMT) of each construct with another. Since all the values are below 1, it is concluded that all constructs are unique and discriminant validity holds for all of them.

Table 4 : Heterotrait-Monotrait Ratio (HtMt Ratio)

Variable	DA	DF	DI	DP	DS	DT	FVI

DA						
DF	0.7286					
DI	0.6981	0.7701				
DP	0.5674	0.6663	0.8264			
DS	0.5412	0.3733	0.4855	0.4034		
DT	0.7563	0.8014	0.8718	0.6790	0.4001	
FVI	0.8418	0.5939	0.6515	0.5372	0.5744	0.6100

The correlation coefficient (R) falls between the following range (-1 to 1). The correlations among variables are given in Table 4.4. No negative correlation is observed in data. Attachment has the highest positive correlation with tourist's visit intention. Destination attachment and image show positive correlations with all variables excluding Destination satisfaction. Destination personality is positively correlated with destination image. Destination familiarity also shows a positive relationship with all variables other than destination satisfaction.

Table 5: Correlations between Variables

	DS	FI	DA	DI	DT	DF	DP
DS	1	.548**	.510**	.452**	.382**	.365**	.378**
FI	.548**	1	.775**	.587**	.567**	.547**	.495**
DA	.510**	.775**	1	.622**	.693**	.650**	.527**
DI	.452**	.587**	.622**	1	.790**	.707**	.739**
DT	.382**	.567**	.693**	.790**	1	.787**	.624**
DF	.365**	.547**	.650**	.707**	.787**	1	.696**
DP	.378**	.495**	.527**	.739**	.624**	.696**	1

Path Analysis

Regression estimation was done during path analysis to test the hypothesized relationships as given in the previous section of this paper. The results (Table 4.5) suggest, Destination Image and tourist's intention to visit Pakistan in the future to be statistically significantly related to each other (p-value<0.05, H1 accepted). In addition, the mediation of destination satisfaction is also found to hold (p-value< 0.05, H6 accepted). Due to the destinations positive image, tourists would be more satisfied and therefore the probability of revisiting the place in the future would go up.

Results also show a significant relationship between destination attachment and the tourists plan to revisit (p-value<0.05, H2 accepted). Analysis also suggests a strong mediation effect of destination satisfaction between destination attachment and plan to revisit (p-value<0.05, H8 accepted). It can be concluded that higher destination attachment results in a higher probability of the tourist's intent to re-visit because of destination satisfaction. The relationship between attachment to the destination and tourist intention to re-visit is validated because attachment forms and shapes the tourists behaviour (Morais and Lin, 2010; Kim et al., 2017; Song et.al, 2017). Destination attachment enhances the tourist's satisfaction leading to revisit plans.

Destination satisfaction plays a significant positive role in shaping the tourist's plan to revisit a destination. Both Destination image and attachment have found to have a positive relationship

with destination satisfaction which further helps in shaping re-visit plans of the tourists (Lee et al., 2005; Chen & Tsai, 2007; Chi and Qu, 2008; Wang and Hsu, 2010).

Table 6: Path Coefficients

Hypothesis	Tested Relationships	Beta	P-Values	Result
H_1	Destination Image -> Intention To Re-Visit	0.131	0.020	Accepted
H_2	Destination Attachment -> Intention To Re-Visit	0.238	0.000	Accepted
H_6	Destination Satisfaction -> Intention To Re-Visit	0.549	0.000	Accepted
H_7	Destination Image -> Destination Satisfaction	0.239	0.016	Accepted
H_9	Destination Attachment -> Destination Satisfaction	0.433	0.000	Accepted

Discussion and Managerial Implications

Pakistan has an enormous potential in tourism industry. When overseen appropriately, it may very well turn out to be one of the most resourceful enterprises for Pakistan. Tourism has an integral role in the overall development of Pakistan and it suggests that upgrading the tourism industry will affect economic development of Pakistan emphatically.

This exceptionally competitive world , destination marketing has been currently viewed as a central point adding to the development of tourism destinations. Altogether, for tourism industry to become profitable, improved marketingstrategies should be implememted in order to promote Pakistan as a location worth visiting, which will have a positive effect on the economy of Pakistan.

In light of the findings of this study, with regards to Pakistan it can be deduced that it is not the impact of destination trust, familiarity or trust on the destination however it is about tourists' experience, their image of the destination and their attachment with it which results in tourist fulfillment and tourists' connection to Pakistan. As identified by literature this research focused on testing the relationship between a tourists plan to visit a destination and its antecedents consisting of destination image, destionation personality, destination attachment, destination trust, destination familiarity. It emphasized on the medaiting role of destinatioon satisfaction between the antecedents and the plan to visit. Destination image (Souiden et al., 2017; Prayag and Ryan, 2012; Satyarini, Rahmanita and Setarnawat, 2017) and destination attachment (Song, Kim and Yim, 2017; Sohn and Yoon, 2016; Yuskel et al., 2010; Chen et al., 2013) were found to be of significance on a tourist plan to visit (Kim et al., 2020). Destination satisfaction was also found to be a significat mediator in the above stated relationships (Lončarić, Prodan and Bagarić, 2018; Wang and Hsu, 2010). Therefore, Pakistan must place more emphasis in providing an unforgettable experience to the tourists with the aim that repeat visitations can be guaranteed. Besides, destination attachment and image should be focused on. Overseas Pakistanis should be encouraged to visit Pakistan and re-visitations ensured.

As discussed initially, currently, tourism industry is putting an effort towards improving its standards by marketing themselves allover the world. It is clear from the strtegi results that the industry should work around brand image, attachemnet and brand satisfaction, which would ensure repeat visitations. Industry should reconsider their goals regarding brand attachment and brand satisfaction.

A very fitting case is of the worthy Kartarpur corridor, on November 28, 2018. It emphisizes on the significance of this destination for the Sikh Yatris. Sikhs, as a communiy have religious

links with Pakistan and this coridoor shows their destination attachment, due to it being a place of spiritual tourism .Kartarpur is an important initial step in the perception of this destination attachment and there is a need for more policies to achieve more milestones . Also, steps need to be taken to improve the tourists experience of visiting Pakistan. Improved experience would encourage re-visitations because good experience leads to loyalty, which enhances brand recommendations (Sahin. et al., 2011; Haq and Medhekar, 2019).

Conclusion and Future Research Implications

This study has provided us with valuable insights to a maturing business in Pakistan i.e., the tourism industry. Especially since tourism industry is now reopening after the COVID-19 lockdowns, this research would help identify the factors to be concentrated on to help promote this industry. The outcomes demonstrated that attachment of the tourists and their image of the destination assumed a prominent role in their anticipation to visit Pakistan. Also, destination satisfaction was found to play a significant mediating role in this relationship. Higher attached the visitors were with the destination of better the image they had of the destination, the satisfied they were with the destination and would so plan to visit it often. Thus, to promote tourism, a positive image of Pakistan should be promoted. For future research in the area, other factors specific to the area could be identified and included in the model.

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