THE FACTORS INFLUENCING TRAVEL BEHAVIOURAL INTENTION OF INTERNATIONAL TOURISTS TO SAUDI ARABIA

Nadin Almadani

Submitted in partial fulfilment of the requirements of the degree of

Doctor of Business Administration

Victoria University Business School

**Victoria University**

Melbourne, Australia

2021

DECLARATION

I, Nadin Almadani, declare that the DBA thesis entitled "The factors influencing travel behavioural intention of international tourists to Saudi Arabia" is no more than 65,000 words including quotes and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work. I have conducted my research in alignment with the Australian Code for the Responsible Conduct of Research and Victoria University's Higher Degree by Research Policy and Procedures.

Signature   Date
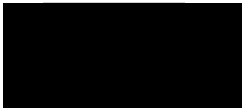
31 / 5 / 2021

ABSTRACT

For various social, political and economic reasons, Saudi Arabia originally devoted little attention to conventional international tourism. However, the tourism industry has recently experienced remarkable growth after the development of specific, clear policies and an institutional structure. Saudi Arabia is now seeking to increase its competitiveness and capacity to attract foreign tourists. The present research intends to identify the critical factors affecting the experience of tourists, with a focus on Saudi Arabia's recent initiatives to expand its tourism industry.

Tourist behaviour is crucial in tourism marketing since it helps businesses to understand the demands of potential tourists. Consequently, marketers can employ appropriate marketing strategies to boost tourist demands in the highly competitive tourism industry. There is a paucity of research which has drawn attention to the link between travel motivation, perceived value of online reviews of a destination, experience quality and behavioural intention. This research aims to cover this gap by exploring the impact of perceived value of online reviews of a destination, travel motivation, and experience quality on behavioural intention of international tourists to Saudi Arabia.

This research provides a framework for examining tourists' behavioural intention and the results could assist in designing marketing strategies that are flexible and easily applicable to destination branding. After reviewing the current literature and theories as a basis for designing a framework, building on the Tourism Consumption Systems and Reasoned Action Theories, this study develops a holistic model to investigate the effect of travel motivation, perceived value of online reviews, and experience quality on behavioural intention. The model is empirically tested in response to Saudi Arabia's recent initiatives to expand its tourist industry.

This study adopted a mixed-methods approach that includes quantitative and qualitative methods. The complementarity approach was used for this research that incorporates a secondary method in which the results obtained using the first method are validated, interpreted or supported. The research comprises two data collection phases. The survey questionnaire was administered in the first phase in two cities, Riyadh and Jeddah, where international tourists visiting Saudi Arabia were recruited as a sample. This phase aimed to test the conceptual model. The two-stage Structural Equation Modelling (SEM) approach has been implemented. The first phase involved evaluating the measurement

elements for each construct by exploratory and confirmatory factor analysis. Subsequently, the structural model was then examined to validate the study's hypotheses.

The qualitative phase involved retrieving online reviews from TripAdvisor. An analysis of the data was conducted using a netnographic research method with the aim of validating the quantitative results. The research has studied two key components of online reviews. The first is the number of helpful votes received by reviews to examine how tourists perceive the value of reviews, while review content has been analysed to determine tourist motivation and quality of their experience.

The quantitative study provided evidence that travel motivation and quality of the experience directly influence behavioural intention. It also demonstrated that the perceived value of online reviews exerts an indirect impact on behavioural intention via push motivation and experience quality. As well, the study indicated that Saudi Arabia's culture and scenery are the main factors that attract tourists to visit the country. Furthermore, the study found tourists were driven by the desire to interact with each other, learn new knowledge or escape and relax and that joyful travel included experiencing places hedonically or simply as something new.

This research provides firstly empirical evidence that the perceived value of online reviews of a destination, travel motivation, and experience quality all affect the development of tourists' behavioural intention. Therefore, future research, particularly in the field of tourism, should incorporate the perceived importance of online reviews of destination factors in determining behavioural intention, along with other variables. Secondly, the study's use of netnography for validating the results of the questionnaire is an important theoretical contribution.

Furthermore, this study provides insights on the characteristics of the Saudi Arabia tourism industry which can help develop practical tourism programs. It also makes suggestions and recommendations for practitioners and policy makers to enable them to continue improving Saudi Arabia's tourism sector.

ACKNOWLEDGMENTS

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF APPENDICES

ACRONYM

ANOVA One-way analysis of variance

CFA   Confirmatory Factor Analysis

CFI   Comparative Fit Index

CR   Construct reliability

EFA   Exploratory Factor Analysis

eWOM   Electronic word of mouth

GFI   Goodness Fit Indices

KMO   Kaiser-Meyer-Olkin

RMSEA Root Mean Square Error of Approximation

SEM Structural Equation Modelling

SPSS Statistical Package for the Social Sciences

SRMR Standardised Root Mean Square Residual

TCS Tourism consumption system

TPB   Theory of Planned Behaviour

UNWTO World Tourism Organisation

WOM Word of Mouth

WTTC   World Travel & Tourism Council

CHAPTER 1 INTRODUCTION

1.1. Introduction

With growing globalisation, people are increasingly travelling beyond their usual environment for relaxation, business or other reasons. The World Tourism Organisation (UNWTO) estimated that there were 1.5 billion international tourist arrivals worldwide in 2019, and the tourism sector has directly and indirectly generated 300 million jobs globally (WTTC, 2019). As a result of the rise in the number of tourists travelling around the world, individual income levels in popular tourist destination countries have increased. Tourism has become a crucial factor in the economic development of many countries, resulting in increasing levels of competition to attract foreign tourists, and destinations have sought to exploit tourism's positive economic consequences through promotion and marketing. Given the competition in the tourism industry, destinations must differentiate themselves from their rivals, and methods to increase competitiveness and attract more international tourists have therefore become a major challenge for academics and industry practitioners. Understanding customer demand and perspectives allows destinations to acquire a competitive edge.

Research has shown that a tourist's experience can be characterised according to their decisions, behaviours, needs and experiences (Suhartanto et al. 2020). This is a set of interrelated factors at different time points, starting before the trip and extending until after the return home. The factors at any one point cannot be evaluated independently of the contextual appraisal of individual behaviour, which should be reflectively evaluated as a whole (Kirillova et al. 2020). Considering travel behaviour as a consumption system makes it possible to better understand the multiple decisions and actions that unfold within the process of travel (De Vos & Witlox 2017). This study therefore seeks to develop a holistic model in which travel motivation and the perceived value of online reviews of destinations are evaluated as variables that affect tourists prior to their visit and in which the quality of tourists' experiences influences them during their travel and in choosing to visit again or recommend the destination to others afterwards. This chapter provides an outline of the thesis, including the research background and problems, and

then discusses the research aims, objectives and questions, and contribution and significance of the research. The last section outlines the subsequent thesis chapters.

1.2. Background

Tourism has become a crucial factor in the economic development of Saudi Arabia, which is now seeking to increase its competitiveness and capacity to attract foreign tourists. The 2030 Vision Plan (2030 Roya), launched by Crown Prince Mohammad bin Salman in 2016, outlined Saudi Arabia's blueprint to pivot the country towards economic liberalism and away from relying solely on oil by developing other sectors including education, recreation, infrastructure, health and, crucially, tourism. Three main goals sustain this vision: first, to ensure that Saudi Arabia elevates its status to become the 'heart of the Arab and Islamic worlds'; second, to transform the country into a dominant global investment powerhouse; and third, to convert the country's location into a hub connecting Asia, Europe and Africa. The 2030 Vision Plan is a three-stage blueprint featuring specific goals for each of its three five-year stages.

The National Transformation Program 2020 was launched as the first phase and aimed to build the institutional capabilities and capacity to achieve the vision. It assigned strategic goals, key performance targets and benchmarks to 24 government bodies involved in the strategic objectives of Vision 2030, and it encompasses 543 initiatives, 178 strategic objectives and 376 key performance indicators. The Vision 2030 initiative shifted tourism development in Saudi Arabia, and the development of 'the Tourism and National Heritage Sectors' was defined as a primary concern. The plan lays out a raft of legislative reforms and institutional capacity-building initiatives, as well as a complete overhaul of existing infrastructure. The chief aim is to promote Saudi Arabia as a tourist destination, regionally and globally, by increasing the capacity to provide goods and services to make it a preferred tourist destination.

This reform process is expected to embrace a variety of key initiatives, each with the potential to trigger social and economic changes. For example, in the area of legislative reform, changes to the visa-issuing system have been implemented since September 2019, including electronic visas or 'e-visas' that allow foreign visitors to enter Saudi Arabia easily and to visit the country multiple times each year and stay for 90 days on each visit. This has attracted more international visitors; previously, Saudi Arabia's visa regime had

only covered permanent staff, their eligible dependents, international business travellers and Muslim pilgrims who could obtain a special pilgrimage visa (Abuhjeeleh 2019).

These plans and initiatives will inevitably redefine the country's social, economic and strategic position in the region (Basendwah & Rahman 2021). As there is strong competition, Saudi Arabia needs to understand tourists' perceptions in order to develop effective branding and marketing strategies to compete with other nations. This research will therefore investigate effective marketing tools to promote Saudi Arabia as a unique tourism brand. In this context, the present research intends to identify the critical factors affecting tourists' behavioural intention, with a focus on Saudi Arabia's recent initiatives to expand its tourist industry.

For various social, political and economic reasons, Saudi Arabia originally devoted little attention to conventional international tourism. Previous researchers have evaluated and ranked Saudi Arabia's destination competitiveness using the Travel and Tourism Competitive Index (TTCI), on which Saudi Arabia ranked lowest in attracting tourists among the countries sampled (Balan, Balaure & Veghes 2009; Mazanec & Ring 2011). The TTCI measures the policies and factors that make various countries attractive to the tourism sector (Gooroochurn & Sugiyarto 2005). For example,Balan et al. (2009) found that in 2009 Saudi Arabia had the lowest TTCI score among theworld's top 25 tourist destinations. Likewise, Mazanec and Ring (2011), whose study included 130 countries, found that Saudi Arabia ranked 60th in popularity among touristdestinations worldwide. However, according to Crotti and Misrahi (2015a), Saudi Arabia had improved its destination competitiveness by 2013 when it scored relatively higher on the price-competitiveness and the environment indices, although not on the openness index (Crotti & Misrahi 2015b). Meanwhile, the tourism industry has recently experienced remarkable growth after the formation of specific, clear policies and an institutional structure (Khan, SI 2020). Saudi Arabia is continuing to pursue substantial investment and development in its tourism sector which has become a strong driver for increased air travel and tourist facilities (Alsumairi & Tsui 2017; Esmail 2018; Nurunnabi2017). The Saudi Ministry of Tourism was also established as a national body to developthe Saudi tourism industry, and there have been international conferences and discussionforums regarding tourism and its future (Alsumairi & Tsui 2018). The Saudi Ministry ofTourism (2019) announced that certain social restrictions have been loosened, includingabolishing the requirement that couples need to be married in order to share hotel rooms.

It is also not compulsory for foreign women to wear long robes (Abaya) in public, and women can rent hotel rooms without the authorisation of a male relative (Masood 2021).

A long-term master plan for tourism has been formulated and is currently being implemented, with the goal of attracting more international tourists (Daye 2019). The Saudi government has also recently developed other projects for its tourism-related sectors, including expansion of not only its major religious sites, but also other facilities such as airports and transportation to serve religious, business and leisure activities (Aina et al. 2019; Mahmood & Alkahtani 2018). Likewise, contracts for new international airports will increase the existing capacity to accommodate 80,000 travellers at the same time and 100 million travellers per year (Chaouk, Pagliari & Miyoshi 2019). Consequently, tourism has emerged as a key sector to contribute to the economic vitality of Saudi Arabia, as it does in many other countries and trading blocs worldwide (Hilal 2020; Mashreef 2020).

Saudi Arabia's religious attractions provide the country with a distinctive status as an Islamic tourist destination. The country is the unique destination for the Hajj and Umrah for Muslims worldwide, and religious tourism reflects tourists' religious obligations and desire to meet their own spiritual needs (Wu, CH-J & Mursid 2019). Religious tourism is currently the most important segment of Saudi Arabia's international inbound tourism (Bokhari 2021; Kim, B, Kim & King 2020) because the country is considered the birthplace of the Islamic religion and is the guardian of its two most holy mosques in Mecca and Medina (Luz 2020). Saudi Arabia has significant symbolic importance for all Muslims, resulting in millions of Islamic tourists travelling to it every year as part of an important religious experience. Attending the events of the annual Hajj pilgrimage is obligatory once in each person's lifetime (Dunne et al. 2020).

Another major strength of Saudi Arabian tourism is its geographical location (Al-Hazmia 2020) in the Middle East, at the intersection of Asia, Africa and Europe, surrounded by the Red Sea to the west and the Arabian Gulf to the east (refer Figure 1.1) (Bashir, Balaraman & Mukherjee 2020). This unique location encompasses ample natural and historic resources, a wide area and rich history. The authenticity of the country's rich cultural heritage is a strong feature of Saudi tourism, and the location influences the nature of marketing activities and promotes trade and trade relations with certain countries.

Saudi Arabia Border disputes

1. With **Egypt**: Tiran and Sanafir Islands
   Ruled by Egypt; claimed by SA

2. With **Iraq**: Iraq-Saudi Arabia Neutral Zone
   1922-1991

3. With **Kuwait**: Kuwait-Saudi Neutral Zone
   1922-1970

4. With **UAE**: 25 km corridor between Qatar and UAE,
   giving SA access to Persian Gulf
   1974-not ratified by UAE

5. With **UAE**: Shayba oil field
   1974-not ratified by UAE

6. With **Yemen**: 75 km barrier, north of Saada
   2003-2008

Figure 1-1 Map of Saudi Arabia

Source: (Fanack 2021)

Saudi Arabia is a large country with varied geographical features, locations and tourism destinations. Its two largest cities are Riyadh and Jeddah. The capital, Riyadh, has a population of more than two million people and is in the centre of both Saudi Arabia and the Arabian Peninsula, which is a region dominated by a rocky plateau. Riyadh has a variety of attractions, including museums, historical sites like Masmak Citadel, and Islamic attractions, such as the Al Rajhi Grand Mosque. The city also has several large shopping venues, such as the Al Faisaliyah Centre and Al Nakheel Mall. Travellers tend to visit Riyadh for cultural, health, business and religious exhibitions and for business conferences (Al-Khateeb & Al-Hazmi 2017). Riyadh is served by the King Khalid International Airport, and the city was selected as the cultural capital of the Arab world by UNESCO in 2000. It has numerous cultural centres like the National Library and the King Abdulaziz Historical Centre and National Museum which houses a variety of cultural works, including documents and antiquities (Al-sakkaf, Mohaidin & Iskandar 2020).

Al Jenadriyyah, the country's national heritage and cultural festival, is held annually in Riyadh and is one of the largest cultural festivals of its kind in the Arab world, hosting Arab, Muslim and international celebrities who participate in panel discussions, intellectual forums and poetry sessions. The festival also offers exhibitions, shopping, cultural shows and even camel races (Alshammari et al. 2019). The Saudi Commission for Tourism and National Heritage (2019) reported that 2.3 million foreign tourists visited the Kingdom of Saudi Arabia in 2018, with 27% of them going to Riyadh.

The second city, Jeddah, on the western coast has a population of more than 1.5 million and is a major Red Sea port. King Abdulaziz International Airport in Jeddah is a gateway for pilgrims to the cities of Mecca and Medina. Jeddah has resort hotels, beaches and outdoor sculptures, like the Corniche, which is a seafront promenade anchored by the iconic King Fahd's Fountain (Alotaibi et al. 2020). Travellers visit Jeddah for its outstanding beaches, valleys, coastline and deserts, and the region offers excellent diving and beautiful views (Alawi, Jamjoum & Samir 2018). It has a variety of attractions, including large-scale shopping venues like the Red Sea Mall and the Mall of Arabia; Islamic attractions such as the Floating Mosque; and historic markets, including Balad and Makkah Gate.

Another facilitator of tourism is the relatively powerful economy (Alalmai & Arun 2020). Saudi Arabia is a major—and the most stable—supplier of oil in the Middle East, which generally enables strong political and commercial relations with other countries. The country's oil wealth is a crucial factor in enhancing its capacity to improve tourism-related industries. The strength and stability of the economy have enabled it to develop tourism, as it has been willing to invest and reinvest in facilities, infrastructure and accommodation (Masood 2021).

The inflow of foreign visitors has increased significantly due to refinements in the visa-issuing system in 2019, with tourists able to visit the country for non-religious purposes, such as attending cultural, health, business and religious exhibitions and events, and other fun and leisure activities (Abuhjeeleh 2019). According to the Saudi Commission for Tourism and Antiquities (SCTA) (2019), within ten days of the introduction of tourist visas, 24,000 international visitors had entered the country. The UNWTO (2020) reported the arrival of 8.5 million visitors to Saudi Arabia in 2019 on package tours and 5.1 million using other modes, excluding Hajj pilgrims and residents. The nationalities of these visitors were predominantly from the Middle East including Kuwait, United Arab Emirates and Jordan; Western countries including the United States of America, the U.K and Canada; and Asian countries including China, Japan, Korea, Malaysia, and Singapore. This increase in visitors has contributed to greater inbound tourism expenditure which, according to the UNWTO, in 2019 was equivalent to 6.5 percent of current account credits, compared to two percent in 2008. Figure 1.2 illustrates the rise in Saudi inbound tourism spending up to 2019.

Saudi inbound tourism expenditure from 2008 to 2019
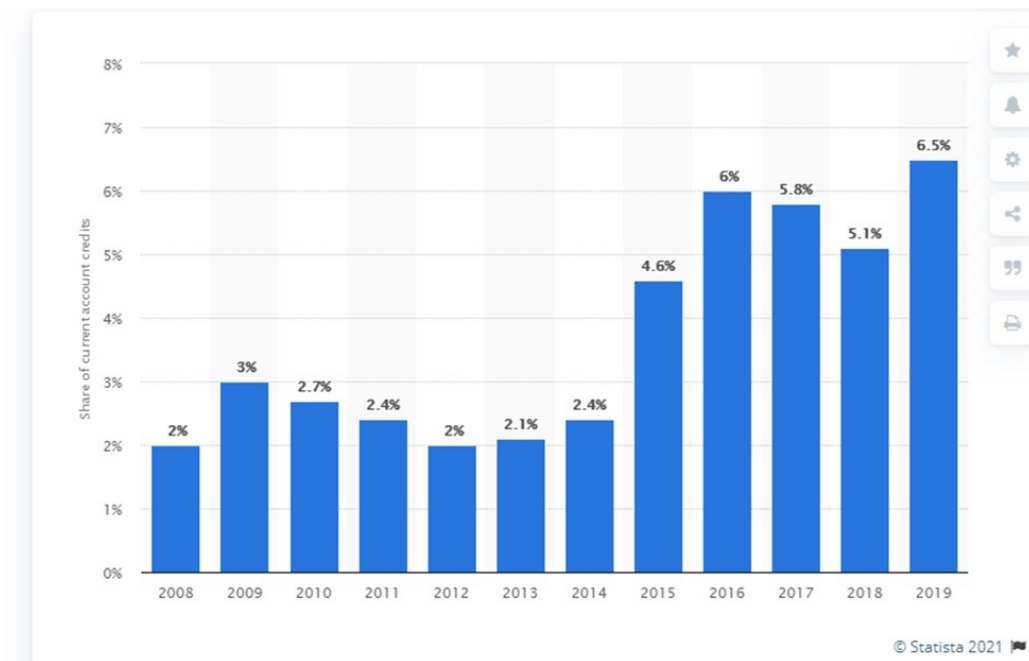
Figure 1-2 Saudi inbound tourism expenditure from 2008 to 2019
Source: (UNWTO 2021)

Saudi Arabia aims to enhance its potential to attract more foreign tourists. The present research intends to identify the critical factors affecting tourists' behavioural intention, with a focus on Saudi Arabia's recent initiatives to expand its tourist industry. The next section discusses the existing research gap and how it will be addressed in this research.

1.3. Research questions

The main research questions that this study aims to address are:

1. To what extent are international tourists similar or dissimilar in their demographic profiles, travel patterns and preferences?

2. To what extent do international tourists' perceived value of online reviews, motivation experience quality and behaviour intention differ across groups (Middle Eastern, Western and Asian)?

3. What is the impact of the perceived value of online reviews, travel motivation and experience quality on behaviour intention among international tourists?

4. What are the most effective branding and marketing strategies for growing demand for tourism to Saudi Arabia?

1.4. Study objectives

1. Examine the difference in demographic profiles and travel preferences of international tourists and international tourist groups (Middle Eastern, Western and Asian);

2. Examine the differences in perceived value of online reviews, experience quality and motivation on behavioural intention between different groups of international tourists;

3. Propose and test a conceptual model which examines the impact of the perceived value of online reviews, experience quality and motivation on behavioural intention of international tourists in Saudi Arabia; and

4. Recommend effective branding and marketing strategies for Saudi Arabia.

1.5. The research problems

Despite efforts by the Saudi Ministry of Tourism to attract more international visitors, promote Saudi Arabia as a tourism brand and expand non-religious tourism (Bokhari 2021; Nazmfar et al. 2019), the country has not yet taken advantage of its tourism potential (Bokhari 2021). Destination marketers' knowledge and understanding of potential tourist behaviour, their reasons for travelling, the factors that attract them to a destination and their assessment of their overall experience must be improved. This study therefore aims to determine how tourists' evaluation of the usefulness of online reviews of a destination, their reasons for travelling, the factors that attract them to a destination and their assessments of their overall experience affect their behavioural intention. This will be discussed in terms of the current research gap in the next section.

No empirical study has considered both the roles of the perceived value of online reviews of a destination, motivation and experience in tourists' behavioural intention formation.

Motivation to travel has been extensively studied in the tourism literature due to its significance as a key component in understanding travel behaviour. Researchers have assessed tourists' motivation in order to better understand visitors' choices and needs (Devesa, Laguna & Palacios 2010; Sung, Chang & Sung 2016; Yoon, Yooshik & Uysal 2005), and there are many academic studies that indicate both push and pull travel motivations impact on visitor travel behaviour (Dean & Suhartanto 2019; Sastre & Phakdee-Auksorn 2017; Suhartanto et al. 2020).

Similarly, the concept of experience quality has been developed in the field of tourism research (Khairudin & Rahman 2020; Suhartanto et al. 2020; Wu, H-C & Li 2017) which has been investigated to better understand travel behaviour (Altunel, MC & Koçak, ÖE 2017; Khairudin & Rahman 2020; Suhartanto et al. 2020) and to design and improve tourism services (Prayag et al. 2017; Wu, H-C & Li 2017). Enhanced understanding of the quality of the tourism experience helps destination marketers to increase tourist satisfaction (El-Adly 2019; Ketut et al. 2020).

The perceived value of tourist destinations has also been studied as a key focus in tourist consumption (Cakici, Akgunduz & Yildirim 2019; Tran & Le 2020) and an antecedent of behavioural intention (Kim, K-H & Park 2017; Muskat et al. 2019; Tran & Le 2020; Yeh & Jeng 2015). There are a large number of published studies confirming the relationship between perceived value of a destination and travel motivation (Chang, L-L, Backman & Huang 2014; Huang, Songshan & Hsu 2009; Khan, Mohammad J, Chelliah & Ahmed 2019; Prebensen et al. 2013; Wang, X & Leou 2015), experience quality (Chen, C-F 2008; Chen, C-F & Chen, F-S 2010; Jin, NP, Lee & Lee 2015; Wu, H-C & Li 2017) and behavioural intention (Kim, K-H & Park 2017; Muskat et al. 2019; Tran & Le 2020; Yeh & Jeng 2015).

Previous studies have discovered that the perceived value of online reviews influences purchase behaviour, motivation to purchase, purchasing decisions, and product use and satisfaction (Chen, P-Y, Dhanasobhon & Smith 2008; Chevalier & Mayzlin 2006; Clemons, Gao & Hitt 2006; Filieri 2015; Lee, S-G, Trimi & Yang 2018; Mudambi & Schuff 2010; Peng et al. 2016). This proposed study will therefore argue that the perceived value of online reviews of destinations is linked with travel motivation, experience quality and travel behavioural intention. To date, scholars have not specifically examined how the perceived value of online reviews of destination, motivation and experience quality affects tourists' behavioural intention within the same

study. Therefore, the current study is to explore the potential effect of the above-mentioned variables on behavioural intention.

According to previous research, the amount of information available to and used by consumers in online reviews boosted their interest in making a purchase (Damanik et al. 2019; Gursoy 2019; Liu, H, Wu & Li 2019). Online reviews have distinctive features, including speed of access, interactive assistance, scope of access, flexibility and choice in the representation of information and the availability of powerful retrieval techniques (Yoon, Yeohong et al. 2019; Zarezadeh, Benckendorff & Gretzel 2018). These features affect their purchase behaviour (Peng et al., 2016, Filieri, 2015, Chevalier and Mayzlin, 2006, Clemons et al., 2006, Mudambi and Schuff, 2010, Lee et al., 2018, Chen et al., 2008). Online reviews contain rich information, and so provide a clearer picture to the consumer of the product that they are considering purchasing (Sun et al., 2019). This enhanced representation of customers helps to minimise the gap between expectations and the actual product, and thus decreases the likelihood of user dissatisfaction (Lee and Shin, 2014). It allows users to see more clearly the product they are considering, which improves the product experience (Su and Niu, 2021).

Furthermore, there is a lack of research on the impact of the perceived value of online reviews of destination on behavioural intent in Saudi Arabia specifically. Several studies have examined the effect of social media in general (Liu, X et al. 2019; Narangajavana, Fiol, et al. 2017) and online reviews in particular on consumer behaviour in the tourism industry (Amatulli, De Angelis & Stoppani 2019; Xiang et al. 2017). Most have focused on the effect of the perceived value of online reviews of products on purchasing decisions (Amatulli, De Angelis & Stoppani 2019; Chan, ICC et al. 2017; Filieri, Alguezaui & McLeay 2015; Gunden 2017; Huang, JH, Hsiao & Chen 2012). These reviews are most valuable and therefore possibly influenced the decisions of potential customers more than the rest (Gursoy 2019; Kullada & Michelle Kurniadjie 2020; Siering, Muntermann & Rajagopalan 2018). Online reviews have become an essential source of detailed and useful information (Siering, Muntermann & Rajagopalan 2018), but information in online communities can create the problem of information overload (Ozanne, Liu & Mattila 2019), so there is a growing need to find valuable information among multiple reviews. Yan and Wang (2018) argued that information about destinations must be critically evaluated by tourist decision-makers. So, understanding the factors contributing to the usefulness of online reviews and to what extent they affect tourist behaviour is critical

in tourism marketing. The current study will argue that useful reviews of a destination offer tourists greater potential value and help develop their willingness to revisit or recommend a destination. No study has yet attempted to examine the role of the perceived value of online reviews of a destination in influencing international tourists' intentions to repeat a visit to Saudi Arabia or recommend the destination to others.

Another research gap is in relation to the methods used in previous research. Few studies have used netnography to validate quantitative results. A review of the literature shows that while qualitative, quantitative and mixed methods approaches have been adopted, surveys and interviews were the common data collection methods in most previous tourism research. There is significant research using quantitative approaches to examine travel behaviour; such studies frequently used paper-based, mailed and online questionnaires (Babin & Kim 2001; Farag, Dijst & Lanzendorf 2003; Maria-Irina & Istudor 2019; Mufidah et al. 2018; Park, D et al. 2019; Raser et al. 2018; Ru et al. 2018; Shim, Gehrt & Siek 2005), and many have used unstructured, semi structured and structured interviews (Aldao & Mihalic 2020; Coudounaris & Sthapit 2017; Farmaki, Khalilzadeh & Altinay 2019; Jiang, Scott & Ding 2014; Senger, Borges & Machado 2017; Sthapit & Björk 2019; Ying & Wen 2019). However, very little research has applied netnography to capture tourists' behaviour, culture and perceptions about destinations and other aspects of travel service quality (Heinonen & Medberg 2018; Shaw 2020; Xharavina, Kapoulas & Miaoulis Jr 2020).

Netnography is a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that are emerging through online communication (Kozinets 2015). The benefit of this approach is that it allows researchers to gain an insider's perspective on a given online culture (Tavakoli & Mura 2018). Netnography's distinctive value lies in helping researchers to understand complex social phenomena, developing themes from the consumers' points of view. It has not commonly been used as a marketing research technique and is only now beginning to be employed more widely in other fields (Heinonen & Medberg 2018). One example, is a study by Izogo Ernest and Jayawardhena (2018) who used netnography to understand customer online shopping behaviour, including their online shopping experiences, perceived risk and price, locus of control, and purchase and task complexity. Another example is Giesler and Pohlmann (2003), who used netnography to gain insights into the sharing music community on Napster.com to understand the meaning of and activities surrounding the

file-sharing system. Likewise, Björk and Kauppinen-Räisänen (2012) chose a netnography approach to investigate tourists' perceived risk associated with their travel behaviour. Similarly, research by Rageh, Melewar and Woodside (2013) used netnography to provide a deeper understanding of customer experiences in tourism, using TripAdvisor reviews as a data source. A few studies have used netnography to evaluate online reviews with a focus on hotels and restaurants (Hu & Yang 2020; Tavakoli & Wijesinghe 2019), but there is research on online reviews of tourist attractions, and no studies have referenced Saudi Arabia.

The current research, therefore, adopts a combined quantitative and qualitative approach. The quantitative approach involved a survey that was administered in the first phase in Riyadh and Jeddah. The qualitative phase retrieved online reviews from TripAdvisor. The netnography approach was then used to analyse two key components of the online reviews: the number of helpful votes received in reviews, in order to explore how tourists assess the usefulness of online reviews, and the review content to evaluate their travel motivation and the quality of their experiences.

Finally, limited research has been undertaken in developing countries, and recent studies have primarily focused on tourism in more industrialised markets and destinations. Most research investigating behavioural intention has been carried out in Asian markets, such as Taiwan, Vietnam, China and Korea (Chen, C-F 2008; Chen, C-T et al. 2011; Chen, CM, Chen & Lee 2009; Han, H et al. 2019; Heung, Qu & Chu 2001; Izzah, Albattat & Jamaludin 2020; Lin, L-P 2017; Nguyen 2020; Tran & Le 2020; Wijaya et al. 2018; Ying & Wen 2019) or in Western markets such as the USA and Germany (Bartosiewicz & Pielesiak 2019; Delbosc et al. 2019; Kröger, Kuhnimhof & Trommer 2019; Ness et al. 2010; Raser et al. 2018; Scheiner 2006; Soteropoulos, Berger & Ciari 2019; Sweet, Verhoeven & Goldsmith 2017; Welsch, Conrad & Wittowsky 2018). Several studies undertaken in the Middle East have focused on different concepts, mostly religious tourism (Alodadi & Benhin 2015; El-Gohary 2016; Henderson, Joan Catherine 2011; Henderson, Joan C 2017; Jamal, Griffin & Raj 2018; Utomo, Scott & Jin 2018) or travel behaviour for Middle Eastern outboard tourists (Feighery 2012; Javelle et al. 2019; Kantarci, Başaran & Özyurt 2017; Salmi Mohd, Phaik Nie & Nurul Ulfah 2018; Sudigdo & Khalifa 2020; Sudigdo, Khalifa & Abuelhassan 2019). This study provides an opportunity to research Middle Eastern tourism, with Saudi Arabia an emerging

destination for visitors to the Middle East as its specific subject, and thus expand the scope of knowledge to include more geographical contexts.

1.6. Contribution to knowledge

This study makes several theoretical contributions. Firstly, to better understand tourists' behavioural intention, it develops a model that considers the effects of the perceived value of online reviews, travel motivation, and experience quality on international tourist behavioural intention. Secondly, the research uses netnography to validate the quantitative results. Thirdly, the research will expand the knowledge of tourism in Saudi Arabia, an emerging tourist destination in the Middle East, as previous research has

mostly been based on tourism in industrialised countries and destinations (Jang & Cai 2002; Xharavina, Kapoulas & Miaoulis Jr 2020). This study will also provide a foundation for future studies in Middle Eastern tourism.

1.7. Statement of significance

This study will offer practical guidance for national tourism management by developing more effective branding and marketing strategies, especially for developing countries. It will also provide a better understanding of the effects of travel motivation, experience quality and the perceived value of online reviews on international tourists' behavioural intention and that in turn contribute to promoting tourist destinations. The findings are expected to help Saudi Arabia in its mission to pivot towards economic liberalism and away from relying solely on oil, by increasing tourism income and by assisting the Tourism Ministry of Saudi Arabia to attract more international visitors and promote Saudi Arabia as a unique tourism brand.

1.8. Definitions of terms

Concepts used in the tourism research literature have various definitions. Table 1.1 outlines the most important terminology used in this research. The definitions of each term will also be addressed in more detail in subsequent chapters.

Table 1-1 Important terminology used in this research.

Concept	Definition	Supporting literature
Behaviour al intention	A stated likelihood of tourists revisiting or recommending a destination	(Ajzen & Fishbein 1988; Farrukh et al. 2020; Ukpabi et al. 2020)
Motivation	A set of needs are known from the point of view of the tourist give direction and value to travel	(Pestana, Parreira & Moutinho 2020; Yoon, Yooshik & Uysal 2005)
Push motivation	Internal desires that inspire people to travel	(Yoon, Yooshik & Uysal 2005)
Pull motivation	Factors that attract tourists to select a particular travel destination	(Yoon, Yooshik & Uysal 2005)
Experience quality	A tourist's emotional reaction to the desired socio-psychological benefits of a visiting experience	(Chen, C-F & Chen, F-S 2010; Lian Chan & Baum 2007)
Perceived value	The customer's overall assessment of product utility based on what is given and what is received	(Zeithaml 1988)
Perceived value of online reviews	Tourists' assessment of an online review's usefulness in travel planning	(Filieri et al. 2020)
Online reviews	User-perspective feedback that provides detailed information about a product or service posted online	(Moro & Esmerado 2020)
Cultural group	Tourists from various countries sharing subgroups of social or religious backgrounds, ethnicities, lifestyles and other behaviours	(Tyslová et al. 2020)

1.9. Overview of chapters

This thesis comprises seven chapters.

Chapter One outlines the study context and briefly summarises and identifies gaps in the existing literature. It also presents the research questions, objectives of the study and significance of the thesis.

Chapter Two reviews the relevant literature in the field of travel motivation, experience quality, perceived value of online reviews and behavioural intention in order to identify the relationships between them and address the current gaps in knowledge. The review also covers tourist demographic variables and travel preferences across various cultural groups.

Chapter Three focuses on the development of the conceptual framework and supporting theories. This study employs the theories of consumer behaviour and tourism consumption systems to explain the interrelationships between motivation, experience, perceived value of online reviews and behavioural intention. The chapter also includes the proposed hypotheses.

Chapter Four discusses the research methodology used in this thesis to answer the research questions and achieve the study's objectives. The first section describes the research paradigm and research process, including justification for choosing the paradigm and for selecting attractions in Jeddah and Riyadh as the focus of the research data collection. The next section outlines the quantitative stage, which involves the development of a survey instrument, sampling procedure, sampling size and sample design, followed by a discussion of the qualitative stage, Netnography, which involves retrieving data from TripAdvisor, data crawling, data pre-processing, sentiment estimation and data analysis.

Chapter Five focuses on the results of the quantitative analysis, first presenting the sample characteristics, followed by an analysis of travel preference differences between tourists. This is followed by an analysis of the variation in perceptions of the value of online reviews, travel motivation and quality of experience among Middle Eastern, Western and Asian tourists. Each construct's measurement models are validated using exploratory factor analysis and confirmatory factor analysis before the full measurement model is tested. The structural model is then used to evaluate the hypotheses for this thesis. In last section, the results and discussion of testing hypotheses are addressed.

Chapter Six analyses the data for the qualitative part of the study, including TripAdvisor data. This phase aims to support, analyse and validate the results of the questionnaire.

The analysis will explore two key components of online reviews: the number of helpful votes received in reviews to explore how tourists evaluate the usefulness of online reviews, and the review content, to evaluate tourists' motivation and experience quality. To test the relationship between helpful reviews and tourist behaviour the dates of reviews were examined. The study looked at the posted date for reviews that had most helpful votes and then compared this date with the experience date for returned travellers who visited the same attraction. If the experience date for return travellers was after the date of the helpful review, the study considered that this traveller was influenced by the information posted on the helpful review. Furthermore, the study used the content of reviews posted by international tourists to examine how tourists evaluated their travel experiences based on two factors: how the travel experience fulfilled their needs and how tourists evaluated the quality of their experience.

Chapter Seven presents the conclusions of the research, summarises the research objectives, highlights key findings generated from both phases (quantitative and qualitative phase), and discusses the research's theoretical contributions and

practical implications. The chapter also covers the research limitations and makes

recommendations for future research on this topic.

1.10.   Research limitations

- The samples were only gathered in two cities: Jeddah and Riyadh in Saudi Arabia.

- This study's sample was limited to international tourists.

- The study omitted tourists who speak a language other than English and Arabic.

- This thesis investigated the study problem from the standpoint of tourists, but it did not reflect the opinions of Saudi tourism authorities, travel agencies, or attraction/destination managers.

- The data for this study were gathered prior to the COVID-19 pandemic.

CHAPTER 2 LITERATURE REVIEW

2.1. Introduction

This study contextualized the travel experience within the tourist consumer system (TCS). Woodside and King (2001) note that travel is the accumulation of impressions of expectations before and observations during the journey, and memories that follow. The factors that influence tourists in three phases before, during and after the trip will interact and create an overall assessment of the tourism experience and feelings about travel, which could influence a holidaymaker's perceptions about the next trip.

This thesis seeks to explain the tourist experience in three stages. The pre-consumption stage identifies factors that influenced tourists prior to their visit and here we measured travel motivation and perceived value of online reviews. Next, the participation stage assesses those factors that influence tourists during the holidaymaking stage, which refers to tourists' experience quality. Thirdly, the post-trip is where tourists consider all the experiences that resulted in happiness and encouraged repeat visits and recommending the destination to others. The literature review examines studies on this topic, identifies knowledge gaps, and helps to develop a conceptual model to explain the variables in this thesis. It explores the perceived value of online reviews, travel motivation, experience quality and behavioural intention of international tourists. It also discusses tourists' demographic profiles and the travel preferences of various cultural groups. As well, the chapter discusses the theoretical foundations used to establish conceptual frameworks for this research. Finally, it summarises the main themes identified from the literature review.

2.2. Perceived value

The concept of 'value' has been developed that includes, for example, consumer value, service value, consumption value and perceived value (Sánchez-Fernández & Iniesta-Bonillo 2006; Zhang, F & Wang 2018). Consumption activities are classified as having hedonic and utilitarian outcomes (Gerhard et al. 2017). The hedonic value theory involves the impact of entertainment and the emotional worth of shopping which is more experiential and affective (Gerhard et al. 2017). The utilitarian value theory encompasses task-related, rational, instrumental, cognitive, functional and means-to-an-end activities

(Ozkara, Ozmen & Kim 2017). Perceived value refers to a consumer's perception of what is received and the price and quality of a product or good/service according to cost-benefit factors (Currás-Pérez et al. 2018). The perceptions of customer value are mainly formed using the formula of acquisition and transaction values of a product or good/service (Zhang, F & Wang 2018). Thus, to determine the value of a product, consumers should first weigh the cost and then the benefit. Most studies on value examined the antecedents and implications of value in various contexts and circumstances. Many cost factors and benefits have been identified that explain such issues as price and quality (Sánchez-Fernández & Iniesta-Bonillo 2006; Zhang, F & Wang 2018).

Over the past few decades, customer perceived value has attracted a great deal of attention from researchers as consumers become more value-driven (Eggert & Ulaga 2002; Payne & Holt 1999; Sweeney & Soutar 2001; Wang, Yonggui & Lo 2003). Research has consistently demonstrated that customer value is the fundamental basis of all marketing activity (Wu, Y-L & Li 2018). Being considered as valuable by customers is one of the most effective ways to achieve a competitive advantage (Chen, Z & Dubinsky 2003; Gallarza & Saura 2006). The key objective is to gain value from the consumer's perspective. Thus, perceived value plays a key role in the consumption process. Scholars have debated the definition of perceived value and how it is measured (Kim, E & Tang 2020). Zeithaml, Berry and Parasuraman (1996a) asserted that customer value means perceptions of product usefulness and this was based on what is provided and what is obtained. Thus, the perceived value can be determined by asking customers to rate the value of what they purchased (Flint & Woodruff 2014). The perceived value differs across cultures, over time, and from customer to customer (Arslanagic-Kalajdzic & Zabkar 2017). Numerous studies have tried to determine how consumer value forms (Chuwiruch, Jhundra-Indra & Boonlua 2015; Payne, Frow & Eggert 2017). Identifying consumer value is the main factor in creating and retaining a competitive advantage (Chuwiruch, Jhundra-Indra & Boonlua 2015). Studies have closely linked profitability to the value that is generated for customers (McMurrian & Matulich 2016).

Academics have made a significant contribution to how people interpret a value for a tourist destination. Murphy, Pritchard and Smith (2000) assessed the notion that perceived value reflects a trade-off between the amount of time and money spent on a visit to a destination, and the pleasure derived from it. The visitor will measure the value of a destination based on the difference between the benefits perceived and the expense

involved in visiting it and its facilities. Murphy, Pritchard and Smith's (2000) study examined the value of a destination for visitors and primary features (natural environment, climate, culture and historical heritage). The standard of various tourism facilities (transportation, accommodation, dining, infrastructure, leisure), the attitude of the service providers, and also their efficiency and kindness, can all have an enduring effect. Lastly, travel and utility costs may exert a major influence. Other studies emphasising emotional benefits are essential when considering the value of a destination. Research by Lee, J-S, Lee and Choi (2011) inferred that the emotional component of value influences the happiness and behavioural intention of tourists more than its functional aspect.

Previous studies provide evidence of the relationship between behavioural intention and perceived value (Kim, K-H & Park 2017; Muskat et al. 2019; Tran & Le 2020; Yeh & Jeng 2015). Chen and Chen (2010) explored the links between the experiences, quality, perceived value, satisfaction, and behavioural intention and confirmed the relationship between experience quality, perceived value, satisfaction and behavioural intention. A study by Pandža Bajs (2015) analysed the potential consequences of perceived value on satisfaction and behavioural intention and demonstrated a substantial effect of perceived value on tourist satisfaction and future behavioural intention. Similarly, Armbrecht (2021) found that tourist perceived value is a significant feature of satisfaction and has an important impact on behavioural intention.

Various researchers agree that the perceived value highly correlates with travel motivation and experience quality. Wang, X and Leou (2015) confirmed the relationship between motivation, perceived value and destination loyalty in relation to cultural and heritage tourists. Huang, Shuyue, Shen and Choi (2015) concluded that a relationship exists between perceived value, motivation and satisfaction on tourist recommendation. Similarly, Prebensen et al. (2013) found that motivation, involvement, and perceived value correlate with tourism participation. Hussein, Hapsari and Yulianti (2018) have determined the relationship between experience quality, perceived value, hotel image, and customer loyalty in Indonesia's luxury hotel industry. Once again, their research confirmed the association between perceived value and experience quality. Building on previous studies, it was anticipated that there would be a relationship between perceived value of online reviews, travel motivation and experience quality.

As argued by Sánchez-Fernández and Iniesta-Bonillo (2006), emotional benefits and quality of experiences can be significant when assessing the perceived value of a destination, as they affect both the probability of visiting and satisfaction with the visit via factors that include pleasure, relaxation, and the opportunity to experience something different. Thus, we can infer that the overall value for tourists is based on a combination of physical and psychological benefits with total costs estimated prior to, during and after a trip. Furthermore, the concept of perceived value tends to be a strong antecedent of behavioural intention. Chen and Chen (2010) explored the links between the quality of experiences, perceived value, satisfaction, and behavioural intention in survey data collected in the main heritage areas of Tainan using the structural equation modelling (SEM) technique. The study confirmed the relationship between experience quality, perceived value, satisfaction and behavioural intention. A study by Pandža Bajs (2015) assessed the potential consequences of perceived value on satisfaction and behavioural intention, gathering data using a questionnaire. It established a substantial effect of perceived value on tourist satisfaction and future behavioural intention. Similarly, Armbrecht (2021) found that tourists' perceived value is a significant feature of satisfaction and behavioural intention. Previous studies have conceptualised perceived value as relating to tourist destination. The next section discusses the concept of perceived value of online reviews in more depth.

2.3. Online reviews

Online consumer reviews are an emerging form of electronic word-of-mouth (eWOM) communication (Moro & Esmerado 2020). Internet and web platforms have restructured traditional word-of-mouth (WOM) marketing into eWOM, with people sharing information across the globe, and distance posing no barrier (Bickart & Schindler 2001; Lin Carolyn & Xu 2017). eWOM, adopts multiple forms, for instance social media (e.g. Facebook, Twitter, and Blogs) and online forums (Moro & Esmerado 2020). Consumer reviews have been defined as user-perspective reviews that provide detailed information on a product or service, including consumers' evaluations of experiences with and opinions on products or services (Johanes et al. 2016; Moro & Esmerado 2020).

eWOM is currently having a huge effect on the hospitality and tourism industry and therefore is highly influential in hospitality marketing (Litvin, Goldsmith & Pan 2018). A study by Farrukh et al. (2020) confirmed the positive outcomes of eWOM on tourists' intention to travel. Similarly, Jalilvand and Samiei (2012) investigated the effect of

eWOM on choice of tourism destination, finding that eWOM had a significant effect on attitudes to visiting and intention to travel (Jalilvand & Samiei 2012). eWOM is similar to conventional WOM, but it has unique characteristics. eWOM transcends the limitations of conventional WOM in time, space and personal social networks and continues to exert an impact on many types of clients who are foreigners, not friends, relatives or acquaintances in the traditional sense (Rosario, de Valck & Sotgiu 2020). Internet and web platforms have restructured traditional word-of-mouth (WOM) marketing into eWOM, with people sharing information worldwide and distance posing no barrier (Bickart and Schindler 2001; Forman et al. 2008; Chevalier and Mayzlin 2006). eWOM is viewed as a predictor of customer expectations by services marketing researchers and is a key element in determining expected quality (Rosario, de Valck & Sotgiu 2020).

Online reviews fulfil two distinct roles for consumers: they help to provide information on products or services and they make recommendations (Asraf et al. 2020). They are now an important source of information for customers to obtain comprehensive information (Li, Xiaolin, Wu & Mai 2019; Zhang, Y & Huat 2019). Previous academic studies have identified the effects of online consumer reviews and confirmed that online reviews strongly influence people's behaviour, including purchasers' intentions (Chen, J, Kou & Peng 2018; Chevalier & Mayzlin 2006; Forman, Ghose & Wiesenfeld 2008), consideration and selection of products (Gupta & Harris 2010; Huang, JH & Chen 2006) and their evaluation (Chevalier & Mayzlin 2006; Lee, J, Park & Han 2008; Sahoo, Dellarocas & Srinivasan 2018).

Tourism and hospitality researchers have analysed the effect of online reviews on the trip decision-making process (Buhalis & Law 2008; Jalilvand & Samiei 2012; Shanka, Ali-Knight & Pope 2002; Xiang & Gretzel 2010), travel intentions (Abubakar, Abubakar Mohammed & Ilkan 2016; Gretzel et al. 2016; Nechoud, Ghidouche & Seraphin 2021; Shome 2020), travel goods and services like hotels and restaurants (Mauri & Minazzi 2013; Öğüt & Onur Taş 2012; Vermeulen & Seegers 2009; Ye et al. 2011) and in estimating market dominance for hotels and restaurants (Ye, Law & Gu 2009; Ye et al. 2011; Zhang, Ziqiong et al. 2010).

Previous research has found that online reviews play a significant role in the purchasing decision-making process. Since these reviews provide diagnostic information which helps customers understand the quality and efficiency of goods and services before purchasing them, consumers adopt the purchase recommendations found in them

(Mariani & Borghi 2020). Vermeulen and Seegers (2009) explored the role of online hotel reviews in customer decision formation. They found that online reviews enhance hotel awareness which eventually boosts tourists' attitudes towards the hotel. Anderson (2012) observed that a higher user-review rating can increase hotel performance (Anderson, CK 2012). Similarly, Mauri and Minazzi (2013) found that hotel reviews influence buying intentions and customer expectations. Hsu, C-L, Yu and Chang (2017) also confirmed the impact of online customer reviews, product type and regulatory focus on purchase intention, while Huang, JH, Hsiao and Chen (2012) emphasised the importance of curtailing negative online reviews and increasing positive online reviews to improve profitability.

Studies of online customer reviews have concentrated on two perspectives, either the decision-making process of consumers or product sales, which have also been considered in the tourism industry. The process of making travel decisions may involve searching for information about destinations based on other people's opinions, and the recommendations and destination advice of friends and relatives are influential (Buhalis & Law 2008; Jalilvand & Samiei 2012; Shanka, Ali-Knight & Pope 2002; Xiang & Gretzel 2010). Several studies have identified the effect of online reviews on consumer behaviour in the tourism industry and have focused on information searches, holiday planning and purchase decisions. Online reviews are widely used by travellers because they are considered to be honest and trustworthy accounts of customers' experiences with goods and services (Filieri 2016). The increased popularity of recommendations and online reviews has made websites a dominant resource for those searching for tourism information (Xiang & Gretzel 2010) and has changed how people plan and do travel (Buhalis & Law 2008). Online reviews do exert an important impact on tourists' initial perceptions of a destination (Johanes et al. 2016; Xiang & Gretzel 2010) and, inparticular, they have the potential to greatly change consumers' intention to visit (Jalilvand & Samiei 2012). Abubakar, Abubakar Mohammed and Ilkan (2016) found that online reviews had a positive effect on the travel intentions of medical tourists to Cyprus. Similarly, Gretzel et al. (2016) noted that online reviews had a significant influence on the intentions of 241 tourists who visited Iran.

Several researchers have examined the importance of online reviews in estimating the customer base for travel products, including hotels and restaurants (Ye, Law & Gu 2009; Ye et al. 2011; Zhang, Ziqiong et al. 2010). For instance, Ye et al. (2011) evaluated the

impact of online reviews on hotel room sales with the assumption that the number of reviews reflects the linear function of sales. However, they found that review ratings not room prices were the key element in anticipating online room sales. Another study by Zhang, Ziqiong et al. (2010) analysed the influence of online restaurant reviews on the popularity of restaurants (online popularity is critical, as it can indicate future demand). It considered factors such as food quality, atmosphere, and the amount of user reviews and ratings and found all these factors were positively associated with the popularity of restaurants online.

Because many consumers now find other consumers' electronic comments to be as credible as WOM, TripAdvisor, Yelp, Holiday Watchdog and other websites have become a fast, convenient source of information (Filieri, Alguezaui & McLeay 2015). TripAdvisor, a website that provides accommodation booking, restaurant and hotel reviews and other travel-related content, has more than 280 million users (Filieri, Alguezaui & McLeay 2015). It also includes interactive travel forums that make it a collaborative recommendation media (Colladon, Guardabascio & Innarella 2019). On TripAdvisor, tourists create personal profiles and can evaluate and rank facilities. They also share their trip experiences in the light of their personal and community-based motivation (Munar & Jacobsen 2014). In addition, they share non emotional experiences, including stories and photographs (Austin 2017). On such platforms, the observations and comments express both positive and negative experiences, whereas marketers' communications generally include only positive features (Cenni & Goethals 2017). With the help of online platforms like TripAdvisor, people can form individual opinions of a destination despite the images associated with it (Okazaki, Andreu & Campo 2017).

Recently, tourism researchers have used online reviews as valuable sources of data to comprehensively explore tourist preferences and behaviour (Ahani, Nilashi, Ibrahim, et al. 2019). These studies employ certain analytical tools and frameworks to collect, examine, summarise, and interpret online reviews data in order to extract useful and meaningful patterns and insights. They have collected and analysed online reviews and associated information to address a variety of research problems. For example, Simeon et al. (2017) investigated the perceptions of visitors relating to their experiences of cultural attractions. Other studies examined online reviews to assess the impact of online reviews on hotels' business performance (Ahani, Nilashi, Yadegaridehkordi, et al. 2019; De Pelsmacker, Van Tilburg & Holthof 2018); and restaurants' business performance (Jia

2018; Li, H, Xie & Zhang 2020; Zhang, L & Hanks 2018). All researchers confirmed that online reviews can be valuable sources of data to explore tourist behaviour. This study will use attraction online reviews as data sources in the second phase, employing a netnographic research method.

2.4. Perceived value of online reviews

A study by Kim et al. (2007) incorporated Zeithaml's (1988) perceived value concept into information systems and explained its role in the context of technology adoption. It argued that the internet is adopted on the basis of perceived cost and usage, which is a formula for value maximisation. In terms of how information system users perceive value, the cost-benefit relationship in behavioural decision-making theory represents the cognitive trade-off between the perceived effort (ease of use and complexity) and perceived quality (reliability and usefulness of the information). Although the proliferation of online travel websites makes it easier for tourists to acquire data (lower search costs), it can be difficult for them to process and evaluate useful information (increase in cognitive costs) (Liang, S, Schuckert & Law 2019; Liu, Zhiwei & Park 2015). This study will view perceived value of online reviewsas the value of a review regarding its usefulness in travel planning (Chung & Koo 2015;Filieri et al. 2020). Numerous studies have established that review usefulness is a criticalindicator of review impact (Ventre & Kolbe 2020; Zhang, Zhe, Wang & Wu 2021).

Helpful votes are a function designed by the TripAdvisor website. Each review is accompanied by the "Was this review helpful?" icon at the end. Readers can click the "yes" button to rate the review and increase helpful votes by one (TripAdvisor 2015). This study considered that helpful votes reflected other tourists' evaluations of knowledge found in the review.

Some literature has analysed the number of helpful votes to measure the usefulness of online reviews and analysed variables that can affect the number of helpful votes received to find valuable online reviews (Chua & Banerjee 2015; Fang et al. 2016; Siering, Muntermann & Rajagopalan 2018; Singh et al. 2017; Zhou & Guo 2017). These variables were split into (1) reviewer-related variables; and (2) review-related variables.

Reviewer-related variables included disclosure of reviewer identity and reviewer experience and the number of reviews posted by the reviewer (Filieri, Raguseo & Vitari 2019; Karimi & Wang 2017). For example, Karimi and Wang (2017) found that reviewer

identity disclosure strengthened the reputation of the message and led to more useful votes. According to Forman, Ghose and Wiesenfeld (2008), message recipients may use the message creator's personal information as a heuristic cue, relying on the information provider's evaluation as a cognitive device to aid them in making decisions and taking actions. Also, Lin Carolyn and Xu (2017) examined reviewers' names and images, as these positively connect with how people perceive the reliability of the review and the number of helpful votes.

Review-related variables can focus on quantitative or qualitative measurements or both. Quantitative measurements include valence, star ratings, review age, volume and length of reviews. The valence is the average numerical rating, whereas the volume or information quantity is the number of online reviews about a product or service written by consumers (Hong et al. 2017). Qualitative measurements included review readability and perceived enjoyment (Patel et al., 2021).

Other review-related variables included text sentiment, rating review length and text readability (Patel, Patel & Naik 2021; Xiang et al. 2017; Yang, S et al. 2019). In conducting sentiment analyses for mining review text, Baek, Ahn and Choi (2012) examined the review's helpfulness based on dual-process theory and concluded that consumers tend to concentrate on different information sources for reviews. In the information search stage, peripheral marks (star ratings) are useful. In contrast, central information processing (the number of total words in a review or the number of negative words) is influential in the evaluation stage. Jia (2018) explored the effects of review text features, including review subjectivity and length, on review helpfulness and found that the depth and extremity of reviews can affect such comments' perceived helpfulness. This concurs with Siering, Muntermann and Rajagopalan's (2018) research that found review characteristics including length and readability affect the perceived value of reviews. According to Mudambi and Schuff (2010), information diagnosticity is an indication of the usefulness of a review.

Other studies analysed both variables and indicated that review-relevant variables have a greater capacity to understand review helpfulness (Filieri, Raguseo & Vitari 2019; Hu, X & Yang 2020). For example, Huang et al. (2015) classified factors that lead to online review helpfulness. They reported that count, reviewer experience, past helpfulness records, characteristics of reviewers, and review messages play a part in deciding review helpfulness and review-relevant variables wield a stronger impact. Liu, Zhiwei and Park

(2015) identified the factors influencing the perceived usefulness of online consumer reviews by investigating two aspects, review provider characteristics and reviews. Their study demonstrated that a combination of messenger and message characteristics positively affected the perceived usefulness of reviews. The most influential factor that makes travel reviews useful was identified as qualitative aspects of reviews. The qualitative measurements included the readability of the review text and customers' perceived enjoyment. Readability testing is used to assess the degree to which a text is understandable to readers based on its syntactical and stylistic elements. Perceived enjoyment can be explained as the extent of the level of pleasure to read and understand reviews. According to Racherla and Friske (2012), the content and style of the message are critical components of what makes reviews appealing to consumers. Korfiatis, García-Bariocanal and Sánchez-Alonso (2012) noted that review readability substantially influenced a review's helpfulness ratio. As a result, this study concentrated on variables associated with reviews.

Previous research on the perception of consumers of online reviews found that some reviews had far greater effects than others. In their foundational work, Chevalier and Mayzlin (2006) tried to ascertain if online reviews had any impact on the sale of products and discovered how customers actually used them in the buying process. They used book reviews by Amazon.com and Barnes&Noble.com to test the hypotheses. One of the study's most intriguing findings was that the impact of a few reviews wasconsiderably higher than those of others; and negative reviews had a significantly greater impact on book sales than positive ones. Moreover, consumers paid more attention to the review's textual content than to its summary statistics. Similarly, Clemons, Gao and Hitt (2006) investigated the dynamics of consumer reviews on a hand-crafted beer website, known as "ratebeer.com", examining various elements, including the influence of reviews on micro brewed beer sales, and determined which new products were growing on the market according to differing ratings and the strength of the highest quartiles in the reviews. Their research demonstrated that a few reviews had a significantly greater impact than others. Yang and Mai (2010) examined the impact of user reviews on video game sales and discovered that negative reviews generally had greater impact on sales, and that the number of reviews related to a product was frequently used as a heuristic by buyers to determine the product's overall quality. In summary, previous research indicates that certain types of reviews have a significantly greater impact than others; useful

reviews provide potentially greater value for customers and contribute to building confidence in their purchase decisions.

Previous studies have discovered that product helpful reviews influence purchase behaviour (Chen, P-Y, Dhanasobhon & Smith 2008; Chevalier & Mayzlin 2006; Clemons, Gao & Hitt 2006; Filieri 2015; Lee, S-G, Trimi & Yang 2018; Mudambi & Schuff 2010; Peng et al. 2016). Zhu et al. (2020) demonstrated that motivation for purchases may well be altered by their knowledge and information quality of helpful online reviews. Matute, Polo-Redondo and Utrillas (2016) investigated the factors that influence customer motivation to repurchase from an online store and determined that the credibility of information and the quality of useful reviews influence repurchase motivation. Sun, Han and Feng (2019) conducted a study to determine the impact of ratings and online reviews on sales and product performance and found a correlation between motivation to purchase and review ratings and helpfulness. This view was supported with other findings; for example. Cheong and Mafas (2020) observed that the use of opinion sentiment analysis of consumer reviews of online purchases influenced other motivators for actual online purchases. Also, Ventre and Kolbe (2020) investigated the motivation that drives consumers to buy online, taking into account the perceived usefulness of online reviews, trust, and perceived risk.

Chen, P-Y, Dhanasobhon and Smith (2008) conducted a disaggregated analysis of the impact of reviews and determined that those deemed helpful by the community, as measured by the number of helpfulness votes, had a greater influence on consumers' purchasing decisions than other types of reviews. These reviews also had a greater impact on less popular books than on more popular ones, where consumers may be able to form an opinion about the product based on other external information sources. According to Hu, Koh and Reddy (2014), when consumers browse products, the usefulness of reviews can positively influence their purchase decisions, while Gu, Park and Konana (2012) found that potential consumers were more easily affected when the comments were marked "most helpful". In a more recent study, Li, Chen and Zhang (2020) confirmed that providing consumers with more detailed search product information encouraged them to trust online comments and prompt them to buy. Helpful reviews enhance customer inspection and decision quality by reducing cognitive effort (Filieri etal. 2018). Aghakhani, Oh and Gregg (2017) observed that useful reviews provided customers with increased potential value and helped them develop confidence in purchase

decisions. Su and Niu (2021) explored the association between the perceived value of a review and online sales and noted that the more people became knowledgeable of product features the more likely they were to buy the product.

Research has shown that helpful reviews are high quality, often implemented with the relevant, comprehensive and accurate information on the products which positively impact on product usage and experience. Lee and Shin (2014) discovered that online consumer reviews were being used as a primary source of information about product quality and helped reduce customers' uncertainty about their purchase decisions. Sullivan and Kim (2018) found that high quality review contributed to product assessment and usage improvement. As noted by Sun, Han and Feng (2019), online reviews are useful for familiarizing, understanding and assessing the quality and performance of a product. Thus, providing helpful information helps prospective buyers to have a better understanding of the product and consider buying it. This enhanced representation of customers helps to minimise the gap between expectations and the actual product, and thus reduces the likelihood of customer dissatisfaction. Therefore, these findings indicate that helpful reviews have an impact on consumers' motivation for purchases, purchasing decisions, and product use and satisfaction. This study will examine the perceived value of online destination reviews to see how they affect travel motivation, experience quality, and behavioural intention. Since tourists are critically researching information before deciding on travel plans, perceived value of online reviews occurs before the consumption phase in the TCS context. The context will be discussed further in Section 2.12 of this chapter. The motivation for travel is discussed in the following section.

2.5. Motivation

The basis of any attempt to comprehend travel behaviour is focussed on travel motivation (Pestana, Parreira & Moutinho 2020). Motivation reflects a set of psychological or biological wants and needs which give direction and value to travel behaviour, choices and experiences (Crompton 1979; Dann 1981; Hsu, CH, Cai & Li 2010; Hsu, CH & Huang 2008; Iso-Ahola 1982). Researchers have been investigating the reasons for people's holidays from the beginning of tourism research. Motivation was evident in the early works of Freud (1900, 1915), which used the word "instincts" in a similar way to today's definition of "drives" or "motivation" (Hsu & Huang 2008). There are several well-established theories seeking to explain tourists' motivation including: Maslow's needs hierarchy theory, the push-pull theory of Dann (1981) and Crompton (1979), and

the seeking-escaping theory proposed by Iso-Ahola (1982). Understanding tourist motivation enables researchers to evaluate travel choices and behaviour.

Maslow's needs hierarchy theory assumes that motivations are internal forces that provoke people to act to fulfil their needs (Bridgman, Cummings & Ballard 2019). Maslow's (1954) hierarchy of needs included: basic human needs exist in a hierarchical structure of five categories, ranging from physiological and safety to psychological, ego and self-actualisation needs. If the basic needs are satisfied then people tend to want higher level needs (Kim, E, Chiang & Tang 2017). Maslow's needs hierarchy theory has been employed in various fields including psychology, marketing and tourism (Doncic, Pavelic & Zmajlovic 2019; Jin, X et al. 2019). Tourism motivators and Maslow's needs have been assessed by tourism researchers. For example, Pearce (1982) adapted Maslow's hierarchy to analyse travel experiences of tourists in the United States, Europe, Canada and Australia to determine tourist motivation and behaviour. Similarly, Yousaf, Amin and C Santos (2018) evaluated youth tourism through the lens of Maslow's hierarchy of needs and affirmed its validity as an explanation for the primary motives of young travellers.

To explain tourist motivation, the conceptual model called Travel Career Ladder (TCL) was developed which comprises five levels: "relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self-actualization/ fulfillment needs" (Pearce 2013, p. 52). The central principle of the TCL model is that people's motivation to travel varies with different types of travel experiences and because of travel, visitors want to enjoy a higher level of life (Pearce 2013). Although the TCL was applied in some studies, researchers such as Filep & Greenacre (2007) argued that empirical evidence was insufficient to support TCL's underlying assumptions. Meanwhile, one of the main limitations of the Maslow's theory was that it does not fully include most of the critical needs that might be more suitable for interpreting travel motivation (Filep & Greenacre 2007).

Another travel motivation theory is seeking-escape, developed by Iso-Ahola (1982),which assumes that visitors may desire two major outcomes (seeking) and (escape). Escape means leaving behind everyday activities and stressful environmental conditionswith the intention of finding specific benefits including new experiences, social experiences or leisure activities (Snepenger et al. 2006). Together with Mannell, Iso- Ahola later (1987) defined two major forms of push and pull factors: personal and

interpersonal. The four motivation components for travel involve personal seeking, personal escape, interpersonal seeking and interpersonal escape which have been examined by Snepenger et al. (2006) in the recreation and tourism context. However, the seeking-escape approach was built primarily on the basis of interpreting the motivation of leisure practice and therefore does not represent all aspects of tourist motivation.

The push/pull theory has been widely applied to understand travel motivation research. Crompton (1979) presented the concepts as push (interpersonal motivators) and pull (physical motivators) factors. According to this theory, there is a two-stage phase where the push factors will motivate tourists to leave home while the pull factors will attract a person to travel to a specific destination (Dean & Suhartanto 2019). Initially, tourists are pushed by internal desires that may include rest and relaxation, escape, social interaction, health and fitness, improving knowledge, prestige and having an adventure. Push factors are the desire to travel associated with the decision whether to go (Katsikari et al. 2020; Michael, Wien & Reisinger 2017; Prayag & Ryan 2011; Sastre & Phakdee-Auksorn 2017). In summary, push factors focus on whether to go while pull factors focus on where to go. This principle offers a detailed explanation of motivation from tourist and destination viewpoints. The theory is considered to be reliable and useful for studying tourists' motivation in accordance with destination choices (Katsikari et al. 2020; Michael, Wien & Reisinger 2017; Prayag & Ryan 2011; Sastre & Phakdee-Auksorn 2017). In this present research, travel motivation occurs before the consumption phase in the TCS context, and is based on push and pull factors in motivating travellers to visit a tourist destination.

Examining motivation based on push-pull theory has been widely adopted in travel and tourism research. For example, Al-Haj and Som (2010) employed push-pull theory to identify motivation factors and travel behaviour of foreign tourists in Jordan. The study confirmed that travel behaviour was influenced by internal and external factors. Tourists chose to go on vacation because they wanted their intrinsic needs to be fulfilled while at the same time choosing where to go was based on destination attributes. Likewise, Sastre and Phakdee-Auksorn (2017) empirically verified the relationship between British tourists' "push/pull" motivation. Their findings supported the push and pull theory, with tourists traveling in response to their internal needs, including relaxing and escaping, and were attracted by natural scenery, landscapes and beaches. Wen and Huang (2019)

investigated the motivation of Chinese cigar travellers to visit Cuba. Their findings demonstrated that tourists travelled in response to both push and pull factors.

Some researchers (Devesa, Laguna & Palacios 2010; Sung, Chang & Sung 2016; Yoon, Yooshik & Uysal 2005) have implemented the assessment of tourist motivation to better understand visitors' choices and needs for market segmentation purposes. Motives can provide a basis for segmenting those travelling and help marketers determine why visitors are consuming a product or service, as well as suggesting the means by which visitors' desires can be met (Sung, Chang & Sung 2016). For example, Devesa et al. (2010) identified four market segments using motivational factors relating to a rural destination, while Sung et al. (2016) identified the market segments in Taiwan by using push and pull motivational factors. Yoon and Uysal (2005) suggested that destination marketers should consider the practical implications of travel motivation, since meeting travellers' needs plays a critical role in increasing their satisfaction with destination services and enhancing their destination loyalty. The primary argument of these researchers is that motivation explains why people travel and the types of experiences they seek, allowing for better segmentation strategies.

Several studies have explored the motivation of people in engaging in a diversity of behaviours which forms the first step in generating destination plans because this explains why tourists make a trip and the type of experience, destination, or activity they want (Pestana, Parreira & Moutinho 2020). Some research focuses on personal motivation that drives people to do certain things. For instance, Prayag, Chen and Del Chiappa (2018) investigated what linked motivation, overall attitude, and place attachment and tourists' intentions to recommend a destination and found that motivation like socialisation, novelty, and learning leaves its mark on behavioural intention. The effects of motivation on tourist recommendation have also been verified by Huang, Shuyue, Shen and Choi (2015) who demonstrated motivation can be a recommendation indicator. Also, Khuong and Ha (2014) attempted to verify the impact of push/pull motivation and destination satisfaction on return intention using a survey of international tourists in Vietnam. They found that push and pull factors influenced tourists' return intentions via their destination satisfaction. Pratminingsih, Rudatin and Rimenta (2014) analysed the role of motivation and destination image on Indonesian tourists' decisions to revisit Indonesia and showed that destination image and motivation affected tourist satisfaction and satisfaction induced re-visit intentions. Dayour and Adongo (2015) examined the interaction between

motivation, satisfaction, and revisit intentions and found that satisfaction was a major motivation for the decision to revisit a specific site and led individuals to take a specific action, including the desire to revisit or recommend a destination.

A review of the literature revealed various factors that influence travel motivation, such as demographic background and culture. Tourists' demographic factors are an important aspect in influencing travel motivation and behaviour. They include age, gender, education, occupation, economic status and relationship status. Sumanapala et al. (2017) asserted that travel motivation differs across various socio-demographic variables and was related to the travellers' choice of vacation. Irimias, Mitev and Michalko (2016) conducted a survey to determine what demographic characteristics influence religious tourists' behaviour. Their findings revealed substantial differences between elderly and young tourists: seniors considered educational purposes and feelings of national identity related to sacred/religious sites were important, while these motivated young travellers less. Seyanont (2017) investigated travel motivation of older European tourists to Thailand using the theory of push and pull motivation and found significant variations between older and other tourists. The findings of these studies indicate that understanding these factors helps tourism industry marketers to develop products that meet customers' needs and expectations.

2.6. Experience quality

Making the most of the tourist experience is essential to improving the destination's chance of being successful (Hwang & Lee 2019). The tourism industry has concentrated increasingly on designing and implementing experiences for their customers (Buonincontri et al. 2017; Walls et al. 2011). Tourists are basically seeking engaging experiences rather than merely purchasing goods or services (Hwang & Lee 2019). Experience quality is a critical area of research, but mostly lacks a well-established conceptualisation in services (Jain, Aagja & Bagdare 2017). A tourist's experience consists of various individual components that combine to create a customer's feeling in being in a different environment (Haji et al. 2021; Suvantola 2018). In the tourism context, experience quality can be conceptualised as the psychological outcome of participating in tourism activities (Chen, C-F & Chen, F-S 2010). This aspect of quality addresses tourists' propensity to evaluate the quality of their tourism experiences depending on individual emotional responses more than on utilitarian and functional

standards (Chen, C-F 2008; Cole & Scott 2004). Experience quality occurs during the consumption phase of the TCS context.

Research from several tourism service sectors has extracted various elements and determined the quality of experience which contributes to a better understanding of consumers. For example, Otto and Ritchie (1996) developed an experience-quality scale and discussed the differences between service quality and experience quality. In terms of measurement, service quality is objective while experience quality is subjective. Evaluation of experience quality tends to be gestalt and holistic rather than attribute-based and focused on internal, self-evaluation rather than on external aspects or the service environment. As well, the scope of experience is general rather than specific, and the nature of the benefits is hedonic, experiential and symbolic rather than utilitarian and functional. Furthermore, in terms of the psychological perspective, experience quality is affective, and service quality is cognitive/attitudinal. Otto and Ritchie's (1996) experience-quality scale includes four factors. The first is hedonics, which is linked with affective responses, including enjoyment, memorability and excitement. Second is peace of mind, which is defined as the need for psychological and physical comfort and safety. Third is involvement, which concerns the desire to control and make choices regarding service offerings. Fourth is recognition, associated with feeling confident, important and being taken seriously.

Various studies subsequently constructed different experience quality scales to assess tourists' experiences. In a study that evaluated the experience quality of zoo visitors, Cole and Scott (2004) measured the experiential quality according to three factors: entertainment, education and community. Oh, Fiore and Jeoung (2007) implemented Pine and Gilmore's (1998) framework, confirming that the four domains of experience (aesthetic, education, entertainment, and escapism) determined tourist experiences and were valid for an assessment of tourism. Lemke et al. (2011) demonstrated that experiential quality is composed of four factors: hedonism of product category, involvement, product complexity, and rationality. While Pareigis, Edvardsson and Enquist (2011) proposed that experiential quality comprised of tourist processes - other tourists - physical environment, contact personnel, provider processes, and the wider environment. In their study, Kim, J-H, Ritchie and McCormick (2012) created a memorable tourism scale consisting of seven dimensions (hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge). These

conceptualisations affect the tourist experience, along with how people feel when they are engaged in tourism activities and how they subjectively react to them. The above-mentioned experience quality dimensions assist in identifying the favourable experiences of tourists. This research uses the experience quality construct with the objective of identifying the tourists' perceptions and feelings towards their visit and spending quality time at a destination.

Previous studies aiming to increase our understanding of tourist behaviours, incorporated measurement of experiential quality along with other significant constructs including perceived value, motivation and behavioural intention (Cole & Illum 2006; Kao, Huang & Wu 2008). For example, Cole and Illum (2006) investigated the relationship between experience quality, overall satisfaction and service quality and the behavioural intention of visitors to rural heritage festivals and noted that experiential quality contributed directly to visitors' behavioural intention and overall satisfaction. Cole and Scott (2004) measured the experiential quality with satisfaction, perceived performance quality and intention to revisit and discovered that experience quality had both a direct and indirect relationship with zoo visitors' overall satisfaction, perceived performance quality and intention to revisit. In contrast, Kao et al. (2008) examined the interrelationship of experiential quality, satisfaction and loyalty intention shown by visitors to theme parks, using the four dimensions of immersion, surprise, participation and fun. The study concluded that experience quality was a critical predictor of experiential satisfaction.

Wu, H-C, Li and Li (2014) explored the connections between experiential quality, experiential value, experiential satisfaction, image, and revisit intention of theme park visitors in Taiwan and found a strong impact of experiential quality on revisit intention. Cevdet Altunel and Erkurt (2015) tested a model that incorporated involvement, experience quality, satisfaction, and recommendation intention, and assessed firstly, the mediating impact of quality experience and satisfaction on the correlation with involvement; and secondly, the intention to recommend an attraction in the context of cultural tourism in Istanbul. The findings demonstrated that experience quality affected the level of impact of involvement on recommendation intentions.

Altunel, M and Koçak, Ö (2017) also confirmed a direct impact of experience quality and behavioural intention by examining the relationship between behavioural intention and involvement, experience quality, and satisfaction. Bintarti and Kurniawan (2017) evaluated the relationship between experience quality, tourism site image and

experiential satisfaction on the revisit intention and found that revisit intention was influenced by experience quality. Suhartanto et al. (2020) in their work incorporated measurement of experiential quality along with perceived value, satisfaction, and motivation to investigate the loyalty of creative tourists in Indonesia. This study observed that visitor loyalty can be assessed based on experience quality, perceived value, tourist satisfaction, and tourist motivation. Sharma and Nayak's (2020) evaluation of the direct and indirect effects of experience quality on loyalty intentions via perceived value and satisfaction in India concluded that experience quality affects loyalty intentions through perceived value and satisfaction. These findings demonstrated that experiential quality positively affects other critical outcomes, including behavioural intention.

2.7. Behavioural Intention

In tourism literature, exploring tourists' behavioural intention for different kinds of tourism is critical to understanding how the industry works (Chen, R et al. 2020; Lam & Hsu 2006). The needs and expectations of customers are strictly individual, constantly evolving and unique. For tourism destination proprietors, it would be helpful to have an understanding of tourists' buying behaviour and foresee their potential purchasing intentions (Dean & Suhartanto 2019). Behavioural intention tends to refer to a stated likelihood of individuals undertaking a certain behaviour or action (Ajzen & Fishbein 1988). In marketing consumer behavioural research, there is a tendency to refer to the customer's way of behaving towards goods or services (Cong 2016; Uyoga & Lagat 2019) as loyalty intention (Suhartanto, Chen, et al. 2018).

Many scholars have examined tourist behaviour based on social psychology theories including the Theory of Reason Action (TRA), the Theory of Planned Behaviour (TPB), and Maslow's Theory of Needs. For example, Ngah, Abdul Halim and Aziz (2018) used the theory of reasoned action study to assess the influence of eWOM on the attitude, subjective norm, and visit intention which indicated that eWOM has a positive relationship with the visit intention. Duarte Alonso, Sakellarios and Pritchard (2015) conducted a survey of heritage tourists using the TPB to understand their motivation and behaviour; it confirmed the relationship between motivation and behavioural intention. Elsewhere, Lin, Y-C and Chen (2014) examined tourist behaviour in food experiences, using Maslow's hierarchy of needs to assess the relationship between revisit intentions and the need for food and food services of a group of Chinese tourists visiting Taiwan. The study found that those with a good attitude to

food and food service needs were more likely to return and recommend Thai food to others (Lin, Y-C & Chen 2014). So, irrespective of the theoretical model used in earlier studies, tourists' behaviour can be predicted based on their past behaviour and intentions.

It is crucial to understand the behavioural intention of a tourist, such as: (1) mentioning good things about the products/services; 2) recommending the business to other consumers; 3) repurchasing products or services from it; 4) increasing consumption of products or services from it; and 5) consumers' willingness to pay a premium for certain products and services (Zeithaml, Berry & Parasuraman 1996b). Behavioural intention is a reasonably reliable predictor of important consumer habits, leading to the inference that it is a good indicator of consumer loyalty (Tran & Le 2020). Purchase behavioural intention is widely used to predict the probability of a customer repurchasing and to forecast their potential future behaviour.

Academic research has not been restricted to behavioural intention to repurchase; it involves measurable behaviour such as intention to suggest and recommend and intention to repurchase even if costs increase (Judge, Warren-Myers & Paladino 2019; Liang, LJ, Choi & Joppe 2018). The tourism literature informs us that visitors with a positive attitude to certain destinations are more willing to spend extra money there and are willing to express their thoughts, share their feelings about the destination and recommend it to others (Wang, T-L, Tran & Tran 2017). Therefore, behavioural intention is an appropriate method to forecast the level of demand in the tourism industry (Chen, R et al. 2020). In tourism research, behavioural intention is most widely assessed by the recommendations and revisit intentions of tourists. The next section discusses in more detail tourists' intention to revisit and recommend a certain destination.

2.7.1. Revisit intention

Studies have emphasised tourists' revisit intentions as an individual's anticipated return to a destination (Meng & Cui 2020). Repeat travellers bring great advantages and economic benefits to destinations (Chen, R et al. 2020). They are generally happier to spend more money and stay longer compared to new tourists (Chang, S 2018). Admittedly, the desire to revisit a place within a certain period of time after a journey reflects loyalty to a destination (Cakici, Akgunduz & Yildirim 2019). Understanding the generation processes of revisit intention of visitors would indeed have a crucial role in

developing successful marketing and management strategies for tourist destinations (Musallam et al. 2019).

Therefore, key factors, antecedents and mechanisms that generate the intention to revisit places constitute an area of research that has attracted much interest for tourism researchers. For example, Huang, Songshan and Hsu (2009) investigated the impact of travel motivation, past experience, perceived constraint, and attitude on revisit intention of Chinese visitors, and found that travel motivation, past experience as measured by the number of previous visits, and satisfaction also positively influenced revisit intention. Likewise, Musallam et al. (2019) identified antecedents of revisit intention of international tourists visiting Dubai which demonstrated that satisfaction has an effect on the likelihood of returning to a destination. Widjaja, Khalifa and Abuelhassan (2019) indicated that tourists' intentions to revisit destinations were influenced strongly by their assessment of goods and services. Nevertheless, Abubakar et al. (2017) argued that the likelihood of a satisfied customer revisiting a destination was also strongly affected by eWOM in the medical tourism industry. To sum up, pleasing or satisfying the customer is crucial as it has an impact on that person's intention and willingness to return to a destination.

2.7.2. Recommendation intention

Recommendation intention is a psychological action that encourages relatives, friends, and others to think about participating in certain travel activities or visiting certain areas (Prayag et al. 2017). Travellers with positive enjoyable experiences are more willing to recommend travel activities or destinations to customers (Stone, Migacz & Wolf 2019).Recommendation behaviour is a favourable assessment of a brand, product or service offered to customers through various informal channels and with no commercial intent (Ukpabi et al. 2020). The recommendation can be person-to-person WOM or online or electronic WOM (eWOM) (Burnham & Leary 2018). Some studies emphasised that theformation of expectations and feelings of satisfaction for a new customer are to some extent determined by the WOM referrals of current customers (Mangold, Miller & Brockway 1999; Ngoma & Ntale 2019). WOM is deemed to be an independent information source that can guide consumers' decisions (Hernández-Méndez, Muñoz- Leiva & Sánchez-Fernández 2015; Zeithaml, Bitner & Gremler 2018). WOM communication has been shown to be more influential, unlike communication via other channels such as advertisements (Sweeney, Soutar &

Mazzarol 2012). WOM was

perceived by consumers to provide relatively reliable information (Abubakar, Abubakar Mohammed & Ilkan 2016).

Technology has in recent years changed rapidly which has had important social and economic implications. The phenomenon of electronic word-of-mouth (eWOM), where information can be disseminated via the internet, has restructured the way people plan and consume travel (Baka 2016; Chu, Lien & Cao 2018; Giao, Vuong & Quan 2020; Park, D-H, Lee & Han 2007). Progressively, tourists are referring to online website information to assist their travel decisions (Xiang, Magnini & Fesenmaier 2015). The widespread popularity of recommendations and online reviews has made websites a highly relevant tool for those searching for tourism information (Li, L, Lee & Yang 2019; Xiang & Gretzel 2010). eWOM is currently having a huge effect on the hospitality and tourism industry and therefore studies acknowledged the importance of positive eWOM (Litvin, Goldsmith & Pan 2018). eWOM are similar to conventional WOM, but have unique characteristics. They transcend the limitations of conventional WOM in time, space and personal social networks and exert an impact on clients who are foreigners, not friends, relatives or acquaintances in the traditional sense (Rosario, de Valck & Sotgiu 2020). Customers trust eWOM, information from other customers, more than information provided by marketers (Ruiz-Mafe, Bigné-Alcañiz & Currás-Pérez 2020). In order to understand eWOM behaviour, marketers need to know more why certain customers post eWOM while others don't. Prior research has focused on the antecedents of eWOM communications or eWOM intention in a variety of hospitality contexts as part of this endeavour; for example, in hotels (Ahani, Nilashi, Ibrahim, et al.2019) and foodservice (Boo & Kim 2013).

In this current research, tourists' behavioural intentions were assessed through WOM recommendations to friends and relatives, as well as eWOM online recommendation. Behavioural intentions occur after the consumption phase in the TCScontext. Previous studies incorporated the investigation of behavioural intention with other significant constructs, including travel motivation, experience quality and perceived value. Behavioural intention has been linked to: firstly, perceived value (Chen & Chen 2010; Chen, C-F 2008; El-Adly 2019; Wu, H-C & Li 2017) and experience quality (Chen & Chen 2010; Chen, C-F 2008; Chen, C-M, Chen & Lee 2011; Chen, C-T et al. 2011; Cole & Illum 2006; Cole & Scott 2004; Jin, NP, Lee &

Lee 2015); and secondly, travel motivation (Dean & Suhartanto 2019; Pestana, Parreira & Moutinho 2020; Prayag & Ryan 2011; Yoon, Yooshik & Uysal 2005).

2.8. Tourist demographic variables and travel preferences

Demographics have been extensively employed in research to represent general personal characteristics like people's age, gender, occupation, ethnic group, and nationality, and are factors that are used by most tourism specialists, particularly in segmentation studies (Aziz et al. 2018; Bonnie & Chi Yung 2019; Dodds & Holmes 2019; Ooi 2019; Papastathopoulos et al. 2019; Sinclair-Maragh 2017). Some research indicates that gender, age, education, relationships, occupation, and economic status play vital roles in consumers' behaviour and preferences (Kim, W et al.2018; Syed Zamberi & Matloub 2017; Yuhanis Abdul et al. 2018). Age is an important determinant which can be used to profile a person and predict his/her destination, consumption habits, choice of activity, duration of stay and even purchase behaviour and expenditure (Bavik, Correia & Kozak 2020; Slabá 2019). Likewise, the disparity in income levels can be the most important socio-demographic variable that can cause variations when tourists select destinations, as they need to take into account budget anddistance (Wu, L, Zhang & Fujiwara 2013).

Researchers agree that income level is one of the main variables for market analysts and destination managers in attempting to understand why customers behave as they do (Bae et al. 2017; Song, H, Qiu & Park 2019). A tourist with a fairly high income would be able to select a long-distance destination and stay there for a longer time (Bavik, Correia & Kozak 2020). Similarly, Kara, Nasra Shokat (2017) concluded that the higher the per capita income the greater the tourism demand. Marketers and destination managers are therefore expected to pay particular attention to the level of income applicable to tourists when developing their segmentation strategies (Qiu & Park 2019).

Gender roles and their influence on travel behaviour have also been assessed in various studies (Collins & Tisdell 2002; Khan, Mohammad Jamal, Chelliah & Ahmed 2017; Ng, W-S & Acker 2018). For example, Collins and Tisdell (2002) found that various models of travel for men and women were based on aspirations for travel and other factors and suggested that males travel mainly for business-related activities, while females do so mainly to visit relatives and friends. Likewise, Ng, W-S and Acker (2018) detected a difference between gender in travel preferences, noting that women tend to go shorter distances compared to men. Gender segregation is a cultural phenomenon that is well-

entrenched in Saudi Arabia and has been a long-standing historical tradition and custom (al-Rasheed 2020). The Saudi government is changing this gradually (Khan, SI 2020), but attractions and dining areas in Saudi Arabia still have separate entrances and seating arrangements for men and women (Al-Hazmia 2020; Almubark 2019). It is therefore essential to evaluate the gender differences in the current study.

Most research has emphasised individuals' education level as essential in understanding travel behaviour and tourist preferences (Cheng et al. 2019; Dėdelė et al. 2020; Han, Y, Zhang & Wang 2020; Wang, Yun et al. 2017). Education, particularly when a person is about to make a travel choice, is a key element. Many recent studies show that technological progress has led to huge and significant changes in the tourism sector; tourists are increasingly aware of the evolution of the Internet and World Wide Web (Xiang et al. 2015) and how this affects their decisions. Modern technology allows travellers to book accommodation and tickets quickly and securely online. However, it is assumed that to be competent in the use of online services requires an individual to have a certain level of education (Cheng et al. 2019). Thus, it is more likely that educated travellers will have greater access to travel information than non-educated ones. It is important for travellers to have sufficient details about their trip in order to reduce risks, should any emerge. Risks may include limited budget, unfamiliar environment, and not being familiar with a culture. Educated or well-informed individuals, in comparison to those with less education, are more likely to travel frequently to new destinations (Zhang & Wang 2020).

Several studies have shown that the nationality of visitors is important to marketers, as such information could assist them to find out more about their travel behaviour (Mohd Nasiruddin Abdul et al. 2020; Morrison-Saunders et al. 2019). MacKay and Fesenmaier (2000) compared the effects of the cultural differences of tourists from Japan and the United Kingdom and found tourists differed in benefit-seeking patterns and travel motives, and consequently had different images of the destination. Tverijonaite, Ólafsdóttir and Thorsteinsson (2018) observed that tourists typically had different experiences and preferences relating to attractions. Similarly, Olya et al. (2019) noted that people from different nationalities had varied lengths of stay, travel activities and preferences, hhile Fieger, Prayag and Bruwer (2019)found that tourist spending, holiday style, and duration of stay varied from one nation to another.

Previous studies suggested that demographic variables such as age and gender can serve as segmentation variables which result in the creation of subgroups that are immediately clear (Kara, Nasra Shoka & Mkwizu 2020). Marketers have been using demographic factors to define consumer characteristics, differentiate certain customers, and establish marketing strategies because demographic factors are easily accessed, regularly collected and easily analysed (Bonnie & Chi Yung 2019; Can-Seng 2019; Dodds & Holmes 2019). To sum up, demographic variables are essential for understanding tourist behaviour.

2.9. Culture and tourist behaviour

Culture has been perceived as a defined characteristic of human behaviour. Various approaches indicate that cultural factors and customer behaviour are interdependent (Artal-Tur, Villena-Navarro & Alamá-Sabater 2018). In a tourism setting, tourists are significantly impacted by their culture (Artal-Tur, Villena-Navarro & Alamá-Sabater 2018; Correia, Kozak & Ferradeira 2011; Kwak et al. 2019; Litvin, Crotts & Hefner 2004). Based on Hofstede's (1991) perspective, culture is a dynamic set of concepts, beliefs, and other behaviour through which people acquire, change, and exchange meaning which are an individual's way of perceiving, understanding and assessing the world (Ahn & McKercher 2018). Hofstede (1991) demonstrated a common national character that forms the ideals, opinions, assumptions, aspirations, attitudes and behaviour of people. The behaviour of a member of a certain community is influenced by learned beliefs, traditions, norms, rules and regulations (Farahani & Mohamed 2013). Thus, according to Hofstede's theory, culture is characterised by variations in information processing in terms of power distance, individualism versus collectivism, masculinity, uncertainty avoidance, and long-term orientation (Kwak et al. 2019).

The most fundamental criticisms of Hofstede's research can be divided into two categories. The first is mostly concerned with methodological issues including generalizability, cultural boundedness, subjectivity, and the method of data collection. The other criticism is primarily concerned with theoretical viewpoints including construction of dimensions, and conceptualization of culture (McSweeney, 2002). For example, Triandis (1988) observed that Hofstede's dimensions are restrictive and limited only to the study of work-related values, which are not necessarily the same as the national ones. In addition, some dimension/s can be combined into one dimension. This is exemplified in the work undertaken by Yeh and Lawrence (1995) that suggested the Confucian dynamism dimension\s represents the same underlying cultural goals as

individualism and for this reason they should not be treated as autonomous. Concern also arises from the assumption of stable value preferences, exemplified in the work of Zainuddin et al. (2018) who acknowledge that while value priorities can be relatively stable, they have been observed to shift rapidly, as in the case of expatriates, immigrants, and people transiting between institutional contexts within a country that require the adoption of bicultural and multicultural identities.

However, some of these criticisms of Hofstede's study have been refuted by other researchers. Nevertheless, it continues to provide a thorough foundation for marketing studies, particularly when it comes to understanding cultural differences among tourists. Middle Eastern, Asian and Western cultures exhibit significant cultural variations (Banafsheh & Badaruddin 2013; Brush 2019; Olya et al. 2019; Rahmafitria 2018; Shafaei 2017;Sumanapala et al. 2017; Williams et al. 2017). Various studies support this cultural distinction; for example, Brush (2019) evaluated discrepancies and similarities in Asian and Western cultures and found that the greatest dissimilarity between Asian and Western cultures was the distinct character of each. Other research also investigated cultural aspects and noted important differences in the effect of experience quality on behavioural intention in consumers from various cultural groups (Weiermair 2000; Zhang, Hao et al. 2018). Weiermair (2000) developed a comprehensive cultural study to forecast tourists' behaviour and understand their experiences, and assessed cultural norms that influence

tourists' perceptions and expectations of their experiences and the quality of services. Zhang et al. (2018) also confirmed the tourists' perception of their experiences was affected by their cultural background, which supports the findings of previous studies of cultural influence on tourists' experiences. Huang and Crotts (2019) also observed that the novelty factor of experience quality varied between cultural groups. Other researchers found that the effects of motivation on behavioural intention differed among cultural consumer groups (Al-Haj & Som 2010; Chand 2012; Chen, H-J, Chen & Okumus 2013; He & Wang 2015; Kim, C & Lee 2000; Ng, SI, Lee & Soutar 2007). Similarly, in their study of cross-cultural consumer behaviour in China, He and Wang (2015) highlighted the effects of culture on brands, motivation and consumer purchases. In addition, Chand (2012) suggested the importance of considering cultural segmentation when developing tourism strategies.

Furthermore, researchers observed a significant difference in the effect of online reviews on purchase intentions among customer groups from different cultures (Christodoulides, Michaelidou & Argyriou 2012; Diaz-Martin et al. 2000; Shanka, Ali-Knight & Pope 2002; Wang, Yu et al. 2019). Christodoulides et al. (2012) conducted a cross-national study of how online reviews affected the purchase intentions of consumers and identified that the influence varied between Western and Asian groups. Wang et al. (2019), using Hofstede's dimensions as a theoretical lens, examined whether different product reviews had different effects on product evaluations and purchase intentions and confirmed that the influence varied between Western and Asian groups. According to Fong and Burton (2008) the impact of positive and negative reviews was stronger on Asian than Western customers. Ayeh, Au and Law (2016) acknowledged regional differences in adopting online reviews and asserted that, despite their importance, the antecedents of the intention to use consumer-generated reviews may vary significantly by country. The findings of these studies identified the importance of understanding cultural difference of tourists.

2.10. The relationship between constructs

The impact of online reviews on travel decisions has attracted considerable attention from tourism scholars. Travel information processing is distinct from that of other consumers (Gretzel et al. 2019). Due to the nature of the tourism product, visitors must travel geographically from their normal area to often unfamiliar and distant locations in order to consume it (Almeida-Santana & Moreno-Gil 2017). In addition, the tourism

commodity cannot be tasted or tested in advance in most cases (Nelson 1974). Consequently, decision-making and consumption are spatially and temporally separated (Werthner & Klein 1999). To resolve these 'distances', tourists need advanced access to product details. The latest developments in information communication technology have amplified the ways in which tourists searching for information can select a destination (Pesonen & Pasanen 2017). Research demonstrates that online reviews have become an important source of information for acquiring travel data (Choi, Y, Hickerson & Kerstetter 2018; Fang et al. 2016; Gretzel, Yoo & Purifoy 2007; Qian, Hu & Zhang 2015; Xiang et al. 2017). The starting point in any vacation decision process is searching for information by other travellers (Xiang & Fesenmaier 2020). Tourists used online reviews as information sources to identify and evaluate opportunities to improve the quality of their travel (Narangajavana, Fiol, et al. 2017). Tourists who planned their vacations based on online reviews were able to create expectations for the destination they visited (Pawłowska-Legwand 2019).

As tourists want to become more informed about different locations, they pay close attention to other people's views about destinations which they are considering visiting (Hickerson & Kerstetter 2018). However, the abundance of information available on TripAdvisor and other similar online communities can lead to overloading information for users (Jalilvand & Samiei 2012). Thus, for all customers or tourists, finding multiple reviews with useful information is increasingly necessary. Research found that tourists carefully and critically analyse the details and post information about each destination (Kullada & Michelle Kurniadjie 2020; Ru et al. 2018; Xiang & Fesenmaier 2020) and that this process differed among tourists (Ru et al. 2018). Helpful reviews will potentially influence the decisions of potential customers more than others. There have been few studies on the relationship between the perceived usefulness of online reviews and destination selection (Nechoud, Ghidouche & Seraphin 2021).

Other studies indicate that the perceived value of product reviews has an impact on consumers' enthusiasm for purchases, purchasing decisions, and product use and satisfaction (Chen, P-Y, Dhanasobhon & Smith 2008; Chevalier & Mayzlin 2006; Clemons, Gao & Hitt 2006; Filieri 2015; Lee, S-G, Trimi & Yang 2018; Mudambi & Schuff 2010; Peng et al. 2016). The literature is developing a constructive relationship between the perceived value of online reviews of product motivation for purchases, purchasing decisions, and product use and experience (Park, D-H, Lee & Han 2007; Su

& Niu 2021; Ventre & Kolbe 2020). Therefore, this current study will argue that the perceived value of online reviews of a destination is potentially linked with travel motivation, experience quality and behavioural intention.

The literature has developed a constructive relationship between motivation and behavioural intention (Hsu, CH, Cai & Li 2010; Huang, Songshan & Hsu 2009; Khan, Mohammad J, Chelliah & Ahmed 2019; Pestana, Parreira & Moutinho 2020; Ramkissoon & Uysal 2011; Schofield & Thompson 2007). As Li et al. (2010) observed, travel motivation is not only probably the most significant factor in understanding tourist behaviour, but also an influential factor in understanding tourists' revisit intentions. Similarly, Huang and Hsu (2009) explored the relationship between tourists' motivation and intention to revisit Hong Kong and found that the shopping dimension of motivation was a significant influence on revisit intention. Yoon and Uysal (2005) explored tourist motivation to visit northern Cyprus and discussed the relationship between push and pull motivations, satisfaction and destination loyalty. They suggested that destination marketers should consider the practical implications of motivation variables which can be basic factors in increasing satisfaction with destination services and enhance tourists' destination revisiting.

Numerous researchers have indicated a strong association between motivation and experience quality (Chang, L-L, Backman & Huang 2014; Huang, Songshan & Hsu 2009; Kong & Chang 2016; Prebensen et al. 2013; Wang, X & Leou 2015; Yoon, Yooshik & Uysal 2005). Ekanayake and Gnanapala (2016) noted a relationship between pull motivations and travel experiences. Similarly, Martin et al. (2016) affirmed the effect of pull motives on the quality of travel experiences in heritage tourism. However, other research indicated that push motivation impacted on tourists' experience quality (Dean & Suhartanto 2019; Leo et al. 2020) and Leo et al. (2020) argued that push motivation directly influenced the quality of the tourist experience.

Research has established a relationship between experience quality and behavioural intention. There is broad agreement about the significant the effect of experience quality on behavioural intention (Chen, C-F & Chen, F-S 2010; Cole & Scott 2004; Jin, NP, Lee & Lee 2015; Kao, Huang & Wu 2008; Tarn 1999; Wu, H-C & Li 2015). Chen et al. (2011) found that experience quality was a significant predictor of behavioural intention for heritage tourists and that it directly influenced tourists' satisfaction and perceptions of value. Most studies found that tourists' experiences and their revisit and recommend

intentions were positively related. In other words, tourists' intentions to revisit were believed to influence their positive evaluations of the experience (Meng & Cui 2020). As Leri and Theodoridis (2019) asserted, if individuals are satisfied and have a positive experience during an activity then they are more likely to repeat it. Oriade and Schofield (2019) pointed out that visitors who enjoy their experience are more likely repeat the experience in the future and that experience quality has the greatest impact onsatisfaction and revisit intention. Lee et al. (2005) reported that individuals with a favorable destination image would perceive their on-site experiences positively, which might lead to a higher satisfaction level and behavioural intention to revisit the site. Hosany and Witham (2010) found that four dimensions of cruisers' experiences were positively related to their intention to recommend on the basis of cruise travel. Suhartantoet al. (2020) also mentioned that the quality of the tourism experience was a determinantof post-consumption behaviour, such as intention to recommend.

In summary, research has supported the theoretical association between behavioural intention, travel motivation, experience quality and perceived value of a tourist destination. This current research attempts to explain interactions between perceived value of online reviews and the above-mentioned constructs. Some research indicates that culture, gender, age, education, occupation, and economic status play vital roles in consumers' behaviour and travel patterns and preferences. As a result, this thesis will consider all of these factors. The following section examines related theories that help to explain the proposed theoretical framework.

2.11. Theoretical foundations

This section provides relevant theories which will serve as a theoretical foundation for the study. Providing a thorough explanation of the theoretical framework is critical to identify possible connections between constructs with regard to anticipated implications within the conceptual model. This study employs the theory of Tourism Consumption Systems (TCS) and the Theory of Reasoned Actions (TRA) to explain the interrelationships between motivation, experience and behavioural intention. The subsequent section discusses the theories in further detail.

2.12. The Theory Of Tourism Consumption Systems (TCS)

Woodside and Dubelaar (2002) proposed that a tourism consumption structure is an evolving series of travel decisions taken by a tourist before, during, and after a travel.

They interpreted a leisure trip as a complex structure with various sets of variables, including tourists' background, previous trip activity, and trip-related decisions and behaviour, based on a five-phase recreation experience model established by Clawson and Knetsch (1966). As all these factors, feelings, choices, and travel-related activities, were interrelated, they proposed various direct and indirect ties among them, and their research tested some TCS ideas and showed theory support (Woodside & Dubelaar 2002). The TCS theory involves understanding a trip's causes and effects, ratherthan anticipating and describing destination choice (Sharma & Nayak 2019). The core argument of TCS theory is that the thinking, decisions and behaviour of one activity will influence the thinking, choices, and conduct of other activity at one stage of the experience with tourism consumption (Suhartanto et al. 2020). It is important to remember that three different levels of traveller assessment will occur when travelling, as graphically described in Figure 1 below. The first phase is before the trip begins. Evaluations usually occur about a spot, an attraction, lodging, touring within the destination area, and activities in a particular region (micro evaluations), as well as overallassessment of the destination area (macro evaluation). The second phase is during the journey. Evaluation is based on the interactions and benefits realised at micro and macrolevels. The last phase is after the trip. Micro and macro assessments will be further updated based on conversations and observations on what occurred during the trip and the significance of these activities (Woodside & Dubelaar 2002).

Note: Figure 1 includes 13 propositions of direct relationships. Each proposition is identified by a lowercase letter. For example, P_a: the greater the distance to the destination for the traveler, the greater the use of advertising information; P_b: the greater the distance to the destination for the traveler, the greater the likelihood of a first visit to a destination.

Figure 2-1 The theory of Tourism Consumption Systems

Source: Woodside and Dubelaar (2002)

The core principle of the theory has been supported by several researchers (Becken & Gnoth 2004; Kelly et al. 2007; Li, XR et al. 2008). For example, Kelly, Haider, Williams, and Englund (2007) used a discrete choice experiment to investigate which potential eco-efficient destination planning alternatives would be most favourably viewed by visitors which showed that a visitor's actions in a previous trip influenced which places they personally preferred. Correspondingly, Li, XR et al. (2008) compared first-time and repeat travellers, travel planning conduct, pre- and post-trip congruency in travel activity interest, and post-trip assessment and proved that all of these variables were interdependent. Similarly, Becken and Gnoth (2004) considered the way travellers around tourist activities act through a model for those who behave in a common way. The core premise of TCS was that many of these variables were highly interdependent. Li, Xiangping, Li and Hudson (2013) also presented evidence supporting interdependency in their study of American international travellers' attitudes and behaviour in relation to information source preferences, destination visitation history, future destination preferences, destination evaluation criteria, and travel activity preferences. More recently, Suhartanto et al. (2020) used TCS to reveal the connections between tourist loyalty and quality of experience, perception of value and satisfaction in tourism, demonstrating that

all these variables were interrelated. In summary, several researchers have used the principle of TCS to comprehend visitor experiences.

2.12.1. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a classic theory of behavioural intention widely recognized in the psychological literature. Ajzen and Fishbein's Theory of Reasoned Action (1988) helps to understand the relationship between people's attitudes and behaviour and their actions (Ajzen & Fishbein 1988) and has been used to predict people's behaviour based on their previous attitudes and behavioural intention. Their decision to engage in certain behaviour depends on their expectations of the results of performing that behaviour (Ribeiro et al. 2017). The theory has three main components: behavioural intention, attitude and subjective norms as demonstrated in Figure 2-2 (Ajzen & Fishbein 1988). The TRA model explains how behavioural intention, as an antecedent of actual action, is related to a person's attitudes towards a specific behaviour and their subjective norms about that behaviour (Nisson & Earl 2020). The TRA showed that the behavioural action-orientated mindset and subjective expectations of the behaviour are co-predictable (Nisson & Earl 2020). Behavioural performance is determined by the intensity of the intention of the person (Ribeiro et al. 2017). TRA explains how cognitive process influences an individual's behavioural outcomes (Japutra et al. 2019). The theory also acknowledges the possible role of context factors in shaping people's behaviour and attitudes. Age, gender, race, education, and other variables, according to the theory, divide the population into several classes with very different life experiences. As a result, people in different categories are likely to hold disparate views on a specific behaviour (Nisson & Earl 2020).
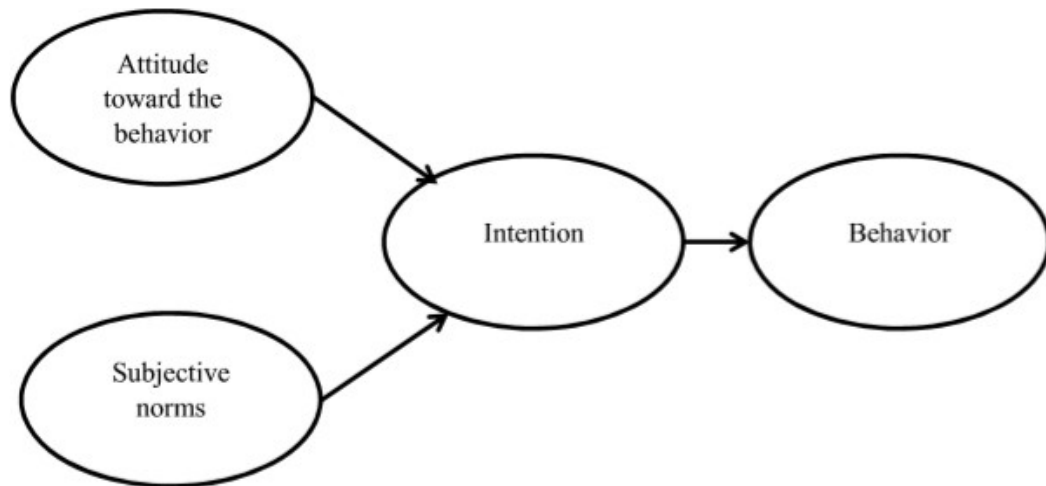
Figure 2-2 The Theory Of Reasoned Action

Source: Ajzen and Fishbein (1980)

Despite its establishment two decades ago, TRA still offers a comprehensive framework for marketing studies, especially in relation to consumers' perception that for reasons other than product quality they should or should not consume certain types of products (Haris et al. 2017; Karnowski, Leonhard & Kümpel 2018; Procter et al. 2019; Saifudin & Puspita 2020). It provides explanations about people's performance regarding a specific behaviour and is useful in developing strategies aimed at changing that behaviour (Han, H, Hsu & Sheu 2010; Karnowski, Leonhard & Kümpel 2018; Nisson & Earl 2020; Ribeiro et al. 2017). People's decision to engage in certain behaviour depends on the outcomes relative to their expectations of the results of performing it (Yzer 2017).

Various studies concluded that a TPB can be employed to predict intention to choose a tourism destination and it has been frequently used to analyse tourist's willingness to visit a country destination. Researchers have endeavoured to use theory extensions to support their work according to their contexts. For instance, they have explored the effect of different variables on tourists' response to food events and festivals using the extended TPB model (Choo, Ahn & Petrick 2016; Kim, YH, Kim & Goh 2011; Levitt et al. 2019); intention to visit a cultural heritage site (Chung et al. 2017;Shen, Schüttemeyer & Braun 2009) or intention to visit a specific country such as Chile,Japan or Malaysia (Bianchi, Milberg & Cúneo 2017; Hsieh, Park & McNally 2016; Park,SH, Hsieh & Lee 2017; Seow et al. 2017).

In this current research, the TPB will be utilised to assess behavioural intention based on the value of online reviews, motivation to travel (push and pull factors), and the tourism experience quality. The TCS theory also emphasizes the need to assess internal factors including the demographics of tourists and travel patterns and preferences, while the TPB will be used to assess tourists' willingness to revisit a recommended destination. These theories provide valuable instruments for interpreting individual behaviour and thus afford a justifiable approach to the subject of this study.

2.13. Chapter summary

Identifying customer value is a critical component for gaining and maintaining a competitive edge. Academics who research tourism have succeeded in interpreting the value of a tourist destination and have demonstrated the role of perceived value in tourists' willingness to return to a recommended destination. However, the literature review has revealed few studies on the perceived value of online reviews in understanding travel behaviour, although they have developed a constructive relationship between the perceived value of online reviews of a product, motivation for purchase, purchasing decisions, and product use and experience. Therefore, this thesis will argue that the perceived value of online reviews of a destination is potentially linked with travel motivation, experience quality, and behavioural intention. Building on previous studies, it was anticipated that there would be a relationship between the perceived valueof online reviews and behavioural intention. Linking perceived value to the context of online reviews and behavioural intention will better understand the factors that could contribute to tourist experience and influence tourists' willingness to return or recommend a destination.

The literature has revealed that tourist behaviour is crucial in tourism marketing since it helps businesses understand potential tourists' demands. Consequently, marketers can employ appropriate marketing strategies to boost tourist demand in the highly competitive tourism industry. Among the variables, perceived value, motivation and experience quality were important as primary antecedents affecting tourists' behavioural intention. While previous studies have conceptualised perceived value relating to a tourist destination, this thesis will contextualise the perceived value of online reviews. Other research has investigated tourist behavioural intention and perceived value experience quality and travel motivations and acknowledged these essential variables could

determine behavioural intention. But it has yet to demonstrate how such constructs affect tourist behavioural intention. This research will address this gap by assessing the interaction between these key variables and propose a comprehensive conceptual framework.

In this research, the TCS theory will be employed as a theoretical foundation for the relationship between the perceived value of online reviews, motivation to travel (push and pull factors), the tourism experience quality and behavioural intention. The TCS theory also emphasises assessing internal factors, including the demographics of tourists and travel patterns and preferences. While TRA has been used to determine tourists' willingness to revisit a recommended destination, combining the two theories could provide a coherent connection between the concepts of the study and the factors that could influence tourist behaviour.

These two theories (TCS and TRA) are consistent with tourism experience in three stages: before, during and after consumption. According to the literature review, the value of online reviews and tourist motivation (push and pull) exist in the before consumption stage, whereas tourist experience quality occurs during consumption, and behavioural intention appears in the post-consumption stage. The next chapter establishes conceptual frameworks and hypotheses for this research.

CHAPTER 3 CONCEPTUAL FRAMEWORK

3.1. Introduction

As discussed in Chapter One, the aim of this research is to determine key factors influencing the behaviour of tourists in the light of recent Saudi Arabian initiatives to expand tourism. The literature review presented a comprehensive understanding of how knowledge gaps have been identified in the field of tourism research. This chapter will outline how the theoretical foundations are utilized to establish conceptual frameworks and hypotheses in this research. Building on the principle of Tourism Consumption Systems (TCS), the tourist experience is composed of three phases - the time prior to, during, and following a trip. In the first phase, factors that influenced tourists prior to their visit were identified. In relation to this research, the study measured travel motivation and perceived value of online reviews. The second phase, tourist experience quality, assessed factors that influenced tourists during the visit stage. The third phase identified factors that influenced tourists after their visit. This research is related to behavioural intention. Together with reasoned action theory (TRA), this study develops a holistic model to investigate the effect of travel motivation (push and pull), perceived value of online reviews, and experience quality on behavioural intention. The chapter also includes the proposed hypotheses.
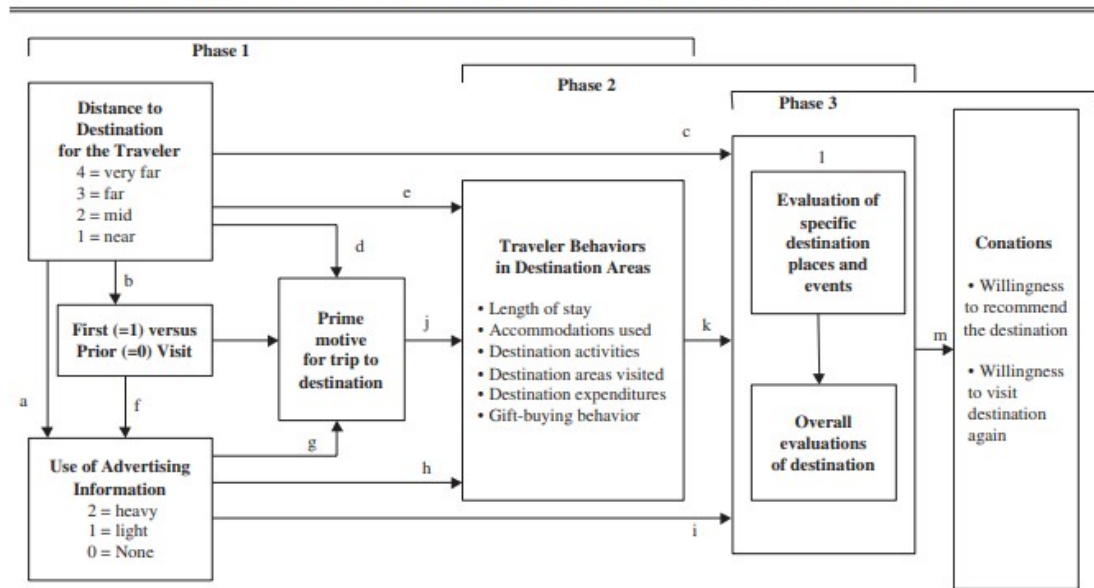
3.2. Theoretical foundations

This section provides relevant theories that serve as a theoretical foundation crucial to the study. Providing a thorough explanation of the theoretical framework is critical in identifying connections between construct dimensions. This study employs the TCS and TRA to explain the interrelationships between perceived value of online reviews, travel motivation, experience quality, and behavioural intention.

The purpose of this study is to apply the TCS theory to assess the relationship between the perceived value of online reviews, motivation to travel (push and pull factors), tourism experience quality, and behavioural intention. The TCS theory also involves defining internal influences, including different aspects relating to tourist culture, tourist demographics and travel preferences.

The first stage explores variables that are considered to have an impact on the tourist when determining how and when to travel. The second stage is the tourism experience, from the destination all the way through to consumption. This is characterised by variables of the services provided for visitors. The third and final phase explores variables that are considered tourists' response to their current experience and their future intended behaviour.

TRA still offers a comprehensive framework for marketing studies, especially in relation to consumer perceptions; when taking into account reasons other than product quality, consumers use their perceptions to decide whether or not they should consume certain products (Haris et al. 2017; Karnowski, Leonhard & Kümpel 2018; Procter et al. 2019; Saifudin & Puspita 2020). This theory is used to anticipate the behaviour of individuals based on their past attitudes and behavioural intentions (Nisson & Earl 2020) and is influenced by the outcome of their expectations (Ribeiro et al. 2017).Previous studies concluded that a theory of reasoned action can be employed to predict intention to choose, revisit, and recommend a tourist destination (Bianchi, Milberg & Cúneo 2017; Hsieh, Park & McNally 2016; Park, SH, Hsieh & Lee 2017; Seow et al. 2017). In this study, the Theory of Planned Behaviour will be used to assess tourist willingness to revisit and recommend a destination.

In summary, the theory of TCS and the TRA are used in this study to explain the interrelationships between perceived value of online reviews, travel motivation, experience quality, and behavioural intention.The TCS theory is used as a foundation to link variables and assess internalfactors that include the culture and demographics of tourists, travel patterns, and travel preferences. In addition, the TRA is utilised to assess tourist willingness to revisit and recommend a destination. These theories provide valuable instruments for interpreting individual behaviour; thus combining these two theories provides a justifiable approach to the subject of this study.

3.3. Conceptual framework development

As customers have become more value-driven over the last few decades, researchers have paid close attention to their perceived value (Eggert & Ulaga 2002; Payne & Holt1999; Sweeney & Soutar 2001; Wang, Yonggui & Lo 2003). Various studies have interpreted the value of a tourist destination (Kim, K-H & Park 2017; Muskat et al. 2019;

Tran & Le 2020; Yeh & Jeng 2015). The perceived value concept is multidimensional research applied to multi-item assessment of perceived value in tourism and leisure experiences (Jamal and Sharifuddin, 2015, Kim and Park, 2017, Wu and Li, 2017, Chang et al., 2014, Yeh and Jeng, 2015). While previous studies have conceptualised perceived value as relating to a tourist destination (Kim, K-H & Park 2017; Muskat et al. 2019; Tran & Le 2020; Yeh & Jeng 2015), the current study will review perceived value in the context of online reviews of a destination.

Online reviews are now an important source of information for customers to obtain comprehensive information (Zhang and Huat, 2019, Li et al., 2019b). Various studies have identified the effects of online consumer reviews and confirmed that they strongly influence different types of people's behaviour, including purchasers' intentions (Chevalier and Mayzlin, 2006, Forman et al., 2008, Chen et al., 2018), selection of products (Gupta and Harris, 2010, Huang and Chen, 2006) and their evaluation (Lee et al., 2008, Sahoo et al., 2018, Chevalier and Mayzlin, 2006), trip decision-making processes (Xiang and Gretzel, 2010, Buhalis and Law, 2008, Shanka et al., 2002, Jalilv and and Samiei, 2012), travel goods and services like hotels and restaurants (Mauriand Minazzi, 2013, Ye et al., 2011, Vermeulen and Seegers, 2009, Öğüt and Onur Taş, 2012), and estimating market dominance of hotels and restaurants (Ye et al., 2009, Ye etal., 2011, Zhang et al., 2010).

Although the proliferation of online travel websites makes it easier for tourists to acquire data (lower search costs), they make it difficult for them to process and evaluate useful information (increase in cognitive costs) (Liu and Park, 2015, Liang et al., 2019). This study will view perceived value of online reviews as the value of a review regarding its usefulness in travel planning (Filieri et al., 2020, Chung and Koo, 2015). Numerous researchers have established that review usefulness is a critical indicator of its impact (Ventre and Kolbe, 2020, Zhang et al., 2021). Other studies have shown that the perceived value of product reviews has an impact on consumers' enthusiasm for purchases, purchasing decisions, and product use and satisfaction. This proposed study will examine the perceived value of online destination reviews to see how they affect travel motivation, experience quality, and behavioural intention (Peng et al., 2016, Filieri, 2015, Chevalier and Mayzlin, 2006, Clemons et al., 2006, Mudambi and Schuff, 2010, Lee et al., 2018, Chen et al., 2008).

Any attempt to understand travel behaviour must proceed with an emphasis on travel motivation (Pestana, Parreira & Moutinho 2020). Researchers have assessed tourist

motivation in order to better understand visitors' choices and needs (Devesa, Laguna & Palacios 2010; Sung, Chang & Sung 2016; Yoon, Yooshik & Uysal 2005). Many studies have indicated that both push and pull travel motivation impacst on visitor travel behaviour (Dean & Suhartanto 2019; Sastre & Phakdee-Auksorn 2017; Suhartanto et al. 2020).

Researchers have also investigated experience quality to better understand travel behaviour (Altunel, MC & Koçak, ÖE 2017; Khairudin & Rahman 2020; Suhartanto et al. 2020) and to design and improve tourism services (Prayag et al. 2017; Wu, H-C & Li 2017). A better understanding of the quality of the tourism experience helps destination marketers increase tourist satisfaction (El-Adly 2019; Ketut et al. 2020).

Based on a review of the published literature and the subsequently-formulated hypotheses, this study proposes a framework linking the aforementioned components, as shown in Figure 3.1. The proposed research model demonstrates the interrelationship of the components as indicated by the arrows, which show their direction. The research model indicates that the independent variables are perceived value of online reviews, tourist motivation, and experience quality which are seen in relation to the dependent variable of tourist behavioural intention. The model also illustrates the factors that influence tourist behaviour, including a tourist's demographic variables and travel preferences. The literature review in the previous chapter confirmed the causal relationship between these variables which will be examined to provide a better understanding of how the perceivedvalue of online reviews, motivation, and experience quality affects tourist behavioural intention. The anticipated result is that these findings will help destination managers to develop more effective marketing strategies.
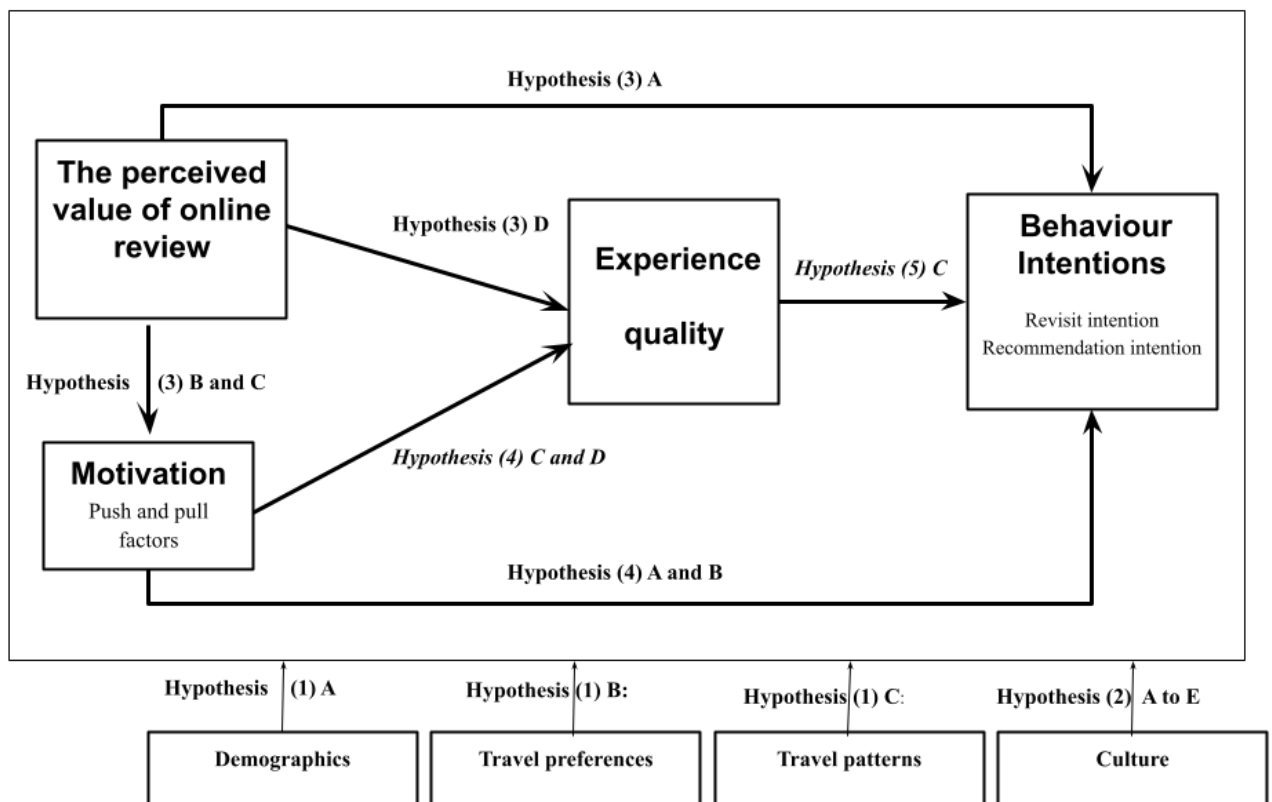
Figure 3-3-1 research framework developed by the researcher

3.4. Hypotheses development

3.4.1. Tourist demographic, travel patterns preferences

Demographic variables can be significant in interpreting tourism behaviour. Researcher shave highlighted the substantial differences in education levels, age, annual income, and occupation among tourists (Kim, W et al. 2018; Syed Zamberi & Matloub 2017; Yuhanis Abdul et al. 2018). Similarly, there are vast differences between tourists in terms of travel purpose, frequency and length of visit, and travel party (Cheng et al. 2019; Dėdelė et al. 2020; Han, Y, Zhang & Wang 2020; Wang, Yun et al. 2017), and culture has been perceived as a definite characteristic of human behaviour. Various approaches have been proposed to indicate that cultural factors affect customer behaviour(Artal-Tur, Villena-Navarro & Alamá-Sabater 2018). In this study, it is anticipated that visitors will have different travel preferences that will vary based on demographics. Thus, the following hypothesis can be formulated:

Hypothesis (1) A: There are statistically significant differences in demographics between

international tourists.

Hypothesis (1) B: There are statistically significant differences in travel preferences between international tourists.

Hypothesis (1) C: There are statistically significant differences in travel patterns between international tourists.

Hypothesis (2) A: There are statistically significant differences in behavioural intention between international tourists.

Hypothesis (2) B: There are statistically significant differences in push motivation between international tourists.

Hypothesis (2) C: There are statistically significant differences in pull motivation between international tourists.

Hypothesis (2) D: There are statistically significant differences in experience quality between international tourists.

Hypothesis (2) E: There are statistically significant differences in perceived value of online reviews between international tourists.

3.4.2. Perceived value and behavioural intention

The relationship between perceived value of product reviews and purchase behaviour has been clearly demonstrated in previous research (Chen, P-Y, Dhanasobhon & Smith 2008; Chevalier & Mayzlin 2006; Clemons, Gao & Hitt 2006; Filieri 2015; Lee, S-G, Trimi & Yang 2018; Mudambi & Schuff 2010; Peng et al. 2016) which has consistently shown certain types of reviews have a significantly greater impact than others; useful reviews provide greater potential value to customers (Ventre & Kolbe 2020; Zhang, Zhe, Wang & Wu 2021). Consumer value of certain types of reviews has played a role in several behavioural outcomes, including motivation that drives consumers to purchase, purchase decisions, and product use and satisfaction (Chen, J, Kou & Peng 2018; Chevalier & Mayzlin 2006; Forman, Ghose & Wiesenfeld 2008). Studies tend to agree that perceived value of product reviews is highly correlated with purchase intention (Chen, P-Y, Dhanasobhon & Smith 2008; Chevalier & Mayzlin 2006; Clemons, Gao & Hitt 2006; Filieri 2015; Lee, S-G, Trimi & Yang 2018; Mudambi & Schuff 2010; Peng et al. 2016). This present research assumes a relationship between perceived value of online reviews of tourist destination and travel behavioural intention. Thus, the following hypotheses can be formulated:

Hypothesis (3) A: Perceived value of online reviews has a positive relationship with behavioural intention

Zhu et al. (2020) demonstrated that motivation for purchases may well be altered by their knowledge and information quality of helpful online reviews. Similarly, Matute, Polo-Redondo and Utrillas (2016) investigated the factors that influence customer motivation to repurchase from an online store and found that the credibility of information and the quality of useful reviews influenced repurchase motivations. Ventre and Kolbe (2020) concur; they investigated the motivation that drives consumers to buy online, taking into account the perceived usefulness of online reviews, trust, and perceived risk and founda relationship between them. Previous research found a link between online information sources and travel motivation (Damanik et al. 2019; Llodra-Riera et al. 2015). Tourist motivation is influenced by the amount of knowledge available to and used bycustomers in information sources such as social media (Damanik et al., 2019). This present research assumes the knowledge available to customers in online reviews stimulated their interest in traveling (Liu et al., 2019a, Gursoy, 2019, Damanik et al., 2019). The following hypotheses can be formulated:

Hypothesis (3) B: Perceived value of online reviews has a positive relationship with push motivation

Hypothesis (3) C: Perceived value of online reviews has a positive relationship with pull motivation

Lee and Shin (2014) discovered that online consumer reviews were a primary source of information about product quality and helped reduce customers' uncertainty about their purchase decisions, while Sullivan and Kim (2018) found that a high-quality review contributes to product assessment and usage improvement. Similarly, Sun, Han and Feng (2019) noted online reviews were useful in familiarizing, understanding and assessing the quality and performance of a product. Providing helpful information assists prospective buyers in gaining an understanding of the product and considering buying it (Su & Niu 2021). This enhanced representation of customers helps to minimise the gap between expectations and the actual product, and thus decreases the likelihood of customer dissatisfaction (Li et al., 2020b). This present research assumes useful reviews contain rich information and so provide a clearer picture of the destination that consumers are considering (Zarezadeh, Benckendorff & Gretzel 2018).This enhanced representation of

holiday attributes helps to minimise the gap between expectations and the actual environment, and thus decreases the likelihood of user dissatisfaction (Narangajavana, Callarisa Fiol, et al. 2017), and allows users to see more clearly the place they are considering, which improves the experience quality. Thus, the following hypothesis can be formulated:

Hypothesis (3) D: Perceived value of online reviews has a positive relationship with experience quality

3.4.3. Motivation and behavioural intention

The literature has established a constructive relationship between motivation and behavioural intention (Hsu, CH, Cai & Li 2010; Huang, Songshan & Hsu 2009; Khan, Mohammad J, Chelliah & Ahmed 2019; Pestana, Parreira & Moutinho 2020; Ramkissoon & Uysal 2011; Schofield & Thompson 2007). Numerous studies have indicated a strong association between motivation experience quality and perceived value (Chang, L-L, Backman & Huang 2014; Huang, Songshan & Hsu 2009; Kong & Chang 2016; Prebensen et al. 2013; Wang, X & Leou 2015; Yoon, Yooshik & Uysal 2005). This study follows these previous works on travel motivation and further investigates push and pull factors. It also indicates that motivation is a signal of tourist intention to revisit and recommend a particular destination (Katsikari et al. 2020; Michael, Wien & Reisinger 2017; Prayag & Ryan 2011; Sastre & Phakdee-Auksorn 2017). Thus, the following hypotheses can be formulated:

Hypothesis (4) A: Push motivation has a positive relationship with behavioural intention

Hypothesis (4) B: Pull motivation has a positive relationship with behavioural intention

Academics have found a strong link between motivation and experience quality (Chang, L-L, Backman & Huang 2014; Huang, Songshan & Hsu 2009; Kong & Chang 2016; Prebensen et al. 2013; Wang, X & Leou 2015; Yoon, Yooshik & Uysal 2005). Several studies examined the influence of the pull factors of destination attributes on tourists' experience. Moon and Han (2018) indicated that the various attributes of the destination have a positive or negative impact on Chinese tourist experience quality, and Ekanayake and Gnanapala (2016) established relationships between pull motivation and travel experience. Similarly, Martin et al. (2016) affirmed the effect of pull motives on the quality of travel experiences in the field of heritage tourism. However, other research indicated that push motivation impacts on tourists' experience quality (Dean &

Suhartanto 2019; Leo et al. 2020) and push motivation directly influences the quality of the tourist experience (Leo et al. 2020). Furthermore, Dean and Suhartanto (2019) demonstrated that push motivation influences experience quality in creative tourism and Mutanga et al. (2017) highlighted that both push and pull motivation influences experience quality in wildlife tourism. Thus, the following hypotheses can be formulated:

Hypothesis (4) C: Push motivation has a positive relationship with experience quality

Hypothesis (4) D: Pull motivation has a positive relationship with experience quality.

3.4.4. Experience quality and behavioural intention

Various studies have established the relationship between experience quality and behavioural intention. There is agreement that the effect of experience quality on behavioural intention is significant (Chen, C-F & Chen, F-S 2010; Cole & Scott 2004; Jin, NP, Lee & Lee 2015; Kao, Huang & Wu 2008; Tarn 1999; Wu, H-C & Li 2015). Most studies found that tourists' experiences and their intentions to revisit and recommend are positively related. In other words, tourists' intentions to revisit and recommend influence their positive evaluations of the experience (Meng & Cui 2020). Thus, the following hypothesis can be formulated:

Hypothesis (5) A: Experience quality has a positive relationship with behavioural intention

The fourth research objective, which relates to the relationship between perceived value of online reviews, travel motivation (push and pull factors), experience quality, and behavioural intention was articulated by hypotheses 3, 4 and 5.

3.5. Conclusions

Previous research recognized the causal relationship between perceived value, motivation, experience quality and behavioural intention and demonstrated their significance as primary antecedents affecting tourists' behavioural intention. Several studies have conceptualised perceived value as relating to tourist destination. This study was contextualised in the context of perceived value of online reviews. Therefore, it argues that perceived value of online reviews is potentially linked with travel motivation and experience quality and asserts that these variables impact on travel behavioural intention. Through the lenses of the TCS theory and the TRA Theory, this research proposes a model which indicates the independent variables that include perceived value of online

reviews, motivation and experience quality. In contrast, behavioural intention serves as the dependent variable. During each of the three phases, the constructions are interlinked and affected by other factors, including culture, demographics, travel patterns, and preferences. In developing the research framework, several hypotheses were formulated. By testing and analysing them it would be possible to bridge the gap in literature. The analysis of these variables would pave the way for a better understanding of tourist intentions to revisit and recommend a destination. This chapter presented the theoretical foundations, and how they are used to establish conceptual frameworks and hypotheses in this research. The following chapter will address the research methods.

CHAPTER 4   APPROACH AND METHODOLOGY

4.1. Introduction

The previous chapter presented the conceptual research framework developed from analysis of the literature review, and developed the hypotheses for this thesis. This chapter focuses on the methodological approach employed in the thesis to achieve the study's primary objective. The research dealt with two data collection phases: the first phase was a quantitative survey; and the second was a qualitative netnographic method based on retrieving data from TripAdvisor. The chapter begins with an overview of the research paradigm and its rationale. The quantitative phase includes a discussion on how the survey instrument was developed, the sampling procedure, the sample size and design. This is followed by data analysis which involved a two-stage SEM approach. The first stage evaluated the measurement element for each construct by exploratory and confirmatory factor analysis. Subsequently, the structural model was examined to validate the hypotheses. The qualitative phase involved retrieving online reviews from TripAdvisor. The netnography approach has been implemented to analyse two key components of online reviews - the number of helpful votes received in reviews to explore how tourists assess the usefulness of online reviews, while the review content has been investigated to evaluate tourists' travel motivation and the quality of their experiences. A discussion then ensues about data crawling, data pre-processing and data analysis, and the chapter concludes with a summary and the main themes covered.

4.2. The research paradigm

A research paradigm has been defined as a set of principles and beliefs that impact on researcher behaviour. It helps the researcher to be consistent throughout the research process and is reflected in the research structure, reporting and implementation process (Kaushik & Walsh 2019). In the social behavioural sciences several paradigms for researching issues have been devised; for example, the constructive/interpretative, positivism/post-positivism and pragmatism paradigms (Morgan 2014). Paradigms include ontological, epistemological and axiological principles which all guide the methodology (Cavana, Delahaye & Sekeran 2001). The constructive/interpretive paradigm attempts to generate results relying on people providing their different behavioural or situational explanations (Mackenzie & Knipe 2006). Researchers within this paradigm aim to create an in-depth understanding of the phenomenon being

investigated which involves testing a few cases or samples. The positivism/post-positivism paradigm, conversely, uses mathematical calculations. Researchers employing this paradigm generate results which can be applied to a wider population beyond the sample and underpin quantitative methods (Mackenzie & Knipe 2006). Scholars in each of these paradigms operate in different schools of thought and have long engaged in debates on the use of paradigms (Teddlie & Tashakkori 2003). Each paradigm has its own strengths and weaknesses. A summary of the two paradigms is presented in Table 4.1 below. Researchers could utilise the strengths of both paradigms in their work by combining them (Onwuegbuzie & Leech 2005) in a single study which Howe (1988) did when introducing the pragmatism paradigm.

Table 4-1 Comparison of research paradigms

	Positivism	Interpretivism
Assumptions	Objective world which science can measure and 'mirror' with privileged knowledge	Intersubjective world which science can represent with concepts; social construction of reality
Aim	To discover universal laws that can be used to predict human activity	To uncover socially constructed meaning of reality as understood by individual or group
Stance of researcher	Stands aloof from research subjects so that decisions can be made objectively	Becomes fully involved with research subjects to achieve full understanding of subjects' world
Values	Value free; their influence is denied	Values included and made explicit
Types of reasoning	Deductive	Inductive
Research plan	Rigorous, linear and rigid, based on research hypothesis	Flexible and follows the information provided by the research subject
Research methods and types(s) of analysis	Experiments; questionnaires; secondary data analysis; quantitatively coded; documents statistical analysis	Ethnography; participant observation; interviews; focus groups; conversational analysis; case studies
Goodness or quality of criteria	Conventional benchmarks of rigour; internal and external validity; reliability and objectivity	Trustworthiness and authenticity

Source: Cavana *et al*, (2001, p. 187)

The philosophy of this paradigm is that research questions should become the essential principle in the choice of the desired research method (Cavana, Delahaye & Sekeran 2001) and therefore the questions are more important than either the paradigm or what underpins the method since answering research questions is the ultimate goal of any

research. Taking account of the objectives of this research (i.e., identifying how the motivation that triggers a tourist's travel to a destination, the assessment of the overall experience, as well as determining how holidaymakers evaluate the perceived value of online reviews affected tourist's behavioural intention), the pragmatism paradigm emerges as an appropriate philosophy that promotes the mixed methods approach.

4.3. Mixed methods

To better understand the research problem, this study will adopt a mixed-methods approach that includes quantitative and qualitative methods. Quantitative research methods, drawing on large samples, can generate large amounts of data (Brewer & Hunter 2006). One of their advantages for social behavioural sciences contexts, according to Nachmias (1992), is that they can specify the independent and dependent variables under investigation and enable the researcher to analyse data in less time, for instance through such statistical software as SPSS (Connolly 2007). Yet, the disadvantage of quantitative approaches is that often the underlying meaning and explanations remain undetected or unidentified (Schofield 2007); for instance, in Correiaet al.'s (2018) study that measured the role of luxury in tourists' shopping behaviour but failed to clarify the reasons for its impact and significance.

In contrast, qualitative research methods assist in exploring social phenomena by collecting and recording rich data reflecting on attitudes, feelings and behaviour (Onwuegbuzie, Gerber & Schamroth Abrams 2017). They have also been useful in exploring social phenomena in their natural settings (Brewer & Hunter 2006) and generating rich information which is critical in designing solutions (Veal 2017). Another advantage of the qualitative approach is identifying intangible factors such as gender roles, social norms and ethnicity that may not initially be apparent (Gay et al. 2009), and provide a more holistic perspective of the investigated phenomena (Bogdan & Taylor 1975). One example of qualitative research in tourist behaviour is Shim et al.'s (2017) study that demonstrated how qualitative methods can be used to develop a deep understanding of issues linked to experiences and different tourist motivation, expectations, attitudes, preferences and choices. However, such approaches focus only on personal perspectives with limited generalisability (Collis & Hussey 2013).

There has been increasing literature on the use of mixed methods in the social behavioural sciences, particularly in tourism marketing research (Onwuegbuzie, Gerber & Schamroth

Abrams 2017; Onwuegbuzie & Turner 2007). In this research, the use of a mixed methods approach was deemed appropriate for enhancing the truthfulness and significance of the findings.

It was therefore decided to combine qualitative and quantitative methods which can yield richer data than otherwise available through a single technique, improve the results' validation, and enable the researcher to develop richer data through the corroboration of results. Thus, weaknesses in both methods can be corrected or compensated while retaining and even reinforcing their strengths (Veal 2017). This allows for a complementarity of perspectives that can be particularly useful in new areas of research. Onwuegbuzie and Turner (2007) confirmed the effectiveness of employing different methods to explore various aspects of the phenomenon being explored.

In this study, quantitative data was gathered through a survey questionnaire administered to international tourists which enabled the researcher to gauge how inbound international visitors to Saudi Arabia had been influenced by various selected factors – before, during and after their vacation. This data allowed the author to explore the relationship among the independent (perceived value of online reviews, travel motivations, and experience quality) and dependent (behavioural intention) variables and test the hypotheses. Qualitative data, on the other hand, was gathered through a netnography analysis of TripAdvisor online reviews and allowed the author to validate the quantitative results.

4.4. Research design

Researchers have identified different types of mixed methods designs, in other words distinct procedures for collecting, analysing, interpreting, and reporting the study data. These designs can be summarised as follows:

- Expansion: employing varying methods towards different study questions.

- Triangulation: combining findings from multiple approaches

- Development: one method informs the development of another method in a sequential manner

- Complementarity: the findings from one method augment those of another method

Complementarity design was appropriate in this study, which means that the findings obtained by a primary method can be validated, interpreted or supported by a secondary

method. As previously outlined, this study aims to identify the critical factors affecting tourists' behavioural intention in the pre-experience, during and post-experience stages. This design enabled the researcher to understand the concept and dimensions of the travel experience from the vacationer's point of view. The proposed approach to methods involved two data collection phases: phase 1 quantitative, the primary method that will involve participants' responses to a survey. Phase 2 qualitative, secondary method that entails retrieving data from TripAdvisor. Qualitative and quantitative research designs will be discussed in more detail in the next sections. Figure 4.1 below represents the triangulation mixed methods design of the study.
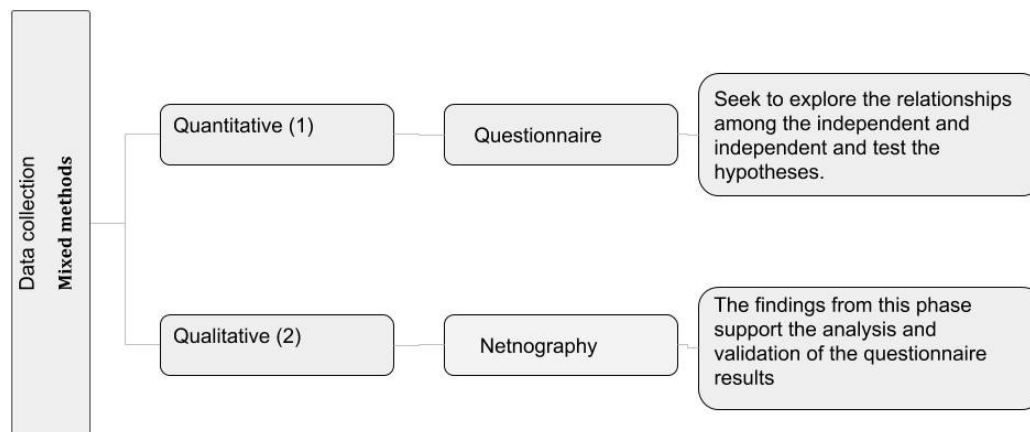
Figure 4-1 The exploratory sequential mixed methods design of the study

4.5. Quantitative stage (survey questionnaire)

This study adopted a quantitative approach using a survey questionnaire, a common and widely accepted form of data collection, especially valued for being flexible in collecting large amounts of relevant data within a short time span (De Leeuw 2005). Research in tourism marketing has successfully applied quantitative research methodology. For example, Park et al. (2019) showed how structured surveys can assist in determining tourists' travel motivation to selected marine destinations, while Dey and Sarma (2010) used survey methodology to investigate tourists' information search behaviour. Likewise,

Chen and Chen (2010) employed a survey format to explore the relationship between the quality of tourist experiences, and their perceived value, satisfaction, and behavioural intention. These studies clearly indicated that the survey method was particularly suitable for establishing the relationship between tourists' travel motivation, perceived value of online reviews and experience quality, and other variables. According to Zikmund et al. (2013), quantitative methods can be used to establish the validity and reliability of the variable measurement.

In addition, quantitative methods determine statistical evidence that can confirm or deny the strength of the relationship between variables (Andreadis & Kartsounidou 2020). Thus, this method was adopted to explore how the relationships between a number of key variables (namely, travel motivation, perceived value of online reviews, and experience quality) impact on tourists' behavioural intention in Saudi Arabia. The survey questionnaire is also consistent with the netnography methodology as Adjei, Noble and Noble (2010) demonstrated by using a survey questionnaire and the netnography approach.

The proposed model and hypotheses in this study are empirically tested, based on data collected in Saudi Arabia, by administering a purpose-fit survey questionnaire among international tourists. It is expected that the survey will reveal the extent to which inbound international visitors have been influenced by certain factors before, during and after their holiday. It is expected that the data obtained from the survey would test the conceptual model by exploring the relationship between a number of key variables (perceived value of online reviews, travel motivations, and experience quality) and their impact on tourists' behavioural intention.

Collecting data using a questionnaire can be achieved via personal and telephone interviews, online surveys, self-administered questionnaires, and fax and mail surveys (Siraj-Blatchford 2020). This study used a self-administered questionnaire survey which was deemed suitable for collecting data in a reasonably short period of time (Dalati & Gómez 2018; Zulfarina et al. 2020), and because it was completed immediately after tourists finished their vacation this increased data accuracy and reliability (Zhang, X et al. 2017). The survey method also enables data to be collected for advanced statistical analysis (Nayak & Narayan 2019).

4.6. Survey instrument development

For this research, the scale creation process was adapted from the procedures recommended by Slavec and Drnovšek (2012). The first step in developing reliable measurement scale items is to describe the structures and core principles in the analysis by undertaking an extensive literature review, and then choosing a list from the pool. An appropriate analysis of current variables used for measurements is a helpful step for creating a study scale (Morgado et al. 2017). The next step is to construct the measurement format and questionnaire design, followed by reviewing the questionnaire and refining the items of measurement if needed. The third step is to conduct a pilot analysis, evaluating the reliability of the survey and refining if and where necessary. Then the sample population is researched and data gathered from it. Finally, multidimensionality, reliability and validity are checked. The following sections will discuss the details of the measurement scale items of these constructs.

4.6.1. Measuring tourists' demographic variables, travel patterns and travel preferences

This study developed a range of demographic questions to explore tourists characteristics; for instance, questions on respondents' gender, age, occupation, and marital status, as well as those identifying any travel patterns such as travel frequency, travel purpose and their most preferred tourist attractions. Nine questions were developed and the present study adapted tourist travel pattern scales employed in other studies (Kau & Lim 2005; Pearce & Lee 2005; Connell & Page 2008). Meanwhile tourist travel preference scales were adapted from the analyses of Hensher (1994) and Wardman (1988). The tourist demographic variables scales were adapted from Ryan and Mo (2002) and Pollak and Wales (1981).

4.6.2. Measuring motivation

Extensive research has been undertaken on travel motivation. To determine motives for tourists' visits to Saudi Arabia, questions were developed reflecting past studies, especially those that highlighted motivation consisting of push and pull factors. This research used a mixture of push and pull motivation attributes developed elsewhere (Battour et al. 2017; Park et al. 2019; Yoon & Uysal 2005). Push factors included exciting, knowledge/education, relaxation, family togetherness, escape and fun. Pull factors included shopping, natural scenery, different culture and water-based activities.

The investigator deleted items that were not relevant to Saudi culture, including nightlife and an interest in meeting people of the opposite sex which are more relevant to Western societal norms. This combination generated a better reflection of tourists' travel motivation. In total, 33 questions were developed for this part of the research study.

4.6.3. Measuring behavioural intention

As Zeithaml et al. (1996) noted that certain behaviour provides a signal for favourable behavioural intention, including: 1) saying positive things about the company (positive word-of-mouth); 2) recommending the company and its goods/services to other customers; 3) repurchasing products or services from the company; 4) buying more products or services from it; and 5) being willing to pay the premium prices it sets. Five questions were developed to explore the two most frequently used variables of this construct: firstly, intention to revisit; and secondly, intention to recommend. The behavioural intention items used in this present study were adopted from the comprehensive instrument developed by Zeithaml, Berry and Parasuraman (1996), and the wording of certain items was adjusted.

4.6.4. Measuring experience quality

Five questions were developed to explore the quality of a tourist experience. Experience quality dimensions proposed by Otto and Ritchie (1996) were used to measure experience quality. The focus was on the hedonics scale. These dimensions were deemed to fit the experience quality definition proposed for the current study, which were tourists' emotional reaction to the desired socio-psychological benefits of visiting experiences and the assessment of the overall experience at a destination (Lemke et al. 2011).

4.6.5. Measuring online reviews' perceived value

In this study the usefulness of online reviews was measured by 23 questions. It used a mixture of online reviews of perceived value items developed previously (Liu and Park 2015; Gretzel and Yoo 2008). This combination provided a better reflection of tourists' perceived value of online reviews.

Table 4-2 Survey instrument

Construct	Item description	Supporting literature
Push factor (motivation)	I want to be away from work I like to go to new places that my friends have not been to I want to be away from my family for a while I want to escape my personal problems I travel to do different things I travel to escape from routine I travel to rediscover myself I travel to visit places to be together with my family I want to enhance relationships with friends, family members, etc. I travel to visit places my family came from I travel to enjoy social interactions with friends I want to meet people who have similar interests I travel to enjoy a vacation I travel to be entertained I travel to have fun I look for educational experiences I travel to be socially competent and skilful I like to go to new places friends have not been to	Yoon and Uysal (2005), Park et al. (2019), Battour et al. (2017)

Pull factors (motivation)	I travel to see outstanding scenery	Yoon and Uysal (2005), Park et al. (2019), Battour et al. (2017)
	I travel to get close to nature	
	I travel to see mountainous areas	
	I travel to enjoy beaches/sea	
	I travel to enjoy rural landscapes	
	I travel to see modern cities	
	I travel to experience different cultures and different ways of life	
	I travel to fulfil my curiosity about local traditional lifestyles and customs	
	I travel to visit historical attractions	
	I travel to attend cultural events that I do not have access to at home	
	I travel to explore different cultures	
	I travel to taste the local cuisine	
	I travel to take part in water-based activities	
	I travel to take part in adventure activities	
	I travel to buy something special	
Experience quality	This trip provided me with a positive experience	Otto and Ritchie (1996)
	It was a "once in a lifetime' experience	
	The experience was truly memorable	
	The experience was exciting	
	The entire experience was enjoyable	
Behavioural Intention	Saudi Arabia is worth visiting again	Zeithaml, Berry and Parasuraman (1996b)
	I say positive things about Saudi Arabia to other people online	
	I encourage friends and relatives to visit Saudi Arabia	
	I will visit Saudi Arabia again in the future	
	Visiting Saudi Arabia is my first choice for my next holiday	

Perceived value of online reviews	Increase my confidence in the decisions I make	(Liu and Park, 2015, Gretzel and Yoo, 2008)
	Provide me with new ideas	
	Provide me with more information about the tourist attraction	
	Help me evaluate alternatives	
	Help me avoid places/services I would not enjoy	
	In the past I have decided not to go to a particular tourist attraction because of its poor online reviews	
	In the past I have decided to choose a particular tourist attraction because of its great online reviews	
	Good online reputation of a tourist attraction is important for me when I make my travel decision	
	Increase my confidence in the decisions I make	
	Make it easier to reach decisions	
	Reduce the risk/uncertainty involved in making travel decisions	
	Make it easier to imagine what a place will be like	
	Help me plan my trips more efficiently	
	Is a fast and efficient way to get more information	
	Provide me with more information about the tourist attraction	
	Make me feel excited about travelling	
	Add fun to the travel planning process	
	Help me save time in the travel planning process	
	Make travel planning more enjoyable	
	Reduce the likelihood that I will later regret a decision	
	Help me plan my trips more efficiently	

4.7. Measurement scales format

The Likert scale is a rating system with an odd number of items allowing for a balanced analysis (Malhotra, 2006) and make it possible to analyse differences in people's thoughts and actions (DeVellis, 2016). It has been widely used in tourism research for measuring people's attitudes and behaviour, such as asking respondents to specify their level of agreement or disagreement with each statement (Hartley 2014). A five-point Likert scale was selected in this study as the suitable scale for measurement. The levels were: (5) strongly disagree; (4) disagree; (3) neither agree nor disagree; (2) agree; and (1) strongly agree. To date, several studies have confirmed that this scale will provide a study with accurate and reliable responses (Joshi et al. 2015) and reveal the underlying phenomena (Hartley 2014). The benefit of the Likert scale is that it is easy for respondents to use because of the relatively small number of alternatives compared to a seven- or ten-point scale. The literature has conclusively shown that a five-point scale is less confusing and thus increases response rates and curtails the 'frustration level' associated with answering surveys (Bertram 2007; Hartley 2014). Therefore, a Likert type scale was deemed appropriate for understanding tourists' perceptions of their travel experience in Saudi Arabia.

4.8. Questionnaire translation

In this study the questionnaire required translation from English into the Arabic language, which is the primary language for tourists from Middle East countries such as Egypt, Kuwait, United Arab Emirates and Jordan. Cultural educational and social dissimilarities could cause respondents to understand questions differently; therefore, providing a translated questionnaire helps make the appropriate survey questions relevant for a given culture (AlHadi et al. 2017; Harkness, Pennell & Schoua-Glusberg 2004). The questionnaire was translated into Arabic by an accredited native Saudi Arabian translator who is fluent in both languages and cultures. Translation is a multi-step process and here the researcher began by submitting the English questions to this Arabic translator who assessed each question for ease of translation and made recommendations to further guide the researcher. Once the translation process was completed, the new set of questions, along with the translator's recommendations, were reviewed by yet another accredited native Saudi Arabian speaker also fluent in both languages. The same process was used

to ensure that original answers to the questionnaire were translated accurately back into English. This back translation ensures content equivalency.

4.9. Pre-test and pilot test

A fundamental aspect of the survey development process is pretesting questionnaires to identify any ambiguous questions or wording or any respondent difficulties in understanding the questionnaire (Veal, 2017). This step assists researchers in ensuring that respondents interpret and answer questions as intended (Shanyinde, Pickering & Weatherall 2011) and allows them to test the approach with a small number of participants before conducting the main study (Shanyinde, Pickering & Weatherall2011). Pilot testing is critical in identifying problems that can emerge from the questionnaire. An additional benefit is that it can supply crucial information and feedback from the participants' perspective (Veal, 2017). As suggested in one research analysis (Hertzog 2008), sample size of this test should be 10% or 20% of the size of the actual study.

In this study, supervisors and research experts examined a draft of the questionnaire to improve the constructs' validity and evaluated if the questions captured the subject under investigation or measured the same thing. Based on their feedback and recommendations, improvements to the questionnaire were made to ensure that no ambiguity or duplication would occur. For example, question 16 was reworded slightly to avoid confusion.Another recommendation (question 30) was that monetary quantities be expressed in American currency, as this would facilitate conversions into other currencies.

Once the questionnaire passed the initial stage of the pre-test, a pilot test was conducted. Eligible participants who matched the sample selection criteria were shown the questionnaire and asked to provide feedback to identify real or potential issues or problems. The objective of the pilot study was to ensure clarity of the research instrument, evaluate the validity of the content and examine scale reliability via Cronbach's alpha test. The English and Arabic versions of questionnaires were tested. The link to the online questionnaire was distributed to 60 eligible participants from various educational backgrounds in September 2019 who matched the sample selection criteria. Participants were asked to provide feedback concerning the questionnaire's clarity of content, the language used and overall layout. They were also asked if they had any difficulty understanding the instructions. Participants who completed the questionnaire agreed that

the questions were comprehensible, and the instructions were clear. The data were then analysed by SPSS and the reliability of scales was assessed using Cronbach's alpha. This test examined the questions' correlation and measured the reliability; i.e., consistency of the responses. Previous research agreed that the standard test of Cronbach's alpha values ranges from 0 – 1.0 and for a study in its early stage the acceptable alpha value is .6 (Bonett & Wright 2015; Veal 2017). The constructs in this study were deemed to have an adequate reliability as Cronbach's alpha value for all scales was above .70. The pilot test did not identify any significant problems and no modifications were made to the instrument. Accordingly, a further pre-test exercise was not required.

4.10. Population and sampling size

Defining the study population involves delimiting a group of individuals (the sample) taken from the general population who share a common characteristic under investigation, as stipulated by the research objective (HU, C-P & Chang 2017; Rahi, Alnaser & Abd Ghani 2019). Sampling in research aims to find representative samples in order to avoid bias. The sample size is a significant feature of quantitative research as the study will make inferences about the larger population from this sample; Khalilzadeh and Tasci (2017) suggested that the normality of data and missing data must be considered in determining the sample size. The literature identified several methods for determining optimum sample size based on a fit index; for example, the root mean square error of approximation (DiStefano et al. 2018), comparative fit index (McNeish, An & Hancock 2018), Steiger gamma index (Steiger 1989), and McDonald's fit index (Kim KH 2005). Depending on the preferred method different sample sizes have been proposed; some studies consider that sample sizes of between 50 and 150 respondents are sufficient for general research purposes (Anderson & Gerbing1988); others have suggested that a sample size of at least 400 or 500 is necessary (Tanaka 1984; Harlow 1985). Other studies have argued that, as the population increases, the sample size rises at a diminishing rate and remains relatively constant (Good & Toulmin 1956; Krejcie & Morgan 1970).A large sample size is recommended in order to narrow the margin of error (Khalilzadeh & Tasci 2017) as well as obtaining factors that correspond closely to those of the population (Etikan, Musa & Alkassim 2016). According to Finn et al. (2000), the final sample size is the outcome of pragmatic decisions regarding the nature and purpose of the research. If descriptive information is required, relatively smaller samples can be

referred to, whereas where research intends to explain behaviour or attitudes, larger sample sizes are essential.

Therefore, the present study adopted the following criteria to guide its definition of the population, sample size, and sampling techniques. Respondents were selected who could inform the research questions and enhance the researcher's understanding of the phenomenon under study: the influence of travel motivation, information searching, and experience quality on tourists` intentions to visit Saudi Arabia. The target population surveyed were people aged 18 and above, who prior to the study spent at least one day in Saudi Arabia. This target cohort was deemed to have sufficient knowledge about the destination as well as potentially going to Saudi Arabia in the future. The intended respondents should also be familiar with online travel review sites.

Saudi Arabia has a vast geography and many tourist attractions. The reliability of the data was considered to be enhanced by collecting it from previous areas or locations (Zulfarina et al. 2020). The survey questionnaire was administered at major attractions in the cities of Riyadh and Jeddah. They were chosen because of their disparate characteristics, types of activities and attractions. Tourists tend to visit them because they have different things to offer (Daye 2019). The researcher recruited international tourists in Saudi Arabia as a homogeneous, single-country sample. Due to the study's limited time and budget, it used the non-probability convenience sampling technique (Etikan et al. 2016) which relies on contacting population members who are easy to reach, inviting them to participate in the study, and collecting data from them. The primary selection criterion related to the ease of obtaining a sample. The use of convenient sampling is supported byother studies of tourists' behaviour (Hulland, Baumgartner & Smith 2018; Malhotra, Nunan & Birks 2017). The cross-sectional survey technique was implemented which involved collecting data from a sample drawn from a specified population at a defined period (Kotler et al. 2017). International tourists visiting Saudi Arabia are the target population for this study. Tourists who visited Saudi Arabia during data collection time were selected as respondents. Some disadvantages with using convenience sampling arethat the results may represent the views of a specific group, and not those of the entire population, and not all members of the population have an equal chance to be included inthe study. Subsequently the generalisability of the findings is limited. The researcher obtained information from various attractions at particular times to solve these issues.

To achieve statistical validity, the required sample size was calculated using G*Power Version 3.1.9.2. This software allows users to determine the sample size required to detect an effect of a given size with a given degree of confidence. Considering a medium effect size of .15, a significance level of .05, 6 predictors, and a statistical power of .80, the minimum sample size for the statistical analysis was 114 participants. However, these represent minimum sample sizes, and for the purposes of this study it was determined that a relatively large sample size was required in order to: a) identify how the perceived value of online reviews and past experiences inform tourist searches for destinations; and b) explain how tourists' information search behaviour, travel motivation and experience quality have an impact on tourists' behavioural intention (explanatory information). As Bujang, Saat and Bakar (2018) argued, increasing the sample size improves the generalisability of the results and curtails any sampling error. As a consequence, the proposed study attempted to recruit a sample of at least 600 participants. Based on the selection of the research sample, the study required two versions of the questionnaire, one in English (in which the questionnaire was originally written), and another in Arabic.

4.11. Survey procedures

The survey questionnaire was administered both in English or Arabic at major tourist attractions in the cities of Riyadh and Jeddah. The tourist attractions eliciting the most reviews on the TripAdvisor website were selected as the basis for the collected data. Prior to undertaking the survey, permission was obtained from the management bodies of these attractions. In order to begin data collection, the researcher visited a wide range of sites and landmarks, nature parks, shopping centres, Islamic attractions and museums on several occasions during peak time. Respondents were approached by the researcher at the entrance of these tourist attractions. Once potential respondents were approached, scanning questions were posed to them. To identify a potential respondent, each person was asked whether she/he was familiar with online travel review sites, had stayed one day at the destination, and was willing to participate in the survey. Eligible participants who matched the selection criteria were given a brief overview of the study and a questionnaire to complete in their preferred language. The average time taken to answer it was 11 minutes. Participants were encouraged to nominate or find new respondents among their contacts and friends.

4.12. Questionnaire design and structure

Various studies note that key areas must be considered when designing a questionnaire in order to ensure that the responses are reliable (Brace 2018; Krosnick 2018). Its wording, layout and length as well as the question order can all impede data collection and analysis if they are designed inappropriately (Brace 2018). Thus, the length of the questionnaire is an important design consideration. There is no specific view on how long a questionnaire should be; however, the general guideline encourages the designer to make it as concise as possible while fulfilling the requirements of the research objective and the nature of what is being investigated (Brace2018).

The layout of the questions should be clear, neat and easy to follow (Krosnick 2018). Questionnaires should have clear instructions for the respondent, while individual questions should be numbered, and the length of individual questions should be kept to a minimum while at the same time retaining their logic and sensibility (Fowler. 2013). Question order can impact on the answers provided by respondents. There are three critical issues to the question order: (i) question order effects, (ii) context effects, and (iii) the organisation of the overall questionnaire (Saris & Gallhofer 2014). Its organisation must have a clear beginning, middle and end; the beginning benefits from 'pleasant, easy interesting questions' to draw the respondent in. The middle may contain more in-depth, searching questions which should be carefully ordered to place common questions together in order to avoid moving between topics (Fowler 2013). Finally, research suggests ending with non-threatening queries such as demographic information. The questionnaire that flows smoothly and is logically organised will have a higher response rate (Saris & Gallhofer 2014).

Research has consistently emphasised the importance of carefully considering the exact wording of the questions used in the research instrument (Brien & McCay-Peet 2017). They should apply simple vocabulary and grammar to minimise confusion, and questions should be reviewed and analysed extensively before conducting the survey (Brace 2018).

These guidelines have been applied to the design of the questionnaire in this research. It was created by following the criteria suggested recently by Brace (2018). It created a simple and easy-to-understand questionnaire. The researcher devised the questions and the instructions with clear and simple wording free of ambiguities, that respondents with little formal education could follow. Also, to minimise the respondent's unwillingness to

answer, some answers were categorised rather than asking for a specific response figure. For example, the age was grouped as follows: 18-29, 30-39, 40- 49, 50-59 and 60 or over. The annual income was grouped in these categories: US$30,000 or less, 30,001- 60,000 US$60,001- 90,000 US$120,001 – 150,000 and US$150,001 or more.

The questionnaire followed a logical sequence, considering the nature of respondents' answers. It contained seven main parts which will be described in more detail. Part A comprised nine multiple choice questions relating to travellers' past travel and travel preferences including: purpose of trip, duration of stay and frequency of travel. Multiple choice questions were used to compare answers and identify, classify and statistically analyse data (Serene & Gómez 2018). Part B contained six multiple choice questions which were designed to determine the tourists' information search behaviour. Questions were designed to identify which information sources tourists used prior to their visit. Part C consisted of 20 questions on online reviews in order to ascertain whether online reviews provided tourists with accurate, believable, and trustworthy information. Part D contained 20 questions investigating tourists' travel motivation. Respondents were also asked to rate the level of agreement on a 5-point Likert scale (1 = Strongly Agree; 5 = Strongly Disagree).

Part E contained 15 questions which were designed to discover the quality of travellers' experience. Using a 5-point Likert scale, participants were asked about this aspect of their holiday in Saudi Arabia. Part F consisted of four questions that elicited information on tourists' behavioural intention, to see if holidaymakers were willing to visit Saudi Arabia again and recommend it to friends and family members. A five-point Likert scale, ranging from 1 (strongly agree) to 5 (strongly disagree), measured the items for this construct. Lastly, Part G covered general information about the travellers and demographic information, namely age, gender, marital status, nationality, visitors' country of origin, occupation, family size and income. As these were deemed to be sensitive questions, they were left to last. The literature has highlighted that questionnaires which began with sensitive questions have poorer response rates (Lietz 2010).

4.13. Data analysis of quantitative data

The quantitative study's aim was to evaluate the interaction between travel motivation and experience quality and tourists' behavioural intention. Software used for data analysis included SPSS 23 and SPSS AMOS 23. This section discusses the stages of the statistical

analysis process including preliminary data analysis, descriptive analysis and Structural Equation Modelling (SEM). Drawing on Zikmund et al.'s (2010) recommendations, this study began data analysis with an assessment of the preliminary data, a phase incorporating three steps: coding data, entering data, and cleaning data. The coding procedure was carried out by allocating all question items with a numerical corresponding value. Subsequently, all answers were entered on a data file. The precision of data coding and data entry is essential because it might impact on the validity of the measures and lead to inconsistent results (Lietz2010). Three primary techniques for reviewing data errors were employed, using the procedure of Saunders et al. (2012): 1) looking for illegitimate codes; i.e., any number that is not assigned properly; and 2) checking the illogical relationships (consistency of the responses and associated issues and related questions). Data was cleaned by evaluating the missing values, as well as the normality of data; andchecking for the outliers. According to Tabachnick, Fidell and Ullman (2007), the existence of univariate outliers should be indicated, and the frequency distribution of z- scores should be executed over one variable in order to distinguish univariate and multivariate outliers. Scores above the average of three standard deviations are deemed to be outliers. Handling univariate and multivariate outliers were executed to prepare the data for a multivariate analysis.

Once the data had been collected and cleaned, an analysis was performed. The next phase was to verify the data set's normality and then assess data compliance with the statistical assumptions requested by multivariate analysis. Hair et al. (2010) proposed two measures that could detect the degree of normality: skewness and kurtosis. Skewness is a symmetry indicator, while kurtosis is a metric of the distribution peakiness. Kline's (2005) argues that skewness is required to fall within the range of -3 and + 3 and kurtosis below 10.0 in order for a distribution to be deemed normal. The evaluation of normality of the data by SPSS showed that skewness and kurtosis indices were within the acceptable range for all variables and the data satisfied the inference requirement for SEM checks (see Appendix E). The next testing phases were those concerning descriptive statistical analysis.

Descriptive statistics explain the basic features of the data and its distribution. This step assists the researcher in understanding the data, helping to identify the association among variables. Frequency analysis has been used in this study to determine participants' demographic characteristics (gender, marital status, and age) and travel preferences (length of stay, frequency of travel to Saudi Arabia, purpose of travel, preferred tourist

attractions, travel activities and type of accommodation). This analysis helps to describe the sample (David & Sutton 2004).

Using the Chi-square test analysis function, researchers have been able to assess the differences between tourists' gender with reference to their demographic profiles, travel patterns and preferences at a confidence level of 95%.

A series of one-way analysis of variance (ANOVA) tests were conducted to assess the differences between groups of international tourists (Middle Eastern, Western and Asian) in relation to their perceived value of online reviews, travel motivation, experience quality and behavioural intention. ANOVA test is the most frequently used tool for determining the difference in mean between three or more groups (Hair et al. 1998) and is based on a series of categorical variables acting as separate variables and tests the differences for two or more metrically dependent variables (Hair et al. 2014). This analysis is suitable for research where the investigator plans to verify the variance between international tourists. Factorial ANOVA has multiple assumptions; firstly, dependent variable interval data, normality, homoscedasticity, and finally there are no multicollinearities. The most widely used method to evaluate homogeneity when evaluating the univariate data is Levene's Test of Equality of Error Variance. The agreed p value of Levene's Test is greater than 0.05, reflecting homogeneity while insignificant value indicates equal variation between groups (Tabachnick and Fidell 2007). Wilk's Lambda test confirmed the importance of the multivariate F to assess the total impact of an independent variable on dependent variables. The significance level associated with this test indicates its value, with a probability value less than 0.05 which demonstrates that the studied groups differ (Tabachnick and Fidell 2007). A post-hoc test using Tukey HSD to distinguish which groups demonstrated major differences was then performed (Hair et al. 2014). All the above statistical tests in this study used SPSS because it is widely employed in social sciences research and makes statistical tests possible.

The next phase was to undertake Structural Equation Modeling (SEM) to test the proposed conceptual framework which is a two-stage process, as Anderson and Gerbing (1988) recommended. This phase used SPSS AMOS 23. Initially, prior to testing the structural model, the measurement model was developed. To evaluate the measurement items for each construct, exploratory and confirmatory factor analyses were performed. The structural model was subsequently tested to validate the study hypotheses. The measurement models of each construct were confirmed by exploratory factor analysis

(EFA) and confirmatory factor analysis (CFA), which were done on all the latent variables in order to determine the suitability of what was being measured. Use of EFA is not required when following a reasonable and accurate measurement scale or questionnaire from the established literature (Netemeyer et al. 2003). However, since the questionnaire was devised for a particular context and had to be reworded accordingly, EFA helped to define the underlying structure between measured variables (Hair et al. 2014). EFA makes it possible to assess how well observed variables are connected to their underlying causes, while CFA measures how well the conforming structures are reflected by the calculated variables (Hair et al. 2014). Therefore, to validate the relationship between observed variables and their underlying causes, CFA was employed (Byrne 2013).

Firstly, the data used for the EFA was checked to determine if it met the requirements for the analysis. The Kaiser-Meyer-Olkin (KMO) tests sampling adequacy for each variable in the model and for the complete model. As well it checks the factorability of the correlation matrix in the sample. KMO statistics reveal the variation in the variables related to the underlying factors (Tabachnick & Fidell 2007). A zero value means that the number of partial correlations is high compared to total correlations, suggesting an inadequate factor analysis. A KMO value near 1 suggests that: firstly, most partial correlations are not high relative to the number of correlations; and secondly, factor analysis will produce distinct, reliable factors (Field, 2009). Kaiser (1974) prescribed that KMO esteems ought to exceed 0.50 to be seen as fitting for EFA values. A value below 0.60 is "mediocre" while values in the 0.70s range are "middling"; values in the 0.80s are "meritorious", and values over 0.90 are "marvellous". The second step involves the extraction of a component from the correlation matrix, which is normally based on the variables' correlation coefficients. Principal Axis Factoring with Varimax rotation was conducted. It was selected as a data extraction tool as its prime focus was to summarise and reduce data and identify the factors required to represent a variable's structure. Varimax rotation was chosen for two reasons: to increase the variance of factor loads and minimise the number of variables with high loads on each other. The Principal Axis Factoring approach with the Varimax rotation method was used in this study, as suggested by Cattell and Wagner (1972) and Gorsuch (1983). Then the factors were labelled based on the commonality of the loading items for each factor. Identified factor names reflected those used in previous tourism studies describing similar items.

The result of the EFA was then subjected to a confirmatory factor analysis (CFA) to validate its factual validity (Byrne 2013). The CFA explores whether effectively calculated variables reflect the constructs; CFA thus confirms the relationship between the variables measured and their underlying factors (Hair et al. 2014). It evaluates the hypothesis by considering the measurement items and factors together with path analysis (Netemeyer et al. 2003). The EFA revealed that in the current research there were two first order variables, i.e., behavioural intention and experience quality which were directly measured through items included in the questionnaire. The EFA found that this study included three second order variables, these being perceived value, pull motivation, and push motivation. In other words, they were not directly measured through items in the questionnaire but did incorporate other dimensions. Confirmatory factor analysis was conducted at both the first and second order levels. This section examines the number of steps for conducting this kind of analysis, and testing hypotheses through SEM, as follows:

1. First, confirmatory factor analysis of first order congeneric models was conducted. A one factor congeneric model shows the regression of a set of observed variables (items of questionnaire) on first order latent variables.

2. Second, all first order variables were incorporated into a single model, correlated and the model run to understand if there were any discrepancies in the model, and to assess the model fit indices.

3. Third, CFA was conducted for all second order latent factors (pull motivation, push motivation and perceived value). A second order model was devised to ensure that the first order factors estimated were essentially sub-dimensions of a wider and more encompassing construct. Hair et al. (2010) posited that the second-order factor becomes the exogenous construct, whereas the first-order factors are endogenous. In addition, there are no indicators of the second-order factor; in other words, the second-order factor is completely latent and unobservable (Hair et al. 2010).

4. Finally, all the variables (including first order and second order latent variables) were included in the full structural model in which the direction of relationships was specified through single-headed arrows that represented the hypotheses. SEM analysis helps to assess the relationship of the latent constructs in the model (Byrne 2010).

In SEM analysis, it is important to confirm whether the measurement model is valid; thus, it is important to evaluate an appropriate degree of goodness-of-fit (GOF) for the measurement model (Hair et al. 2014). Provided that the model reproduces the observed correlation matrix, the goodness-of-fit calculation compares the similarities between the underlying data and the model's expected values. The model used is the one with the most reliable prediction. This results from the simple fact that the deterministic properties of EFA models make them more accurate for pattern features like terms (Hair et al. 2014). The 'model fit' is thus a combination of an approximate population covariance matrix with the sample covariance matrix (Ullman & Bentler 2003). Different model fit indices are used to confirm the model fit, which are absolute including (RMSEA) and (SRMR), and incremental indices such as (CFI) (Schumacker & Lomax 2004). The absolute fit indices occur directly showing the amount of data observed by the model defined (Kenny & McCoach 2003). It reveals how well the predicted model replenishes data by testing the degree to which the hypothesis is compatible with data from the study (Hair et al. 2014). In comparison, the incremental fit indices measure the degree to which the model matches the observed data better than an alternative baseline model that assumes all observed variables are not associated (Hair et al. 2014). A model reflects an advancement in contrast with other versions of the same thing (Hair et al. 2014; Hu & Bentler 1998; Schumacker & Lomax 2004). Table 4.3 explains, in a general overview way, the fit indices for model evaluation.

Table 4-3 The model evaluation fit indices

The index	Description
Root mean square error of approximate -on (RMSEA)	RMSEA means root mean square error of approximation, and it has been recognised as one of the most informative criteria in covariance structure modelling. The value of RMSEA below 0.8 is considered reasonable (Browne & Cudeck1993; Hair et al. 2014).
Standardised root mean square (SRMR)	The SRMR indicates the sample mean residual between the predicted and observed variance and covariance residual. The index is an effective approach to compare different model nations with the same data collection (Ullman & Bentler 2003). The acceptable value of SRMR should be below 0.06
Comparative fit index (CFI)	CFI is used to evaluate the model fit by analysing the inconsistencies of the data and the hypothesised model. A CFI type coefficient may value a model anywhere from 0 to 1, with a larger value indicating a better match. In this study CFI should have a value above 0.90 to be considered a good fitting model (Hair et al. 2014).
Minimum discrepancy per degree of freedom (CMIN/DF)	Refers to the difference between the unrestricted sample covariance matrix S, and the restricted covariance matrix $\Sigma(\theta)$". The value of CMIN/DF is considered appropriate if less than 5 (Bryne2010).

The results from the final complete CFA model were then assessed for reliability and validity which are addressed in the next section.

4.14. Validity

Validity refers to testing whether the instrument is accurately measuring what is intended to be measured. Internal validity identifies the validity of the measurement and test itself, whereas external validity is about the ability to generalise the findings to the target population (Cooper & Schindler 2003). Several techniques are available for discriminating construct validity in quantitative research. The two types of construct validity assessment were implemented in this research; namely' convergent and discriminant validity. One of the suggested methods for construct validity assessment is

to calculate the correlation between individual components of the construct examined and the complete score of each structure examined within the tool (Zikmund et al., 2011). It is essential to achieve substantial correlation as it signals that the empirical indicator is a valid criterion for measuring the construct.

According to Hair et al. (2014) and Byrne (2013), construct validity was evident when the item loadings were above 0.5, average variance extracted was above 0.5, and model fit indices reached the acceptable threshold. Discriminant validity assesses the degree to which the constructs are uniquely different to capture certain phenomena that are not covered by the other constructs (DeVellis 2003). It searches for the lack of connection between unrelated build measurements (Hair et al. 2010). Discriminant validity was assessed in this study using the Fornell and Larcker (1981) criterion which states that the square root of average variance extracted for each variable should be higher than its correlation with all other constructs.

Content validity can be described as the completeness of coverage which the survey instrument represents in association with the construct being measured (Taherdoost 2016). Following standard recommendations, the present study ensured that this type of validity was achieved by searching the literature (to determine the suitability of the questionnaire's design), as well as by canvassing expert feedback from field experts when the instrument scale was developed and refined (Roberts et al. 2017). This research also uses pre-test and pilot tests to assess the study tool's reliability. To enhance the measurements ' content validity, the questionnaire relied on scales that were verified previously in the literature.

4.15. Reliability

Reliability refers to the consistency of the outcomes collected by a measuring tool such as a questionnaire (Cooper & Schindler 2003). Previous studies have identified four threats to reliability: participant error; participant bias; researcher error; and researcher bias (Cooper & Schindler 2003). The Cronbach's alpha test can be applied to test the reliability and constructs of quantitative research (Guilford1965). This is an internal consistency measure; alpha results exceeding 0.7 indicate that the measurement items share the common core of the constructs and as a consequence they are reliable (Nunnally 1978). Nevertheless, an elevated alpha coefficient does not indicate a high degree of internal consistency because alpha is influenced by the number of test items, the length

of the test, the interrelationship of the sample and the constructs' dimensions (Wells & Wollack 2003). To determine the reliability of the examined scales this research adopted Guilford's (1965) view that a "very good" alpha score must be between 0.8 and 1.0. The results obtained from Cronbach's alpha test for pre-test were all above the recommended 0.50 and hence deemed to be moderately reliable: 0.952 for experience quality; for push motivation 0.993, for pull motivation 0.989; for perceived value online reviews; 0.996, and 0.821 for behavioural intention. Construct reliability (CR) was calculated to understand whether the variables and their scales would produce reliable results. The value of CR above 0.7 was considered to be acceptable (Hair et al. 2010). CR was tested for all variables.

Reliability was also enhanced by including scales that balanced agreement which included an alternative of neither agree or disagree. Agreement scales are frequently implemented in social studies as they allow the researcher to test not only respondents' agreement levels with a statement but can also make it possible to test the extent of the agreement. Agreement scales like the Likert scale must be carefully worded to create seemingly equal distances between alternatives, as 'strongly agree', 'agree', 'neither agree or disagree', 'disagree' and strongly disagree'. The questionnaire used in this research was self-administered but the questions were provided for self-completion, so the respondents were not pressured to select specific choices. To eliminate the participation bias there was no interaction between the researcher and participant when questions were being answered. This reduced the likelihood of respondents answering in ways that were considered more socially acceptable. Additionally, this helps diminish researcher error as there will be no subjective interpretation of responses which may occur when gathering responses in person. Moreover, to minimise the likelihood of loss of interest, which may lead to participant error, the questionnaire was designed to be short and simple, and the survey took only 11 minutes to complete. Researcher bias was also addressed through pilot testing by referring to related earlier studies (for guidance on questionnaire and question design).

After verifying all measurement models, a two-step approach for SEM then tested the structural model, based on the conceptual framework presumed to explain the relationships between the observed variables and latent variables as well as the relationships between latent variables. The test seeks to either confirm or reject the relationship between the latent variables and to confirm or reject the model (Byrne 2013;

Hair et al. 2014). It can elucidate the unexplained variance in the theoretical model by examining to what extent the observed data fits the restricted hypothesised model (Byrne 2013). To determine how well the variance in each construct is explained by the model, the standardised ß (beta) coefficients of the path estimates and the p values were examined (Byrne 2013). Along with the R^2 values of the constructs to represent the model's explanatory power (Hair et al. 2014), the results of the structural path model served to test the hypotheses. A summary of the differences in statistical methods used in this study to analyse the data to ensure the result reliability and validity is reported in chapter five. The next section discusses the qualitative stage of analysis which aims to validate the quantitative results.

4.16. Qualitative stage (Netnography)

Netnography is a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that are emerging through online communication (Kozinets 2002). Kozinets (2010) has asserted that netnography is a naturalistic method based primarily on the researcher's observation and interpretation of collected data.

This approach allows researchers to gain an insider's perspective on a given online culture (Kozinets2010). Netnography's distinctive value is that it assists researchers to understand complex social phenomena, developing themes from the consumers' points of view. Since netnography is conducted online in observational form, data is abundant, simple and quick to obtain. Consequently, it is a convenient and cost-effective approach for researchers to describe and explain a large amount of data (McAbee & Burke 2017).

Netnography's limitations are evident in its narrow emphasis on online communities, its inability to offer rich and complete details of lived human experience, and the lack of online informant identifiers. This can lead to difficulties in generalising results for groups outside the online community sample (Wu & Pearce 2014). However, compared with typical methodological research techniques including interviews, observation and focus groups, netnography is deemed to be more objective, naturalistic and unobtrusive (Kozinets 2002; Wu & Pearce 2014). Further, its application is consistent with the use of other methods of study including ethnography, interviews and surveys (McAbee & Burke, 2017). This study applies netnography combined with surveys in order to overcome the limitations mentioned above.

Kozinets (2010) noted that netnography is applicable to various fields of sociology, cultural studies and consumer research. Research in tourism marketing has successfully applied netnography to analyse, interpret and summarise social media data so that behavioural culture and reactions to a variety of research problems can be addressed (Tavakoli, 2019). One example is Negra et al.'s (2008) use of netnography to understand customers' online shopping behaviour, including shopping experiences, perceived risk and price, locus of control purchase and task complexity. Another example is Giesler and Pohlmann's (2003) study that adopted netnography in order to generate insights into the sharing music community on Napster.com to understand meanings and activities surrounding the file-sharing system.

Netnography analysis has been applied across several tourism research fields to capture tourists' behaviour, culture and perceptions about destinations and other aspects of travel service quality (Romano, Donovan, Chen, & Nunamaker, 2003; Zhang & Mao, 2012; Zhang et al., 2015). Björk and Kauppinen-Räisänen (2012) chose the netnography approach to investigate tourists' perceived risk connected to travel behaviour. Their research used the TripAdvisor discussion forum as the source of customer stories about their journey. Similarly, Rageh et al. (2013) used netnography to provide a better understanding of customer experience in tourism using TripAdvisor reviews as a data source.

Netnography provides a good understanding of online culture in the same way that others used ethnography to understand face-to-face cultural norms and practices (Kozinets et al., 2014). Netnographic studies can address research questions related to a phenomenon that exists in either offline or online worlds (Kozinets et al., 2014).

The qualitative phase of this research involved retrieving online reviews from TripAdvisor and analysing the data using a netnographic method in order to explore tourists' behaviour by investigating the content of their online reviews. These reviews captured rich information about vacationers' experiences, including their background, what motivated them to visit the place and the quality of what they did and saw. Online reviews are valuable sources of data because one can effectively explore tourists' preferences and behaviour (Hilbert, 2016).

Recently, many tourism researchers have focused on user-generated content by employing certain analytical tools and frameworks to collect, examine, summarise, and

interpret social media data, including online reviews to extract useful and meaningful patterns and insights. For example, Pearce and Wu (2015) investigated the factors that determine travel motivation by analysing tourists' reviews. Other studies examined online reviews to firstly, assess the impact of various online reviews on hotels' business performance (Melián-González et al., 2013; Xie et al., 2014; Ye et al., 2009); and secondly, describe the variety and utility of online reviews as data (Fang et al., 2016; Liu & Park, 2015; Park & Nicolau, 2015; Zhang et al., 2016).

Analysing tourist sentiment content expressed in review comments is critical if one is to gain deeper insights into tourists' experiences and subjective opinions about a city's attractions (McAbee & Burke, 2017). TripAdvisor provides a rating function which reflects the overall content of reviewers. However, this approach is inadequate for understanding tourists' experiences (McAbee & Burke, 2017). Tourists in their reviews comment on different aspects of their holiday experiences. Thus, the current study will examinein detail the content of tourists' review texts and from this generate important new insights.

This analysis summarises tourists' perceptions of destinations by quantifying their texts and employing subjective thematic analysis. Netnography is appropriate forthis type of case study because it fits online data better than traditional content analysis (McAbee & Burke, 2017). Referring to common general ethnographic procedures, researchers recommend the following methodological stages and procedures for netnographic analysis (Kozinets 2006; Shaw 2020; Wang, Y-S, Lee & Hsu 2017; Whalen2018): (i) gaining "entrée" into or formulating the culture or group one wants toinvestigate; (ii) data collection; (iii) analysis and interpretation; (iv) reporting the researchfindings; and (v) understand the theoretical implications.

4.16.1. Step 1. Entrée

The netnographic procedure start with Entrée. Two phases were covered in this particular stage. The first phase involved formulating research questions followed by identifying an online community which was appropriate for the study (Kozinets 2006). As discussed in the first chapter, the objective is to identify the critical factors affecting tourists' behavioural intention with a focus on Saudi Arabia's recent initiatives to expand its tourist industry. The netnographic approach was used to more precisely describe the tourists'

evaluations of their travel experiences. The findings from this stage help to interpret and verify the results of the survey. We address the following three questions:

- How do tourists assess the usefulness of online reviews and how does this affect their behavioural intention?

- What factors inspire people to travel (push motivation), attracting travellers to selected travel destinations (pull motivation), and how does this impact on their behavioural intention?

- How do tourists assess the overall experience (experience quality), and how does thisimpact on their travel behavioural intention?

These three questions articulate the fourth research objective, which is to examine the relationship between the perceived value of online reviews, travel motivation (push and pull factors), experience quality, and behavioral intention. The next section describes the selected online community in more detail.

4.16.2. Selection of web community for analysis (TripAdvisor)

A relevant online community (TripAdvisor) was selected for its popularity and accessibility. Kozinets (2018) argues that researchers should look for online communities that have the following characteristics: relate to the research emphasis and questions; make two-way communication possible; have recent and frequent communication; provide rich data that is detailed and can be explained; and have a variety of participants. The proposed study accessed TripAdvisor as its main platform for gathering online reviews. This choice was based on the worldwide popularity of TripAdvisor which has 280 million users from 45 countries encompassing 28 languages and containing nearly 170 million reviews (TripAdvisor 2021), so it provides rich data from a variety of participants. In addition, it helps tourists to share their travel experiences, and businesses in tourism and hospitality to respond to on-site reviews. The site can therefore be deemed a multidimensional interactive space in which various groups in the tourist community can access information and interactions.

The first step is to gather the data from review websites. OutWit Hub is a platform that enables users to develop an online 'crawler' that retrieves structured data from a given website. It is based on an expert system that enables its users to extract data from selected web pages. This software was developed to navigate through the review websites and automatically extract their content (Haddaway 2015). A typical review contains the attraction name, review text, user ID and profile data, review posting date and date of

experience. Also, the crawler indicates the number of helpful votes received by each review. There is

a title and a body text for each online review. The sentiment of both the title and text of reviews was extracted. Review text is the actual comment provided by reviewers after visiting a city attraction. It contains rich information about a tourist's experience and behaviour (Alaei, Becken & Stantic 2017). For instance, in this thesis it refers to why holidaymakers visit this particular attraction, what they experienced and whether or not they were willing to visit it again.

User ID and location as shown in the user profile were also collected to help better understand the sample. Helpful votes is a function designed by the TripAdvisor website. Each review is accompanied by the "Was this review helpful?" icon at the end. Readers can click the "yes" button to rate the review and increase the number of helpful votes by one. The number of helpful votes received by each review was collected. Tourists can share their travel experiences on TripAdvisor and post a review at any stage after their vacation. There are no time constraints, and this gives users the time to review their travel experiences at any future date following their travel. Usually, each review on TripAdvisor has the date of experience and the review date; date of experience reveals the date on which the user visited the attraction, and the review date refers to when the review was posted. For this study, both dates have been obtained.

4.16.2.1. Location of the Study

Saudi Arabia is a large country with a varied geography and many tourism destinations. It was considered that the reliability of the data would be improved by eliciting information from two different areas or sites. Its largest cities are Riyadh and Jeddah and they were chosen because of their disparate characteristics, types of activities and attractions. Tourists tend to visit these cities because they offer different things, but both have an abundance of data as they have elicited the most reviews on TripAdvisor, compared to other cities in the country.

4.16.3. Step 2 Data collection

This research data collection focused on attractions (Things To Do) located in Jeddah and Riyadh which are the most heavily populated cities in Saudi Arabia with a wide range of attractions including sites and landmarks, nature parks and museums. In this case study a total of 133 attractions were covered. Overall, 14,933 reviews were obtained and these were divided into 6,858 reviews about Jeddah's attractions and 8,075 reviews

concerning Riyadh's attractions, which were posted from 2009 to 2019. The data extraction software was utilised between January and March 2019.

4.16.4. Step 3. Data analysis

Data on online reviews is based on raw data and a number of techniques have been developed to convert raw data into useful information. The data on TripAdvisor are usually available in an unstructured format and cannot be directly analysed. For this reason, the proposed study will address this challenge with data pre-processing. As TripAdvisor is an open platform, any registered user can post his/her review and based on their own preference structure. Reviews were included in this study if they had the following characteristics: (i) posted by registered contributors; (ii) posted by international tourists; (iii) written in English or Arabic (the primary languages used by international tourists); (iv) included all essential information the study needs; and (v) were available online on TripAdvisor during the data collection period. Conversely, reviews were omitted if they were posted by Saudi residents, were not available online during the data collection period, were written in another language and discussed irrelevant topics such as advertising.

Arabic reviews were translated into English by a native Saudi Arabian national accredited in both languages. The final sample comprised 3,178 reviews posted by international tourists who visited Jeddah and Riyadh between 2009 and 2019. Of these, only repeat reviewers who made a second or third review after a period of six months were considered as travellers who returned to Saudi Arabia (return travellers). Four hundred and sixty-seven such reviews posted by return travellers between 2009 and 2019 were thus identified. Of these, only those meeting the researcher's criteria were included in the final analysis. The final sample consisted of 450 reviews. Figure 4-2 below visualises the selection process of online reviews.
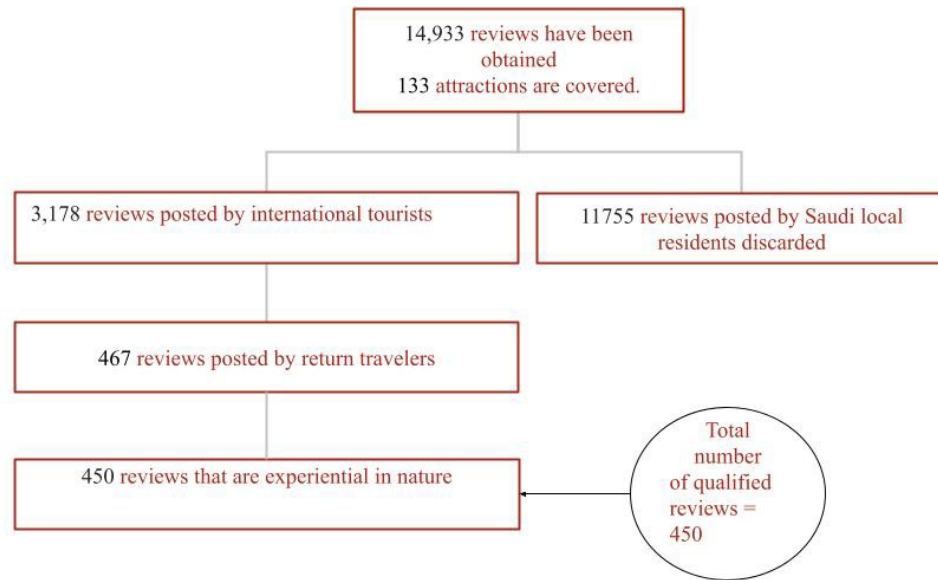
Figure 4-2 Online reviews selection process

Each review on TripAdvisor is closely linked to two dates: date of experience and the review date. To assess the time that elapsed between the date of experience and review date, for each review on TripAdvisor time delta is computed, this being the difference between the two dates. Reviews submitted more than 30 days after the experience date were excluded to increase data accuracy and reliability.

The reviews analysed in this study were written to share travel experiences at different attractions. In the current study, these places were categorised into purpose-built attractions, nature or heritage, or based on their intended purposes. The category of purpose-built included attractions initially built to attract visitors such as city landmarks, family attractions and shopping centres. Heritage attractions that have retained pieces of national, cultural and social history and have a regional, municipal importance include museums and galleries, cultural performances, Islamic cultural events and historical sites, old buildings and historical markets. Natural attractions are attractions – as the term suggests – created by natural/geological/climatic/environmental conditions including beaches and seaside, national parks, mountains and deserts. This classification helps us

to effectively understand the different fundamental principles discussed in the online reviews.

To further analyse the reviews, sentiment classification has been used which is the evaluation of the terms and expressions used in a review on how intensely positive and negative feelings are conveyed (Valdivia, Luzón & Herrera 2017). Sentiment analysis is frequently employed in academic research to better understand people's perceptions and opinions based on the text (Kuhzady & Ghasemi 2019; Thelwall 2019). For example, Vu et al. (2019) used SentiStrength software to analyse online restaurant reviews to investigate tourists' dining behaviour. In this thesis the SentiStrength sentiment estimation tool serves to analyse tourists' sentiment. The Java version of SentiStrength has been used to classify results into three possible sentiment labels, i.e., positive, negative, and neutral. This software was chosen due to its capacity to process various forms of information found in the text, such as interpretation of emotions, use of derogatory terms (e.g., not) to flip feelings, and correction of spelling errors (Islam & Zibran 2018; Kaur et al. 2018). After processing the data, the researcher started the analysis. Figure 4.3 below visualises the data processing.
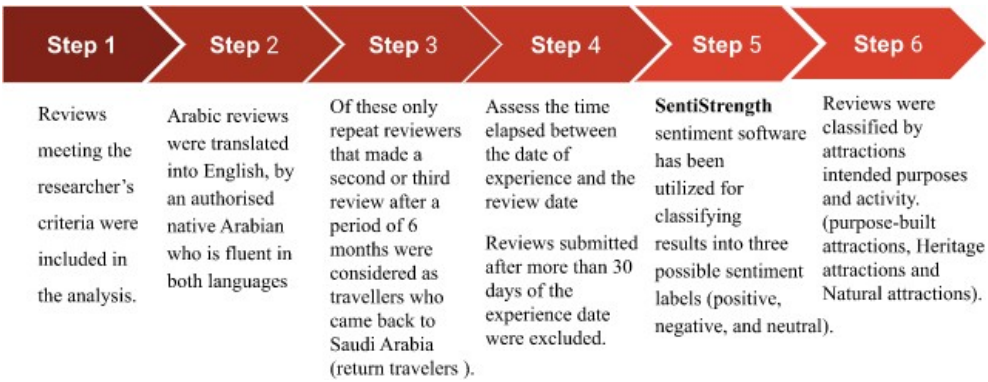
Figure 4-3 Data processing

In this research two key components of online reviews were analysed. The first component was the number of helpful votes received by the reviews to explore how tourists assess the usefulness of online reviews, while the review content was investigated to evaluate tourists' travel motivation and the quality of their experiences. The first section to be analysed was the number of helpful votes received. This study deemed helpful votes as reflecting other tourists' evaluations of knowledge found in the review.

Since most tourists use their information-processing abilities minimally, people selectively interpret messages. Attractions receive a vast number of reviews and reading them all is very complicated and time-consuming. People should not necessarily trust all online reviews. We expect people to search for fast signals that allow them to determine which reviews they should be reading. This assumption means that they depend on helpful votes, so reviews with more helpful votes will be read by more users. In this study we looked more closely at reviews and got the most helpful votes to identify the factors that make them more helpful and examined how these impact on tourist behaviour intention to revisit the country.

The second part to be assessed was the review text, which is the actual comment provided by reviewers after visiting a city attraction. This study used the content of review texts posted by international tourists who visited Saudi Arabia more than once, to discover how they evaluated their travel experiences based on two factors: how the travel experience fulfilled their needs; and how they evaluated the quality of what they had experienced. This part concentrates on return travellers to better understand factors influencing the tourist experience and what led to their revisit behaviour. The data were analysed, following Braun and Clarke (2006) thematic analysis phases. For clearer interpretation of the intended concepts, manual procedures were conducted, as recommended by Lauri and Kyngas (2005), in an effort to explain the content or contextual meaning of the text. Firstly, the author carefully read the entire data set to create an initial list of areas of interest and ideas in the "familiarization with data" phases. Next, a primary keyword used by tourists in their reviews was coded as relevant to address the research interests leading up to an initial list of defined codes. These were subsequently generated in the process of "generating initial codes". A code has been described as the most basic part, or feature, of the raw data or information that can be evaluated in a meaningful way in relation to the research phenomenon (Kiger & Varpio 2020).

During this process, a meticulous reading of text reviews was undertaken. Each text was separated into units on a sentence-by-sentence basis through simple coding. Every relevant text was exhaustively examined to identify any meaningful phrases or words that were relevant to the research and to label each 'chunk' of information with a code which was then compared with previous codes and similar chunks were labelled with the same code. In the "search for themes among codes" phase, the author sorted and clustered recurrent codes and corresponding data extracts which formed the basis for the

researcher's repetitive, overarching patterns (themes) coded as many potential themes as possible. A theme has been described as the capture of important data related to research questions and represents a certain level of patterned response or meaning within the data set (Castleberry & Nolen 2018). The themes found by the researcher were linked directly to the texts being examined, and codes emerged depending on the salience of the data leading up to an initial list of defined themes.

The fourth phase consisted of "reviewing themes" whereby the researcher – in the process of separating or combining the themes initially identified – examined them against the entire data set and determined the distinctive features. This made it possible to develop a holistic understanding of the tourists' experiences and answer the research questions. This phase also investigated whether there were any other themes that might have been missed and explored the "Unrelated" theme to ensure that codes contained in it did not warrant further review.

The fifth phase consisted of "defining and naming themes" including a specific description, marking, and defining of what each theme represented, what part of the data it collected, how it answered the research questions, and the thematic relationships. According to Strauss and Corbin (1990), names can borrow from literature or phrases used by informants themselves. The final phase was "producing the final report", which basically consisted of writing up the research by describing the identified themes (putting together the analytical narrative and data extracts) and deconstructing them in relation to the existing literature and making comparisons with what other studies reported. The quotes included in the analysis were copied directly from TripAdvisor for authenticity in reflecting the tourist experience. To represent original tourist perspectives, reviews were not edited for grammar or other errors. Some posts were written in a casual or 'sloppy' manner, due to the relaxed nature of the TripAdvisor community, and often contained spelling, punctuation and grammatical errors. Findings of this phase are discussed in detail in the chapter 6.

4.17. Ethical considerations

Ethical issues were taken into account in this thesis. Firstly, prior to commencing the survey, ethical clearance was sought from the Human Research Ethics Committee at Victoria University (application number: HRE19-113). Secondly, people had to be 18 years old or older to participate in the project. The research purpose, methods, risks and

potential benefits were clearly explained to participants who were given enough time to read the questionnaire cover letter before taking part in the survey. The letter stated that participation in the study was entirely voluntary and that respondents could withdraw from the survey if they found the study to be intrusive. Before taking part in the survey, the respondents were required to sign a consent form which stated that no personally identifying information would be collected. Also, in designing the questionnaire the researcher ensured that no questions requested sensitive information. The researcher confirmed that all collected information would be kept confidential, respondents would not be named, and the data collected would be retained in a safe place and only accessible to the researcher and supervisors. Information published online is public knowledge, but it requires ethical consideration to use for research purposes (Lehner-Mear 2020). For the present research, following Kozinets (2018), in order to ensure confidentiality and anonymity of information, the researcher did not obtain individual participant data such as their names or email addresses. The data file and report of outcomes did not include the names of the respondents or any information that would enable them to be identified. In order to preserve the confidentiality of participants' reviews, results were recorded at the aggregate level. Respondents were identified in a number sequence as R1 to R148.

4.18. Conclusion

This research seeks to identify and explain the critical factors affecting tourists' behavioural intention when they visit Saudi Arabia. While qualitative, quantitative and mixed methods approaches have been adopted, and surveys and interviews are prominent in most research as data collection methods, the netnography strategy is only now emerging as an innovative way to assess online tourism content. The current study used netnography to analyse TripAdvisor attraction reviews to validate the quantitative results. The research dealt with two data collection phases: firstly, a quantitative one involving a survey; and secondly, a qualitative one that was a netnographic method based on the retrieval of data from TripAdvisor. This chapter discussed the methods and research processes undertaken in the thesis. Quantitative and qualitative research designs were also discussed in detail. The mixed methods approach encouraged the researcher to develop a deeper understanding of those factors influencing tourists' perceived value of online reviews, motivation, quality of experiences, and their behavioural intention. The next chapter addresses the quantitative survey data findings.

CHAPTER 5 RESULTS AND DISCUSSION OF THE QUANTITATIVE STUDY

5.1. Introduction

As mentioned earlier in the methodology chapter, the present research seeks to identify and explain the critical factors affecting tourists' behavioural intention when they visit Saudi Arabia. It used a survey questionnaire that aimed to explore the relationship between a number of key variables (perceived value of online reviews, travel motivations, and experience quality) and their impact on tourists' behavioural intention in the pre-experience, during and post experience stages in Saudi Arabia.

This chapter addresses quantitative survey data findings. Firstly it presents the sample characteristics, followed by an analysis of travel preference differences among tourists. Next, the chapter analyses the differences in tourists' perceptions of the value of online reviews, travel motivation and quality of experience among Middle Eastern, Western and Asian tourists. Each construct's measurement model was validated using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), before the full measurement model was tested. Sequentially, the structural model served to evaluate the hypotheses devised for this thesis. The last section of the chapter is the conclusion which provides destination managers with insights into how to improve competitiveness.

5.2. Preliminary analyses

The questionnaire was distributed to 600 eligible participants visiting Saudi Arabia between October and December 2019. As discussed in the methodology chapter, the target population consisted of tourists aged 18 and above who prior to the study had spent at least one day in Saudi Arabia. The survey was administered at major attractions in Riyadh and Jeddah. Based on the selected research sample as mentioned earlier, the study required two versions of questionnaires, one in English and one in Arabic. The data were screened to eliminate improperly completed responses. A detailed and thorough check verified that 10 questionnaires were answered inadvertently with inappropriate information, and any inappropriate responses have been discarded.

Those respondents who completed at least 75% of the questions were retained in the survey, following the recommendation of Leys et al. (2019). After analysing missing data, the data were analysed to identify univariate and multivariate outliers. Hair et al (2010) proposed two measures that could detect the degree of normality: skewness and kurtosis. Skewness is a symmetry indicator while kurtosis is a metric of the distribution peakiness. According to Kline (2015) skewness needs to fall within the -3 and + 3 range and kurtosis below 10.0 in order for a distribution to be deemed normal. Researchers often use SPSS to identify all variable outliers in the range of ±3 standard deviation (Hair, J et al. 2010). Non-normal data outliers were deleted, as advised by (Kline 2015). 570 responses were determined to be usable after excluding the outliers. 216 participants completed the Arabic version, and 354 participants completed the English version. The overall response rate was good. Two Hundred and Fifty completed questionnaires were collected in Jeddah and 320 in Riyadh.

5.3. The sample characteristics

Frequency analysis was used to answer the questions relating to demographic characteristics. The nationalities of respondents in the collected data set were examined. Nationalities generally have different beliefs, norms, perceptions, needs and expectations (Mohd Nasiruddin Abdul et al. 2020; Morrison-Saunders et al. 2019; Olya et al. 2019). This research categorised tourists using the following typology: similar social, racial and economic backgrounds to three cultural groups: (Middle Eastern, Asian and Western). (See Appendix F to for a list of countries included in each group) This typology had been used in other tourism and marketing studies (Dodds & Holmes 2019; Kara, Nasra Shoka & Mkwizu 2020). As shown in Figure 5.1 below, the largest number of tourists visiting Saudi Arabia (43.3%) came from the Middle East, principally United Arab Emirates, Egypt, Kuwait, and Jordan. This was followed by 33.1% from Western countries such as Australia, Canada and the United States, and 15.5% from Asian nations such as China, Malaysia and Singapore. The remaining 7.7% of tourists were from Russia and Mexico. The Saudi Commission for Tourism and Antiquities (2019) reported a higher proportion of Middle Eastern tourists compared to other international tourists and that Asian tourists were mainly from China and Malaysia and Western tourists were from the United Kingdom and the United States (MAS & SCTA, 2019). This is consistent with the data reported in Table 5.1 below which presents the respondents' demographic characteristics.

Table 5-1 Respondents' demographic characteristics

Gender	Total	Percent
Male	337	59.3%
Female	231	40.7%
Country of residence (only the top 20)		
United Arab Emirates	36	4.70%
Russia	26	3.40%
China	25	3.20%
United Kingdom	24	3.10%
United States	22	2.80%
Australia	21	2.70%
Indonesia	21	2.70%
Jordan	21	2.70%
Kuwait	20	2.60%
Oman	20	2.60%
Syria	19	2.50%
Egypt	15	1.90%
Sudan	15	1.90%
Algeria	14	1.80%
Iraq	14	1.80%
Philippines	13	1.70%
Lebanon	12	1.60%
Poland	12	1.60%

Singapore	12	1.60%
South Korea	12	1.60%
Level of Education		
High school	47	8.0%
Bachelor's degree	230	40.0%
Diploma	93	16.8%
Master's degree	117	20%
Doctoral degree	16	2.9%
Self-educated	64	11%
Annual income		
30,000 USD or less	233	30.1%
30,001-60,000 USD	183	23.7%
60,001-90,000 USD	70	9.1%
120,001–150,000 USD	43	5.6%
150,001 and more	37	4.8%

Figure 5.1 indicates that there were more males (51.2%) than females (48.8%) in the Middle Eastern tourist group. A similar gender distribution was also evident for the Western and Asian groups.
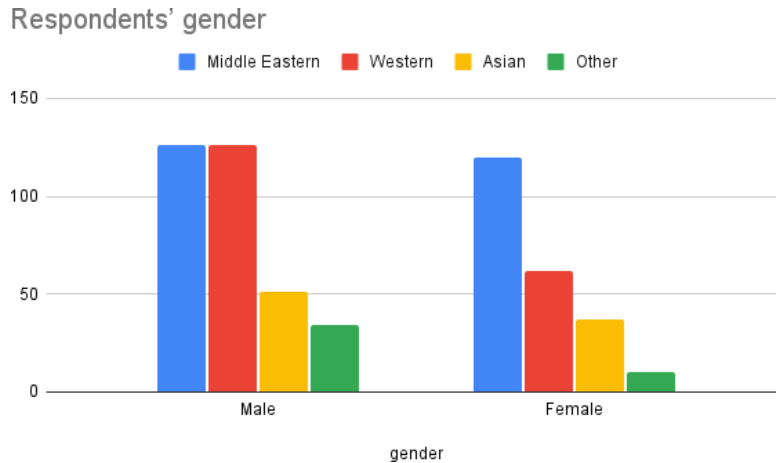
Figure 5-1 Respondents' gender

A considerable proportion of respondents were below middle age (42%), i.e., between 30 and 39 years old; 30% were aged between 18 and 29; 11% were between 40 and 49, 11% were between 50; and 59 and 6% were 60 or older.
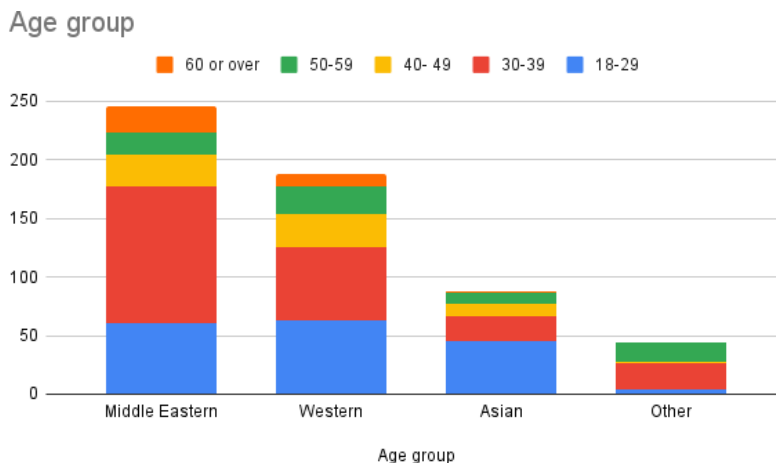
Figure 5-2 Respondents' age

Most of those surveyed (63.7%) were highly educated with a bachelor's degree or higher qualification. The rest either earned a diploma (16.2%), had completed high school (8.1%) or were self-educated (11.3%). Self-educated people have learned or gained knowledge on their own, rather than being taught by someone else. As can be seen from Figure 5.3, in the bachelor's degree category there were significant differences in the ratios, particularly between Middle Eastern (57.9%) and other tourists.
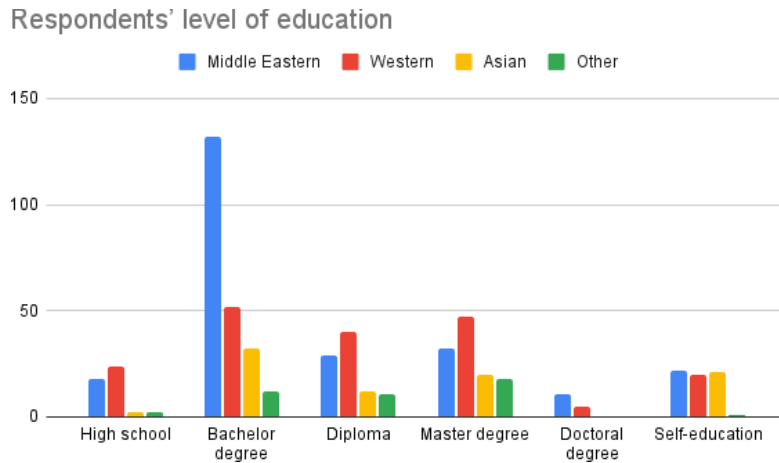
Figure 5-3 Respondents' level of education

Most respondents (53%) were single while 7.3% were married and 9.3% were divorced. As shown in Figure 5.4 there were more Middle Eastern than Western and Asian people in both the married and divorced categories. These results were obtained from the preliminary analysis of marital status.
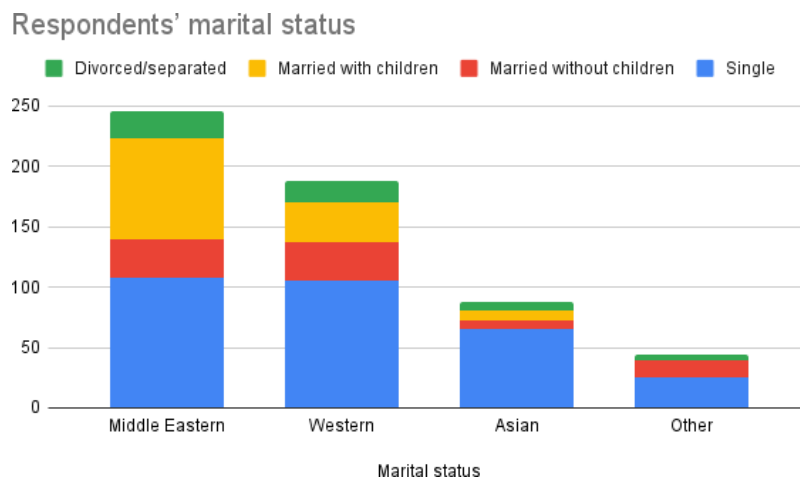
Figure 5-4 Respondents' marital status

When the participants were asked their current occupational group, 46% of respondents said they were professionals, 11.5% were government officers, 14.3% were students, 9.0% were a housewife or husband, 19.5% were business owners, and 2.3% were retired as shown Figure 5.5.
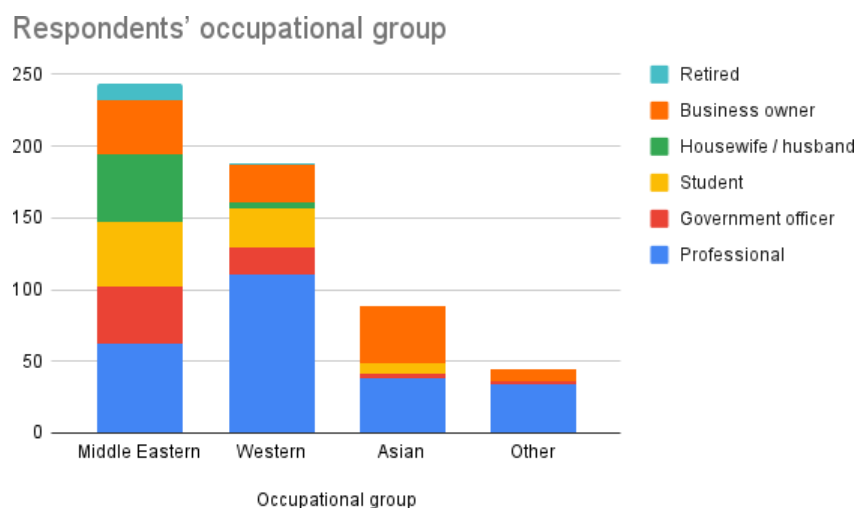
Figure 5-5 Respondents' occupational group

In response to the question concerning annual gross income, 30% of participants earned US$30,000 or less, 23.7% of participants earned between US$30,001-60,000, 9.1% of participants earned between US$60,001-90,000, 5.6% of participants' salaries ranged between US$120,001–150,000, while 4.8% participants earned US$150,001 or more.
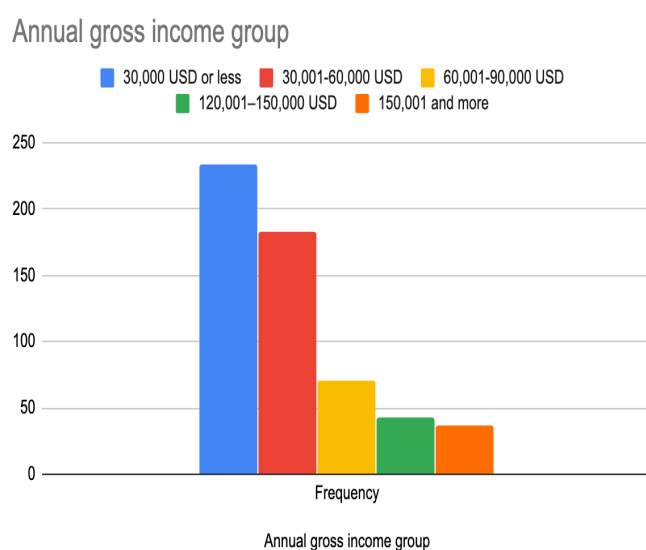
Figure 5-6 Respondents' annual gross income

In relation to respondents' annual income, the highest earning group was Western tourists. 26.1% of Western participants earned US$30,000 or less, 37.8% earned between US$30,001-60,000, 14.9% had earnings between US$60,001-90,000, 10.9% earned between US$120,001–150,000, and 10.9% earned U$150,001 or more.
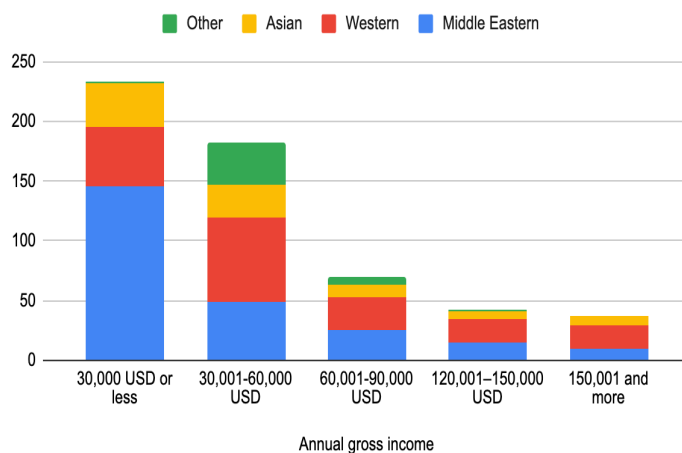
Figure 5-7 Tourists' annual incomes

This study recruited participants of various ages, gender, countries of residence, levels of education, marital status and annual income. Data concerning the demographic characteristics revealed that low and medium-income (less than US$60,000) Middle Eastern families chose Saudi Arabia as their preferred holiday destination. Middle Eastern tourists have a high level of education and full-time jobs which enable them to travel. In comparison, Western tourists visiting Saudi Arabia were mostly males, single, wealthy (earning US$60,000 or more), with a high level of education and were in full- time employment. Likewise, Asians were mostly males, single and in full-time employment.Therefore, Hypothesis (1) A: There are statistically significant differences in demographics between international tourists is supported. The next section addresses tourists' travel preferences and identifies differences between Middle Eastern, Western and Asian visitors.

5.4. Travel patterns and preferences

The travel patterns of tourists visiting Saudi Arabia were classified according to length of stay, frequency of travel to the country, purpose of visit and the main mode of travel. Travel preferences included preferred tourist attractions, travel activities and type of accommodation.

Table 5 2 indicates that most tourists (45.5%) stayed in Saudi Arabia for two weeks or more, while 19.9% stayed for one week and 34.5% stayed for between one and six days.

The duration of stay usually plays a crucial role in determining the income generated from tourism. In particular, the length of stay is positively correlated with tourist earnings.

Table 5-2 Respondents' duration of stay

Stay duration	Frequency	Percent
1 – 3 days	45	7.90%
4 – 6 days	151	26.60%
1 week	113	19.90%
2 weeks or more	258	45.50%

With regard to frequency of travel to Saudi Arabia, due to the recent policy to allow tourists visas to Saudi Arabia, the bulk of participants (54%) were visiting Saudi for the first or second time. However, 19% of participants had already been to the country between three and five times, 6% of participants had visited between six and nine times and 19% had been there more than ten times. Table 5.3 presents the results obtained from the preliminary analysis of frequency of travel to Saudi Arabia.

Table 5-3 Frequency of travel to Saudi Arabia

Frequency of travel	Frequency	Percent	Valid Percent
1 – 2 times	312	54.9	54.9
3 – 5 times	112	19.7	19.7
6 – 9 times	35	6.2	6.2
More than 10 times	109	19.2	19.2

Respondents were asked to indicate the purpose of the trip, and it appears that over a quarter of visitors (28.1%) were in Saudi Arabia for business reasons, 21.0% were visiting Saudi for leisure, while 25.4% were in the country to see relatives and friends. In addition, 18.9% of participants went there for religious purposes, and 6.5% had other reasons for going to the country including attending a sports event, Riyadh Season or music concerts.

Some respondents went for more than one reason: for example, 42 selected business and leisure. Eleven participants selected business and visiting relatives and friends, while six chose business and religious. 20 selected leisure and visiting relatives and friends, while 33 opted for religious purposes and visiting relatives and friends. Many tourists primarily went to Saudi Arabia for business purposes, reflecting the country's business orientation, and to attract this market there are a range of budget and luxury hotels, including meeting and conference rooms, as well as convention and exhibition facilities. The differences between tourists are summarised below. Most respondents who visited friends or relatives or went there for religious purposes were from the Middle East. In contrast, most of those who went to Saudi Arabia for business were Westerners and Asian.
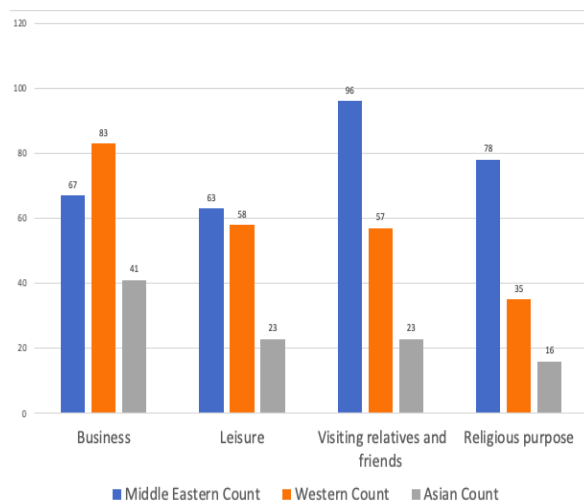
Figure 5-8 Purpose of visit to Saudi Arabia

With regard to the main mode of travel, most tourists (68.3%) made their own plans. A possible explanation might be that they preferred to make their own arrangements to ensure that they could maximise their enjoyment and could balance their business or religious needs. Only a small percentage of tourists were on a package tour (8.3%). Some indicated that their visit was arranged by a company (12.5%) or a friend (10.4%). It is therefore evident that travel agencies should offer more flexible programs or advertise their services better.

Table 5-4 Mode of travel

Mode of travel	Frequency	Percent	Valid Percent
A full package tour	47	8.3	8.3
Arranged by a company	71	12.5	12.5
Independent travel	388	68.3	68.3
Other	59	10.4	10.4

When the participants were asked who they were travelling with, 40.3% selected family, while 32.6% were visiting Saudi Arabia alone. 12.8% visited the country with friends/colleagues, 11.6% went with a spouse/partner, and another 2.6% travelled with a tour group.
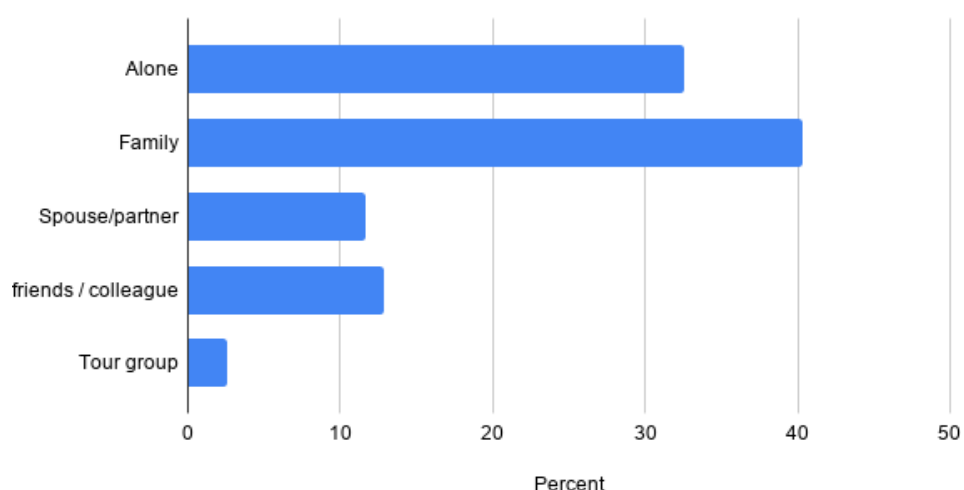
Figure 5-9 Travelling partners

In terms of preferred travel activities, nearly half of respondents (46.9%) selected sightseeing, 25.9% selected shopping, and 24.9% chose dining. With regard to preferred tourist attractions and activities, 30.5% selected historical places, while 26.7% went to shopping centres, 17.6% chose natural attractions,14.6% attended cultural performances, and 7.2% were keen to see galleries. Most tourists who selected historical places also selected natural attractions. This finding may suggest that visiting historical places and natural attractions can be packaged together in tourist programs. Regarding the preferred type of accommodation, nearly two-thirds of participants (66.2%) selected hotels and nearly 20% selected apartments, while 15% stayed with family and friends. This finding

can be explained by the fact that accommodation in Saudi Arabia is rather limited as no hostels or guest houses are available (MAS & SCTA, 2019).

Table 5-5 Preferred type of accommodation

Preferred type of accommodation	Frequency	Percent	Valid Percent
Apartments	106	18.7	18.7
With family and friend	85	15	15
Hotel	376	66.2	66.2

5.5. Travel experience description

In the final part of the survey, participants were asked to describe their travel experience in Saudi Arabia and for this question there were 247 responses. Most participants (89.5%) expressed positive statements when describing their travel experience. As illustrated in the tag cloud Figure 5.10, tourists frequently described the experience as "enjoyable", "amazing", "memorable", "unforgettable" and "fantastic". There were varying perspectives regarding positive or joyful experiences.

Table 5-6 Respondents' statements classification

	Frequency	Percent
Positive statements	221	89.5
Negative statements	26	10.5

A subgroup within this majority (35%) emphasized that they enjoyed the local history and culture of Saudi Arabia. Participants liked learning about local history and culture, and locals' language and way of life. This was evident in statements such as "an eye-opening experience" or "an amazing cultural experience" or "gives me an insight into the world's most historically rich country". Tourists also emphasised the local people's welcoming attitude, friendliness, and hospitality which added joy to their experience. For example,"The best of my experience is meeting the native people here", and: "Really good experience + local people very welcoming".

Other subgroups (32%) who mainly comprised Middle Eastern tourists, described the experience as enjoyable due to language affinity and cultural similarities with their own country. For example, a tourist from Kuwait commented: *"It is my second country, I love being here"*, and a tourist from the United Arab Emirates noted: "Saudi Arabia is a wonderful country; I've been there five times myself and still think about when I'll be able to go again".

Others (12%) considered the experience enjoyable because the events attended were well organised. For example, one tourist who went to a music concert commented: "The music concert I attended was well organised. I loved being there*"*. A relatively small number of participants (9%) referred to the religious appeal and traditions of Saudi Arabia; they said that visiting the country evoked intense religious feelings. As one participant remarked: "Visiting these holy places makes me feel comfortable, calm and safe". Another said: "The spiritual presence is high here".

A further subgroup (13%), mainly Western tourists, said that their expectations or goals were fulfilled, or the trip had exceeded their expectations, with comments such as: "Better than what I expected" or "surprisingly impressed!!", *"it really was unexpectedly beautiful"*, "This trip surpassed all expectations. People were friendly! The scenery was stunning. The traditional food was tasty". Another respondent explained that:

> Saudi Arabia was totally different from what I had expected and in a very positive way.I felt completely safe here as a solo female traveller. I'm surprised how locals are friendlyand extremely respectful. My travel experience here is completely different so maybe oneday I will be back in Saudi Arabia.

Tourists indicated that their opinions of Saudi Arabia changed after their visit, particularly regarding the local people. Interestingly, one tourist expressed his surprise at the local level of education and the ability to Saudis to speak English well:

> I am very surprised how good the English speakers are. I mean, go to Paris or Barcelona and most random people on the street won't be able to communicate in English with you like that *"*.

Figure 5-10 Tag cloud for tourists' most frequently stated words describing their experience

Source: Data Analysis 2021

A minority (10.5%) described the experience as not bad. They used expressions such as: "goodish", "so-so", "passable", or "reasonably good". A number of issues were identified as a source of discontent, including traffic jams and public transport restrictions. For example:

> Public transportation is limited, which made it somewhat expensive to go around, but thisgives us the opportunity to talk more with the locals as most taxi drivers were local, veryfriendly and extremely happy to help.

This response indicates that Saudi Arabia's public transport needs to be improved to ensure tourists can easily access tourist destinations.

Another source of discontent was the heat: "I like everything except the weather". Other tourists commented on hotel facilities; for example: "Unfortunately the hotels hereare extremely expensive and the quality is lower than I expected". The Ministry of Tourism should take note of such criticisms and try to find solutions in order to provide better tourism experience in Saudi Arabia.

Most of the participants were positive about their travel experience. Tourists emphasised that they valued the local history and culture of Saudi Arabia, and that following their visit their views on Saudi Arabia had changed, particularly with regard to local people. A number of problems were identified, including traffic congestion and restrictions on public transport. The Ministry of Tourism should take note of these criticisms. The next section examines the differences between men and women who visited Saudi Arabia.

5.6. Gender and travel patterns and preferences

Gender segregation is a cultural phenomenon that is well-entrenched in Saudi Arabia and has been a long-standing historical tradition (al-Rasheed 2020; Meijer 2010). The Saudi government is changing this gradually (Alasgah & Rizk 2021), but attractions and dining areas in Saudi Arabia still have separate entrances and sitting arrangements for men and women. The differences between men and women who visit Saudi Arabia therefore need to be examined. A series of Chi-square tests were undertaken to determine variations in tourists' demographic profiles and travel preferences. If the "p" value is lower than. 05 it is significant, meaning both variances differ significantly. Nevertheless, if it is (p. is greater than. 05), not significant it means the two variances are roughly equal. Based on an analysis of the differences between travel patterns or circumstances of males and females, the results showed that males only differed from the overall sample with regard to "traveling partners". The Chi-squared results showed there was a significant difference [p= 0.032] and the level of significance was defined as $p<0.05$. There were more men traveling to Saudi Arabia unaccompanied than women doing so.

Table 5-7 Differences between gender in travel patterns

Traveling partners	Gender		Total	Sig.
	Male	Female		
Alone	118	67	185	*0.032
Family	136	93	229	
Spouse/partner	31	35	66	
Tour group	9	6	15	
friends / colleague	38	19	57	
Other	5	11	16	
Total	337	231	568	

This finding might be explained by the fact that female travellers were not able to travel independently without a male companion until the e-visa was officially released in the second half of 2018, and also that Arab customs and traditions have limited women's freedom to travel. This finding is consistent with a study conducted by Aldhabi (2020) who evaluated gender disparities in travel patterns to Saudi Arabia. Rosenbloom (2004) also reported different travel patterns for men and women.

There were no other major differences between gender in travel preference. The results showed there was no significant difference in respondents' gender and frequency of travel to Saudi Arabia, main mode of travel, stay duration and trip purposes: [p= 0.101; p = 0.609; p = 0.400; and p = 0.327] at p < 0.05. These results contrast to Collins and Tindell (2002) who discovered a significant difference in gender in travel mode and preference.

Furthermore, the Chi-square test for preferred tourist attractions, preferred accommodation and preferred travel activities revealed no major differences in respondents' gender, whereas Ng and Acker (2018) found a significant difference in travel purposes and preferences between gender and Seweryn, Niemczyk and Smalec (2019) noted a significant difference in travel activities that men and women undertook. The next section addresses the differences between Middle Eastern, Western and Asian travellers who visit Saudi Arabia.

5.7. Differences in travel preferences and patterns between cultural groups

There was no significant difference between cultural groups in their preferred travel activities [p = 0.143] at p < 0.05. Most participants (46.9%) selected sightseeing, while 25.9% chose shopping and 24.9% selected dining. Likewise, there was no significant difference between cultural groups in preferred accommodation [p = 0.122] at p < 0.05. However, with regard to preferred tourist attractions, almost a third chose historical places (30.5%), while 26.7% selected shopping centres as the preferred tourist attraction, 17.6% natural attractions, 14.6% cultural performances, and 7.9% chose galleries. Another significant difference between tourists was that [; p=.000] at p < 0.05 the Western and Asian respondents preferred historical sites, while shopping malls were the Middle Eastern tourists' most favoured location to visit. This finding supported part of hypothesis (1) B: There are statistically significant differences in travel preferences between international tourists.

Furthermore, the findings indicate that the differences between Middle Eastern, Western and Asian travellers, relating to tourist frequency of travel to Saudi Arabia, were significant [; p=.000] at p < 0.05. The most frequent tourists to Saudi Arabia were from the Middle East.
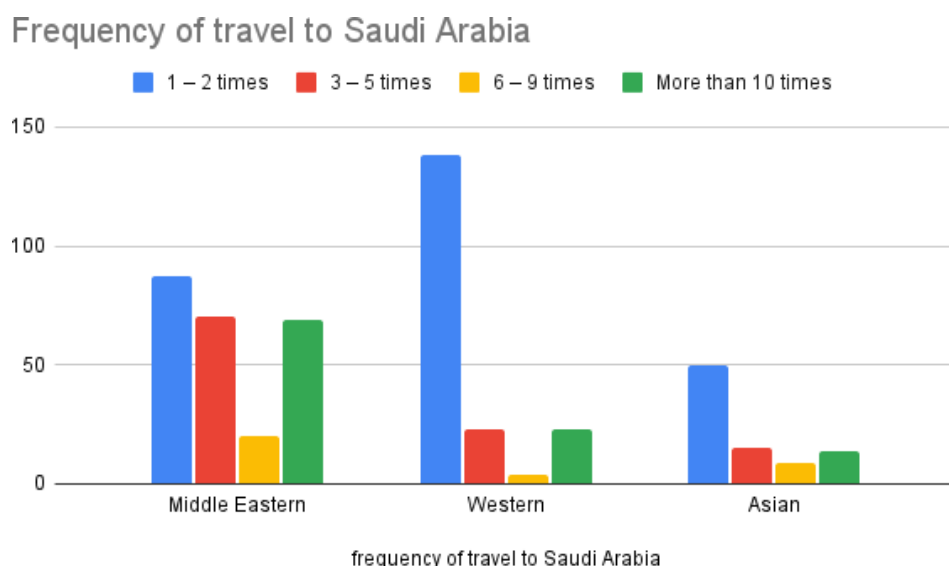
Figure 5-11 Differences in frequency of travel between cultural groups

It emerged that 28% of tourists (those from the Middle East) visited Saudi Arabia more than ten times. Only a small percentage of Western and Asian tourists visited the country more than ten times; some were visiting Saudi Arabia for the first or second time. Likewise, the findings revealed that there are significant differences in travel partners between Middle Eastern, Western, and Asian travellers. Table 5 8 shows these differences [; p=.000] at p < 0.05. However, there was no significant difference betweencultural groups and main mode of travel and stay duration [p= 0.152; and p = 0.143] at p

< 0.05. This finding confirmed part of the Hypothesis (1) c: There are statistically significant differences in travel patterns between international tourists, as confirmed by Vu (2019), Song and Kawamura (2018), and Huang and Crotts (2019).

Table 5-8 Differences in travel patterns between cultural groups

Travelling partners	Middle Eastern	Western	Asian	Sig.
Alone	36	90	35	*0.00
Family	137	49	29	
Spouse/partner	32	21	10	
Tour group	7	6	0	
Other	7	2	6	
Friends / Colleagues	27	20	8	
Total	246	188	88	

Results are summarised as follows: hypothesis A was supported, but hypotheses B and C were supported in part. The remaining hypotheses are tested the next sections.

5.8. The Measurement Model - SEM

The present research aimed to identify the critical factors affecting tourists' behavioural intention with a focus on Saudi Arabia's recent initiatives to expand its tourist industry. It sought to identify how the perceived value of online reviews, travel motivation and experience quality impacted on tourist's behavioural intention. The aim of the survey was to explore how relationships between a number of key variables (perceived value of online reviews, travel motivation and experience quality) impacted on tourists' behavioural intention. This research developed a conceptual model consisting of five

variables, namely perceived value of online reviews, pull motivation, push motivation, experience quality and behavioural intention. It developed research scales (questionnaires) to assess these variables for hypotheses testing, following the procedures proposed by Slavec and Drnovšek (2012). The research developed items (questions) based on the literature, as described in previous chapters, and collected data from respondents using a five-point Likert scale. Once the data were verified as suitable for multivariate statistical analysis, the next phase was to check validity and reliability of research scales before testing the hypotheses to ensure that the scales would yield valid and reliable results (Harpe 2015). The table on the next page summarizes the procedures used to validate the scales and test hypotheses.

Table 5-9 Summary of data analysis techniques employed

Section	Statistical tests	Justification for using test
5.9	Exploratory factor analysis (EFA)	EFA helped to identify the clusters of large correlations between items which meant that those items were measuring the same underlying latent construct. It also helped to identify the number of latent factors that were underlying a set of items (Mair 2018). If the items developed to measure a particular variable loaded on a single factor, it meant that there was only one underlying first-order latent variable (Goretzko, Pham & Bühner 2019). However, if items loaded on more than one factor, it meant that the focal variable was a second order latent construct (Hair et. al., 2010). The EFA results were also used in the ANOVA test.
5.10.1	Confirmatory factor analysis (CFA) of first order latent variables	CFA in this step was conducted to confirm that the item loadings identified during EFA actually held true. It helped to assess the model fit and confirmed whether items have significantly high loadings on their respective factor.
5.11.2	Confirmatory factor analysis of full first order measurement model	In this step, all the first order variables were allowed to freely co-vary with each other to confirm that all the items loaded on their respective factors. It also helped to identify if any item showed significant cross loading; i.e., loaded on some other factor.
5.11.3	Confirmatory factor analysis of second order latent variables	CFA at this step was conducted to make sure that the first order latent variables identified during EFA actually loaded on their respective second order factors. It also helped to assess the model fit and confirmed whether first-order factors have significantly high loadings on their respective second order factors.
5.12	Assessment of unidimensionality and construct reliability of constructs.	After conducting CFA at all levels, the analysis evaluated the unidimensionality and construct reliability of constructs through the criteria explained below.
5.13	Development and testing of full structural equation model (SEM).	The variables were connected together through single headed arrows according to the relationships identified in the theoretical model. This final model was developed to test the hypotheses.

Table 5-9 explains the procedures used for data analysis in this research. It shows that rigorous procedures were employed to ensure the validity and reliability of the research scales that led to valid and reliable results. Before discussing the details of EFA, CFA and SEM, criteria used to evaluate the validity and reliability of the constructs is explained in more detail below.

First, the unidimensionality was assessed by checking convergent validity and discriminant validity (Hair et al., 2010; Anderson and Gerbing, 1988). Convergent and discriminant validity were also used to examine the overall construct validity of the variables. Convergent validity means the extent to which indicators of a specific construct share a high proportion of variance in common. Discriminant validity means the extent to which a construct is truly distinct from other constructs (Hair et. al. 2010). Convergent validity implies if the measures of the same construct are highly correlated (Kline 2005). Convergent validity is assessed in EFA when items belonging to the same construct load on the same factor (converge), while discriminant validity is assessed when items belonging to different constructs load on different factors (diverge) (Hair. et. al. 2010).

Convergent validity is evident in CFA when the item loadings are above 0.5, average variance extracted is above 0.5, and model fit indices reach the acceptable threshold.

The fit indices employed in the current research are CMIN/DF, comparative fit index (CFI), root mean square error of approximation (RMSEA) and standardised root mean square residual (SRMR). CMIN/DF represents the discrepancy between the unrestricted sample covariance matrix S, and the restricted covariance matrix $\Sigma(\theta)$ (Hair et al. 2014). The value of CMIN/DF less than 5 is considered acceptable (Bryne, 2010). Comparative Fit Index (CFI) should have a value above 0.90 to be considered as representing a good-fitting model (Bentler 1992; Hair et al. 2014; Byrne 2013). RMSEA is the abbreviation of root mean square error of approximation, and it is one of the most informative criteria in covariance structure modelling. The value of RMSEA below 0.8 is considered reasonable (Browne & Cudeck1993; Hair et al. 2014). Acceptable value of SRMR (Standardised Root Mean Square Residual) should be below 0.06 (Holmes-Smith2013).Discriminant validity assesses the degree to which the constructs are uniquely different to capture certain phenomena that are not covered by the other constructs (DeVellis2003). It searches for the lack of connection between unrelated build measurements (Hairet al. 2010). Discriminant validity means that the measures of a construct are not correlated highly (greater than 0.85) with other constructs. It was ensured by assessing

inter-variable correlations as well as through Fornell and Larcker's (1981) criterion which states that the square root of average variance extracted for each variable should be higher than the correlation of that variable with all other constructs.

Second, Construct reliability (CR). CR was calculated to understand whether the variables and their scales produced reliable results. The value of CR above 0.7 is considered to be acceptable (Hair et al. 2010).

Table 5-10 Model fit indices and the criteria used in the study

Model fit indices	Criteria	Reference
P	> 0.05	Hair et al. (2014); Byrne (2013)
Comparative Fit Index (CFI)	> 0.90	Bentler (1992)
Standardised Root Mean Square Residual (SRMR)	> 0.06	Holmes-Smith 2013)
Comparative Fit Index (CFI)	> 0.90	Bentler (1992); Hair et al. (2014); Byrne (2013)
Root mean square error of approximation (RMSEA)	<0.08	Browne and Cudeck (1992); Hair et al. (2014)
Construct reliability (CR)	> 0.07	Hair et al. (2010)

5.9. Exploratory factor analysis

An exploratory factor analysis (EFA) was conducted for each scale in the study to identify the clusters of large correlations between items indicating that those items were measuring the same underlying dimension. The correlations between items and factors were represented as item loadings. The items that cluster together in a significant way are presumed to be measuring the same latent variable (Watkins 2018). Latent factors are

then used for further statistical analysis, including Confirmatory Factor Analysis (CFA) and SEM. The first step in EFA is to ensure the appropriateness of the data required to conduct a factor analysis.

Bartlett's Sphericity Test plays an important role in ensuring that the data set is suitable for factor analysis (Field, 2009; Pallant, 2011). So, this particular test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at $p = 0.000$. The Kaiser-Meyer-Olkin (KMO) tests sample adequacy for each variable in the model and for the complete model. It also checks the factorability of the correlation matrix in the sample. KMO statistics reveal the amount of variation in the variables related to the underlying factors (Tabachnick and Fidell, 2007). A zero value means that the number of partial correlations is high compared to total correlations, suggesting an inadequate factor analysis. A KMO value near 1 suggests that: firstly, most partial correlations are not high relative to the number of correlations; and secondly, factor analysis will produce distinct, reliable factors (Field, 2009). Kaiser (1958) prescribed that KMO esteem ought to exceed 0.50 to be seen as fitting for EFA values. A value below 0.60 is "mediocre" while values in the 0.70s range are "middling"; values in the 0.80s are "meritorious", and values over .90 are "marvellous".

The second step involves the extraction of a component from the correlation matrix, which is normally based on the variables' correlation coefficients. Principal Axis Factoring with Varimax rotation was conducted. Principal Axis Factoring was selected as a data extraction tool as its prime focus was to summarise and reduce data and identify the factors required to represent a variable's structure. Varimax rotation was selected to increase the variance of factor loads and minimise the number of variables with high loads on each other. The Principal Axis Factoring approach with the Varimax rotation method was employed in this study, using the procedure suggested by Cattell and Wagner (1972) and Gorsuch (1983). The factors were labelled based on the commonality of the loading items for each factor. Identified factor names reflected those used in previous tourism studies describing similar items.

The last step involved the Cronbach's alpha test which serves to test reliability and constructs in quantitative research (Taber 2018). It is an internal consistency measure; alpha results exceeding 0.7 indicate that the measurement items share the common core of the constructs and as a consequence they are reliable (Nunnally, 1978). The closer to an alpha value of 1, the more the internal consistency and reliability of the instrument

(Nunnally, 1978). To determine the reliability of the examined scales, this research adopted Ponterotto's (2007) view that a "very good" alpha score must be between 0.8 and 1.0, but also the lowest alpha deemed to be an acceptable fit is .60. Table 5.11 below shows the criteria used in the study.

Taherdoost (2016) recommends eliminating items that reduce the validity of a scale. To exclude items from the scales, this study used the following criteria defined by (Chan, LL & Idris 2017; Hair Jr et al. 2014; Taherdoost 2016):

- Items that had item-total correlations less than 0.5.

- Items that had loadings below 0.4.

- Items that didn't cluster with other items.

- Items that had cross-loadings (items that loaded significantly on more than one factor).

Table 5-11 Criteria used in the study

	Criteria	**Reference**
Bartlett's Sphericity Test	p = 0.000	(Field, 2009; Pallant, 2011)
The Kaiser-Meyer-Olkin (KMO)	> 0.05	(Kaiser, 1974)
Cronbach's alpha	> 0.06	(Ponterotto, 2007)

The following section explains the EFA of each scale included in the questionnaire.

5.9.1. EFA of behavioural intention scale

The first step was to implement the KMO Sampling Adequacy test. For behavioural intention this test yielded a figure of 0.819, clearly more than the appropriate value of 0.50 and suggesting the results of the factor analysis were appropriate. Also, Bartlett's sphericity test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at p = 0.000. One factor solution was obtained from the factor analysis with factor loadings greater than 0.60 and Eigenvalues greater than one, therefore explaining 71.017 of variance with an eigenvalue of 3.551. The factors were labelled based on the commonality of the loading items for each factor as behavioural intention.

This factor included five items: Saudi Arabia is worthy of visiting again (BI1); I say positive things about Saudi Arabia to other people online (BI2); I encourage friends and relatives to visit Saudi Arabia (BI3); I will visit Saudi Arabia again in the future (BI4); and visiting Saudi Arabia is my first choice for my next holiday (BI5). In addition, the reliability alpha of this factor was .868 which, according to Ponterotto (2007), is a "very good" alpha score and the scale is deemed to be reliable.

Table 5-12 Factor analysis of behavioural intention items

Code	Item	Factor
BI4	I will visit Saudi Arabia again in the future	0.886
BI3	I encourage friends and relatives to visit Saudi Arabia	0.87
BI1	Saudi Arabia is worthy of visiting again	0.782
BI5	Visiting Saudi Arabia is my first choice for my next holiday	0.767
BI2	I say positive things about Saudi Arabia to other people online	0.685
Eigenvalue	3.551	
Variance explained %	64.197	
Cumulative variance explained %	71.017	
Cronbach's alpha	0.868	

The findings demonstrate that tourists expressed their strong willingness to visit Saudi Arabia again, followed by "I encourage friends and relatives to visit Saudi Arabia". Tourists also said that "Saudi Arabia is worthy of visiting again" and "Visiting Saudi Arabia is my first choice for my next holiday". However, there was a lower willingness to spread positive word-of-mouth opinions to others online.

5.9.2. EFA of motivation

To determine motives for tourists' visits to Saudi Arabia, questions were developed and focused on motivation, which comprised push and pull factors. The next section assesses both factors.

5.9.2.1. EFA of push motivation scale

The Kaiser-Meyer-Olkin (KMO) test yielded a value of 0.740, which is more than the appropriate value of 0.50 and suggests the results of the factor analysis were reasonable. Additionally, Bartlett's sphericity test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at $p = 0.000$. Five factor solutions were obtained from EFA analysis with factor loadings greater than 0.60 and Eigenvalues greater than one, with total variance explained at 65.195. Items that either loaded below 0.4 or cross-loaded were excluded. Table 6.10 below displays the factor structures and item loadings for the push motivation.

The first factor labelled Social Interaction explained 21.946 of variance which is the largest in this study, with an eigenvalue of 3.574. This factor included five items: I travel to visit places to be together with my family (Push 11); I want to enhance relationships with friends, family (Push 15); I travel to visit places that my family came from (Push 16); I travel to enjoy social interactions with friends (Push 17); and I travel to be socially competent and develop skills (Push 10). The inter-correlation for the factor was at the acceptance level. In addition, the reliability alpha of this factor was .825 which according to Ponterotto (2007) is a "very good" alpha score and deemed to be reliable.

The second factor labelled Fun explained 16.446 of variance with an eigenvalue of 2.724. This factor included three items: I travel to enjoy a vacation (Push 1); I travel to be entertained (Push 2); and I travel to have fun (Push 3). The reliability alpha of this factor was .816 values, thereby indicating good internal reliability.

The third factor labelled Novelty explained 12.185 of variance with an eigenvalue of 1.839 and it incorporated four items: (Push 8) I like to go to new places with friends who have not been; I look for educational experiences (Push 9); I travel to rediscover myself (Push 13); and I want to be away from my family for a while (Push 6). The reliability alpha of this factor was .686 and hence deemed to be reliable.

The last factor Escape explained 8.074 of variance with an eigenvalue of 1.166. This factor included two items: I want to be away from my family for a while (Push 5); and I travel to escape from my routines (Push 4). The Cronbach's alpha test applied to test the reliability of the scale and the results is shown in Table 5.10 below with an acceptable value 0.60. So, this factor is reliable. The next section assesses the differences in tourists' push motivation between the Middle Eastern and Western groups of tourists.

Table 5-13 Factor analysis of push motivation items

Code	Item	1	2	3	4
Push16	I travel to visit places to be together with my family	0.834			
Push11	I want to enhance relationships with friends, family	0.816			
Push 15	I travel to visit places that my family came from	0.637			
Push 17	I travel to enjoy social interactions with friends	0.574			
Push 10	I travel to be socially competent and skilled	0.629			
Push 1	I travel to enjoy a vacation		0.892		
Push 2	I travel to be entertained		0.821		
Push 3	I travel to have fun		0.541		
Push 8	I like to go to new places that my friends have not been to before			0.676	
Push 9	l look for educational experiences			0.696	
Push 13	l want to meet people with similar interests			0.614	
Push 6	I want to be away from my family for a while			0.452	
Push 5	I want to escape my personal problems				0.722
Push 4	I travel to escape from routines				0.621
Eigenvalue		3.574	2.724	1.839	1.166
Variance explained %		19.897	14.3	11.675	8.074
Cumulative variance explained %		53.946			
Cronbach's alpha		0.825	0.816	0.686	0.626

5.9.2.2. EFA of pull motivation scale

The same procedures were adopted to measure the pull motivation. Starting with the Kaiser-Meyer-Olkin (KMO) test, it yielded a score of 0.891, more than the appropriate value of 0.50 and suggesting the results of the factor analysis were appropriate. Bartlett's sphericity test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at $p = 0.000$. Two- factor solutions were obtained from the factor analysis with factor loadings greater than 0.60 and eigenvalues greater than one, with total variance explained at 73.303. Items that were either loaded below 0.4 or cross-loaded were excluded.

The first factor labelled Scenery explained 33.660 of variance which is largest variance with an eigenvalue of 5.818. This factor included eight items: I travel to see outstanding scenery (Pull 1); I travel to get close to nature (Pull 2); I travel to see mountainous areas (Pull 3); I travel to enjoy beaches/sea (Pull 4); I travel to enjoy rural landscapes (Pull 6); I travel to see modern cities (Pull 12); I travel to take part in adventure activities (Pull 13); and I travel to take part in water activities (Pull 11). The reliability alpha of this factor was above the recommended 0.70 and hence proved to be reliable.

The second factor labelled Culture explained 29.740 of variance with an eigenvalue of 3.773. This factor included five items: I travel to experience different cultures and different ways of life (Pull 8); I travel to fulfil my curiosity about local traditional lifestyles (Pull 9); I travel to visit historical attractions (Pull 7); I travel to attend cultural events that I cannot see at home (Pull 10); and I travel to explore different cultures (Pull 5). The reliability alpha of this factor was above the recommended 0.70 and hence considered to be reliable. Analysis showed that tourists were drawn to visiting Saudi Arabia by two pull factors of destination attributes: scenery and culture.

Table 5-14 Factor analysis of pull motivation items

Code	Item	1	2
Pull 1	I travel to see outstanding scenery	0.877	
Pull 3	I travel to get close to nature	0.876	
Pull 2	I travel to see mountainous areas	0.876	
Pull 4	I travel to enjoy beaches/sea	0.816	
Pull 6	I travel to enjoy rural landscapes	0.738	
Pull 12	I travel to see modern cities	0.652	
Pull 11	I travel to take part in water activities	0.587	
Pull 13	I travel to take part in adventure activities	0.572	
Pull 8	I travel to experience different cultures and different ways of life		0.968
Pull 9	I travel to fulfil my curiosity about local traditional lifestyles		0.966
Pull 7	I travel to visit historical attractions		0.932
Pull 10	I travel to attend cultural events that I cannot see at home		0.879
Pull 5	I travel to explore different cultures		0.702
Eigenvalue		5.685	3.714
Variance explained %		35.732	32.511
Cumulative variance explained %		73.303.	
Cronbach's alpha		0.833	0.914

5.9.3. EFA of experience quality scale

Likewise, an exploratory factor analysis was conducted on five items of experience quality. Kaiser-Meyer-Olkin (KMO) tested this and the experience quality scales yielded a score of 0.797, more than the value of 0.50 and suggested the results were appropriate. Further, Bartlett's sphericity test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at $p = 0.000$. A single-factor solution was obtained from the factor analysis with factor loadings greater than 0.60 and eigenvalues greater than one, with total variance explained at 47.139.

Table 5.25 below displays the factor structures and the item loadings. Items that either loaded below 0.4 or were cross-loaded were excluded. The factor labelled Experience quality explained 24.172 of variance with an eigenvalue of 2.409. Experience quality included five items: This trip provided me with a positive experience (EQ1h); It was a "once in a lifetime" experience (EQ2h); The experience was truly memorable (EQ3h); The experience was exciting (EQ4h); and the entire experience was enjoyable (EQ5h). The reliability alpha of this factor was above the acceptable 0.60 and hence deemed to be reliable. The findings show that visitors to Saudi Arabia were searching for hedonic experiences.

Table 5-15 Factor analysis of experience quality items

Code	Item	Factor
EQ4	The experience was exciting	0.67
EQ3	The experience was truly memorable	0.644
EQ5	The entire experience was enjoyable	0.615
EQ1	This trip provided me with a positive experience	0.553
EQ2	It was a "once in a lifetime"' experience	0.418
Eigenvalue		2.357
Variance explained %		47.139
Cumulative variance explained %		34.519
Cronbach's alpha		0.686

5.9.4. EFA of online reviews' perceived value scale

An exploratory factor analysis was conducted on 15 items based on the perceived value of online reviews. The Kaiser-Meyer-Olkin (KMO) test yielded a score of 0.872, more than the appropriate value of 0.50 and suggested the results of the factor analysis were appropriate. Furthermore, Bartlett's sphericity test confirmed the assumption of factorability, showing that the total matrix of correlation was significant at $p = 0.000$. Two factor solutions were obtained from the EFA with factor loadings greater than 0.60 and eigenvalues greater than one; total variance was explained at 56.086. Table 5.16 below displays the factor structures and the item loadings for perceived values of online reviews.

The first factor labelled pleasant explained 28.410 of variance which was the largest variance with an eigenvalue of 5.467. This factor included four items: (PV14) Add fun to the travel planning process; (PV13) Make me feel excited about travelling; (PV15) Help me save time in the travel planning process; and (PV12) Make travel planning more enjoyable. The reliability alpha of this factor was above the recommended 0.70 and hence deemed to be reliable. The second factor labelled trustworthiness contributed 27.953 to the total variance with an eigenvalue of 1.478. This factor included seven items: (PV9) Make it easier to reach decisions; (PV7) Make it easier to imagine what a place will be like; (PV10) Help me plan my trips more efficiently; (PV1) Is a fast and efficient way to get more information; (PV3) Help me to evaluate alternatives; (PV4) Help me avoid places/services I would not enjoy: and (PV2) Provide me with more information about the tourist attraction. The reliability alpha of this factor was above the recommended 0.70 and subsequently claimed to be reliable. Findings indicated that tourists evaluated the usefulness of online reviews with two factors, these being pleasant and trustworthiness. PV5, PV6, PV8 and PV11 had loadings lower than 0.4. According to the criteria defined above for item deletion, these items were eliminated.

Table 5-16 Factor analysis of online reviews' perceived value items

Code	Item	1	2
PV14	Add fun to the travel planning process	0.873	
PV13	Make me feel excited about travelling	0.85	
PV15	Help me save time in the travel planning process	0.81	
PV12	Make travel planning more enjoyable	0.712	
PV9	Make it easier to reach decisions		0.808
PV7	Make it easier to imagine what a place will be like		0.75
PV10	Help me plan my trips more efficiently		0.658
PV1	Is a fast and efficient way to get more information		0.531
PV3	Help me evaluate alternatives		0.571
PV4	Help me avoid places/services I would not enjoy		0.507
PV2	Provide me with more information about the tourist attraction		0.473
Eigenvalue		5.467	1.478
Variance explained %		28.41	27.953
Cumulative variance explained %		56.086	
Cronbach's alpha		0.919	0.845

The EFA result was used for further statistical analysis, including ANOVA, Confirmatory FactorAnalysis (CFA) and SEM.

5.10. Differences between cultural groups (Middle Eastern, Western and Asian)

One objective of this study was to assess the differences between cultural groups of international tourists. A series of one-way analysis of variance (ANOVA) tests were conducted to confirm such differences. The ANOVA test is the most frequently used tool for determining the difference in mean between multiple groups (Kim, TK 2017). The Levene's Test was performed to investigate the homogeneity of error variances. The measure for this test is the "sig" value and if it is lower than. 05 then it means it is significant, and the differences are significant. Nevertheless, if sig. is greater than .05 then

it is not significant so the two variances are roughly equal. ANOVA has been conducted based on post-hoc Tukey HSD testing to determine which groups are substantially different. The next sections assess the difference in behavioural intention, travel motivation, experience quality and perceived value of online reviews of tourists between cultural groups.

5.10.1. The differences in behavioural intention between cultural groups

The post-hoc comparisons using the Tukey HSD test results in the table 5-18 revealed differences in behavioural intention between the cultural groups. Specifically, Middle Eastern tourists significantly differed from Western and Asian tourists ($p < 0.00$, mean difference on the 5 point scale where 1 (strongly agree) to 5 (strongly disagree) =2.24925; 1.84016). Nevertheless, there was no substantial difference between Western and Asian tourists ($p < 0.885$, mean difference = 0.40909).

Table 5-17 Behavioural intention ANOVA test

Independent Variable	Dependent Variable	Sum of Squares	Df	Mean Square	F	Sig.
Cultural Groups	behavioural intention	874.920	3	291.640	15.492	.000*

Comparing individual mean scores of the items included in behavioural intention (see appendix H) revealed differences in behavioural intention between the cultural groups; specifically, their willingness to visit Saudi Arabia again. Middle Eastern tourists were the most willing to revisit, followed by Asian and then Western visitors. Likewise, encouraging friends and relatives to visit, showed that Middle Eastern and Asian tourists were more willing to encourage than Western ones. Middle Eastern tourists were more likely to consider Saudi Arabia as the first choice for their next holiday than Western and Asian tourists. Western travellers were less likely to make Saudi their first priority in future travel.

This result may be explained by familiarity with the country. Most Middle Eastern tourists are from neighbouring countries such as the United Arab Emirates and Egypt and go to Saudi Arabia frequently. Familiarity can reflect a combination of knowledge of the destination and previous tourist experience (Baloglu, 2001). This finding is consistent with Mechinda et al. (2009) who considered that familiarity influenced satisfaction and

destination loyalty. Similarly, Toyama and Yamada (2012) found that familiarity affected the likelihood of satisfaction and re-visiting.

Table 5-18 Differences between the cultural groups' behavioural intention

Tukey HSD Post-hoc Test					
Tukey HSD Post-hoc Test	(I) Cultural Groups	(J) Cultural Groups	Mean Difference (I-J)	Std. Error	Sig.
Behavioural intention	Middle Eastern	Western	-2.24925	0.42168	.000*
		Asian	-1.84016	0.53951	0.004*
	Western	Middle Eastern	2.24925	0.42168	.000*
		Asian	0.40909	0.56088	0.885
	Asian	Middle Eastern	1.84016	0.53951	0.004*
		Western	-0.40909	0.56088	0.885

To summarise, international tourists differ in their willingness to return to and recommend Saudi Arabia. Therefore the hypothesis (2) A "there are statistically significant differences in behavioural intention between international tourists" is supported. The next section tests variations between cultural groups in travel motivation.

5.10.2. The differences in push motivation between the cultural groups

After performing the post-hoc comparisons using the Tukey HSD test, Table 5-20 below highlights variations in push motivation between the cultural groups in relation to social interaction, fun and novelty factors. In social interaction, Middle Eastern tourists were found to significantly differ from Western tourists (p< 0.00, mean difference on the 5-point scale where 1 (strongly agree) to 5 (strongly disagree) = 1.28326), while there was no difference between Western and Asian tourists. Also, in relation to Novelty factor,

Middle Eastern tourists significantly differed from Western tourists (p< 0.00, mean difference = 2.13531).

Table 5-19 Push motivations ANOVA test

Independent Variable	Dependent Variable	Sum of Squares	Df	Mean Square	F	Sig.
Cultural Groups	Social Interaction	491.94	3	163.98	12.097	.000*
	Fun	271.187	3	90.396	9.572	.000*
	Novelty	507.66	3	169.22	12.217	.000*

Comparing individual mean scores of the push items revealed there was a fundamental difference in terms of their travel motivation (see appendix I). The results of the push factors demonstrated differences in desire for: novelty, social interaction, and fun. Here, the Middle Eastern and Asian tourists travelled to have fun while Western tourists did so to escape personal problems. Also, the latter group was found to be interested in traveling to new places. Western and Asian tourists were found to be more interested in travel for educational experiences, while Middle Eastern tourists were influenced by social factors such as enhancing relationships or becoming more socially competent.

The push motivation to travel to Saudi Arabia differed between cultural groups. Therefore, the hypothesis (2) B "there are statistically significant differences in behavioural intention between international tourists" is supported. Such findings are consistent with research which shows that motivation differs greatly across nationalities and countries of origin. For instance, Li (2015) concluded that the differences in tourists' innate desire for travel among these cultural groups varies greatly. Likewise, Williams et al. (2017) confirmed differences in travel motivation between Western and Asian tourists, while Prayag (2011) found that Western visitors looked for novelty and wanted to be relaxed on holidays.

Table 5-20 The differences in push motivation between cultural groups

Dependent Variable	(I) Cultural Groups	(J) Cultural Groups	Mean Difference (I-J)	Std. Error	Sig.
Tukey HSD Post-hoc Test result					
Social Interaction	Middle Eastern	Western	-1.28326	0.35666	.000*
		Asian	-1.41454	0.45732	0.011
	Western	Middle Eastern	1.28326	0.35666	.000*
		Asian	-0.13129	0.47554	0.993
	Asian	Middle Eastern	1.41454	0.45732	0.011
		Western	0.13129	0.47554	0.993
Fun	Middle Eastern	Western	-0.70905	0.2977	0.082
		Asian	-0.82945	0.38172	0.132
	Western	Middle Eastern	0.70905	0.2977	0.082
		Asian	-0.12041	0.39693	0.99
	Asian	Middle Eastern	0.82945	0.38172	0.132
		Western	0.12041	0.39693	0.99
Novelty	Middle Eastern	Western	2.13531	0.36054	.000*
		Asian	1.07511	0.46229	0.093
	Western	Middle Eastern	-2.13531	0.36054	.000*
		Asian	-1.0602	0.48071	0.123
	Asian	Middle Eastern	-1.07511	0.46229	0.093
		Western	1.0602	0.48071	0.123

The post-Tukey HSD tests in table 5.21 show differences in push motivation among cultural groups in term of scenery and culture. In relation to scenery Middle Eastern tourists were found to differ significantly from Asians ($p < 0.00$, mean difference = 6.30562). While in culture, Middle Eastern tourists were found to differ significantly from Western and Asian tourists ($p < 0.00$, mean difference 7.67791; 5.88101).

Table 5-21 Push motivations ANOVA test

Independent Variable	Dependent Variable	Sum of Squares	Df	Mean Square	F	Sig.
Cultural Groups	Scenery	4235.44	3	1411.813	15.657	.000*
	Culture	7504.076	3	2501.359	60.959	.000*

Comparing individual mean scores of the pull items revealed differences in seeking natural or cultural attractions (see appendix J). Western tourists were more interested in visiting cultural attractions; likewise, Asian more interested in experiencing different cultures and attending cultural events. Conversely, Middle Eastern tourists were more interested in visiting mountainous areas and getting close to nature. Such findings concur with López-Guzmán et al. (2019) who found that Western tourists were motivated to explore other cultures. The motivation to travel to Saudi Arabia differed across the cultural groups. Therefore the hypothesis (2) C is supported: "there are statistically significant differences in pull motivations between international tourists". These findings are consistent with Kantabutra et al. (2019) who confirmed differences between Western and Asian tourists' travel pull motivation.

Table 5-22 Differences between the cultural groups' push motivations

Tukey HSD Post-hoc Test result					
Dependent Variable	**(I) Cultural Groups**	**(J) Cultural Groups**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Scenery	Middle Eastern	Western	-2.37718*	0.91987	0.049
		Asian	-6.30562*	1.17949	.000*
	Western	Middle Eastern	2.37718*	0.91987	0.049
		Asian	-3.92843*	1.22649	0.008
	Asian	Middle Eastern	6.30562*	1.17949	.000*
		Western	3.92843*	1.22649	0.008
Culture	Middle Eastern	Western	7.67791	0.62053	.000*
		Asian	5.88101	0.79567	.000*
	Western	Middle Eastern	-7.67791	0.62053	.000*
		Asian	-1.79691	0.82737	0.132
	Asian	Middle Eastern	-5.88101	0.79567	.000*
		Western	1.79691	0.82737	0.132

5.10.3. The differences in experience quality between cultural groups

Table 5.23 below indicates that there were no major variations in experience quality between tourist groups after post-hoc comparisons using the Tukey HSD test. No significant difference was found between Middle Eastern, Western and Asian tourists in their perspective of experience quality (p< .249, mean difference = 0.49788; 0.24807).

Table 5-23 Experience quality ANOVA test

Independent Variable	Dependent Variable	Sum of Squares	Df	Mean Square	F	Sig.
Cultural Groups	Experience quality	32.035	3	10.678	1.378	.249

Comparing individual mean scores of the experience quality items revealed no statistically significant differences between the cultural groups for most cases, excluding one item "The experience was truly memorable" (refer to appendix K). Middle Eastern and Asian tourists found the experience was truly memorable more than Western tourists. In turn, there were no significant differences in experience quality between tourists. Therefore, the findings do not support hypothesis (2) D: "there are statistically significant differences in experience quality between international tourists", in contrast to other studies which confirmed that experience quality varies between cultural groups (Brush 2019; Huang, SS & Crotts 2019; Shanka, Ali-Knight & Pope 2002). The following section compares online reviews' perceived value across cultural groups.

Table 5-24 Differences between the cultural groups' experience quality

Tukey HSD Post-hoc Test result					
Tukey HSD Post-hoc Test	(I) Cultural Groups	(J) Cultural Groups	Mean Difference (I-J)	Std. Error	Sig.
Experience quality	Middle Eastern	Western	-0.49788	0.26971	0.253
		Asian	-0.24982	0.34583	0.888
	Western	Middle Eastern	0.49788	0.26971	0.253
		Asian	0.24807	0.35961	0.901
	Asian	Middle Eastern	0.24982	0.34583	0.888
		Western	-0.24807	0.35961	0.901

5.10.4. The differences in online reviews' perceived value between cultural groups

Regarding the perceived value of online reviews, there were two factors - pleasant and trustworthiness. It was demonstrated by a Tukey HSD test presented in Table 5.25, that there were no

significant differences across tourist groups in relation to trustworthiness, but there were significant differences in relation to pleasant. Hence, it can be said that hypothesis (2) E: "there are statistically significant differences in perceived value of online reviews between international tourists" was partially supported.

Table 5-25 Online reviews' perceived value ANOVA test

Independent Variable	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Cultural Groups	Pleasant	181.272	3	60.424	3.195	*0.023
	Trustworthiness	319.44	3	106.48	2.541	0.056

Comparing individual mean scores of the perceived value of online reviews revealed there were no major differences in most instances between the groups. The Middle Eastern tourists evaluated the usefulness of online reviews by their help in saving time in the planning process and reaching travel decisions, while Western and Asian tourists found online reviews useful when they made them feel excited about travelling. Therefore, the results supported part of the hypothesis (5) E which broadly supports other research on cross-cultural differences in evaluating the usefulness of online reviews. Ayeh, JK, Au and Law (2016) assessed the intended use of online hotel reviews in Western and Asian tourists' travel plans and found differences between the two cultural groups. Gao et al. (2018) found cultural factors play a crucial role in tourists' evaluation of online reviews (Gao et al., 2018). The table below demonstrates differences between cultural groups.

Table 5-26 Differences between the cultural groups' perceived value of online reviews

Tukey HSD Post-hoc result					
Dependent Variable	**(I) Cultural Groups**	**(J) Cultural Groups**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Pleasant	Middle Eastern	Western	-1.2516	0.42128	*0.016
		Asian	-0.74991	0.54018	0.507
	Western	Middle Eastern	1.2516	0.42128	*0.016
		Asian	0.50169	0.56171	0.808
	Asian	Middle Eastern	0.74991	0.54018	0.507
		Western	-0.50169	0.56171	0.808
Trustworthiness	Middle Eastern	Western	-1.49555	0.62707	0.081
		Asian	-1.4588	0.80405	0.268
	Western	Middle Eastern	1.49555	0.62707	0.081
		Asian	0.03675	0.83609	1
	Asian	Middle Eastern	1.4588	0.80405	0.268
		Western	-0.03675	0.83609	1

5.11. Confirmatory Factor Analysis (CFA)

As explained previously in table 5.9 (Summary of data analysis techniques employed), after conducting EFA of all variables, confirmatory factor analysis of all constructs was

conducted to further ensure the validity and reliability of the research scale in order to get valid and reliable results (DeVellis, 2016). The EFA in the current research revealed that behavioural intention and experience quality were first-order latent variables; however, push motivation, pull motivation and perceived value were second-order latent variables. In other words, items were direct indicators of behavioural intention and experience quality. However, push motivation, pull motivation and perceived value comprised first–order latent variables. The first order variables of perceived value were "trustworthiness" and "pleasant"; the first order variables of pull motivation were "scenery" and "culture"; and first order variables of push motivation were "social interactions", "fun" and "escape" (Table 5-27).

Table 5-27 Summary of first-order and second order models

Second-order models	First-order congeneric models
Push Motivation*	Social interactions
	Fun
	Novelty
Pull Motivation*	Scenery
	Culture
Perceived value*	Pleasant
	Trustworthiness
--	Experience Quality*
--	Behaviour Intentions*
Note. *Variables from the conceptual model of current research	

In the case of first order latent variables, items were direct indicators of first-order variables, and these first-order variables had direct causal effect on these items. However, in the case of second order latent variables, items were not direct indicators of 2nd order latent variable, and 2nd-order latent variable had no direct causal influence on the item values, but rather all such influence was mediated by the first-order factors (DeVellis, 2016).

First, CFA of first order congeneric models was conducted to confirm that the item loadings identified during EFA actually held true. It also helped to assess the model fit and confirmed whether items had significantly high loadings on their respective factor.

5.11.1. Confirmatory factor analysis of First Order Congeneric models

The results of the EFA of constructs can be of assistance in achieving the purpose of CFA through a one-factor congeneric model. It helps to determine the unidimensionality of the latent variables and their validity (Hair, JF et al. 2012). This section reports on these models in more detail.

5.11.1.1. Confirmation of push motivation construct

Exploratory factor analysis of the push motivation revealed five factors, of which three were retained. Among the retained factors, social interaction consisted of five items, fun had three items, and novelty included three items. Below is the CFA of all these three first order variables stated individually.

5.11.1.2. Social interactions

The CFA of social interactions indicated that this model did not achieve a good fit as shown by the fit indices: CMIN/DF = 33.57, CFI = .863, RMSEA = .240, and SRMR = .079 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). This study explored the reason for a poor fit, and found that the standardised residual covariance of this item with other items was above 2.5; therefore, push 10 was deleted (DiStefano & Hess 2005). Doing so helped to improve CFI from .863 to .965. However, other fit indices continued to evoke a poor fit. Hence, the modification indices were examined, and it emerged that the covariance between errors of push 15 and push 17 was very high. Thus, a covariance line was added between the error terms of these two items (Byrne 2013; Diamantopoulos 2011). The remaining model fit indices achieved the acceptable threshold: CMIN/DF = .983, SRMR = .0065, and RMSEA = .00. Figure 5.12 shows that all the item loadings on the social interaction factors were above the acceptable level of 0.5 (Hair et al., 2010).
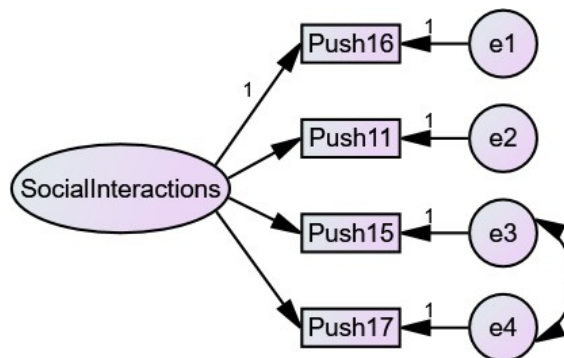
Figure 5-12 One-factor Congeneric Model of Social Interactions

5.11.1.3. Fun

The CFA of fun was conducted based on four items indicated by the EFA. All the model fit indices other than CFI did not show a good fit (CMIN/DF = 21.74, CFI = .951, RMSEA = .191, SRMR = .0626). Hair et al. (2010) asserted that an item not performing well with respect to the model integrity, model fit, or construct validity should be deleted. It was found that the standardised loading of push 7 was .347 and it is below the minimum acceptable level of 0.5. Therefore, this item was deleted. Doing so led to only three items in this factor and consequently the model was unidentified. According to Byrne (2010), in such a case, a pair of parameters has to be constrained on the basis of critical ratio for differences (CRDIFF). Push 1 and Push 2 had a CRDIFF value less than two (1.356), so these two parameters were equally constrained to identify the model. Subsequently, the remaining model fit indices achieved a good fit, i.e., CMIN/DF = .761, RMSEA = .00, SRMR = .0051 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Figure 5.13 shows that all the item loadings were above the acceptable level of 0.5.
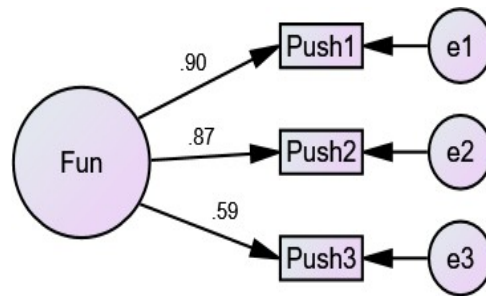
Figure 5-13 One-factor Congeneric Model of Fun

5.11.1.4. Novelty

EFA of push motivation revealed that four items were loaded on the factor called "Novelty". The model fit indices were CMIN/DF = 2.20, CFI = .994, RMSEA = .046, SRMR = .017 (Bollen & Stine 1992; Byrne 2013; Holmes-Smith 2011). Though the regression weight of Push 6 was under the acceptable level of 0.5, this item was retained as model fit indices were met at this stage. This item may cause trouble during the full measurement model, but it will be treated then. Figure 5.14 portrays the measurement model of novelty. Table 5.28 summarises the push motivation.
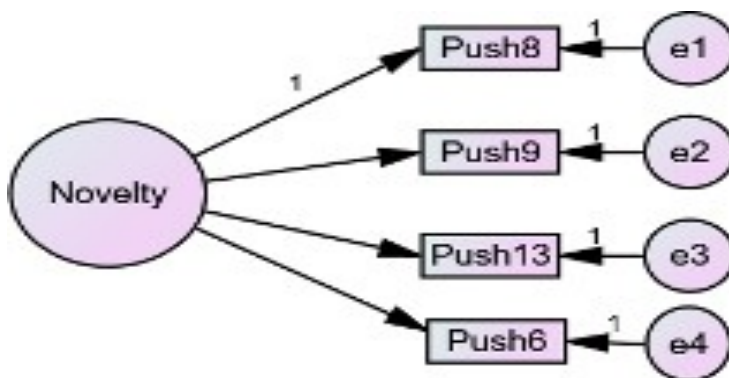
Figure 5-14 One-factor Congeneric Model of Novelty

5.11.2. Confirmation of pull motivation construct

The EFA of pull motivation indicated there were three underlying factors, of which two were retained based on Cronbach's alpha. Below is the CFA of those two factors called 'scenery' and 'culture' which comprise eight and five items respectively.

5.11.2.1. Scenery

Scenery contained eight items and its model fit indices were CMIN/DF = 17.17, CFI = .907, RMSEA = .169, SRMR = .0782. It was observed that only CFI meets the acceptable threshold. Thus, for improving other model fit indices, the study explored the standardised loadings of items and it was found that Pull 13 had a low loading of .462, which was below the acceptable level of .5 (Hair et al., 2010). Deletion of Pull 13 did not lead to acceptable model fit indices, thus Pull 11 had a low loading of .476 and so it was deleted. Consequently, although the model fit indices improved, they did not meet the required criteria, so it was necessary to look for modification indices to explore whether the covariance among the error terms of any two items was causing the model misspecification. The incorporated covariance lines indicated by modification indices in the model one by one until it achieved the acceptable fit (Bryne, 2010). The covariance lines were from the error term of Pull 4 to Pull 5, Pull 7 and Pull 2, and from Pull 1 to Pull 7. The resultant model fit indices were CMIN/DF = 3.98, CFI = .995, RMSEA = .072, SRMR = .0120 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Figure 5.15 illustrates the one factor model of Scenery which shows all the loadings were above the acceptable level of 0.5 (Hair et.al., 2010).
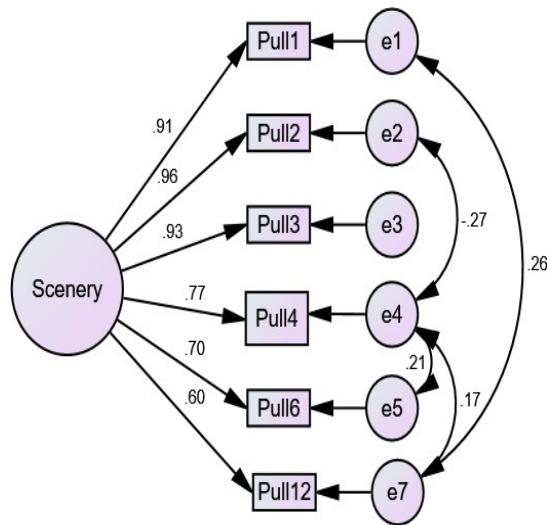
Figure 5-15 One-factor Congeneric Model of Scenery

5.11.2.2. Culture

There were five items in culture according to the EFA of pull motivation. The CFA of this factor had the following model fit indices: CMIN/DF = 10.607, CFI = .986, RMSEA = .130, SRMR = .0102. It can be observed that CMIN/DF did not meet the acceptable threshold (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Thus the covariance line from the error term of Pull 9 and Pull 10 was incorporated into the model since this covariance caused misspecification, as shown in the modification indices (Bryne, 2010). The resultant model fit indices indicated a good fit of those indices also, that did not meet acceptable criteria earlier, i.e., CMIN/DF = 10.607, RMSEA = .023, SRMR = .0058. Figure 5.16 shows the one factor Congeneric Model of culture. Table 5.28 provides an overview of pull motivation variables.
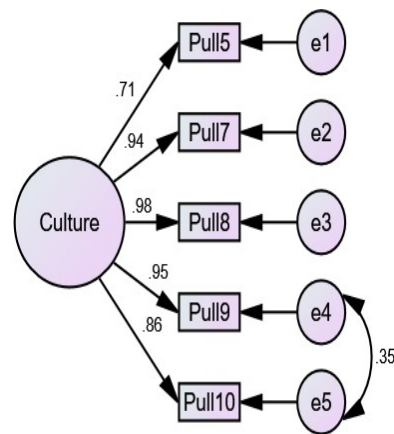
Figure 5-16 One-factor Congeneric Model of culture

5.11.3. Confirmation of perceived value construct

The EFA of perceived value has shown earlier that it consists of two factors, namely 'pleasant' and 'trustworthiness'. They included four and seven items, respectively.

5.11.3.1. Pleasant

The fit indices of the initial model of the pleasant factor demonstrated a poor fit except CFIand SRMR, ie., CMIN/DF = 38.27, CFI = .958, RMSEA = .256 and SRMR = .0309
(Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). The modification indices pointed out that the covariance error terms of different items were causing model misspecification; thus a covariance line was added between error terms of PV12 and PV13, and PV12 and PV15 one by one (Bryne, 2010). The resultant model had a good fit, ie., CMIN/DF = 3.67, CFI = .998, RMSEA = .069 and SRMR = .0049. Figure 5.17 shows the one factor Congeneric Model of perceived value.
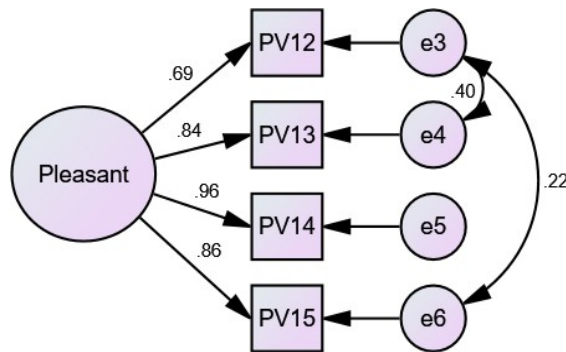
Figure 5-17 One-factor Congeneric Model of pleasant

5.11.3.2. Trustworthiness

The CFA of this model revealed that initially the seven-item model had a poor fit, i.e. CMIN/DF = 15.91, CFI = .870, RMSEA = .162 and SRMR = .0718 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). The standardised item loadings showed that PV2 had a low loading of .465, so it was subsequently deleted (Hair et al., 2010). Doing so improved the model fit but the acceptable threshold was still not reached. Modification indices revealed that the high covariance of PV3 and PV4 caused model misfit, so a covariance line was added between the error terms of these two items (Bryne, 2010). As a result, this six-item model showed acceptable model fit indices, ie., CMIN/DF = 4.56, CFI = .980, RMSEA = .079 and SRMR = .0266 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). The loading of PV4 was a bit lower than 0.5 but this item was nonetheless retained as the model fit indices achieved the acceptable threshold. Figure 5.18 illustrates the one factor congeneric model of trustworthiness. Table 5.28 shows the online reviews' perceived value elements that were included in this study.
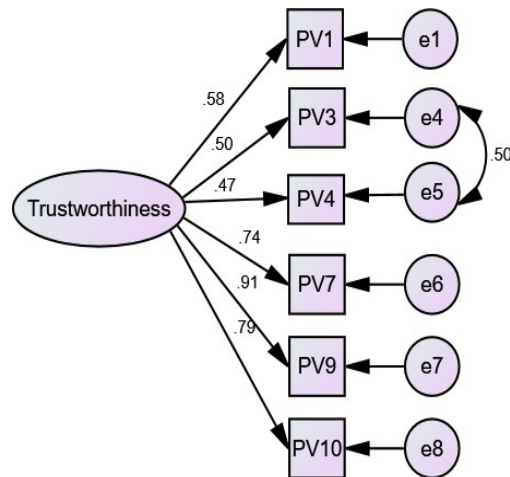
Figure 5-18 One-factor Congeneric Model of trustworthiness

5.11.4. Confirmation of experience quality construct

The model of experience quality having five items showed the model fit indices as follows: CMIN/DF = .892, CFI = 1, RMSEA = .000 and SRMR = .0153 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). While the loading of EQ2 was below 0.5 it was not deleted at this stage since the model achieved a good fit. Figure 5.19 depicts the one factor congeneric model of experience quality. Table 5.28 summarises the experience quality elements contained in this study.

Figure 5-19 One factor congeneric model of experience quality

5.11.5. Confirmation of behavioural intention construct

The five-item model of behavioural intention did not show a good fit as the fit indices were CMIN/DF = 49.27, CFI = .874, RMSEA = .292 and SRMR = .0729 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Exploring the results of this model revealed that the standardised covariance of BI2 with BI3 was 3.28, and with BI1 was 2.69. As these values were above an acceptable level of 2.5, and BI2 was deleted. Only the value of CFI (.935) reached an acceptable threshold 0.9. Therefore, modification indices were explored to detect the covariance among the error terms of BI1 and BI3 causing model misspecification, so this line was added (Bryne, 2010). Consequently, the remaining indices showed a good fitting model, ie., CMIN/DF = .099, RMSEA = .000 and SRMR = .0012. Figure 5.20 shows the one factor congeneric model of behavioural intention. Table 5.28 provides an overview of behavioural intention variables.
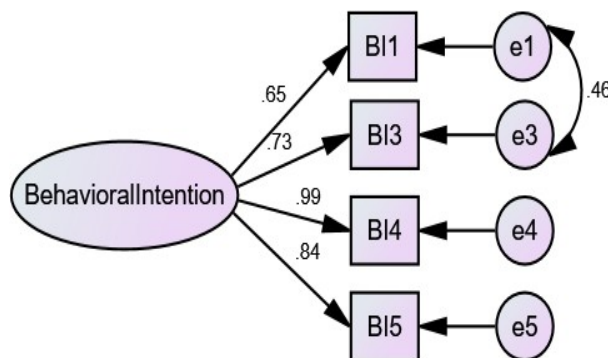
Figure 5-20 One factor congeneric model of behavioural intention

As explained in table 5-14, once CFA of all first order congeneric models was completed, CFA of the full first order measurement model was performed. In this step, all the first order variables were allowed to freely co-vary with each other to ensure there was no significant cross-loading of items on other factors. In addition, parameter estimation and a range of model fit indices was computed through a maximum likelihood estimation approach.

5.11.6. Confirmatory Factor Analysis (CFA) of full first order Measurement Model

In this thesis, an assessment was carried out on the CFA of individual first order variables to discover whether the one-factor congeneric models adequately described the sample data. Now at the second stage, it was possible to allow the first order latent variables to co-vary to ensure there was no significant cross-loading on other factors. As well, parameter estimation and a range of model fit indices were computed through a maximum likelihood estimation approach. Later the construct validity and reliability were evaluated for the final measured items as a whole model.

The model fit indices for the CFA of the first order measurement model showed a good fit, but standardised item loadings of EQ2, Push 6 and PV4 were 0.42, 0.370 and 0.493l, respectively. These items had low loadings while conducting CFA of individual first order factors, but they were ignored as the fit indices showed a good fit then (Hair et al., 2010). Thus, these items were deleted and resultant fit indices improved further to CMIN/DF = 2.82, CFI = .926, RMSEA = .057 and SRMR = .06 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Figure 5.21 depicts the CFA of the measurement model including first order latent variables.
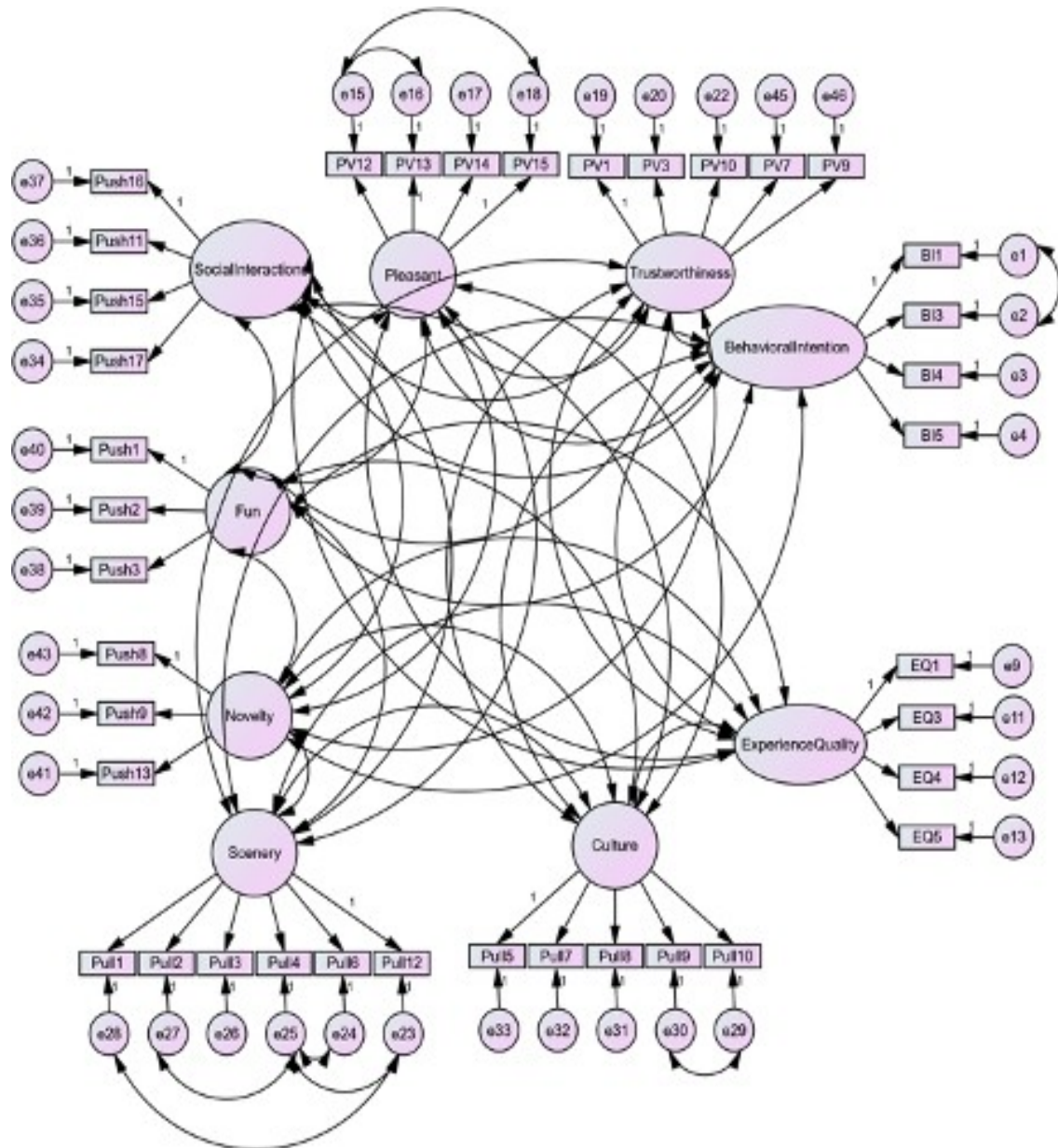
Figure 5-21 CFA of measurement model (first order latent variables)

In addition, all parameter estimates were positive and significant, so the model estimation was highly accurate (Bryne, 2010).

It has been explained in Table 5-14 that we also conducted CFA of second order latent variables (pull motivation, push motivation and perceived value) to make sure that the first order latent variables identified during EFA actually loaded on their respective second order factors. It also helped to assess the model fit and confirmed whether first-order factors had significantly high loadings on their respective second order factors.

5.11.7. Confirmatory factor analysis of second order latent variables

Hair et al. (2010) posit that the second-order factor becomes the exogenous construct, whereas the first-order factors are endogenous. Furthermore, items are not direct indicators of the second-order factor, and the second-order factor is completely latent and unobservable (Hair et al., 2010). The CFA of push motivation, pull motivation and perceived value are reported next.

5.11.7.1. CFA of 2nd order Model of Push Motivation

Acceptable model fit indices were not achieved when the initial second order model was run, and so the modification indices were examined. It was discovered that the covariance of Push 15 and Push 17 was causing model misspecification so this line was added. Consequently, the fit indices were: CMIN/DF = 8.86, CFI = .889, RMSEA = .118 and SRMR = .0729., CFI = .874, RMSEA = .292 and SRMR = .1039 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). It was found in the modification indices that Push 13 loaded highly on social interaction. In addition, Push 13 had very high standardised residual covariance with other items, and it was subsequently deleted. Though the "escape" factor was left with only two items at this stage of CFA, some authors argue that having two items is sufficient (Anderson and Gerbing, 1988; Bollen, 1989; Kline, 2005); therefore, this factor was retained. The fit indices after the deletion of Push 13 were: CMIN/DF = 4.58, CFI = .956, RMSEA = .0565. Figure 5.22 shows a second order model of push motivation.
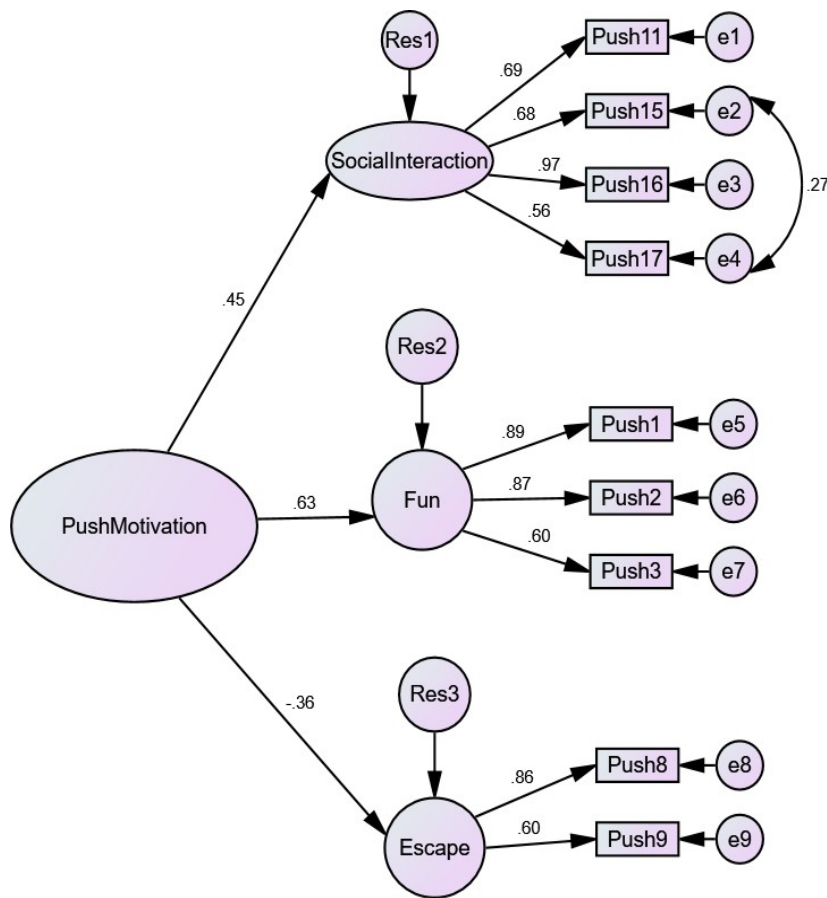
Figure 5-22 Second order model of push motivation

5.11.7.2.CFA of 2nd order Model of Pull Motivation

The initial second order model of pull motivation yielded the following model fit indices: CMIN/DF = 5.26, CFI = .975, RMSEA = .081, SRMR = .057 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). By examining modification indices, it was found that the covariance of Pull 9 and Pull 10 triggered model misspecification so this covariance line was added. The resultant model fit indices indicated a good fit, ie., CMIN/DF = 4.48, CFI = .980, RMSEA = .078 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Figure 5.23 depicts the second order model of pull motivation.
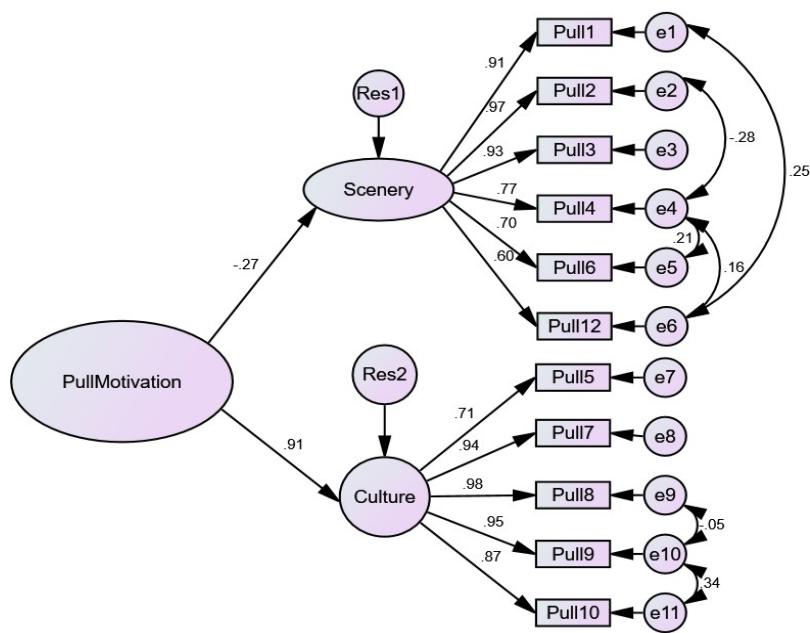
Figure 5-23 Second order model of pull motivation

5.11.7.3. CFA of 2nd order model of perceived value

The model fit indices were CMIN/DF = 8.82, CFI = .946, RMSEA = .118, SRMR= .0755 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). Modification indices showed that the covariance of PV7-PV10 did cause model misspecification so this line was added to the model. The consequent model fit indices indicated a good model fit, i.e CMIN/DF = 4.48, CFI = .975, RMSEA = .078, SRMR= .0504. Figure 5.24 shows the second order model of perceived value.
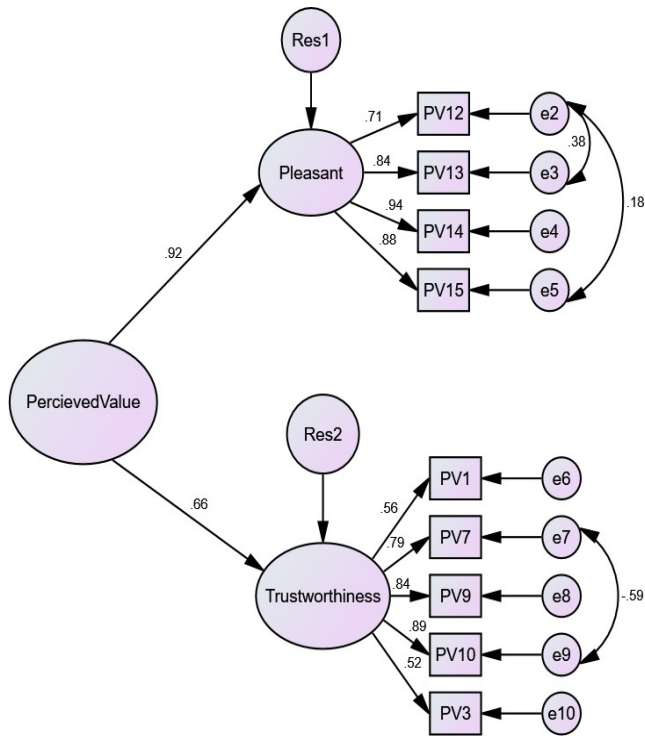
Figure 5-24 Second order model of perceived value

The following table summarises the entire EFA and CFA procedure in terms of item loadings and item deletion.

Table 5-28 EFA and CFA procedure overview

1. Push motivation					
First order factors		Item Description	EFA Loading	SMC	SFL
1. Novelty SMC (.172) SFL (-.415)	Push 8	Like to go to new places that my friends have not been to previously	0.676	.47	.68
	Push 9	l look for educational experiences	0.696	.56	.75
	Push 13	l want to meet people with similar interests	0.614	.33	.58
	Push 6	I want to be away from my family for a while	0.452	.15	.38
2. Fun SMC (.302) SFL (.550)	Push 1	I travel to enjoy a vacation	0.892	.797	.893
	Push 2	I travel to be entertained	0.821	.762	.873
	Push 3	I travel to have fun	0.541	.363	.893
3. Social interaction SMC (.244) SFL (.494)	Push 16	I travel to visit places to be together with my family	0.834	.909	.953
	Push 11	I want to enhance relationships with friends, family	0.816	.492	.701
	Push 15	I travel to visit places that my family came from	0.637	.466	.683
	Push 17	I travel to enjoy social interactions with friends	0.574	.320	.565
	Push 10	I travel to be socially competent and skilled	0.629	Item dropped in CFA	
2. Pull motivation					
First order factors		Item Description	EFA Loading	SMC	SFL

			EFA Loading	SMC	SFL
1. Culture SMC (.130) SFL (-.360)	Pull 5	I travel to explore different cultures	0.702	.505	.711
	Pull 7	I travel to visit historical attractions	0.932	.884	.940
	Pull 8	I travel to experience different cultures and different ways of life	0.968	.957	.978
	Pull 9	I travel to fulfil my curiosity about local traditional lifestyles	0.966	.906	.952
	Pull 10	I travel to attend cultural events that I do not have access to at home	0.879	.750	.866
	Pull 1	I travel to see outstanding scenery	0.877	.825	.908
2. Scenery SMC (.473) SFL (.688)	Pull 2	I travel to see mountainous areas	0.876	.929	.964
	Pull 3	I travel to get close to nature	0.876	.869	.932
	Pull 4	I travel to enjoy beaches/sea	0.816	.600	.775
	Pull 6	I travel to enjoy rural landscapes	0.738	.491	.701
	Pull 12	I travel to see modern cities	0.652	.365	.604
	Pull 11	I travel to take part in water activities	0.587	Item dropped in CFA	
	Pull 13	I travel to take part in adventure activities	0.572		

3. **The perceived value of online reviews**

First order factors		Item Description	EFA Loading	SMC	SFL
1. Trustworthiness	PV3	Help me evaluate alternatives	0.571	.273	.523

SMC (.823) SFL (.907)	PV10	Help me plan my trips more efficiently	0.658	.782	.884
	PV9	Make it easier to reach decisions	0.808	.703	.838
	PV7	Make it easier to imagine what a place will be like	0.750	.641	.801
	PV1	Is a fast and efficient way to get more information	0.531	.303	.551
	PV2	Provide me with more information about the tourist attraction	0.473	Item dropped in CFA	
2. Pleasant SMC (.440) SFL (.664)	PV15	Help me save time in the travel planning process	0.810	.776	.881
	PV14	Add fun to the travel planning process	0.873	.894	.945
	PV13	Make me feel excited about travelling	0.850	.706	.840
	PV12	Make travel planning more enjoyable	0.712	.504	.710

4. **Experience quality**

First order factors		Item Description	EFA	SMC	SFL
Experience quality	EQ4	The experience was exciting	0.67	0.399	0.632
	EQ3	The experience was truly memorable	0.644	0.423	0.65
	EQ5	The entire experience was enjoyable	0.615	0.406	0.637
	EQ1	This trip provided me with a positive experience	0.553	0.33	0.574
	EQ2	It was a "once in a lifetime" experience	0.418	--	--

5. **Behavioural intention**

First order factors		Item Description	EFA Loading	SMC	SFL

Behavioural intention	BI5	Visiting Saudi Arabia is my first choice for my next holiday	0.767	.723	.851
	BI4	I will visit Saudi Arabia again in the future	0.886	.942	.971
	BI3	I encourage friends and relatives to visit Saudi Arabia	0.87	.535	.731
	BI1	Saudi Arabia is worthy of visiting again	0.782	.429	.655
	BI2	I say positive things about Saudi Arabia to other people online	0.685	Item dropped in CFA	

After conducting CFA at all levels, the unidimensionality and construct reliability was assessed through the criteria explained below.

5.12. Unidimensionality and construct reliability

As discussed earlier, the unidimensionality was assessed by evaluating convergent validity, discriminant validity and goodness of fit indices (Anderson, JC & Gerbing 1988; Cheah et al. 2018; Shi, Lee & Maydeu-Olivares 2019). Convergent and discriminant validity served to assess the variables' overall construct validity.

5.12.1. Convergent validity

One indication of convergent validity is that all the item loadings in the final models are above 0.5 (Kline, 2005). Second, as the model fit indices discussed along each factor showed a good fit, this pointed to the presence of convergent validity. Finally, the values of average variance extracted above 0.5 suggested the existence of convergent validity (Table 5.29).

Table 5-29 Convergent validity

Assessment of convergent validity through Average variance extracted		
2nd order latent variables	1st order latent variable	Average variance extracted (AVE)
Perceived value *	Trustworthiness	0.524
	Pleasant	0.717

Push motivation*	Social interactions	0.545
	Fun	0.641
	Escape	0.549
Pull motivation *	Scenery	0.678
	Culture	0.800
--	Experience Quality *	0.504
--	Behavioural intention *	0.663
* Variables in the theoretical model.		

5.12.2. Discriminant validity

Very high correlations among variables means that discriminant validity is absent. For a reasonable scale the correlations must range from 0.30 and 0.70. Items were excluded from the variables if they were not within the appropriate range (Kline, 2005). The correlations among all variables (Table 5.30) were calculated to check whether there were high correlations of above 0.85.

Table 5-30 Correlations

	Perceived Value	Pull Motivation	Push Motivation	Experience Quality	Behavioural intention
Perceived Value	1	--	--	--	--
Pull Motivation	.335	1	--	--	--
Push Motivation	.293	.776	1	--	--
Experience Quality	.235	.206	.314	1	--
Behavioural intention	.247	.731	.679	.429	1

It can be observed in Table 5.30 that all the correlations are below 0.85, thus confirming the presence of discriminant validity. As each second order construct is linked with two or more first-order variables, therefore, it is likely that the first order variables might be highly correlated with each other, leading to low discriminant validity. To ensure the presence of discriminant validity at first order level also, another method used is Fornell and Larcker's (1980) criterion which states that the square root of average variance

extracted for each variable should be higher than its correlation with all other constructs (Fornell & Larcker, 1981). Discriminant validity was tested for 2nd order variables only because in the first order there were no sub-dimensions that could correlate with each other. Table 5.31 shows the correlations of 1st order latent variables of each construct, and their correlation with all other 1st order latent variables of that construct. The square root of AVE for each 1st order latent variable has also been reported.

Table 5-31 Discriminant validity

Fornell and Larcker's criterion for discriminant validity				
Construct	Correlations			Square root of Average variance extracted (AVE)
Perceived value (2nd order latent factor)				
	Trustworthiness	Pleasant		
Trustworthiness (1st order latent factor)	1	--		0.723
Pleasant (1st order latent factor)	0.602*	1		0.846
Push motivation (2nd order latent factor)				
	Social interactions	Fun	Escape	
Social interactions (1st order latent factor)	1	--	--	0.738
Fun (1st order latent factor)	0.286*	1	--	0.800
Escape (1st order latent factor)	-0.163*	-0.227*	1	0.740
Pull motivation (2nd order latent factor)				
Scenery (1st order latent factor)	1	--		0.823
Culture (1st order latent factor)	-0.248*	1		0.894

Note. * < 0.01

It can be observed in table 5.31, that for each 2nd order latent construct the correlations of all its 1st order constructs were less that the square root of AVE. Thus, according to Fornell and Larcker's criterion, discriminant validity is present at first order level (Fornell & Larcker, 1981).

5.12.3. Construct reliability

The construct reliability for all the variables is reported in Table 5.32. It can be observed that the value of CR for all the variables was above the recommended 0.7 (Hair et al., 2010).

Table 5-32 Construct Reliability

2nd order latent variables	1st order latent variable	Construct reliability
Perceived value *	Trustworthiness	0.84
	Pleasant	0.90
Push motivation*	Social interactions	0.82
	Fun	0.83
	Escape	0.70
Pull motivation *	Scenery	0.92
	Culture	0.95
--	Experience Quality *	0.71
--	Behavioural intention *	0.88
* Variables in the theoretical model.		

After ensuring the validity and reliability of all scales, they can be used to test the hypothesised relationships based on the conceptual framework. The following section covers the structural model that was developed for hypotheses testing.

5.13. Development and testing of full Structural Equation Model (SEM)

Finally, all the variables were included in the full structural model which was constructed with single-headed arrows to illustrate the hypothesised direction of relationships of these variables. Structural equation model analysis helps evaluate the connection of the latent constructs in the model (Henseler 2017) which helped to test the hypotheses as it

generated regression weights of paths among variables along with their significance values. Figure 5.29 shows a full structural model.
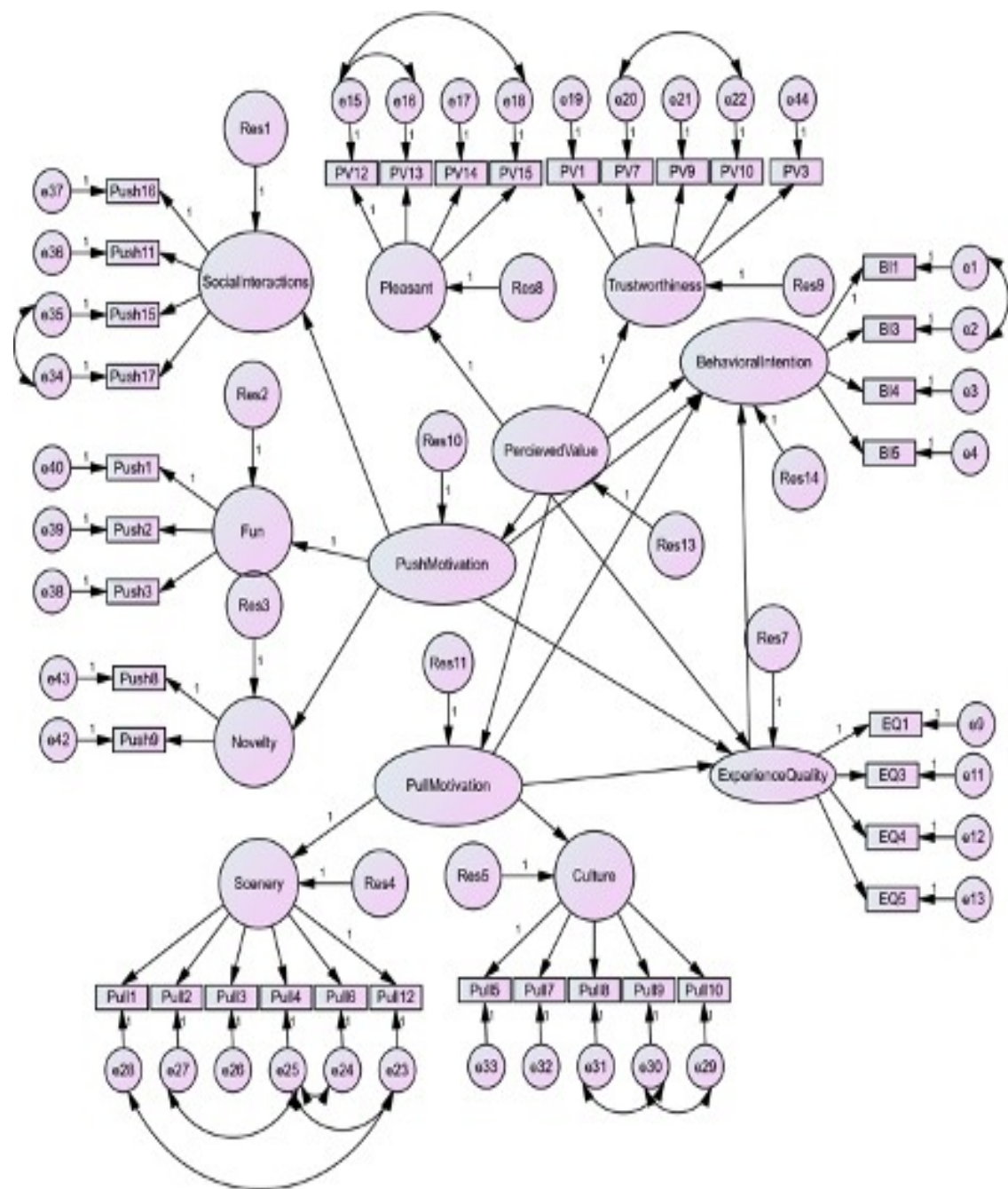
Figure 5-25 Full Structural model (arrows show the standardised direct effects after the addition of mediators).

The model fit indices for the structural model were CMIN/DF = 3.044, CFI = .917, RMSEA = .060 (Bentler, 1992; Browne & Cudeck, 1993; Holmes-Smith, 2013). The test of direct hypotheses was conducted by analysing regression paths and their significance values (Table 5.33).

Table 5-33 Path co-efficient and hypotheses testing

Relationship	Standardised path loadings	Hypotheses support
Perceived Value → Behavioural intention	-.118	Hypothesis (3) A not supported
Perceived Value → Push Motivation	.324*	Hypothesis (3) B supported
Perceived Value → Pull Motivation	.382*	Hypothesis (3) C supported
Perceived Value → Experience Quality	.156*	Hypothesis (3) D supported
Push Motivation → Behavioural intention	.247*	Hypothesis (4) A supported
Pull Motivation → Behavioural intention	.509*	Hypothesis (4) B supported
Push Motivation → Experience Quality	.300*	Hypothesis (4) C supported
Pull Motivation → Experience Quality	-.078	Hypothesis (4) D not supported
Experience Quality→ Behavioural intention	.332*	Hypothesis (5) A supported

Note. *$p < 0.05$

Table 5.31 shows that all hypotheses except two were supported. Since the association between perceived value of online review and behavioural intention was not significant ($\beta = -.118$, $\rho > 0.05$), no direct influence of perceived value on behavioural intention was found. As a result, hypothesis (3) A was not supported. Although hypothesis (3) B was

supported, perceived value positively affected push motivation (β = .324, ρ < 0.05). Further, Hypothesis (3) C was supported as perceived value of online reviews directly affected pull motivation (β = .382, ρ < 0.05). Hypothesis (3) D was also supported as has perceived value of online reviews positively affected experience quality (β = .156, ρ < 0.05). Hypothesis (4) A was also supported, as push motivation was found to positively affect behavioural intention (β = .247, ρ < 0.05). Similarly, pull motivation was found to positively affect behavioural intention (β = .509, ρ < 0.05), and so hypothesis (4) B was supported. Thereby, hypothesis (4) C received support, as push motivation was found to positively affect experience quality. Hypothesis (4) D was supported as the effect of pull motivation on experience quality was insignificant (β = -.078, ρ > 0.05). Finally, hypothesis (5) A was supported, as experience quality positively influenced behavioural intention (β = .332, ρ < 0.05).

R-square (R^2) is the statistical measure that reflects the amount of variance in a dependent variable which is represented by independent variables in the model (Byrne 2013; Hair et al., 2014). Accordingly, the R^2 values of the constructs also represent the model's explanatory power (Hair et al., 2014). The structural model devised for this thesis explained 46% of the variance in behavioural intention. Perceived value explained 11% of the variance in push motivation, while it explained 15% of the variance in pull motivation. Added to this, 14% of the variance in experience quality was explained by perceived value, pull motivation and push motivation. Table 5.34 reported R-square analysis. In short, the evaluation of R^2 indicated that the conclusions derived from the tested model were strong.

Table 5-34 R-square

Variables	R2	Estimate
Behavioural intention	46%	.455
Push motivation	11%	.105
Pull motivation	15%	.146
Experience quality	14%	.136

In summary, a structural model was conducted between behavioural intention and three independent variables (experience quality, motivation and perceived value of online reviews) and confirmed the relationships. Table 5.35 shows items included in the tested model. In next section, the mediation effects of the model are discussed.

Table 5-35 Overview of variables included in the model

Behavioural intention				
	Item Description		SMC	SFL
BI5	Visiting Saudi Arabia is my first choice for my next holiday		0.723	0.851
BI4	I will visit Saudi Arabia again in the future		0.942	0.971
BI3	I encourage friends and relatives to visit Saudi Arabia		0.535	0.731
BI1	Saudi Arabia is worthy of visiting again		0.429	0.655
Push motivation				
	Item Description		SMC	SFL
Push8	I like to go to new places that my friends have not been to previously		0.669	0.818
Push9	l look for educational experiences		0.4	0.632
Push13	l want to meet people with similar interests		--	--
Push6	I want to be away from my family for a while		--	--
Push1	I travel to enjoy a vacation		0.797	0.893
Push2	I travel to be entertained		0.762	0.873
Push3	I travel to have fun		0.363	0.893
Push16	I travel to visit places to be together with my family		0.909	0.953
Push11	I want to enhance relationships with friends, family		0.492	0.701
Push15	I travel to visit places my family came from		0.466	0.683
Push17	I travel to enjoy social interactions with friends		0.32	0.565
Pull motivation				
	Item Description		SMC	SFL
Pull5	I travel to explore different cultures		0.505	0.711

Pull7	I travel to visit historical attractions	0.884	0.94
Pull8	I travel to experience different cultures and different ways of life	0.957	0.978
Pull9	I travel to fulfil my curiosity about local traditional lifestyles	0.906	0.952
Pull10	I travel to attend cultural events that I cannot see at home	0.75	0.866
Pull1	I travel to see outstanding scenery	0.825	0.908
Pull2	I travel to see mountainous areas	0.929	0.964
Pull3	I travel to get close to nature	0.869	0.932
Pull4	I travel to enjoy beaches/sea	0.6	0.775
Pull6	I travel to enjoy rural landscapes	0.491	0.701
Pull12	I travel to see modern cities	0.365	0.604

Experience quality

	Item Description	SMC	SFL
EQ4	The experience was exciting	0.399	0.632
EQ3	The experience was truly memorable	0.423	0.65
EQ5	The entire experience was enjoyable	0.406	0.637
EQ1	This trip provided me with a positive experience	0.33	0.574
EQ2	It was a "once in a lifetime" experience	--	--

The perceived value of online reviews

	Item Description	SMC	SFL
PV3	Help me evaluate alternatives	0.273	0.523
PV10	Help me plan my trips more efficiently	0.782	0.884
PV9	Make it easier to reach decisions	0.703	0.838
PV7	Make it easier to imagine what a place will be like	0.641	0.801
PV1	Is a fast and efficient way to get more information	0.303	0.551
PV15	Help me save time in the travel planning process	0.776	0.881
PV14	Add fun to the travel planning process	0.894	0.945

PV13	Make me feel excited about travelling	0.706	0.84
PV12	Make travel planning more enjoyable	0.504	0.71

5.14. Mediation Effect

Several mediation effects between variables are shown by the structural model analysis. Studies have demonstrated the influence of the variable onother variables, directly and indirectly, allows better understanding for relationships between variables (for example, Carrión, Nitzl & Roldán 2017). To test the hypotheses based on mediation, analysis was conducted with 2000 bootstraps and 95% confidence levels. The total, direct and indirect effects are reported in Table 5.36.

Table 5-36 Direct, indirect and total effects

Independent variables	Effects	Dependent Variables			
		Push Motivation	Pull Motivation	Experience Quality	Behavioural intention
Perceived value	Direct	.324*	.382*	.156*	-.118
	Indirect	---	---	Through push motivation: .070* Through pull motivation: -.021	Through push motivation: .080 Through pull motivation: .194* Through experience quality: .052*
	Total	.324*	.382*	.205*	.208*
Push motivation	Direct	---	---	.300*	.247*
	Indirect	---	---	---	.100*
	Total	---	---	.300*	.347*
Pull motivation	Direct	---	---	-.078	.509*
	Indirect	---	---	---	-.026
	Total	---	---	-.078	.483*
Experience quality	Direct	---	---	---	.332*
	Indirect	---	---	---	---

	Total	---	---	---	.332*

Note. *p<0.05

Table 6.36 indicates that four out of seven hypotheses were accepted. Pull motivation mediated the relationship of perceived value and behavioural intention (B = .194, p < 0.05). However, push motivation mediated the relationship between perceived value and experience quality (B =.070, p<0.05). In addition, experience quality mediated the relationship between perceived value and behavioural intention (B= .052, p <0.05), as well as between push motivation and behavioural intention (B =.100, p < 0.05). These indirect effects between variables confirmed the important role of all variables analysed here.

5.15. The relationship between constructs

As stated in Chapter 1, this research examines the relationship between a number of key variables (perceived value of online reviews, travel motivations, and experience quality) and how they affect tourists' behavioural intention in the pre-experience, during and post experience stages in Saudi Arabia. The findings of the structural model are presented in Table 5-37 and discussed in detail below.

Table 5-37 brief overview of the relationship between the constructs

Relationship	Hypotheses support	Results interpretation
Perceived Value → Behavioural intention	Hypothesis (3) A not Supported	Perceived value of online reviews had no direct effect on behavioural intention but did have an indirect effect through pull motivation and experience quality.
Perceived Value → Push Motivation	Hypothesis (3) B Supported	
Perceived Value → Pull Motivation	Hypothesis (3) C supported	
Perceived Value → Experience Quality	Hypothesis (3) D supported	
Push Motivation → Behavioural intention	Hypothesis (4) A supported	Push and pull motivation had a significant, direct and positive association with behavioural intention.

Pull Motivation → Behavioural intention	Hypothesis (4) B supported	Push motivation had a statistically significant effect on experience quality.
Push Motivation → Experience Quality	Hypothesis (4) C supported	There was no correlation between pull motivation and experience quality
Pull Motivation → Experience Quality	Hypothesis (4) D not supported	
Experience Quality→ Behavioural Intention	Hypothesis (5) A Supported	Experience quality was a significant direct predictor of behavioural intention.

The structural model analysis indicates that while the perceived value of online reviews had insignificant direct effect on behavioural intention, it had an indirect effect via experience quality and travel motivation. As a result, hypothesis (3) A: "perceived value of online reviews has a positive relationship with behavioural intention" was not supported. According to Lamia, Ghidouche and Seraphin (2021), perceived value of online reviews has a beneficial impact on destination selection. There has been little research into the relationship between the perceived usefulness of online reviews and travel behavioural intention. Future analysis should investigate online reviews' perceived value effects on behavioural intention in more detail.

The structural model analysis indicated that the relationship between perceived value of online reviews and push motivation was positively directed (B = .324, p < 0.05). As a result, it can be concluded that perceived value of online reviews has a statistically and significantly positive association with push motivation, and hypothesis (3) B: "perceived value of online reviews has a positive relationship with push motivation" was supported. Similarly, a positive relationship between the perceived value of online reviews and pull

motivation (B=.382, p<0.05) was also noted. This supports hypothesis (3) C: "perceived value of online reviews has a positive relationship with pull motivation". Thisstudy found the amount of knowledge accessible to and used by customers in valuable reviews piqued their interest in traveling. To the best of the researcher's knowledge, thisrelationship has not been tested in previous studies. Research found that the amount of knowledge available to and used by customers in information sources such associal media has an impact on tourist motivation (Aldao & Mihalic 2020; Damanik et al. 2019). Previous research has also shown that the perceived value of online product reviews influences purchase motivation (Matute, Polo-Redondo & Utrillas 2016; Ventre& Kolbe 2020).

Furthermore, the correlation between perceived value of online reviews and experience quality was also found to be positive (B = .156, p < 0.05). This supports hypothesis (3) D: Perceived value of online reviews has a positive relationship with experience quality. The current study found that online review information helps users narrow the distance between their perceptions and the actual destination they are considering, which improves the quality of their travel experience. To the best of the researcher's knowledge, no prior studies have reported empirical evidence about the effect of the perceived value of online reviews on tourists' experience quality. Previous research identified a correlation between level of information available in online reviews and product experience. Online reviews contain rich information and thus provide a clearer picture to the consumer of the product that they are considering for purchase (Sun, Han & Feng 2019). This enhanced representation of customers helps to minimise the gap between expectations and the actual product, and thus decreases the likelihood of user dissatisfaction (Lee, E-J & Shin 2014). This allows users to see more clearly the product they are considering, which improves theproduct experience (Su & Niu 2021), and supports the current findings.

The structural model analysis indicated tourists' evaluation of the usefulness of online review with two factors - pleasant and trustworthiness. The pleasant dimension consisted of four items: add fun to the travel planning process; make me feel excited about travelling; help me save time in the travel planning process; and make travel planning more enjoyable. Meanwhile the trustworthiness dimension consisted of six items: make it easier to reach decisions; help me plan my trips more efficiently; is a fast and efficient way to get more information; help me evaluate alternatives; help me avoid places/services I would not enjoy; and provide me with more information about the tourist attraction. In

summary, previous research supported the theoretical association between behavioural intention, travel motivation, experience quality and perceived value with the antecedents of destination. This current research explained interactions between the perceived value of online reviews of destination and the above-mentioned constructs (behavioural intention, travel motivation, experience quality). It also provided new findings that the perceived value of online reviews exerts an indirect impact on behavioural intention and has a direct impact on travel motivation (both push and pull) and experience quality. Thus, future research in the field of tourism, should incorporate the perceived value of online review factors in determining behavioural intention along with other variables.

The structural model analysis which indicates the direction of the relationship between push factors and behavioural intention was positive (B = .247, p < 0.05). The structural model analysis also indicated push motivation mediated the relationship of perceived value of online reviews and experience quality. Hence, it can be said that the push factor statistically and significantly predicted behavioural intention and hypothesis (4) A: "push motivation has a positive relationship with behavioural intention" was supported. This outcome confirms Dean and Suhartanto's (2019) findings on the effect of push motivation on the intention of visitors to re-experience a destination. Also, this result supports Hall (2017) who reported that push motivation impacts on behavioural intention in ski vacationing. However, the results of Prayag (2012) were inconsistent with the findings of this current study. Tourist travel push motivation did not affect behavioural intention of senior travellers' motivation (Prayag 2012). As a result, there was inconsistency in the association between push motivation and behavioural intention, indicating the need for further research.

The structural model analysis indicated that tourists' push motivation consists of three dimensions: social interaction, fun and novelty. The results revealed that most tourists visiting Saudi Arabia had a stronger interest in spending time with family or friends and enhancing their social skills. This finding was not surprising given that various tourism studies have assessed social interaction as a key travel motivation (Back 2021). Furthermore, the results revealed that tourists visiting Saudi Arabia were pushed by novelty and suggested that novelty was a major component in formulating travel motivation (Dagustani et al. 2018). For certain visitors, an exciting new world combined with the freedom to break traditional rules and routines is something they seek (Seo et al. 2018). Tourists visiting attractions in Saudi Arabia had a desire to enjoy themselves and be entertained which

is consistent with previous research (Choi, H & Choi 2019; Mutanga et al. 2017) that found enjoyment/desire was a critical determinant of travel motivation. To attract more tourists, Saudi Arabia's destination planners and tourism industry professionals should develop innovative activities and ensure attractions offer visitors a unique and enjoyable environment.

The structural model indicated that the direction of the relationship between pull factors and behavioural intention was positive (B = .509, p < 0.05). Hence, it can be said that the pull factor statistically and significantly predicted behavioural intention and hypothesis (4) B: "pull motivation has a positive relationship with behavioural intention" was supported. This outcome confirms Dean's (2019) study which found a significant and positive relationship between pull motivation and behavioural intention, as well as Hall's (2017) study which reported that push motivation impacted on behavioural intention in ski tourism. The structural model showed pull motivation mediated the relationship of perceived value of online reviews and behavioural intention. These results confirm the association between pull factors, perceived value and behavioural intention and broadly support other findings that linked perceived value with motivation (Chang, L-L, Backman & Huang 2014; Huang, Shuyue, Shen & Choi 2015; Prebensen et al. 2013).

The structural model analysis indicated that tourists' pull motivation consisted of two dimensions - culture and scenery. Saudi Arabia's culture and locals were deemed to be the main factors that attract tourists to the country. These findings are consistent with Kim, Ritchie, and McCormick (2012), Huang, Songshan, and Hsu (2009), Chang, Backman, and Chih Huang (2014) and Otto and Ritchie (1996), who all found that cultural factors are important for tourists.

Tourist destinations as physical spaces play a crucial role in attracting people. This study revealed that many tourists had a strong interest in experiencing Saudi Arabia's culture/history, including its language and way of life, and observing how residents live. This finding concurred with Larsen (2007) who confirmed tourist destinations function as physical environments, where the scenery pulls tourists, and Stamboulis and Skayannis (2003) who asserted that physical spaces such as outstanding scenery; nature and mountainous areas; beaches/sea; rural landscapes; modern cities; and adventure and water activities played a crucial role in attracting tourists. To attract more tourists, the Saudi Ministry of Tourism advertisements should focus on the unique history and culture of the country. The destination planners and industry professionals need to ensure staff are

knowledgeable, skilled, and qualified to maximise visitors' learning about Saudi Arabia culture.

Based on these findings, it can be stated that pushing and pulling factors significantly affected behavioural intention, supporting the hypothesis. Motivation also influenced the correlation between perceived value of online reviews and behavioural intention and perceived value of online reviews and experience quality.

Furthermore, push factors appeared to have a positive correlation with experience quality (B = .300, p < 0.05). Thus, it can be concluded that push factors have a statistically significant effect on experience quality and thus hypothesis (4) C: "push motivation has a positive relationship with experience quality" was supported. This was also consistent with the studies of Dean & Suhartanto (2019) and Leo et al. (2020) which indicated that push motivation impacts on tourists' perceptions of quality, their feelings and emotions, and their enjoyment of the experiences of travel (Dean & Suhartanto 2019; Leo et al. 2020). According to the structural model, there was no correlation between pull motivation and experience quality. Hence, it can be said that hypothesis (4) D: "Pull motivation has a positive relationship with experience quality" was not supported. These findings are inconsistent with earlier studies which indicated the existence of relationships between pull motivation and the quality of travel experiences (Ekanayake & Gnanapala 2016; Kim, J-H 2014; Martin et al. 2016).

Likewise, the structural model analysis indicated that the direction of the relationship between experience quality and behavioural intention was positive (B = .332, p <0.05). Also, experience quality mediated the relationships between perceived value and behavioural intention (B= .052, p <0.05). Hence, it can be said that experience quality statistically and significantly predicts behavioural intention and hypothesis (5) A: "experience quality has a positive relationship with behavioural intention" was supported. This outcome was consistent with other research; for example, Chen and Chen (2010), who found that the quality of tourist heritage experiences had a direct impact on behavioural intent and Sharma and Nayak (2018) who emphasised the importance of experience quality on visiting intentions.

Previous studies have demonstrated that experience quality is not only a significant factor in understanding tourist behaviour but is also influential in understanding their revisit intentions. They found that experience quality mediated the relationship between

behavioural intention and other constructs, including travel motivation, perceived value, and satisfaction (Cole and Scott, 2004; Jin, Lee and Lee, 2015; Kao, Huang and Wu, 2008; Tarn, 1999; Wu, H-C and Li, 2015). The structural model analysis indicates that when visiting attractions in Saudi Arabia, visitors were searching for hedonic experiences. The hedonic dimension consists of five indicators: this trip provided me with a positive experience; it was a "once in a lifetime" experience; the experience was truly memorable; the experience was exciting; and the entire experience was enjoyable.

According to TCS theory, tourists' experiences constitute a set of decisions and behaviours in the following three phases: pre, during and post consumption (Woodside & Dubelaar 2002). This theory suggests that the decisions and behaviour regarding one activity influence how, when and where other activities will be undertaken. On this basis, the relationship between perceived value of online reviews, travel motivation, experience quality and behavioural intention can be explained. This research supports the argument that perceived value of online reviews, travel motivation and experience quality are strongly associated.

Viewing travel behaviour as a consumption system makes it possible to better understand the multiple decisions and actions that unfold within travel (Sharma & Nayak 2019). Visitor analysis of their tourism consumption systems can offer marketing strategists the necessary detailed profiles of different customer needs, travel planning activities, travel behaviour, evaluations of travel services, and how these factors are linked (Knutson et al. 2010). Therefore, product and communication strategies for destination marketers and tourism service professionals should concentrate on those trip activities undertaken by each segment, and how the experience positively meets their needs. Saudi Arabia cannot afford one strategy for all relevant market segments. To get people to visit the country more than once, destination planners and industry professionals need to create a multi-faceted tourism strategy.

This study implemented the reasoned action theory to determine the attributes which attract travellers to particular attractions and the relationship between them; the motivational factors that initially affect one's decision to travel; and the quality of travel experience. People's decisions to engage in certain behaviour depend on the outcomes relative to their expectations of the results of performing that behaviour (Ajzen & Fishbein, 1988). This theory predicts people's behaviour based on their previous attitudes and behavioural intention which is useful for developing marketing/promotional

strategies (Kim et al., 2011; Lepp, 2007; Moutinho, 1987; Quintal, Lee & Soutar, 2010; Ryu & Jang, 2006; Sirakaya & Woodside, 2005). The current research examined how the perceived value of online reviews, motivation and experience quality affected tourists' behavioural intention and provided evidence that travel motivation and experience quality directly impacted on behavioural intention. It also demonstrated that perceived value of online reviews had an indirect impact on behavioural intention which was strengthened by push motivation and experience quality. To sum up, this research supports the argument of perceived value of online reviews, travel motivation and experience quality influencing the formation of tourists' behavioural intention. Researchers have not specifically examined how the perceived value of online reviews, motivation and experience quality affects tourists' behavioural intention within the same study. Therefore, one of the contributions of the current study is its exploration of the potential effect of the above-mentioned variables on behavioural intention. It confirmed that the reasoned action theory was appropriate for better understanding tourists' likelihood to revisit the country and make recommendations about it to others. People's holidays were definitely impacted by the usefulness of online reviews, travel motivation and experience quality.

5.16. Chapter Summary

This chapter presented the results of a quantitative study. Initially, a descriptive analysis explained the range of respondents' demographic features involving a series of Chi-square and (ANOVA) tests to assess how these profiles and travel mode and preferences varied among tourists. The two-stage SEM approach was implemented. The first phase involved evaluating the measurement element for each construct by exploratory and confirmatory factor analyses. Subsequently, the structural model was examined to validate the hypotheses. This study confirmed the relationship between perceived value of online reviews and travel motivation experience quality and behavioural intention within the context of Saudi Arabia's recent initiatives to expand its tourist industry.

This study provided evidence that travel motivation and experience quality directly impacted on behavioural intention. It also demonstrated that the perceived value of online reviews had an indirect impact on behavioural intention which were strengthened by push motivation and experience quality. Prior studies emphasized theoretical associations between behavioural intention, travel motivation, experience quality and perceived value

with the antecedents of offline service perceptions. This research clarified the interaction between perceived value of online reviews and the above-mentioned constructs.

This chapter provided insights about the characteristics of Saudi Arabia's tourism industry, which can help to develop practical and realistic tourism programmes. The data showed that Saudi Arabia attracted many Middle Eastern families principally to experience the scenery and nature who enjoyed their stay.The most frequent tourists were from neighbouring countries such as the United Arab Emirates and Egypt. In comparison, Western and Asian tourists visiting Saudi Arabia were mostly males, attracted by the unique culture. This research emphasised the significant tourist pull that motivation had in determining tourists' behavioural intention and confirmed other studies (Dean & Suhartanto 2019; Sastre & Phakdee-Auksorn 2017). To encourage tourists to return to Saudi Arabia, destination planners and industry professionals must be alert to people's motivation, both internally and externally.

To attract more Western and Asian tourists, the Ministry of Tourism advertisements should focus on the uniqueness of Saudi Arabia's history and culture. The country's historic sites must establish authentic experiences to attract more international tourists. The Ministry of Tourism's promotion and advertisements should emphasise local people and their traditions, and local history, art and culture rather than the standard international facilities or images that tend to be generic. As well, the Ministry of Tourism should facilitate more local living and entertainment quarters and local hotels to increase the attractiveness of the destination's characteristics. This would mean organizing more events and special activities involving the local culture and people of Saudi Arabia.

Moreover, to attract more Middle Eastern tourists, destination planners and business professionals should aim to improve the quality of attractions, keeping in mind that these should include a variety of experiences and activities suitable for children and encourage tourists to spend time with family and friends.

Another important finding was the crucial role of experience quality in the growth of tourism. Most participants were searching for hedonic experiences. Saudi Arabia's tourism will develop strongly through effective promotion of attractions as exciting and enjoyable experiences, using online and offline platforms.

Referring to gender differences, the findings demonstrated that male and female tourists did not substantially differ in their length of stay, purpose of the trip, preferred

accommodation and local attractions. This finding was surprising as most research indicated that gender greatly influenced the preference for travel (Collins & Tisdell 2002; Seweryn, Niemczyk & Smalec 2019). It is a theme that certainly requires further empirical investigation.

CHAPTER 6 RESULTS AND DISCUSSION OF THE QUALITATIVE STUDY

6.1. Introduction

As discussed in the methodology chapter, the data collection process consisted of two phases: firstly, a quantitative phase involving a survey; and secondly, a qualitative one based on the retrieval of data from TripAdvisor. The analysis of the data was conducted using a netnographic research method. This chapter discusses the qualitative findings generated from phase 2: TripAdvisor online reviews. In this phase the aim was to explore how tourists evaluate their travel experience, which helps to better inform the first phase of the research. The findings from this phase support, analyse and validate the questionnaire results. The netnography approach was implemented in this research to analyse two key components of online reviews. The first component was the number of helpful votes received by the reviews to explore how tourists assess the usefulness of online reviews, while the review content was investigated to evaluate tourists' travel motivation and the quality of their experiences.

The chapter summarises the collected data, and then examines 'helpful votes' which appeared on the TripAdvisor website to assess the usefulness of online reviews. This is followed by a narrative discussion of the motivation and quality of experience, based on online reviews posted by international tourists who visited Saudi Arabia many times.

6.2. Online reviews dates

To begin this process, the dates were examined. Each review on TripAdvisor is associated with two dates: date of experience and the review date. To assess the time that elapsed between the date of experience and the review date, for each review on TripAdvisor time delta was computed as the difference between the two dates. The visit date was approximated with the first day of the month. According to the data in Figure 6.1 these results highlight that in 23% of cases a review was submitted after more than 30 days from the experience date, in 16% of cases within 30 days, and in 2% of cases posted on the same day. Reviews submitted after more than 30 days of the experience date were excluded to increase data accuracy and reliability, as review accuracy declines as the amount of time between the visit and posting the review of the attraction increases (Coursaris, Van Osch & Albini 2017; Prakash et al. 2019).

Number of days elapsed between visit date and review date
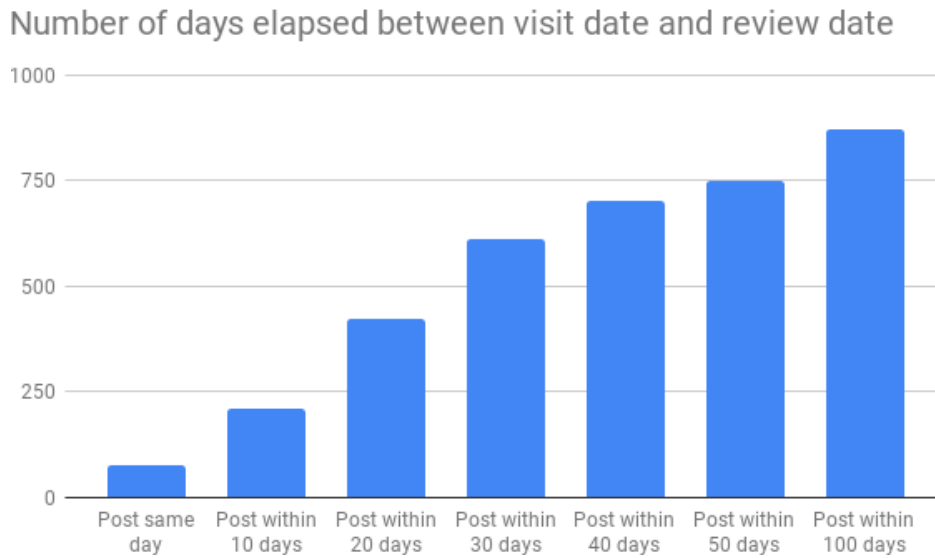
Figure 6-1 Elapse of time between the date of experience and the review date

After studying a vast number of reviews posted before 2013, we found that most of the data reported in them was no longer valid. In order to have a fairly new data set, only reviews posted after 2013 were included in the analysis. Since 2013, the number of reviews has increased, with most reviews posted in 2016. Figure 6.2 below illustrates the increased number of reviews from 2009 onwards, based on date of experience data. The result could be explained by two things: firstly, the change in tourist behaviour in sharing travel- related experiences and searching for travel information online (Munar & Jacobsen, 2014); and secondly, increased availability of online platforms on which to share experiences increases tourists' interest in posting online reviews (Rong et al., 2012).

Reviews per year

Figure 6-2 Distribution of reviews by year

The results revealed that most reviewers visited Saudi Arabia from October to December; this finding could be explained by many activities and events, such as cultural festivals (Janadriyah), horse racing and camel racing, which occur during this time (Mohammad, 2014). This outcome was consistent with several other studies that considered the significant impact of events such as cultural festivals on the tourism industry, what vacationers demand and travel times (Kamga, 2014).

Figure 6-3 Distribution of reviews by month

6.3. Data Description

This section summarises the data collected to serve as a reference for the subsequent analysis, including reviewers' demographic data, classification of attractions, and classification of sentiments in reviews.

6.3.1. Reviewer's data

People who posted more than one review more than six months apart were considered to be tourists returning to Saudi Arabia (return travellers). Of 2,873 reviews posted by international tourists, 447 were posted by return travellers. Return tourists proved to be a substantial group in this data. Their reviews provided other tourists with rich descriptions and suggestions. The research analysis focused on reviews posted by tourists returning to Saudi Arabia to better understand factors influencing the tourist experience and what made them re-visit the country. The reviews analysed were written by 148 international tourists who visited Saudi Arabia between 2013 and 2019. First, reviewers' locations in the collected data set were examined and 42 countries were identified. The table below shows the list of identified countries.

Table 6-1 List of reviewers' identified countries

User location	Percent
United States of America	16.1
India	12.9
United Kingdom	12.7
Australia	7.3
United Arab Emirates	6
South Africa	4.5
Canada	4.1
Tunisia	2.6
Turkey	2.4
Pakistan	2.2
The Netherlands	1.9
Ireland	1.9
Norway	1.7
Slovakia	1.5
China	1.5
France	1.5
Egypt	1.5
The Philippines	1.5
Georgia	1.3
Bahrain	1.3
Iraq	1.3

Spain	1.3
Lebanon	1.1
Jordan	1.1
Singapore	1.1
Oman	1.1
New Zealand	0.6
Sri Lanka	0.6
Switzerland	0.6
Portugal	0.6
Greece	0.6
Indonesia	0.4
Lithuania	0.4
Russia	0.4
Germany	0.4
Thailand	0.4
Israel	0.4
Syria	0.2
South Korea	0.2

This list is consistent with the data reported by the Saudi Tourism and National Heritage Commission, which has documented the top international tourists entering Saudi Arabia, including travellers from the United Kingdom, the United States and China, and thus the data collected in this study was viewed as representing the tourist population. This research categorised tourists using the following typology: it classified tourists with similar social, racial and economic backgrounds into three cultural groups - (Middle Eastern,Asian and Western. (See Appendix F for a list of countries included in each group).

The findings revealed that most reviewers (54.4%) were from Western countries, while 34.4% were from Middle Eastern countries and 6.2% were from Asian nations. The remaining reviewers (4.2%) were from a variety of other countries. The figure below

illustrates the worldwide distribution of the TripAdvisor reviewers who posted at least two reviews about Jeddah or Riyadh attractions from 2013 to .2019. Colours in Figure. 6.4 are proportional to the density of the users coming from the corresponding country.
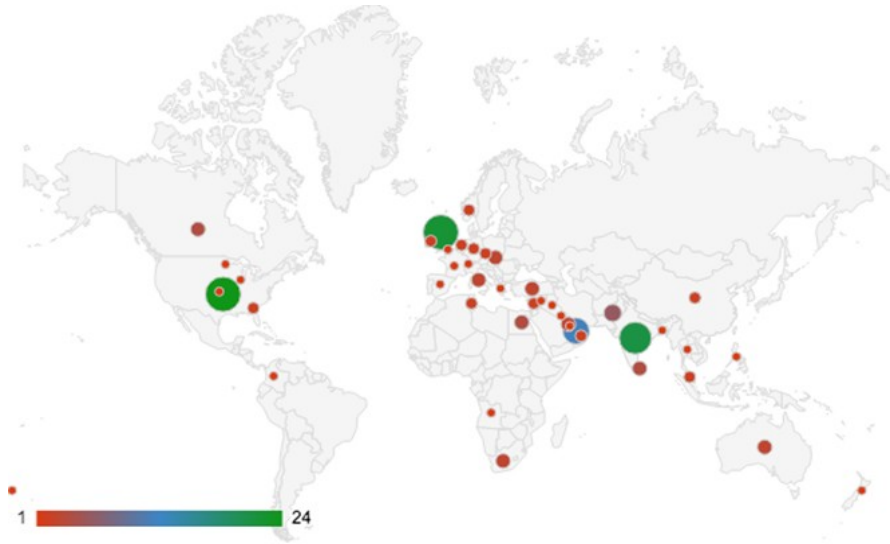
Figure 6-4 Geographical distribution of reviewers

Figure 6.5 demonstrates that there were slightly more males (57.44%) than females (42.56%) who visited Saudi Arabia more than once.
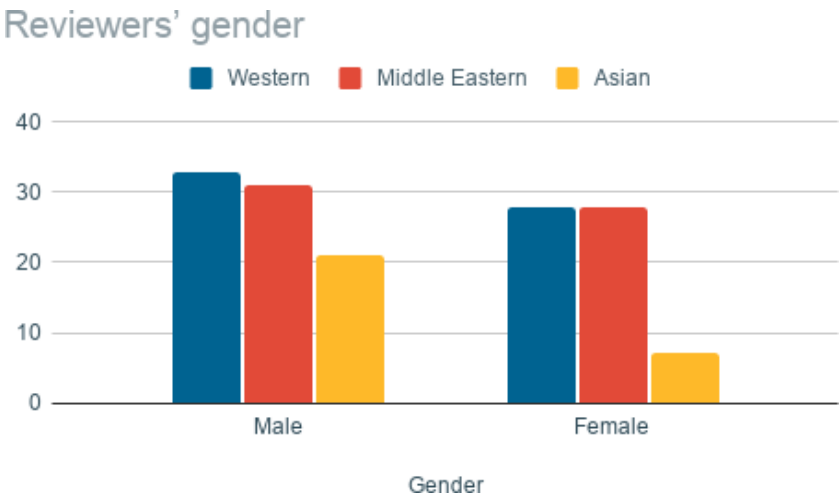
Figure 6-5 Reviewers' gender

Relying on the date of review for each tourist, the study identified the frequency of travel to Saudi Arabia. It emerged that most tourists from the Middle East had been to Saudi more than five times. In comparison, most of the Western tourists had visited Saudi Arabia only two or three times, and most Asian tourists four to five times.

Table 6-2 Frequency of travel to Saudi Arabia

Frequency of travel	Western	Middle Eastern	Asian
2-3 times	36	25	5
4 – 5 times	21	25	20
More than 5 times	4	9	3

International tourists travelling as families wrote approximately 25% of the reviews analysed in this study. As illustrated in Figure 6.6, the majority of Middle Eastern visitors to Saudi Arabia were with their families, whereas the majority of Western and Asian visitors were solo or business travellers. These data support the quantitative data,which show that international tourists' travel patterns differ.
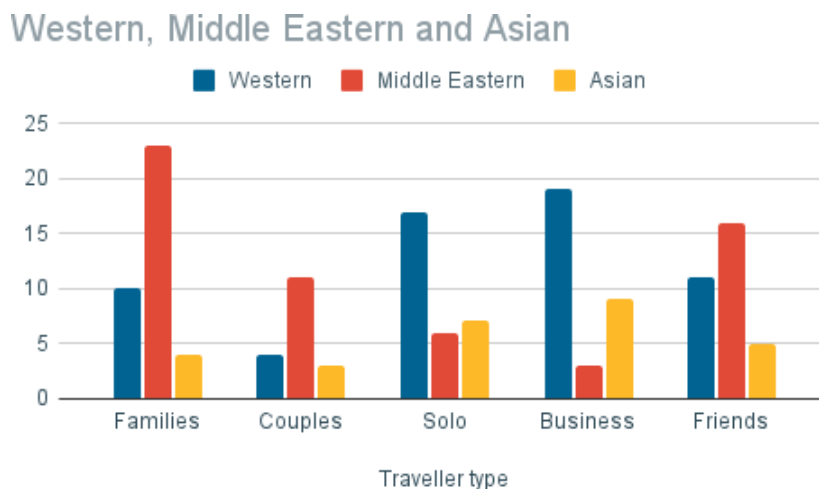
Figure 6-6 Traveler type

6.3.2.Attraction classification

Once the dates of the experiences and nationality of the reviewer were examined, reviews were classified by attractions' intended purpose(s) and activity. A tourist attraction is a

place of interest which tourists frequent, usually for its intrinsic or demonstrated natural or cultural significance, providing pleasure, entertainment, and amusement (Fyall, 2008). The reviews were written to share travel experiences at different attractions. In the current study, these places were categorised into purpose-built attractions, nature or heritage, based on their intended purpose, and the analysis was conducted separately for each attraction, concentrating on different topics or themes. This classification helped to understand the different fundamental principles discussed in the online reviews. The category of purpose-built included attractions initially built to attract visitors, such as city landmarks (e.g. Kingdom Tower), family attractions and shopping centres. Heritage attractions included museums and galleries, cultural performances, Islamic cultural events and historical sites (e.g., Al Masmak Palace), old buildings (e.g., Old Jeddah) and historical markets. Natural attractions included beaches and the seaside (Jeddah Corniche), national parks, mountains and deserts. Table 6.3 provides examples of attractions and their classification. Appendix P lists tourist attractions that have been reviewed by international tourists.

.

Table 6-3 Examples of the attractions and their classification

Attraction name	Location	Attraction type	Category
Balad	Jeddah	Historical market	Heritage
Makkah Gate	Jeddah	Historical sights	
Masmak Citadel	Riyadh	Historical sights	
Floating Mosque	Riyadh	Islamic attraction	
Naila Art Gallery	Riyadh	Gallery	
Biet Nassif	Jeddah	Museum	
Janadriyah Festival	Riyadh	Cultural performances	
Fakieh Aquarium	Jeddah	Family attraction	Purpose-built attractions
Al-Shallal Theme Park	Riyadh	Family attraction	
Al Nakheel Mall	Riyadh	Shopping centre	
Kingdom Centre Tower	Riyadh	City landmark	
Tahlia Street	Riyadh	Dining area	
Jeddah Corniche	Jeddah	Beach	Natural attractions
Jeddah Water Front Park	Jeddah	Seaside	
Al Thumama	Riyadh	Desert	
King Abdullah Park	Riyadh	National parks	

The most reviewed purpose-built attractions, as shown in Figure 6.5 below, were city landmarks (126 reviews), while 40 people reviewed shopping centres, 18 reviewed family attractions and 12 commented on dining areas.
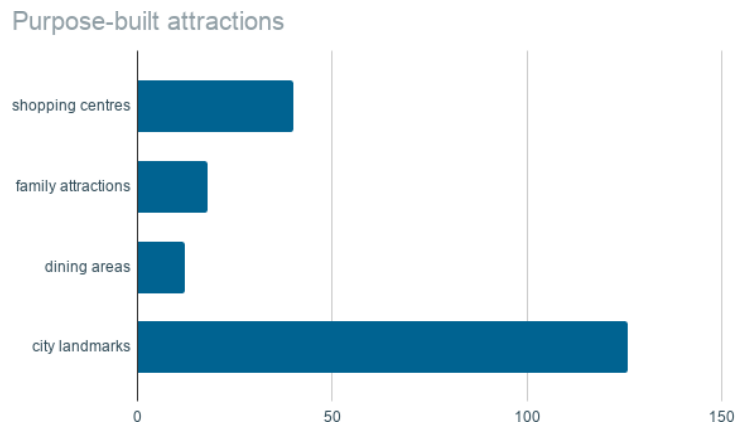
Figure 6-7 Reviewed purpose-built attractions

Most of the heritage attractions reviewed (106) comprised old buildings and historical markets, while 24 concerned museums and galleries, five of which were cultural performance venues and four were Islamic attractions.
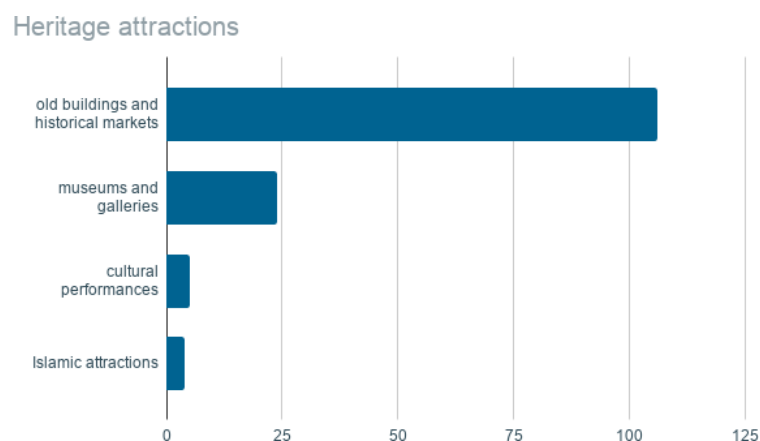
Figure 6-8 Reviewed heritage attractions

Most reviewers of natural attractions posted their comments about beaches and seaside areas (71 reviews), while 38 reviewed national parks and 25 reviewed mountains and deserts.
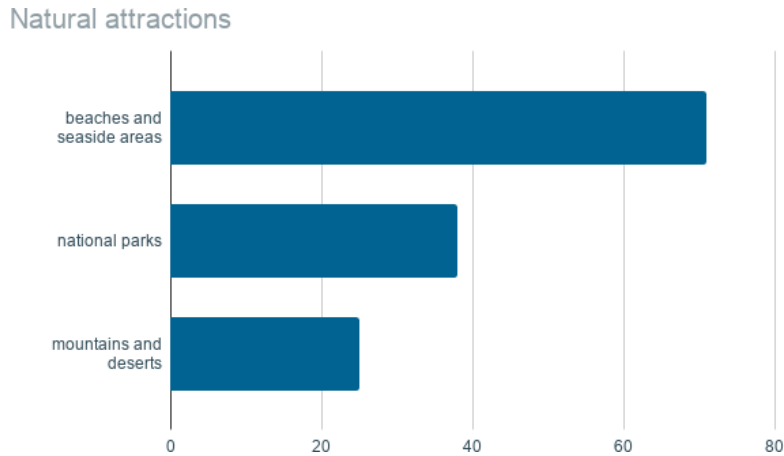
Figure 6-9 Reviewed natural attractions

The list of activities obtained from online reviews, as collated in Figure 6.8 below, included: sightseeing, shopping or dining (purpose-built attractions); getting close to nature and seeing outstanding scenery; hiking or walking; relaxing at the beach; desert or mountain camping (natural attractions); visiting cultural and historic sites or markets, museums and galleries or Islamic sites; or attending cultural performances and festivals (historical sites). Most tourists posted reviews about purpose-built attractions (42.2%), while 29.0% shared a post about historical sites and 28.8% shared their experience with natural attractions. Generally, Western visitors were interested in visiting cultural and historic sites or markets. Conversely, Middle Eastern and Asian tourists were more interested in getting close to nature and seeing outstanding scenery, hiking or walking, relaxing at the beach, or desert or mountain camping natural attractions. These findings support the quantitative findings which indicate that international tourists have significant differences in their travel preferences.
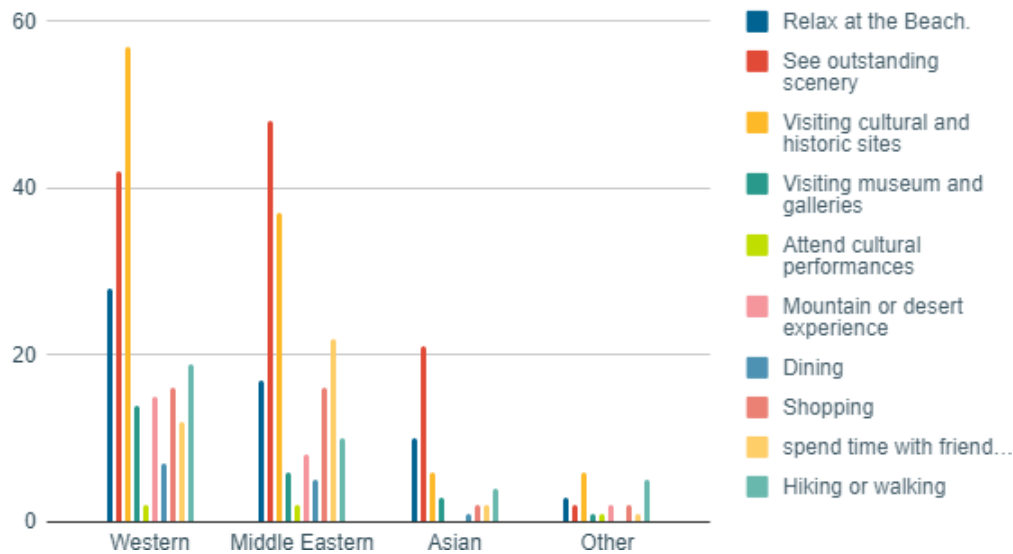
Figure 6-10 Travel activity

6.4. Online reviews sentiment classification

To further analyse the reviews, the sentiment classification was employed. Sentiment analysis is the evaluation of the terms and expressions used in a review on how intensely positive and negative feelings are conveyed (Beineke et al., 2004). It is frequently used in academic research to help researchers to better understand people's perceptions and opinions from text (Thelwall, 2019). This is the case with the SentiStrength sentiment estimation tool which is used to analyse sentiment. This software is free and has been implemented in academic research to classify results into three possible sentiment labels (positive, negative, and neutral). Most tourists (80.4%) in this study expressed positive sentiments in their reviews; a modest 6% shared neutral sentiments, while a relatively low but significant 13.3% of reviewers expressed negative sentiments. The next section provides an overview of tourists' experiences at purpose-built, historical and natural attractions.

6.4.1. Purpose-built sites

This section provides an overview of tourists' experiences at purpose-built attractions. In total, 41.10% of the reviews for these sites were positive, compared to 53.20% which were negative. Perceptions in positive reviews were articulated in terms of the attractiveness of certain destinations. Meanwhile issues that emerged in people's negative reviews included traffic, crowding and prices.
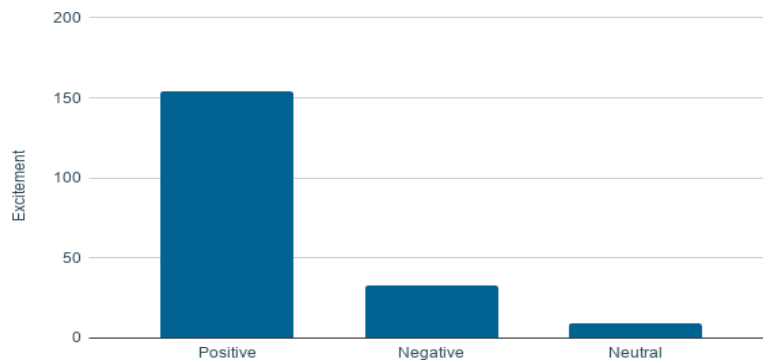
Figure 6-11 Purpose-built attractions sentiment classification

Nearly half of tourist reviews (47.6%) encouraged others to visit an attraction. Negative reviews, on the other hand, appeared when the infrastructure seemed to be the most problematic aspect of an attraction, including perceptions of poor-quality facilities, traffic and crowding. Tourists asserted that the attraction had too many people and they had to queue up for a long time at the entrance. They included comments such as: "Too busy and crowded" or "Busy day and particularly at night!" One reviewer who had visited the aquarium commented that:

> Granted the aquarium is nice. Unfortunately, the price you pay in time and temper to enterthis place dampens the entire mood. Took us 45 mins to park our car because of the terribly designed car park, they really need an attendant. No online ticket purchase couldbe found so we spent another 40 mins getting tickets by that time of course it was prayertime and things come to a halt! Missed the dolphin show, hear its decent (R283).

Other critics argued that tickets to certain attractions did not provide expected value, such as the entrance fee being expensive and the amenities, facilities and infrastructure not warranting this charge. Sentiments posted included: "Very pricey", and "overpriced for what it is". Some reviewers complained that the attraction was not child-friendly. As previously mentioned, some groups visited attractions in order to spend time with their family and children. According to one Asian reviewer who had visited a shopping centre: *"The only thing this mall is missing is good kids' environment"* (R283). Other tourists from the Middle East concurred when reviewing a city landmark: "Terrible landscapeand hardscape! unorganized! people sitting on the floors! poor equipment for children!" (R385).

The top 50 words used in the reviews are illustrated in the tag cloud below. Reviewers frequently expressed words related to social interaction, including family, people and children.

Figure 6-12 Reviewers' frequently expressed words when describing purpose-built attractions

Source: Data Analysis

6.4.2.Historical sites

This section presents an overview of tourists' experiences at historical sites. Reviews of visits to these places could be divided into: firstly, 29.10% reflecting positive experiences; and secondly, 22.60% for negative experiences. Perceptions in positive reviews articulated interest in the culture and history of Saudi Arabia. Negative reviews included issues relating to traffic, crowding, cleanliness and hygieneissues.
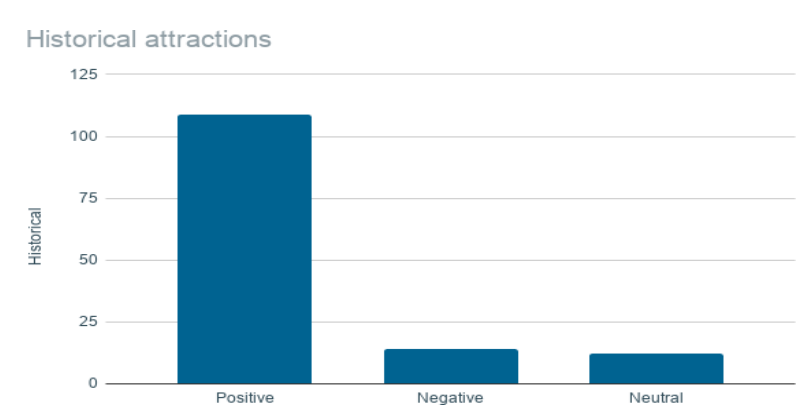
Figure 6-13Historical sites sentiment classification

Most tourist reviewers (76.2%) who were visiting historical places encouraged others to visit certain places. Although most tourists expressed positive opinions, some had negative views. Crowding was the main issue in negative sentiments, with comments such as: "Parking is a nightmare", "Driving there is a nightmare", "Crowded market" or "High traffic". Another factor that led to negative experiences was a perceived lack of cleanliness and hygiene, particularly with reference to historical markets and led to comments such as: "Is not clean enough" or "If a bit cleaner!" [It would have been more enjoyable]. The frequently expressed words relating to an exploration of the history and culture of Saudi Arabia are illustrated in the tag cloud below.

Figure 6-14 Reviewers' frequently expressed words when describing the history and culture of Saudi Arabia

Source: Data Analysis 2021

6.4.3. Natural attractions

This section offers an overview of tourists' experiences at natural attractions. Reviews of visits to these sites expressed 29.90% positive and 24.20% negative opinions. Perceptions in positive reviews were articulated in the context of the attractiveness of scenery, while negative reviews included perceived problems such as the attractions' appearance, accessibility and weather issues.

Figure 6-15 Natural attractions sentiment classification

Most reviewers (56.1%) who enjoyed natural attractions encouraged others to visit the location, whereas negative sentiments about natural attractions mostly described their appearance or accessibility. Reviewers reported poor road signage for accessing certain natural attractions and that Google maps data was not updated or current, with comments such as "Hard to Find", or "google maps does not show the new road construction". One Western tourist complained:

> This place is miles away from main roads, and the maps on sale don't show the roads around it. However, follow Google Maps and you will see that there is a good road from the Riyadh-Mecca road, all the way to Medina…(R440).

A further source of discontent involved extreme climatic conditions (very hot and high humidity), which is an uncontrollable factor. This applied specifically to parks and beaches, with comments such as "The main problem of Jeddah cornish is the humidity" or "Nice but hot and humid". The tag cloud below illustrates the top 50 words expressed about natural attractions. Reviewers frequently wrote words related to the physical environment, such as restaurants, views and feelings of escape or relaxation.

Figure 6-16 Reviewers' frequently expressed words when describing natural attractions

Source: Data Analysis2021

After removing irrelevant and summarized data, this research analysed two key components of online reviews. The first component was the number of helpful votes received by the reviews to explore how tourists assessed the usefulness of online reviews, while the review content was examined to evaluate tourists' motivation and experience quality. This thesis employed netnography, which is a research technique used to study culturesand communities emerging through online communications (McAbee & Burke, 2017). It is a naturalistic method based primarily on the researcher's observation and interpretation of collected data (Kozinets, 2010). Kozinets (2010) asserted that netnography is applicable to various fields of sociology, cultural studies, and consumer research as well as other topics and is therefore appropriate for this thesis. Referring to common general ethnographic procedures, scholars recommend the following methodological stages and procedures for netnographic analysis (Lincoln & Guba, 1985; Wolcott, 1994; Hammersley & Atkinson,1995; Kozinets, 2002):

- Gaining "entrée" into or formulating the culture or group one wants to investigate;

- Data collection;

- Analysis and interpretation;

- Reporting the research findings; and

- Understanding the theoretical and/or practical implications.

The first two stages have been discussed in detail in the methodology chapter. The netnographic procedures start with Entrée. This phase involved formulation of research

questions followed by identification of an online community. TripAdvisor was selected as relevant online community to address the following three questions:

- How do tourists assess the usefulness of online reviews and how does this affect their behavioural intention?

- What factors inspire people to travel (push motivation), attracting travellers to selected travel destinations (pull motivation), and how does this impact their behavioural intention?

- How do tourists assess the overall experience (experience quality), and how does thisimpact their travel behavioural intention?

The rest are addressed in more detail in the following section. For accuracy in representing the tourist experience, statements provided in the study were taken directly from TripAdvisor. Reviews were not edited for syntax or other mistakes, in an effort to retain the integrity and tenor of the tourists' opinions and observations. Owing to the informal nature of the TripAdvisor community and how people interact on it, some posts were written in an informal style and they generally contained spelling and grammatical errors.

The first section to be analysed was the number of helpful votes received. Helpful votes is a function designed by the TripAdvisor website. Each review is accompanied by the "Was this review helpful?" icon at the end. Readers can click the "yes" button to rate the review and increase the number of helpful votes by one. This study deemed helpful votes as reflecting other tourists' evaluations of knowledge found in the review. The second part to be assessed is the review text, which is the actual comment provided by reviewers after visiting a city attraction. This study used the content of tourists' review texts for reviews posted by international tourists who visited Saudi Arabia more than once, to discover how tourists evaluated their travel experiences based on two factors: the first was how the travel experience fulfilled their needs, and the second was how tourists evaluated the quality of what they had experienced. This part concentrates on returned travellers to better understand factors influencing the tourist experience and what led to their revisit behaviour.

This analysis summarises tourists' perceptions of destinations by employing subjective thematic analysis. For clearer interpretation of the intended concepts, manual procedures were conducted as recommended by Lauri and Kyngas (2005), in an effort to explain the

content or contextual meaning of the text. The table below summarises the number of reviews discussing themes concerned with the significant factors inspiring people to travel (push motivation), attracting travellers to selected travel destinations (pull motivation), and assessing the overall experience (experience quality).

Table 6-4 Number of reviews discussing factors affecting tourism experience

Review	Push motivation			Pull motivation		Experience quality	
	Education	Social interactions	Escape	Culture	Scenery	Enjoyment	Novelty
Positive	182	210	120	180	190	211	182
Negative	26	29	20	13	6	1	32
Neutral	13	19	7	5	13	18	19
Total	221	258	147	198	209	230	233

The next sections analyse 'helpful votes' which usually appear on the TripAdvisor website to determine the usefulness of online reviews, followed by a narrative discussion of the motivation and experience quality themes.

6.5. Perceived value of online reviews

As discussed in chapter 2, the proposed study considered perceived value of online reviews as its usefulness based on the number of helpful votes received. Helpful votes demonstrate the subjective evaluation of the review when it is evaluated by others and the overall perceived usefulness of the knowledge found in the review (Hu, X & Yang 2020). Many studies have used the number of helpful votes to investigate the perceived helpfulness of the review and how it can impact on consumers' decisions or how they arrive at them (Clemons, Gao & Hitt 2006; Filieri et al. 2018; Li, Xiaolin, Wu & Mai 2019; Peng et al. 2016; Ruiz-Mafe, Bigné-Alcañiz & Currás-Pérez 2020; Song, M, Choi & Moon 2021; Sun, Han & Feng 2019). This study analysed 2,873 reviews written by 2,453 international tourists who visited Saudi Arabia between 2009 and 2019. The table below summarises the distribution of helpful votes. In total, 374 reviews received such votes. Appendix Q provides examples of reviews that align with distribution of review helpfulvotes.

Table 6-5 Distribution of review helpful votes

Votes value	Frequency	Proportion
0	2499	86.500
1- 2	1436	5.385
3- 4	1149	4.368
5- 6	660	2.372
> 6	395	1.375
Total	2873	100%

Return tourists were indeed a substantial group in this data. Interestingly, most of the reviews that received helpfulness votes (30%) were posted by return travellers. These findings were possibly influenced by the fact that most of these reviews provided other tourists with rich descriptions and insights. A closer look at these reviews (that got most of helpfulness votes) showed that they were longer than the rest with detailed information, were written in an easy-to-understand way and included readily interpreted sentences. Most of these reviews not only provided a good and accurate description of the attraction, but also expressed their own opinions and described their experiences. They also used emotional words and expressions to describe emotions experienced in visiting attractions; for example, surprise, pleasure, fun and excitement. The following table documents examples of the most frequently used expressions in reviews posted by return travellers.

Table 6-6 Examples of the most frequently used expressions

Positive	Expression	Expression count	Prominence
	families enjoying	24	48.6
	Good scenery	23	38.9
	must visit	10	76.7
	is great	9	35.6
	the sunset	9	37.1
	nice place	5	30.3
	Enjoyable experience	5	46.4
	would recommend	5	74
	wonderful history	4	46
	well worth	4	62.3
	Stunning architecture	3	20.9
	Stress-free	3	21.4
	the best views	3	24
	the most beautiful	3	55.6
	you must visit	3	68.2
Negative	Unfortunately,	3	63.2
	Getting bored	3	51.6
	Always busy	2	63.1

The findings reported in this analysis reflected other research   that observed review length significantly affected how certain reviews about certain locations were perceived. Hao etal. (2009) investigated the effect of review text features, including review subject and length on review helpfulness, and found that the depth and extremity of reviews impactedon such comments' perceived helpfulness (Hao et al., 2009). Similarly, De Pelsmacker,

Dens and Kolomiiets (2018) contended that the writing style of the review and the reviewer's expertise impacted on review helpfulness, and Mudambi and Schuff (2010) agreed about the positive effects of review depth on its perceived helpfulness.

Most users (111) posted between two and three reviews, while 36 posted between four and ten reviews; and one user posted 20 reviews. These findings may also help us to understand why return travellers get more helpful votes. Prior studies have noted the relationship between the number of reviews posted by a reviewer and helpfulness of reviews.Otterbacher (2009) investigated the influence of the number of helpful votes and number of reviews posted by a reviewer on the perceived value of the review and found that it increased the helpfulness of a review when a reviewer posted more than one comment. Other studies confirmed that adding multiple comments provided more value to a review as well as an incentive for other reviewers to contribute (Fang et al. 2016; Filieri, Raguseo & Vitari 2019; Malik & Hussain 2020). Accordingly, this study considered that reviews posted by return travellers were the most useful in this data set.

In order to establish whether any relationship existed between helpful reviews and tourists' visiting behaviour, this study looked at the posted date for reviews and the most helpful votes, and then compared this date with the experience date for return travellers who visited the same attraction. If the experience date for return travellers was after the date of the helpful review, then this was considered to be evidence of travellers being influenced by the information posted on the helpful review. The figure below depicts the average number of days that elapsed between the date of helpful reviews posted and the review date for other return travellers.

Average number of days elapsed between the date of helpful reviews posted and the review date for other return travellers
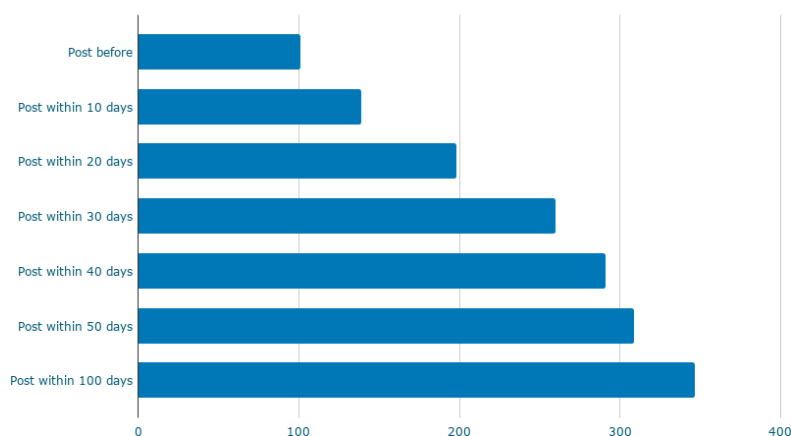
Figure 6-17 Average number of days elapsed between the date of helpful reviews posted and the review date for other return travellers

In this study, of 2,453 international tourists who visited Saudi Arabia, 148 visited the country more than once. Most return travellers (30%) posted their reviews and shared their experiences about attractions after a helpful review about the same attraction was posted. In this analysis, the behavioural approach indicated that helpful reviews greatly impacted on tourists' decisions to visit the country again.

The latest developments in information communication technology have amplified the ways in which tourists select a destination (Rezaei et al., 2018). They seek information to identify and evaluate options to enhance their quality of travel before making a decision to go on holiday (Xiang et al., 2015) and set expectations for destinations (Baloglu & Brinberg, 1997). Research shows that online reviews have become one of the most important sources for acquiring travel information (Rezaei et al., 2018) and are perceived as an electronic word-of-mouth form (e-WOM) (Filieri, 2015). Other studies have noted the impact of information provided by online reviews on consumers' decisions-making processes (Gursoy 2019; Johanes et al. 2016; Maria-Irina & Istudor 2019; Nilashi et al. 2018; Reisenwitz & Fowler 2019). Online reviews are presumed to share quality information about destinations and travel activity (Gursoy 2019) and reduce the stress in the user's search for the suitable travel product by reducing the time taken to find it (Nilashi et al. 2018). According to Dwityas and Briandana (2017), information posted online, especially online reviews, has an important role in helping the traveller with every stage of decision-making, using information to execute all activities that are expected to be undertaken.

Due to the desire to become more knowledgeable and their willingness to objectively process other people's thoughts, tourists pay careful attention to various opinions about destinations that emerge as options to visit (Zhang et al., 2014). The abundance of information on TripAdvisor and other similar online communities, however, exposes the issue of overloading consumers with information (Jalilvand & Samiei, 2012). For all customers or tourists, finding reviews containing useful information from many reviews is increasingly necessary; yet studies have discovered that information about each destination has to be critically analysed by the decision-maker (tourist) and this takes time (Jalilvand & Samiei, 2012). They also found this process differed among tourists (Yan & Wang, 2018). TripAdvisor's helpful function assists tourists to easily find the reviews voted

considered most helpful by other people (Xiang & Gretzel, 2010). Those reviews with more votes were the most valuable, and therefore would potentially influence the decisions of potential customers more than the rest. A closer look at these reviews (reviews with a posted date after a helpful review about the same attraction was posted) showed that they used sentiments that reflected recommendations such as "highly recommended" or "worth the visit". Accordingly, this study emphasised there was a relationship between helpful reviews and tourists' visiting behaviour which formed the basis of the quantitative findings, and demonstrated that the perceived value of online reviews could be considered a vital antecedent of intention to revisit or recommend a destination. This level of information available to and used by consumers in useful reviews triggered the desire to travel (Damanik et al. 2019; Gursoy 2019; Liu, H, Wu & Li 2019). A closer look at reviews with a posted date after a helpful review about the same attraction was posted revealed that users were attracted to a specific destination based on the characteristics that met their specific needs and desires. They used sentiments reflecting various needs and desires including socialization, gaining knowledge, pleasure and escape (e.g..: "I want to have a good time with my friends" or "really want to relax and get away"). Accordingly, this study emphasised there was a relationship between helpful reviews and tourists' motivation. Online reviews have distinctive features that not only affect the quest behaviour of customers, but also their perception of travelling experience. Useful reviews contain richer information and thus provide a clearer picture to the consumer of the destination that they are considering visiting (Zarezadeh, Benckendorff & Gretzel 2018).This enhanced representation of holiday attributes helps to minimise the gap between expectations and the actual environment, and therefore decreases the likelihood of user dissatisfaction (Johanes et al. 2016; Yoo & Gretzel 2016).This allows users to see more clearly the place they are considering, which improves the experience quality. A closer look at these reviews (reviews with a posted date after a helpful review about the same attraction was posted) showed that they used sentiments reflecting their positive emotions and feelings (e.g.. "happy", "fun" and "excited"). The current study therefore stressed that there was a correlation between helpful reviews and tourists' experience quality. To sum up, the perceived value of online reviews correlated with travel motivation experience quality and behavioural intention. The quantitative findings are further confirmed. Appendix R provides more examples of reviews with a posted date after a helpful review about the same attraction was posted. The next section addresses travel motivation as expressed in the

online reviews of international tourists visiting Saudi Arabia more than once.

6.6. Travel motivation via online reviews

Tourists visit an attraction to satisfy these desires and needs. They are initially pushed by internal desires, which may include social interaction, to increase knowledge and relaxation and escape, such as exploring other cultures, what other people do, and a destination's attractiveness, such as beaches, and natural scenery (Doncic, Pavelic & Zmajlovic 2019; Jin, X et al. 2019). In their reviews, tourists identified that visiting attractions helped them to satisfy their specific desires and, as a result, created a joyful experience. The next section discusses these needs in more detail.

6.6.1. Push motivation via online reviews

6.6.1.1. Social interaction

Positive reviewers emphasised social interaction with family or friends contributing to their travel experience and overall enjoyment. This finding was not surprising given that various tourism studies have assessed social interaction as a significant component of enjoyable travel experience (Heimtun, 2011; Huang & Hsu, 2010; Levy, Getz, & Hudson, 2011; Murphy, 2001; Wu, 2007) and as a key travel motivation (Kunkel & Wang, 2018). In this study we considered social interactions as the fundamental process by which two or more people use language and gestures to affect each other (Liu & Tung ,2017). Huang and Hsu's (2010) study showed the significance of interaction with other people in leisure for creating a memorable tourism experience. Heimtun (2011) also asserted that contact with others at a tourist destination is a critical component of the tourist experience, while Han, Praet and Wang, (2019) equated quality social interaction during travel experience with the valuable outcomes of a leisure experience. The importance of social experience was highlighted by a Middle Eastern tourist: "Good place to visit with family and friends over a weekend outing and can spend very good time and eat some good food" (R435). Other tourists confirmed these views: "had a great time with friends and families, good place for family outing and relaxation good restaurants and snacks center nearby"(R45).

The concept of social interaction is a key aspect of the motivation to travel (Pratminingsih, Rudatin & Rimenta 2014). Socially motivated tourists view a vacation as an opportunity to interact with others and establish relationships (Crompton 1979).

Leisure travel can boost tourists' desires for affiliation or social interaction (Han, X, Praet & Wang 2019). Some tourists seek contact with family or friends who are travelling in the same group or who reside in the city of travel, or both, throughout their travels. This is known as the "kinship" motivation and theoretically impacts on the intercultural interaction and attitudes after the vacation (Ramírez-Gutiérrez, Fernández-Betancort & Santana-Talavera 2018). Tourists may travel to build friendships with others, develop close friendships (Pearce & Lee 2005), or interact with new and different people (Che & Yang, 2011). They may also travel to increase their social competence, skills and confidence (Suni & Pesonen 2019).

The importance of family social interaction was emphasised in the posted reviews. Shaw et al. (2008) observed that families spend quality time together on holidays and interact more than at home. Positive reviewers highlighted attractions that offered them a chance to participate in family-friendly activities. For example, a Western tourist commented: "Lovely place to visit with the family. Lots of activities for children. Very cooperative staff Must visit place" (R252),while another confirmed this view: "The new Jeddah Corniche is really impressive Amazing facilities for children and highly recommended for those who want to spend quality time with family"(R5).

The availability of family-friendly facilities at holiday destinations reduced parental stress and enhanced relaxation, allowing travellers to escape the pressures and responsibilities of the family home (Shaw et al., 2008). From many tourists' point of view, it was essential that attractions were child-friendly, as their primary reason for visiting them was to spend time with children and family. Tourists often expressed sentiments such as "kids friendly", "families enjoying", "excellent for kids and families","Went with the family to relax", or "Great family atmosphere". The following quote from a Western tourist noted:

> Very clean and modern facility to take young children exploring They have a lot of marine species and educational information and the entrance fee of 50 SRis good for what you will be getting It's not as big as aquariums elsewhere, but having this available in Jeddah is impressive (R99).

A Middle Eastern reviewer echoed these sentiments: "had a great time with friends and families, good place for family outing and relaxation good restaurants and snacks center nearby" (R92).

After studying a vast number of reviews, it emerged that social interaction motivation was generally fulfilled during people's visits to purpose-built attractions. This result confirms the quantitative findings and is consistent with other research that identified social interaction as a major motivation for tourists from several nations to visit specific destinations (e.g. Han, Praet & Wang 2019; Suni & Pesonen 2019).

6.6.1.2. Knowledge

Commonly, tourists travel to fulfil a desire to increase their knowledge about certain places. The analysis of tourists' reviews revealed that this goal was accomplished through visiting historical sites in Saudi Arabia. In this way, tourist interaction with the destination is a form of experiential learning (Roberson 2018; Wu, W, Kirillova & Lehto 2021). Kim and Chen (2019) discerned a correlation between travel experience and learning via multifunctional leisure activities. The learning experience resulting from travel and leisure activities in a destination is part of the total travel experience (Falk, Ballantyne, Packer & Benckendorff, 2012). This study revealed that many tourists have a desire for authentic experiences, including learning about local history and culture, experiencing residents' language and way of life, and observing what locals do. For example, a Western tourist observed: "Great place to see and understand Saudi's past and plans for the future. Place is surrounded by camps where life goes-on as it was long time in past, endless camps with camels and festivals. Great to see and enjoy Saudi the way it is" (R434). And another commented: "Interesting Place, has a wide variety of display, very informative. A very good learning experience!" (R4).

The primary value of travel for this group was obtaining new knowledge or experience that could not be done in their home countries, which has been shown in other studies to inform travel motivation (Ali et al., 2014, 2016; Kim et al., 2010; Quadri-Felitti & Fiore, 2013). Learning is often an unintentional natural cycle (Jaapar et al., 2017) that involves a desire to acquire new knowledge and expand one's horizons (Gössling, 2018). It also involves the desire to gain awareness of other cultures through cultural practices (Pawaskar, Mekoth & Thomson, 2020) and to explore new and different things through enjoyable experiences (Wen, Huang and Ying, 2019). Several studies have shown that the discovery of new cultures while travelling fulfils the desire to learn (Huang & Liu, 2018; Kozak, 2002; Seyanont, 2017), as exemplified in one review which talked about:

"An oasis of knowledge, faith and relaxation." (R10).

And another which commented:

> Good chances to learn more about the different culture and different life style in ksa .Lot of handcrafts and regional food. Late in the afternoon regional dance and show start. They need to improve a little bit with logistics for foreigners whocannot speak and read Arabic (R180)

The analysis of tourists' reviews in this study revealed that people's desire to increase their knowledge was deemed to be accomplished through visiting historical sites. Reviewers used words such as "known", "knowledge", "learn", "culture" and "traditions". Other research indicated that increasing knowledge was one of the main motivations for tourists to travel; for example, some studies (Hsu et al., 2007; Kau & Lim, 2006; Kim & Prideaux, 2005) found that the knowledge factor was especially important for Chinese tourists. Meanwhile, other research (Jang & Cai, 2002; Kozak, 2002; You et al., 2000) confirmed that increasing knowledge was one of the most important reasons for British tourists going abroad. This result is important since the knowledge factor had not been considered as a key push factor in the quantitative phase.

6.6.1.3. Escape

Other reviewers expressed said that they wanted to spend time in a different environment, change their routine or get away from stress. Reviewers also said that they visited the attraction to seek moments of peace and quiet. Tourists used terms like "change" or "stress", suggesting that the escape was a distraction from their normal routine and mindset, and conventional environment and lifestyle. Prior studies noted escape was a primary motive for visiting natural attractions (Scholtz, Kruger & Saayman, 2013), as the following Middle Eastern tourist explained: "The Breeze of Mediterranean sea is great for your rejuvenation after busy day in Jeddah, little busy place with lot of people doing their evening jogging family and kids playing, few people venture to fish as well as BBQ too" (R81).

Reviewers described getting close to nature and noted that seeing outstanding scenery gave them a calming or stress-relieving experience and enhanced their aim of having unforgettable experiences. Some studies have noted that people's need to escape or find relaxation was linked to developing the motivation to travel (Lee, Lee, & Wicks, 2004; Chang, 2006; Han & Hyun,2018). According to Li et al. (2016), tourists' reasons for travel included seeking rest and relaxation, as well as escaping failures and personal

problems. Likewise, Dean and Suhartanto's (2019) study revealed that the desire to escape and relax motivated people to travel to places beyond their home environment.

Travelling enables tourists to escape routine tasks (Han & Hyun,2018) and helps alleviate physical and emotional strain through experiencing relaxation and enjoyment in different environments (Van Vuuren & Slabbert, 2011). In their reviews, tourists expressed wanting relaxation of the spirit, refreshment and fresh air, as this Middle Eastern reviewer explained:

> When the setting sun would light up the red sea in beautiful reddish multi-color shades The corniche is the best place to de-stress, unwind, relax, enjoy the view of the red sea The beaches are good, but bathing is not permitted The corniche is lined with lots of international hotels, restaurants, cafeterias, kiosks, amusement parks, places for fishing…(R318).

The analysis of tourists' reviews in this study revealed that people's desire to escape and relax was accomplished through visiting sites in Saudi Arabia. They described how visiting an attraction could create "stress-free", "comfort" and "relaxation" feelings. This finding is interesting, since in the quantitative data the escape factor was not considered to be the key push factor. It is consistent with previous analyses (Dean & Suhartanto 2019; Sastre & Phakdee-Auksorn 2017; Suhartanto et al. 2020). The table below shows the number of reviews discussing factors related to push motivation. It was noted that Western and Asian tourists were more interested in travelling for educational experiences, while Middle Eastern were motivated to travel as a result of social or escape needs. These findings confirm the quantitative findings which demonstrated that international tourists have statistically significant differences in push motivations.

Table 6-7 Number of reviews discussing factors inspire people to travel

Push motivation: factors inspire people to travel					
Themes	Middle Eastern	Western	Asian	Categories	Examples of expressed sentiments
Education /Knowledge 221	25	141	55	Experiencing residents' language and way of life /observing locals' lives/ discovery of new cultures	"learn the history of Saudi Arabia" or "I went exploring"
Social interaction 258	99	76	83	Social interaction, with family or friends/ The availability of family-friendly facilities	"Great family atmosphere" or "families enjoying"
Escape 147	68	30	49	Spend time in a different environment/ stress-relieving experience	"really want to relax and get away" or "relaxing and a good place to walk" or "so relaxing"

6.6.2. Pull motivation via online reviews

6.6.2.1. Culture

A common view among positive tourist reviewers visiting historic places was that exploring the history and culture of Saudi Arabia was a critical component. Reviews

reflected their strong interest in experiencing Saudi Arabia's culture, history and local customs, including local markets and food, with comment such as, [It was] "nice to be exposed to others cultural differences" or "wonderful history". Many reviewers expressed similar sentiments; for example, a Western tourist who visited an historic market was interested in buying merchandise related to local traditional customs: "While walking we chanced upon this historic location. Many souq around to grab affordable traditional wear This place is a must come if you're in Balad" (R43).

This finding reflects other research that identified culture as a critical factor contributing to individual travel experiences and attracting people to visit certain destinations (Kim, 2010, 2013). Local people, life and culture facilitate tourism experiences and make them special, spectacular and memorable (Liu, Zizhen & Tung 2017), and travellers who interact with the local culture and people construct a unique and memorable holiday experience (Chandralal, Rindfleish, & Valenzuela, 2015). Reviewers mentioned that enjoyment in interacting with people and gaining insights into other cultures and said the friendliness and hospitality of locals and their welcoming attitude added joy to their experiences. One reviewer described an historic market: "The place is magical I became friends with manylocals, just by hanging out in their shops or meeting them on the street. People are very friendly and kind … Great places to eat. The architecture is just stunning and the whole place has a special vibe" (R146).

A study by Chandralal et al. (2015) further supports the idea that local people, life and culture impact on tourism as a critical component of memorable tourism experiences. A recent study found that respondents who experienced local culture displayed higher levels of recollection of their travel to the destination (Zhang, Wu, & Buhalis, 2018). This indicates that cultural experiences create lasting memories as this Western tourist who visited the historical market described:

> Balad is the old town. There are hundreds of small shops where you can find everythingyou want. Owners are friendly most of the times. Even if they don't speak English they try to help. It's like a market but with Arabic traditional flavor. I've been there many many times. I have to admit though that in the beginning I didn't like it but when I got used to the scenery and feel more comfortable, I enjoyed the Arabic way of shopping. One of thebest place to visit in Jeddah!! (R417).

The analysis of tourists' reviews revealed that Saudi Arabia's culture and locals were deemed to be key factors that drew people to visit attractions and made their experience enjoyable. Reviewers used terms such as "people", "culture" and "traditions". These findings are consistent with the quantitative findings and previous research; for example, Wen, Huang and Ying (2019), Zhang, Wu, and Buhalis (2018) and Chandralal, Rindfleish, and Valenzuela (2015) who all found that cultural factors attract tourists.

6.6.2.2. Scenery

A common view among tourist reviews was that the attractiveness of destinations such as scenery, activities and the infrastructure of attractions provided a positive experience.The appeal of the attraction's features refers to physical environments, including the scenery of the destination (Stamboulis & Skayannis, 2003). Tourist destinations as physical spaces profoundly shape tourist motivation (Hoare et al., 2017) which was prominent in tourist reviews' that expressed sentiments such as: "different from other similar attractions", "Stunning architecture", and "the attractions have a good travel activity". Heng, Wu, and Huang (2012) also recognised that place environments were a key indication of affective attraction identity and shape tourists' experiences. Environmental quality and safety along with travel infrastructure are the major dimensionsof destination attributes (Michael et al., 2017). In their study, Yi et al. (2018) explain various factors that play a role in the appeal of a tourist destination as laid out in facilitiesand design. The atmosphere in building tourist destination experience is an important category. Tourists often expressed sentiments such as: "Great design" "Modern structure"or "Beautiful architecture". They considered it was important for attractions to be clean,worth praising, not too crowded, have good weather, be accessible and child-friendly.

Another subgroup described their mountain or desert experience and their appreciation of the natural resources found in their surrounding environment. Landscape was important for this tourist group's outdoor recreation, as it let them enjoy time in the natural surroundings. Chikuta and Saayman (2017) argued that people tend to have a desire to travel in order to enjoy natural attractions and beautiful landscapes. Several studies have found that tourists are primarily attracted to natural environments and types of experience - (Boyd et al. 2018; Park, J et al. 2019). Typically, tourists expressed sentiments such as, "good scenery", "scenery is stunning" or "There are some really beautiful landscapes all around". One reviewer commented at length:

> If you visit Jeddah, do visit the Corniche, the long pedestrian stretch by the coast line of the Red sea, where most recreational facilities for sports, enjoyment, and tourism exist. Take a leisure stroll along the Corniche, to experience the refreshing sea air and the soothing atmosphere, and marvel at the colors of the sea, the sky and the sand. The best time for the stroll would be at sunset... *(R317).*

The analysis of tourists' reviews revealed that Saudi Arabia's attractive destinations were deemed other factors that attracted people to visit themand make their experience enjoyable. They used words such as "scenery", "landscapes" or "view". These findings are consistent with the quantitative findings and other studies (Heng, & Huang, 2012; Chikuta & Saayman, 2017). Table 6.7 shows the number of posts addressing factors associated with pull motivation. Mainly, Western and Asian visitors were interested in exploring the history and culture of Saudi Arabia. Conversely, Middle Eastern tourists were more interested in natural attractions. These findings support quantitative findings that there are statistically significant differences in the pull motivations of international tourists. The next section discusses tourists' quality of experience.

Table 6-8 Number of reviews discussing pull motivation factors

Themes	Middle Eastern	Western	Asian	Categories	Examples of expressed sentiments
Culture 198	60	70	68	Exploring the history and culture/Friendliness and hospitality of locals	"nice to be exposed to others cultural differences" or "wonderful history"
Scenery 209	80	52	77	Attractiveness of destinations/ Landscape	"Beautiful architecture" "good scenery", or "scenery is stunning"

6.6.3. Experience quality via online reviews

Experience quality refers to the tourist's emotional reaction to the desired socio-psychological benefits of visiting experiences (Hwang & Lee 2019) and the assessment

of the overall experience at a destination for a certain time (Lemke et al., 2011). This study found that individual emotions and reflections resulting from the travel experience were fundamental processes that differentiated a normal travel experience from an enjoyable one. Positive reviewers stressed that hedonic and novelty feelings contributed positively to their travel experience enjoyment. Tourist reviews mentioned positive emotions and feelings (e.g., "happy", "fun" and "excited") associated with visiting the attraction. Understanding tourists' emotional responses to their experiences has been emphasisedin tourism research (Khairudin & Rahman 2020; Suhartanto et al. 2020; Wu, H-C & Li 2017). Chang and Horng (2010) described customer experience quality as encompassing the customer's emotional assessment of the entire experience of a well-designed service environment. Increasingly, research is revealing that the degree of excitement, enjoyment and memorability tourists feel is a critical determinant of their pleasure in travel experiences (Buonincontri et al. 2017). For example, Altunel and Koçak, Ö (2017) found that special leisure activities trigger intense emotions. The emotional response from such activity is linked to the quality of experience (Suvantola 2018). Furthermore, it is argued that emotional responses play a significant role in tourists' experiences and their memories (Blomstervik et al., 2020). Cetin and Bilgihan (2016) noted that a person's overall satisfaction with a service was influenced by emotions such as pleasure. Feelings of enjoyment were frequently referenced in tourists' reviews. For example, one reviewer who had visited a city landmark stated: "We really enjoyed this trip as a family. There are two separate lifts to the top which adds to the excitement" (R48).

Emotion obviously plays an important role in tourists' experience quality and thecycle of choice in evaluating post-consumption behaviour (Mitas & Bastiaansen 2018) (Pestana, Parreira & Moutinho, 2019). Hawkins and Backmam (1998) demonstrated thattourists experience a connection with the physical environment of the destination and emotions, while Wearing and Wearing (1996) insisted that tourists' interaction with the destination refers to the space that helps to create fun and enjoyable and memorable experiences. Positive emotions from the holiday experience generated during a tourist's stay in a certain destination has a long life in his/her memory and leads to an affective image exercising an indirect effect on attitudinal loyalty to a specific tourist destination (Moon & Han 2019). Typically, tourists expressed sentiments such as, "Its Memorable Trip", or "very enjoyable experience". The analysis of tourists' reviews revealed that

vacationers to Saudi Arabia were finding hedonic experiences and used words such as "happy", "enjoy" and "Memorable", with one reviewer expressing the following sentiments: "Really enjoyed visiting Balad Some lovely buildings history Street food and markets Pretty relaxed..." (R39).

These findings are consistent with the quantitative results and other studies; for example, Kim, Ritchie, and McCormick (2012), Suhartanto et al. (2020), Chang and Huang (2014) and Sharma and Nayak (2020) who all found that feelings and emotions are important in evaluating the quality of travel experience.

Positive reviewers articulated a sense of novelty, represented by their perceptions of uniqueness and newness. Tourists often expressed sentiments such as, "unique sites that are worth a visit", "unique archaeological sites that are worth a visit", or "A unique experience!" Novelty in travel has been defined as a trip characterised by unfamiliarity and experiences that vary from previous experiences in life (Blomstervik et al. 2020; Borhan, Ibrahim & Miskeen 2019). According to Huang and Crotts (2019), during travel tourists seek different degrees of novelty and familiarity, depending on their preferences and institutional trip setting. Similarly, Skavronskaya, Moyle and Scott (2020), found that tourists seek an ideal level of stimulation when making a travel choice. Skavronskaya et al. (2019) point out that the concept of novelty is deeply involved in the quality and enjoyment of travel. Similarly, Mitas and Bastiaansen (2018) found that exposure to new stimuli and having new experiences affect the quality of the experience and its subsequent enjoyment. Huang and Crotts (2019) argued that novelty is an intrinsic element involved in forming travel motivation, and Skavronskaya et al. (2020) argued that some tourists have a desire to experience new environments and dare to break traditional rules, and referred to this group as novelty-seekers.

Clark (2018) demonstrate that the novelty construct included surprise and excitement. Tourists often expressed sentiments such as: "It was my first time and it never failed" or "Saudi Arabia is different to anything I have seen before". As an Asian reviewer who had visited a city landmark noted: "This tower is like the 'Eye Tower' in the movie "Lord of the Rings". The first time I saw it I was really amazed and excited..." (R407).

Furthermore, early studies have indicated that surprise or unexpectedness is part of the novelty paradigm (Khairudin & Rahman 2020). Surprise was described as a sense of the unexpected, caused by a discrepancy between what an individual believes and what the

real environment offers (Cakici, Akgunduz & Yildirim 2019). Positive reviewers clearly expressed surprise that their expectations or goals were fulfilled. Expressions of surprise at different aspects of their experiences while on the holiday that met or exceeded their expectations appeared in reviews. For instance: "We enjoyed wandering around the 100+ Nabatean carvings in an area which is pretty much void of tourist. It's a pleasant surprise to visit" (R29).

Typically, tourists expressed sentiments, for instance "better-than-expected","incredible" or "spectacular". One Middle Eastern reviewer remarked:

> I was suitably impressed by the shape of this tower and the view from the top, although Riyadh is a dusty fairly dirty place the view at night was spectacular with everything lit up. Not an ideal holiday destination but an experience worth having (R374).

The analysis of tourists' reviews revealed that novelty was one of the main factors that tourists were looking for while visiting the country. Reviewers used words such as "new", "different" and "unique". These findings were consistent with previous research (El-Adly 2019; Ketut et al. 2020; Skavronskaya et al. 2020), which noted that novelty factors were important for tourists and were involved in people's quality of travel experience. Table 6.8 shows the number of posts addressing factors associated with experience quality. Middle Eastern and Asian tourists found the experience was enjoyable more than Western tourists who conversely found the experience more novel. These results concur with Huang and Crotts (2019) who confirmed that the novelty factor varies between cultural groups and Brush (2019) who observed that Asian and Western tourists had different perceptions of experience quality.

Table 6-9 Number of reviews discussing experience quality factors

Experience quality the assessment of the overall experience					
Themes	Middle Eastern	Western	Asian	Categories	Examples of expressed sentiments
Enjoyment 230	80	60	90	Positive emotions and feelings (e.g. "happy", "fun" and "excited")	"Its Memorable Trip " or "very enjoyable experience"
Novelty 233	58	90	85	Perceptions of uniqueness and newness/ surprise or unexpectedness	"It was my first time ", "better-than-expected", "A unique experience!" or "Saudi Arabia is different to anything I have seen before"

In terms of how to measure the overall experience, motivation was considered to be a crucial variable and several factors have been discovered (Goossens 2000; Güzel, Sahin & Ryan 2020; Suhartanto, Agustina, et al. 2018). It was evident from this discussion that visitor motivation has the capacity to fulfil various needs and desires during the process of visiting a tourism attraction (Mohaidin, Wei & Murshid 2017; Vigolo et al. 2018). Studies in a variety of tourism contexts indicated that motivation and subsequent perceptions affect tourists' perception of quality, their emotions and feelings and level of satisfaction with travel experiences (Dean & Suhartanto 2019; Leo et al. 2020). There was agreement among reviewers that the physical environment evoked emotions associated with pleasure. The characteristics of the destination played a pivotal role together with the experiences and emotional responses of visitors which can generate their satisfaction. Ekanayake and Gnanapala (2016) found that tourist experience quality

was enhanced by the quality of attractions, services and infrastructure in a destination. Kim (2014) also explored the influence of destination characteristics on travellers' unforgettable experiences. Reviewers said that the accessibility of natural surroundings and the area's physiography led to positive feelings; for example:

> Fantastic place to walk at any time of the day. Lovely sculptures, seating areas, parks, beaches and fountains. Great to feel the breeze on hot Jeddah days and nights. Great for fitness and people watching alike. A must do place to visit when in Jeddah R263

These findings are consistent with other studies that noted tourists' experiences can be enhanced by pull motivation including accessibility of infrastructure, local culture and hospitality and natural environments (Ekanayake & Gnanapala 2016; Kim, J-H 2014; Martin et al. 2016). In summary, push and pull motivation influences the level of experience quality. These results confirm the quantitative findings which demonstrate a strong correlation between push and pull motivation and experience quality.

6.7. Behaviour Intentions via online reviews

Tourists acknowledged in their reviews that visiting Saudi Arabia was driven by interacting with others, learning new information or escaping and relaxing. Culture and scenery were key factors that encouraged tourists to visit the country and they were satisfied as their travel motivation was addressed in visiting Saudi Arabia. Prior studies have extensively investigated the relationship between tourist satisfaction and behaviour (Abror et al. 2019; Altunel, M & Koçak, Ö 2017; Chang, L-L, Backman & Huang 2014; Han, H & Hyun 2018) and indicated that satisfied tourists were more likely to revisit the destination as well as tell others about their positive experiences. Satisfying the customer is critical because it has an effect on the expectations and intentions for the customer's next decision to revisit the destination (Fuchs & Weiermair, 2004). Fang, Yodmanee, and Muzaffer (2008) found that measuring a tourist's level of satisfaction presents important information related to how well a destination matches the tourist's needs, and can be used to guide change to make the destination even more enjoyable. Zabkar et al. (2010) observed that satisfied customers were more loyal to a particular destination. In this current study satisfied tourists shared positive word of mouth in their reviews, using expressions such as "highly recommended" or "recommended to visit". A reviewer who was satisfied with the scenery was likely to recommend it to others: "I saw such beauty

of rock formations and desert only in wadi rum; this place has an equal beauty. Highly recommended..." (R22) and: "Lovely place to visit with the family. Lots of activities for children. Very cooperative staff. Must visit place" (R28).

It can therefore be assumed that tourist push motivation (social interaction, knowledge and escape) addressed through the availability of suitable pull factors of destination attributes and tourism activities, will generate tourist satisfaction and many revisits or recommendations to others about the country.

In their reviews, tourists identified the importance of attractions that provided them with hedonic experieinces or feelings of novelty - a crucial element of their positive experience. The experience quality experienced by tourists when visiting somewhere in Saudi Arabia was a form of assessment that created a positive impression so that it could enhance interest in visiting the country again, and the intention to recommend or positive word-of-mouth behaviour. The literature shows that experience quality leads to behavioural intention because participants who had positive enjoyment and novel experiences are likely to be involved in the same experiences again (Ali, Ryu & Hussain 2016; Altunel, M & Koçak, Ö 2017; Chang, L-L, Backman & Huang 2014). Accordingly, it is critical to enhance tourists' experience quality to encourage them to visit and recommend the country to others. Cole and Scott (2004) conclude that experience quality and the feeling of enjoyment have a direct impact on tourists' overall satisfaction and revisit intentions. Such a relationship was reflected in one comment:

> Really enjoyed my evening, had a lot of fun looking at different species of fishes, loved the dolphin show, its a very attractive place, would love to go again location is pretty beautiful its self as its located by the beach stretch of 20 KM plus boardwalk worth the visit(R52).

Positive reviewers clearly expressed examples of their willingness to recommend or positive word-of-mouth behaviour, evident in statements such as "Must see!" or "highly recommended" or other similar sentiments. These findings are consistent with the quantitative research which revealed experience quality had positive and significant effects on behavioural intention and confirmed research by Ariffin and Mansour (2016) and Hung et al. (2017), indicating that quality of experiences significantly contributed to improving behavioural intention.

Table 6-10 Reviews of behaviour intention

Themes	Middle Eastern	Western	Asian	Categories	Examples of expressed sentiments
Willingness to visit Saudi again 111	50	21	40	Satisfaction with experiences	"would love to go again"
The intention to recommend or positive word-of-mouth 239	91	68	80	Share positive reviews about the attraction/ Recommending the tourist attraction to other consumers	"Must see!" or "highly recommended" "worth the visit"

6.8. Discussion of qualitative results

In supporting, interpreting and validating the survey findings, netnographies were undertaken. The primary lines of inquiry were:

- How do tourists assess the usefulness of online reviews and how does this affect their behavioural intention?

- What factors inspire people to travel (push motivation), attracting travellers to selected travel destinations (pull motivation) and how does this impact their behavioural intention?

- How do tourists assess the overall experience (experience quality) and how does this impact their travel behavioural intention?

An analysis of qualitative data found that the perceived value of online reviews influenced the decision to return to Saudi Arabia. This study found most of the return travellers who visited the country more than once went to the attractions after a helpful review described the same attraction. Reviews with more helpful votes were the most valuable and therefore potentially influenced the decisions of potential customers more than the rest. Accordingly, this study detected a relationship between perceived value of online reviews and tourists' behaviour. The findings further affirmed the association between perceived

value of online reviews, travel push and pull motivation, experience quality and tourist behaviour.

The qualitative data confirmed tourist push motivation and pull motivation addressed through the availability of suitable pull factors of destination attributes and tourism activities, which generated tourist satisfaction and revisits to the country multiple times. Furthermore, the findings supported the effect of push and pull motivation on the level of experience quality. Additionally, the results of qualitative data asserted that there was a correlation between experience quality and willingness to visit Saudi again, and the intention to recommend or positive word-of-mouth behaviour.

Tourist push motivation included social interaction, cultural knowledge and escape and pull motivation such as culture and scenery, addressed through the availability of suitable pull factors of destination attributes and tourism activities, which generated tourist satisfaction and revisits to the country multiple times. Furthermore, the results of the qualitative data confirmed the correlation between the experience quality and the behavioural intention. Tourists' perceptions of quality during trips to attractions in Saudi Arabia led to positive behavioural intention towards the country and led to a greater willingness to visit Saudi Arabia again.

The results of the qualitative data also indicated the correlation between travel motivation such as tourist internal motivation (social interactions, cultural knowledge and escape) and external motivation (culture and scenery) and behavioural intention. In addition, the results of qualitative data asserted that there was a correlation between experience quality and behavioural intention. Tourists' perceptions of quality (hedonic or novelty) during visits to Saudi attractions had a positive impact on the formation of behavioural intention, including the willingness to visit Saudi Arabia again and recommend it to other tourists. However, the relationship between perceived value of online reviews and behavioural intention was not direct or significant in the quantitative data. Meanwhile the qualitative data found that the perceived value of online reviews tended to influence tourists' intention to revisit Saudi Arabia.

In their reviews, tourists acknowledged that visiting Saudi was motivated by interacting with others, gaining new knowledge or escaping and relaxing. Culture and scenery emerged as the main factors that attracted tourists to visit the country. These results are consistent with the quantitative findings which indicate that tourists visiting Saudi were

pushed by three social interactions - fun, interactions and novelty. Meanwhile culture and scenery were the pull forces that attracted visitors to the country. The results of this research were similar to other studies (Han, H & Hyun 2018; Wong, Law & Zhao 2018) that noted social interaction, learning new knowledge, escaping and relaxing were all involved in the formation of travel motivation, and that culture and scenery attract tourists to visit certain destinations. (Katsikari et al. 2020; Michael, Wien & Reisinger 2017),

After examining a vast number of reviews, the study found that joyful travel experiences were hedonic or wanting something new. This finding supports the quantitative results which suggested tourists looked for hedonic experiences while visiting attractions in Saudi Arabia. Hedonism is what people want to experience or feel (Khairudin & Rahman 2020) while novelty refers to psychological feelings of newness which result from having a new experience (Khairudin & Rahman 2020). A large and growing body of research has found perceived novelty hedonism determines the quality of the tourist experience (Ketut et al. 2020; Khairudin & Rahman 2020; Zhang, Hongmei, Wu & Buhalis 2018).

To the best of the researcher's knowledge, no prior studies have reported empirical evidence about the effect of perceived value of online reviews on tourists' behavioural intention. Conceptual discussions were about online reviews and they revealed a significant effect on tourists' initial perceptions of a destination (Johanes et al., 2016; Xiang & Gretzel, 2010; Yan & Wang, 2018), and in particular, they had the potential to significantly change consumers' intention to visit a place (Jalilvand & Samiei, 2012; Liu & Park, 2015). For example, Lui and Park (2015) asserted that online reviews had a significant effect on attitudes to visiting and intention to travel. The quantitative data in the current study emphasised the perceived value of online reviews which influenced behavioural intention and tourists' evaluation of the usefulness of online reviews. There were two factors involved: pleasure and trustworthiness. Pleasure referred to the extent to which reading and understanding reviews is perceived to be enjoyable. Trustworthiness applies to how reviews provide information, helping tourists to plan their journey. Qualitative data found that the perceived value of online reviews was impactedby two factors: review depth and length, and the number of reviews posted by a reviewer.The table below provides a summary of key findings emerging from the qualitative and quantitative data.

Table 6-11 Summary of key findings

Research objective	Variable	Quantitative data	Qualitative data	Interpretation
Analyse the impact of perceived value of online reviews, namely, travel motivation and experience quality on tourists' behavioural intention	Perceived value of online reviews	• Tourists' evaluation of the usefulness of online review impacts on pleasure and trustworthiness. • Perceived value of online reviews has an indirect impact on behavioural intention	• The finding observed a correlation between the perceived value of online reviews and behavioural intention	• Perceived value of online reviews is important determinants of behavioural intention
	Push motivation	• Tourists visiting Saudi Arabia are pushed by three social triggers: interaction, fun, and novelty. • Push motivation directly influences behavioural intention	• The qualitative results support this finding, and tourists were also driven by the desire to learn and escape.	• Push motivation is a significant predictor of behavioural intention
	Pull motivation	• Saudi Arabia's culture and scenery emerged as the main factors that attract visitors to the country. • Pull motivation	• The same factors were emerged in the qualitative finding. • Support the quantitative finding	• Pull motivation is a significant predictor of behavioural intention

		directly impacts on behavioural intention.		
	Experience quality	• Tourists were looking for hedonic experiences while visiting Saudi Arabia. • Experience quality directly impacts on behavioural intention	• Tourists were looking for hedonic and novel experiences. • Support the quantitative findings	• Experience quality is a strong predictor of behavioural intention

6.9. Chapter Summary

The results of a qualitative study were presented in this chapter. This study evaluated two key components of online reviews: 1) The number of helpful votes received by the reviews to explore the number of tourists assessing the value of online reviews; and 2) Analysis of the review content to evaluate tourists' motivation and experience quality in Saudi Arabia. Netnography was implemented to examine tourists' online reviews posted on TripAdvisor. The key objective of this phase was to support, interpret and validate the results of the first phase. The qualitative data underlined quantitative outcomes by validating the relationship between tourist behavioural intention and the following: perceived value of online reviews, travel motivation, and experience quality. The quantitative phase revealed that tourists visiting Saudi were encouraged by three 'triggers': social interactions, fun, and novelty. The qualitative data supported this finding, and tourists were also driven by the desire to learn about a new place and escape the old one. Likewise, the quantitative data showed tourists were looking for hedonic experiences while visiting various attractions in Saudi Arabia. Qualitative data supported this finding and revealed that tourists were also looking for novel experiences. Quantitative data findings indicated that travel motivation and experience quality directly

affected tourists' behavioural intentions. It was evident that perceived value of online reviews had an indirect impact on such intentions. The findings of the qualitative data also supported the relationship between travel motivation and experience quality and behavioural intention. In this chapter, it was acknowledged that online reviews provided clear views of tourists' needs and expectations, and that positive and negative online reviews offered a broad picture of tourist experiences in Saudi Arabia. This section of the research had its own limitations, which should be addressed in future studies. It was conducted only in the context of reviews on certain types of tourist attractions in one country. Future studies could conduct similar research in other contexts and settings such as hotels, fine dining restaurants and pilgrimage sites in Saudi Arabia, and establishthe generalisability of the findings. The next chapter discusses the findings from the quantitative and qualitative phases of this study.

CHAPTER 7 CONCLUSIONS AND SUGGESTIONS FOR FURTHER RESEARCH

7.1. Introduction

This research aimed to identify the factors affecting behavioural intention of international tourists to Saudi Arabia. It provided a research framework for examining tourists' behavioural intention and the results serve as the basis for designing marketing strategies that were applicable to destination or attraction branding. Two phases of data collection were implemented: firstly, a quantitative phase involving a self-administered questionnaire survey; and secondly, a qualitative phase, using data retrieved from TripAdvisor. This chapter summarises the research objectives, highlights key findings generated from both phases, and discusses the research's theoretical contributions and practical implications. It also discusses the research limitations and makes recommendations for future research on this topic.

7.2. Summary of key the findings

The present research examined the important factors affecting tourists' behavioural intention, with a focus on Saudi Arabia's recent initiatives to expand its tourist industry. This study was inspired by the significance of the government's Vision 2030 economic statement (2030 Roya) which envisages reforms to the visa policy and allowing tourists to visit Saudi Arabia more freely, and in response to the discrepancies in our knowledge identified in the literature review. Owing to the competitive environment of the tourism industry, destinations need to differentiate themselves from their rivals. Focusing on the customer to understand their needs and perceptions would enable them to acquire a competitive edge (Suhartanto et al. 2020). This study developed a theoreticalmodel based on viewing travel behaviour as a consumption system making it possible to better understand the multiple decisions and actions that unfold within travel and what people do (Kirillova et al. 2020). Analysis of people's tourism consumption systems can offer marketing strategists the necessary detailed profiles of different customer needs, travel planning activities, travel/vacation behaviour, evaluation of travel services, and how these factors are linked (De Vos & Witlox 2017).

Through the lenses of TCS theory and Reasoned Action theory, this study proposed and tested a conceptual model that examined the extent to which the perceived value of online

reviews, travel motivation and experience quality influenced tourist behavioral intention. Most of the literature on this subject has concentrated on theoretical support for the relationships between behavioural intention and other constructs including perceived value experience quality and travel motivation (Dean & Suhartanto 2019; Pestana, Parreira & Moutinho 2020; Suhartanto et al. 2020) but few studies have examined the role of perceived value in online setting, travel motivation, and experience quality on tourist behavioural intention. The research model demonstrated the interrelationships of the components as indicated by the arrows showing the direction of the expected relationship. While qualitative, quantitative and mixed methods approaches had been adopted and surveys and interviews are prominent as data collection methods, the Netnography methodology is emerging as a way to assess online content in tourism (Bartl, Kannan & Stockinger 2016; Mkono, Ruhanen & Markwell 2015; Tavakoli& Mura 2018). The contribution of this study was four-fold: (1) it proposed the conceptualisation and evaluation of the relationship between perceived value of online reviews, travel motivation, experience quality and behavioural intention; (2) it employed the netnography approach to validate the results of the quantitative phase, thereby making a methodological contribution to the subject; (3) it offered practical guidance to destination planners and industry professionals on how to develop practical and realistic tourism programs; and (4) it provided a platform for future research to explore the connection between the study constructs and behavioural intention within other contexts.

This study adopted a mixed methods approach in order to: firstly, establish a holistic view of the research problem; and secondly, address the research objectives (Abdalla et al. 2018; Truong, Liu & Yu 2020). The research comprised two data collection phases. The survey questionnaire was administered in the first phase in two cities (Riyadh and Jeddah). International tourists visiting Saudi Arabia were recruited to be part of the sample. Initially, a descriptive analysis explained the range of respondents' demographic features involving a series of Chi-square and (ANOVA) tests to assess how these profiles and travel modes and preferences varied among tourists. The research alsoassessed these variations in perceived value of online reviews, travel motives, travel experience quality and behavioural intention between three cultural tourist groups (Middle Eastern, Western and Asian tourists).

The two-stage SEM approach was implemented. The first stage involved evaluating the measurement element for each construct by exploratory and confirmatory factor analyses.

Subsequently, in the second stage the structural model was examined to validate the hypotheses. This study provided evidence that travel motivation and experience quality directly impacted on behavioural intention. It also demonstrated that perceived value of online reviews had an indirect influence on behavioural intention which was strengthened by push motivation and experience quality. The data showed that Saudi Arabia attracted Middle Eastern families who enjoyed their stay in the country principally to experience the scenery and nature. The most frequent tourists visiting Saudi Arabia were from neighbouring countries such as the United Arab Emirates and Egypt. In comparison, Western and Asian tourists visiting Saudi Arabia were mostly males, attracted by the unique culture. Table 7.1 summarises the main results of the quantitative phase analysis aligned to the research objectives.

Table 7-1 Main results of the quantitative analysis

Research objectives	Key findings
Examine the differences in demographic profiles, information searching, and travel preferences of international tourists;	A series of Chi-square tests were undertaken to determine tourist variation in the demographic profiles, and travel preferences. • There are significant differences in tourist frequency of travel to Saudi Arabia and preferred tourist attractions. • Most Middle Eastern tourists visited Saudi Arabia frequently while most Western and Asian were visiting the country for the first time. • Western and Asian visitors preferred historical sites while shopping malls were the Middle Eastern tourists' most favoured location.
Examine the difference in motivation, experience quality and perceived value of online reviews and behavioural intention of international tourists;	A series of ANOVA tests were conducted to differentiate variations across the cultural groups (Middle Eastern, Western and Asian). • Tourists from the Middle East were more willing to return to Saudi Arabia and consider it as the first choice for their next holiday. • Westerners were less likely to choose Saudi Arabia as a travel destination in the future. • Asians found Saudi Arabia worth visiting again more than Westerners.

	• No statistical difference between the cultural groups in spreading positive word-of-mouth to others. Likewise, the results of the push factors demonstrated: Differences in desire for novelty, social interaction, escape, and fun. • Western and Asian tourists were more interested in travel for educational experiences. • Middle Eastern tourists were pushed to travel as a result of the social factors, such as to enhance relationships. The results for the pull factors also demonstrated: differences in seeking natural or cultural attractions. • Middle Eastern tourists were keen to visit mountainous areas and get close to nature. • Western tourists were more interested in visiting cultural attractions, while Asians were more interested in experiencing different cultures and attending cultural events. • Differences in experience quality between the cultural groups were evident: • Middle Eastern and Asian tourists found the experience was more memorable than Westerners. Regarding the perceived value of online reviews: • The Middle Eastern tourists evaluated the usefulness of online reviews which helped in saving planning time and reaching travel decisions. • Western and Asian tourists found online reviews useful when they felt excited about travelling.

Analyse the impact of motivation, experience quality and perceived value of online reviews on tourists' behavioural intention;	Two-stage SEM approach was implemented. The results demonstrated: • travel 'pull' motives were the best indicator, significant, direct and positive association with behavioural intention. • the pull motives had a significant, direct and positive association with behavioural intention. • experience quality was also a significant direct predictor of behavioural intention. • in contrast, perceived value of online reviews had no direct effect on behavioural intention but did have an indirect effect through pull motivation and experience quality.

The qualitative phase involved retrieving online reviews from TripAdvisor. An analysis of the data was conducted using a netnographic research method. Data on online reviews was based on raw data and a number of techniques were developed to convert raw data into useful information. First, only reviews meeting the researcher's criteria were included in the analysis. Next, Arabic reviews were translated into English, and identified (return travellers) only repeat reviewers who posted a second or third review after a period of six months. They were considered to be travellers who returned to Saudi Arabia. Next, it was important to assess the time that elapsed between the date of experience and review date. Reviews submitted after more than 30 days of the experience date were excluded. SentiStrength sentiment software served for classifying results into three possible sentiment labels, i.e., positive, negative, and neutral. Then, reviews were classified by attractions' intended purposes and activity (purpose-built attractions, heritage attractions and natural attractions). Following that process, the netnography approach was implemented to analyse two key components of online reviews. The first component was the number of helpful votes received by the reviews to explore how tourists assess the usefulness of online reviews, while their content was checked to evaluate tourists' motivation and experience quality. To test the relationship between helpful reviews and tourists' visiting behaviour this study examined the review dates. The study looked at the posted date for reviews that had the most helpful votes, and then compared this date with the experience date for return travellers who visited the same attraction. If the experience

date for return travellers was after the date of the helpful review, then this was considered to be evidence of travellers being influenced by the information posted on the helpful review. In this study, out of 2,453 international tourists who visited Saudi Arabia, 148 visited the country more than once. Approximately a third of return travellers (30%) posted their reviews and shared their experiences about attractions after a helpful review about the same attraction was posted. In this analysis, the behavioural approach suggested that helpful reviews significantly impacted on tourists' decision to visit the country again. The findings indicated that the reviews used expressed sentiments that reflected the recommendation such as "highly recommended" or "worth the visit".

The second component was the review text provided by reviewers after visiting a city attraction. This study used the content of tourists' review texts for reviews posted by international tourists who visited Saudi Arabia more than once, to discover how tourists evaluated their travel experiences based on two factors: the first concerned how the travel experiences fulfilled their needs, and the second, how tourists evaluated the quality of what they had experienced. This analysis summarised tourists' perceptions of destinations by employing subjective thematic analysis. For clearer interpretation of the intended concepts, manual procedures were conducted. The table below summarises the themes and categories identified from the online reviews, as a result of the content analysis.

Table 7-2 Summary of themes and categories

	Description	Themes	Number of reviews	Categories	Examples of expressed sentiments
Push motivation	Factors inspire people to travel	Education/ Knowledge	221	Experiencing residents' language and way of life /observing locals' lives/ discovery of new cul tures	"learn the history of Saudi Arabia" or "I went exploring"
		Social interactions	258	Social interaction, with family or friends/	"Great family atmosphere" or "families enjoying"

				The availability of family-friendly facilities	
		Escape	147	Spend time in a different environment/ stress-relieving experience	"really want to relax and get away" or "relaxing and a good place to walk" or "so relaxing"
pull motivation	Factors that attract travellers to selected travel destination	Culture	198	Exploring the history and culture/Friendliness and hospitality of locals	"nice to be exposed to others cultural differences" or "wonderful history"
		Scenery	209	Attractiveness of destinations/ Landscape	"Beautiful architecture" "good scenery", or "scenery is stunning"
experience quality	The assessment of the overall experience	Enjoyment	230	Positive emotions and feelings (e.g. "happy", "fun" and "excited")	"Its Memorable Trip " or "very enjoyable experience"
		Novelty	233	Perceptions of uniqueness and newness/ surprise or unexpectedness	"It was my first time ", "better-than-expected", "A unique experience!" or "Saudi Arabia is different to anything I

					have seen before”
behavioural intention	likelihood of individuals to engage in a certain behaviour	Willingness to visit Saudi again	111	Satisfaction with experiences	“would love to go again”
		The intention to recommend or positive word-of-mouth	239	Share positive reviews about the attraction Recommending the tourist attraction to other consumers	“Must see!” or “highly recommended” “worth the visit”

This phase aimed to support and validate the quantitative results. The qualitative data supported the quantitative results by establishing correlations between tourist behavioural intention and the following: perceived value of online reviews, travel motivation, and experience quality. Additionally, the results of qualitative data confirmed the relationship between experience quality and behavioural intention. Tourists' perceptions of quality (hedonic or novelty) during visits to Saudi attractions generated a positive impact on behavioural intention including the willingness to visit Saudi Arabia again and to recommend the country to other tourists. In contrast, the relationship between perceived value of online reviews and behavioural intention was not established as direct or significant in the quantitative data. In the meantime, qualitative data found that perceived value of online reviews influenced tourists' intention to revisit and recommend Saudi Arabia.

The study's theoretical and empirical goals were accomplished. The theoretical research framework proposed in this thesis provided a better understanding of the factors effecting behavioural intention of international tourists to Saudi Arabia. This research supports the argument made about decisions and behaviour and especially how they influence and how decisions are made, and activities will be undertaken in the travel. Table 7.3 provides a summary of the key findings emerging from the qualitative and quantitative data. The next section addresses the theoretical and practical implications of this study.

Table 7-3 key findings emerging from the qualitative and quantitative data

Research objectives	Hypotheses	Findings of quantitative data	Findings of qualitative data	Results interpretation
Examine the differences in demographic profiles, and travel preferences of international tourists;	H (1) A: There are statistically significant differences in demographics between international tourists.	Supported	Partially supported	There are variations in demographics, travel preferences and patterns between international travellers.
	H (1) B: There are statistically significant differences in travel preferences between international tourists.	Partially supported	Not supported	
	H (1) C: There are statistically significant differences in travel patterns between		Supported	

	international tourists.	Partially supported		
Examine the difference in motivation, experience quality and perceived value of online reviews and behavioural intention of international tourists;	H (2) A: There are statistically significant differences in behavioural intention between international tourists.	Supported	Supported	International tourists differ in travel motives, perception of experience quality and willingness to revisit and recommend
	H (2) B: There are statistically significant differences in push motivation between international tourists.	Supported	Supported	
	H (2) C: There are statistically significant differences in pull motivation between international tourists.	Supported	Supported	
	H (2) D: There are statistically significant differences in experience quality between	Not supported	Supported	

	international tourists.			
Analyse the impacts of motivation, experience quality and perceived value of online reviews on tourists' behavioural intention;	H (3) A: Perceived value of online reviews has a positive relationship with behavioural intention	Not supported	Supported	Perceived value of online reviews, motivation and experience quality are important determinants of revisit and recommendation intentions
	H (3) B: Perceived value has a positive relationship with push motivation	Supported	Supported	
	H (3) C: Perceived value has a positive relationship with pull motivation	Supported	Supported	
	H (3) D: Perceived value has a positive relationship with experience quality	Supported	Supported	
	H (4) A: Push motivation has a positive relationship with behavioural intention	Supported	Supported	
	H (4) B: Pull motivation has a	Supported	Supported	

	positive relationship with behavioural intention			
	H (4) C: Pull motivation has a positive relationship with experience quality	Not supported	Supported	
	H (4) D: Push motivation has a positive relationship with experience quality	Supported	Supported	
	H (5) A: Experience quality has a positive relationship with behavioural intention	Supported	Supported	

7.3. Theoretical implications

This study has made various theoretical contributions. First, it provides a better understanding of tourists' behavioural intention which was determined by perceived value of online reviews, travel motivation, and experience quality. The present research confirmed the conclusions of previous empirical studies that push and pull motivation had strong relationships with behavioural intention (Dean & Suhartanto 2019; Pestana, Parreira & Moutinho 2020; Prayag & Ryan 2011; Yoon & Uysal 2005). Likewise, the research confirms the conclusions reached by others (Chen & Chen 2010; Chen, C-T et al. 2011; Li, Xi, Shen & Wen 2016) regarding experience quality and its vital role in shaping behavioural intention.

There is extensive research on behavioural intention, but not much is understood about the relationship between behavioural intention and perceived value of online reviews. This research demonstrated that perceived value of online reviews influenced behavioural intention that was reinforced by push motivation and experience quality. Conceptually, it provides empirical evidence that perceived value of online reviews, travel motivation, and experience quality all affect how tourist behavioural intention evolves. Therefore, future research in the field of tourism should incorporate the perceived value of online review factors in determining behavioural intentions along with other variables.

Secondly, the netnography approach used to validate the quantitative results also made a methodological contribution. Netnography has not been commonly used as a marketing research technique and is only now beginning to be employed more widely (Heinonen & Medberg 2018; Shaw 2020; Xharavina, Kapoulas & Miaoulis Jr 2020). A few studies have used netnography to evaluate online reviews of hotels and restaurants (Tavakoli & Wijesinghe 2019), but not much has been done regarding online reviews of tourist attractions and no studies have made reference to Saudi Arabia.

Reviews of attractions are not the same as reviews of restaurants, for example. Tourists will read reviews more closely to schedule their journey, since choosing the wrong attractions is often blamed on the time taken to get there, and the state of the traffic, for example. Also, attractions need to justify how good they claim to be if tourists are going to enjoy their time there. Attempts to use this methodology could establish new research standards in the area. This research highlighted the significance of attractions in online reviews as usable and valid data sources for analysis purposes. However, the investigator acknowledged the limitations of using online reviews as data sources in the tourism industry. Access to users' demographic variables including gender, age, marital status, level of education and income can complement this kind of research.

Lastly, this research has broadened the range of information in geographical contexts by offering a better understanding of tourism in Saudi Arabia, an emerging destination for visitors to the Middle East. Recent research has primarily focused on tourism in much more industrialised markets and destinations. Thus, this study provides an opportunity for research into Middle Eastern tourism, with Saudi Arabia as its specific subject.

7.4. Practical implications

This research has various implications for tourism managers. By providing the analytical comprehension of international tourists visiting Saudi, including their differences in perceptions of the value of online reviews, travel motivation, quality of experience and other factors such as demographic characteristics, travel patterns and preferences, it has presented insights into the characteristics of the Saudi Arabian tourismindustry which can help tourism marketers, government agencies, policy-makers, attraction managers, destination planners and industry professionals to develop practicaland realistic tourism programs.

Firstly, as travel motivation both push and pull factors were found to have a strong impact on tourists' determination to revisit and recommend a tourism destination, this research recommends that destination managers should develop strategies that can satisfy the needs and motivation of international tourists. The findings showed that Saudi Arabia attracts Middle Eastern families who enjoyed their stay in the country principally to enjoy the scenery and natural environment. In comparison, Western and Asian tourists visiting Saudi Arabia were mostly males, attracted by the unique culture. Historic sites in Saudi Arabia must establish authentic experiences in order to attract more international tourists. The Ministry of Tourism's promotion and advertisements should focus on identifying experiential elements and concentrate on local people, local history, art and culture instead of using generic images or promotional materials from the standard international facilities or attractions that can be found in other places. As well, the Ministry of Tourism should promote the distinctive culture and traditions in Saudi Arabia. Each Saudi city has a unique story to tell about its history, its people and its traditional cuisine. As a result, destination marketing organizations can use storytelling to promote great travel experiences to establish a unique destination brand and strong brand image. It would also be beneficial to facilitate more local living and entertainment quarters and local hotels to enhance the characteristics of the destination, in addition to organising more events and special activities involving the culture and lives of Saudi people.

The results of this study indicated that Middle Eastern tourists prefer to spend time with family and friends. To draw more international tourists, destination planners and business professionals in Saudi Arabia should aim to improve the quality of tourist attractions, to match visiting families' needs and comfort levels, keeping in mind that attractions should involve a variety of experiences and activities suitable for children. For tourists who are

strongly motivated to explore new experiences, destination marketers should either develop new tourist attractions, activities and events or try to give a destination a new meaning. The findings reported here indicated that Western and Asian tourists prefer to 'soak up' new knowledge, especially if it is culture-related. To attract more tourists, for this segment of the tourism destination marketers should clearly state that theirattractions offer a variety of learning experiences.

Another important managerial implication is that the significant effect of tourists' experience quality on their behavioural intention requires Saudi Arabia's destination marketing organizations to promote an experience marketing strategy that has the capacity to improve the hedonic and novelty feelings of their trips. When getting involved in tourist destinations, tourists are looking for a certain psychological advantage and these advantages directly affect overall happiness and contribute to making them re-visit or recommend the destination. Tourism companies must focus their effort on meeting the needs of what tourists are looking to experience when visiting the country. Saudi Arabia's tourism will develop strongly through proper promotion of attractions that were revealed in this research as being exciting and enjoyable experiences. This can be made possible through online and offline platforms.

As the perceived value of online reviews was also found to have an influence on behavioural intention, it is important to pay attention to the eWOM channels such as online reviews and other online platforms. A positive eWOM is essential in order to improve tourism demand, so it is important to provide high-quality experiences for the current tourist market when visiting a destination. A visitor is more likely to suggest the place of interest,when he/she is pleased with the experience of that spot. This is significant because positive or negative comments and input from social groups affect the behaviour of potential tourists towards possible trips and thus contribute to the intention to visit a destination. As emphasised previously, this study used TripAdvisor online reviews as data sources to understand tourists' perceptions which has ramifications for tourism managers. Attraction managers need to review existing online review content to find out what tourists think of their experience and to use the information to develop an attraction improvement plan. Attraction managers may use this knowledge to enhance their marketing strategies as they can use it to customise their promotional strategies, considering that each reader could be a potential customer. For travel suppliers and attraction managers, engaging in online collaboration with potential clients across various

channels is advantageous. Attraction managers should participate in discussions visitors are having about their attraction. Any such initiatives must be respectful of what has been shared, and presented incrementally, so as to add valuable information and benefit the discussion.

For policymakers, this study will help the Saudi Arabian government achieve its main intention (2030 Roya) to pivot the country towards economic liberalism, and away from relying solely on oil by developing other sectors, especially its intention to position Saudi Arabia as a unique tourism destination. The study provides practitioners and policy-makers with the means to further develop the tourism sector in Saudi Arabia. Using the proposed framework as a guideline, some recommendations to make this happen are listed here:

- Considering most tourists were in the 30-39 age group, more tourism products and services in Saudi Arabia should be established to make the most of this age group.

- Considering most tourists are visiting Saudi Arabia with their families, facilities and services must be improved and updated to match visiting families' needs and comfort levels.

- The government and its relevant policy-makers and legislative authorities need to provide the facilities needed to promote the tourism industry. This involves carrying out adequate planning and coordination of suitable infrastructure, for instance transportation and airports to provide safe and convenient travel for tourists, as well as medical services and utilities.

- Creation of new accommodation facilities would also be required along with increasing the quality of existing accommodation facilities.

- Since the interaction between travellers and local people and service providers is an important element in creating enjoyable travel experiences which lead to positive word-of-mouth, the government must support tourism education and recruitment. It can do this by positioning tourism as the profession of choice through preparatory programs.

- Training programs must provide tourism sector employees with the expertise, knowledge and awareness to meet and exceed customer standards, including how to demonstrate hospitality and interact with visitors properly and tactfully.

- A tourist awareness and community relations program should be launched in an effort to support and inform the community about the benefits of tourism. This program can generate goodwill and a positive attitude by Saudi locals about how theycan engage in the administration, service and management of tourist facilities in their communities.

7.5. COVID-19 pandemic and travel

A number of issues were identified in the reviews as a source of discontent for tourists, including poor quality of the infrastructure or facilities at certain places, and a lack of cleanliness and hygiene, which is now critical given the COVID-19 pandemic and what is required to stop it spreading. In order to foster the tourism sector in Saudi Arabia, the Ministry of Tourism should take control of such issues and promptly find solutions.

Tourists' perception of travel risk must be reduced by destinations and tourism organizations. For this, travel media and communications with tourists should not only provide information that can increase the perceived risk of travel (including the number of incidents), but also inform about cancellation or refund policies and cover health and safety measures to ensure that tourists can feel safe and reassured once travel restrictions are lifted. In addition, after COVID-19, travel messaging should emphasize motivating tourists to go and discover new areas.

7.6. Recommendations for further research

The generalisability of the study results is subject to certain limitations. The sample was collected only in two cities - Jeddah and Riyadh. These are the largest cities in Saudi Arabia and they were chosen due to their disparate geographic location, tourist activity and attractions. It ignored other geographical regions of Saudi Arabia which have their own features and attractions, with different geographical and cultural identities.

Accordingly, attempts to generalise the results of this research to other destination markets or contexts should be interpreted cautiously.

Furthermore, the sample in this study was restricted to international tourists. Owing to the limited time and budget available for this research, a convenience sampling technique was used. This approach was based on contacting easily accessible participants and inviting them to take part in the study. As a result, the proportion was not equally based on the three cultural groups (Middle Eastern, Western and Asian tourists), so there was not the same number of participants from each cultural group. Other limitations related to the sampling and data administration method; the survey was conducted onlywhere English and Arabic were the primary languages used in the same way. The onlinereviews included in the analysis were only those published in those languages. Consequently, the study omitted tourists who spoke a language other than English and Arabic.

Also, this thesis explored the research problem from the tourists' perspective but did not reflect the views of Saudi tourism authorities, travel agents or attraction/destination managers who may have different views regarding tourists' behaviour and what they actually do. Moreover, this research did not distinguish between first-time tourists and frequent visitors where the first-time and frequent visitors might have different perspectives about the country.

The qualitative section of the research had its own limitations which should be addressed in future analyses. The study was conducted only in the context of reviews of attractions and places. Future studies, by examining other contexts such as hotels, fine dining restaurants and pilgrimage sites, could explore the generalisability of what they discover.

This study has confirmed the relationship between perceived value of online reviews and travel motivation, experience quality and behavioural intention in the context of Saudi Arabia's recent initiatives to expand its tourist industry. This research therefore opens up new opportunities for further studies that could investigate different tourist destinations or other cultural groups visiting the country, using the model established here. For example, attractions such as Abha or Al Khobar could be explored with an emphasis on first-time and frequent tourists to these destinations, since there could be different behaviour exhibited by these two categories of visitors. In addition, Saudi inbound tourism could be compared to Saudi outbound tourism.

This study data was collected before the COVID-19 pandemic. Such a study could be repeated to consider the impact of international travel restrictions following COVID-19.

7.7. Conclusion

This chapter summarised the overall goals of the research, as well as the results obtained from the first and second phases (quantitative phase and qualitative phases). It also documented the emerging hypotheses and potential applications of those findings and examined the current research limitations and suggestions for future research in this area.

Travelling is characterised by several decisions, behavioural needs and experiences. It consists of multiple interrelated factors at different times, starting with pre-trip factors that stretch all the way to destination factors and end with post-trip factors. All the factors identified at each stage cannot be measured separately without undoing the subjective evaluation of the contextual appraisal of individual behaviour. Undertaking a travel

behaviour assessment by considering travel behaviour as a consumption system provides an opportunity for deeper understanding of the various decisions and behaviour that unfold throughout travel. Therefore, this study was conducted to establish a holistic model which included the perceived value of online reviews, travel motivation and travel experience quality and behavioural intention. This research was grounded in Saudi Arabia, where the tourism industry is growing.

The ultimate purpose of this thesis was to investigate the effect of perceived value of online reviews, travel motivation and travel experience quality on tourists' behavioural intention. This research can offer tourism marketers, government agencies, policy-makers, attraction managers, destination planners and industry professionals a thorough analysis of tourists' behaviour. Marketing and branding strategies reflecting this study's results will lead to increased competitiveness in the market and promote Saudi Arabia as a unique tourism brand. Finally, it proposed recommendations and marketing strategies for Saudi Arabia and other developing countries.

REFERENCES

Abdalla, MM, Oliveira, LGL, Azevedo, CEF & Gonzalez, RK 2018, 'Quality in qualitative organizational research: Types of triangulation as a methodological alternative', *Administração: Ensino e Pesquisa*, vol. 19, no. 1, pp. 66-98.

Abror, A, Patrisia, D, Engriani, Y, Evanita, S, Yasri, Y & Dastgir, S 2019, 'Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty', *Journal of Islamic Marketing*, vol. 3, no. 1, pp. 182-210.

Abubakar, AM & Ilkan, M 2016, 'Impact of online WOM on destination trust and intention to travel: A medical tourism perspective', *Journal of Destination Marketing & Management*, vol. 5, no. 3, pp. 192-201.

Abubakar, AM, Ilkan, M, Meshall Al-Tal, R & Eluwole, KK 2017, 'eWOM, revisit intention, destination trust and gender', *Journal of Hospitality and Tourism Management*, vol. 31, pp. 220-7.

Abuhjeeleh, M 2019, 'Rethinking tourism in Saudi Arabia: Royal vision 2030 perspective', *African Journal of Hospitality, Tourism and Leisure*, vol. 8, no. 5, pp. 1-16.

Adjei, MT, Noble, SM & Noble, CH 2010, 'The influence of C2C communications in online brand communities on customer purchase behavior', *Journal of the Academy of Marketing Science*, vol. 38, no. 5, pp. 634-53.

Aghakhani, N, Oh, O & Gregg, D 2017, 'Beyond the review sentiment: The effect of review accuracy and review consistency on review usefulness', in *Thirty Eighth International Conference on Information Systems*, pp. 4-16.

Ahani, A, Nilashi, M, Ibrahim, O, Sanzogni, L & Weaven, S 2019, 'Market segmentation and travel choice prediction in Spa hotels through TripAdvisor's online reviews', *International Journal of Hospitality Management*, vol. 80, pp. 52-77.

Ahani, A, Nilashi, M, Yadegaridehkordi, E, Sanzogni, L, Tarik, AR, Knox, K, Samad, S & Ibrahim, O 2019, 'Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels', *Journal of Retailing and Consumer Services*, vol. 51, pp. 331-43.

Ahn, MJ & McKercher, B 2018, 'Hofstede's cultural indices revisited: The relationship between cultural values and international tourism', *Tourism Culture & Communication*, vol. 18, no. 4, pp. 241-50.

Aina, YA, Wafer, A, Ahmed, F & Alshuwaikhat, HM 2019, 'Top-down sustainable urban development? Urban governance transformation in Saudi Arabia', *Cities*, vol. 90, pp. 272-81.

Ajzen, I & Fishbein, M 1988, 'Theory of reasoned action-Theory of planned behavior', *University of South Florida*.

Al-Haj, M, Bashar Aref Mohammad & Som, APM 2010, 'An analysis of push and pull travel motivations of foreign tourists to Jordan', *International Journal of Business and Management*, vol. 5, no. 12, p. 41.

Al-Hazmia, N 2020, 'A study on the dimensions of the quality of tourism services in the Kingdom of Saudi Arabia', *Management Science Letters*, vol. 10, no. 5, pp. 1115-20.

Al-Khateeb, TT & Al-Hazmi, NM 2017, 'Obstacles to promotional mix for tourism in the Kingdom of Saudi Arabia: an applied study on Al-Kharj governorate', *Aktual'ni Problemy Ekonomiky= Actual Problems in Economics*, no. 187, p. 28.

al-Rasheed, M 2020, 'Gender Segregation', *Modern Saudi Arabia*, vol. 62, no. 4, p. 171.

Al-sakkaf, MA, Mohaidin, Z & Iskandar, YH 2020, 'Residents'perceptions toward support for tourism development in saudi arabia', *International Journal of Industrial Management*, vol. 7, pp. 60-4.

Alaei, AR, Becken, S & Stantic, B 2017, 'Sentiment Analysis in Tourism: Capitalizing on Big Data', *Journal of travel research*, vol. 58, no. 2, pp. 175-91.

Alalmai, AA & Arun, A 2020, 'The Strength, Weakness, Opportunity and Threat Level in Tourism Relations between India and Saudi Arabia, 'TEST Engineering and Management, 82, pp.7742-7747.

Alasgah, AAA & Rizk, ESI 2021, 'Empowering Saudi women in the tourism and management sectors according to the Kingdom's 2030 vision', *Journal of Sustainable Finance & Investment*, vol.53, pp. 1-27.

Alawi, G, Jamjoum, H & Samir, H 2018, 'Enhancing the cultural tourism experience: The case of historical Old Jeddah', *WIT Transactions on The Built Environment*, vol. 177, pp. 39-50.

Aldao, C & Mihalic, TA 2020, 'New frontiers in travel motivation and social media: The case of Longyearbyen, the High Arctic', *Sustainability*, vol. 12, no. 15, p. 5905.

AlHadi, AN, AlAteeq, DA, Al-Sharif, E, Bawazeer, HM, Alanazi, H, AlShomrani, AT, Shuqdar, RM & AlOwaybil, R 2017, 'An arabic translation, reliability, and validation of Patient Health Questionnaire in a Saudi sample', *Annals of general psychiatry*, vol. 16, no. 1, pp. 1-9.

Ali, F, Ryu, K & Hussain, K 2016, 'Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism', *Journal of Travel & Tourism Marketing*, vol. 33, no. 1, pp. 85-100.

Almeida-Santana, A & Moreno-Gil, S 2017, 'New trends in information search and their influence on destination loyalty: Digital destinations and relationship marketing', *Journal of Destination Marketing & Management*, vol. 6, no. 2, pp. 150-61.

Almubark, K 2019, 'Tourism Policy and Service Quality Management in Business Conference Tourism in Saudi Arabia', Doctoral dissertation, University of Exeter.

Alodadi, A & Benhin, J 2015, 'Religious tourism and economic growth in oil-rich countries: Evidence from Saudi Arabia', *Tourism Analysis*, vol. 20, no. 6, pp. 645-51.

Alotaibi, R, Ali, A, Alharthi, H & Almehamdi, R 2020, 'AI Chatbot for Tourist Recommendations: A Case Study in the City of Jeddah, Saudi Arabia', *International Journal of Interactive Mobile Technologies*, vol. 14, p.19.

Alshammari, F, Whaley, J, Hur, S & Kim, Y-K 2019, 'Gender differences in motivations to attend festivals in Saudi Arabia', *International Hospitality Review,* vol. 33, pp. 126-141.

Alsumairi, M & Tsui, KWH 2017, 'A case study: The impact of low-cost carriers on inbound tourism of Saudi Arabia', *Journal of Air Transport Management*, vol. 62, pp. 129-45.

Altunel, M & Koçak, Ö 2017, 'The roles of subjective vitality, involvement, experience quality, and satisfaction in tourists' behavioral intentions', *European Journal of Tourism Research*, vol. 16, pp. 233-51.

Altunel, MC & Koçak, ÖE 2017, 'The roles of subjective vitality, involvement, experience quality, and satisfaction in tourists' behavioral intentions', *European Journal of Tourism Research*, vol. 16, p. 233.

Amatulli, C, De Angelis, M & Stoppani, A 2019, 'Analyzing online reviews in hospitality: data-driven opportunities for predicting the sharing of negative emotional content', *Current Issues in Tourism*, vol. 22, no. 15, pp. 1904-17.

Anderson, CK 2012, 'The impact of social media on lodging performance', *Cornell Hospitality Report*, vol. 12, no. 15, pp. 4-11.

Anderson, JC & Gerbing, DW 1988, 'Structural equation modeling in practice: A review and recommended two-step approach', *Psychological bulletin*, vol. 103, no. 3, p. 411.

Andreadis, I & Kartsounidou, E 2020, 'The impact of splitting a long online questionnaire on data quality', in *Survey Research Methods*, vol. 14, pp. 31-42.

Armbrecht, J 2021, 'Event quality, perceived value, satisfaction and behavioural intentions in an event context', *Scandinavian Journal of Hospitality and Tourism*, pp. 1-23.

Arslanagic-Kalajdzic, M & Zabkar, V 2017, 'Is perceived value more than value for money in professional business services?', *Industrial Marketing Management*, vol. 65, pp. 47-58.

Artal-Tur, A, Villena-Navarro, M & Alamá-Sabater, L 2018, 'The relationship between cultural tourist behaviour and destination sustainability', *Anatolia*, vol. 29, no. 2, pp. 237-51.

Asraf, M, Ahmad, J, Sharif, W, Raza, AA, Shabbir, MS, Abbas, M & Thurasamy, R 2020, 'The role of continuous trust in usage of online product recommendations', *Online Information Review*.

Austin, CG 2017, 'Personal connections in the digital age', *Taylor & Francis* vol. 30, no. 2, pp. 112-8.

Ayeh, J 2017, 'Travel Trends in the Middle East', *International Journal of Hospitality Management*, vol. 75, pp. 1349-53.

Ayeh, JK, Au, N & Law, R 2016, 'Investigating cross-national heterogeneity in the adoption of online hotel reviews', *International Journal of Hospitality Management*, vol. 55, pp. 142-53.

Azimi Hashemi, M & Hanser, E 2018, 'Cultural antecedents of inbound tourism in five Asian and Middle East countries: A fuzzy set qualitative comparative analysis', *International Journal of Tourism Research*, vol. 20, no. 6, pp. 698-712.

Aziz, YA, Hussin, SR, Nezakati, H, Yusof, RNR & Hashim, H 2018, 'The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia', *Journal of Islamic Marketing,* vol. 9, no. 1, pp. 95-106.

Babin, BJ & Kim, K 2001, 'International students' travel behavior: a model of the travel-related consumer/dissatisfaction process', *Journal of Travel & Tourism Marketing*, vol. 10, no. 1, pp. 93-106.

Back, MD 2021, 'Social interaction processes and personality', in *The handbook of personality dynamics and processes*, Elsevier, pp. 183-226.

Bae, E-s, Chang, M, Park, E-S & Kim, D-c 2017, 'The effect of Hallyu on tourism in Korea', *Journal of Open Innovation: Technology, Market, and Complexity*, vol. 3, no. 4, p. 22.

Baek, H, Ahn, J & Choi, Y 2012, 'Helpfulness of online consumer reviews: Readers' objectives and review cues', *International Journal of Electronic Commerce*, vol. 17, no. 2, pp. 99-126.

Baka, V 2016, 'The becoming of user-generated reviews: Looking at the past to understand the future of managing reputation in the travel sector', *Tourism management*, vol. 53, pp. 148-62.

Balan, D, Balaure, V & Veghes, C 2009, 'Travel and tourism competitiveness of the world's top tourism destinations: An exploratory Assessment', *Annales Universitatis Apulensis: Series Oeconomica*, vol. 11, no. 2, p. 979.

Banafsheh, F & Badaruddin, M 2013, 'Relationship between nationality and tourists' behaviour: case of Middle East tourists in Malaysia from tour guides perspective', *International Journal of Tourism Anthropology*, vol. 3, no. 1, pp. 43-57.

Bartl, M, Kannan, VK & Stockinger, H 2016, 'A review and analysis of literature on netnography research', *International Journal of Technology Marketing*, vol. 11, no. 2, pp. 165-96.

Bartosiewicz, B & Pielesiak, I 2019, 'Spatial patterns of travel behaviour in Poland', *Travel Behaviour and Society*, vol. 15, pp. 113-22.

Basendwah, M & Rahman, S 2021, 'A review on the importance of tourist satisfaction and destination image in kingdom of saudi arabia', *PalArch's Journal of Archaeology of Egypt/Egyptology*, vol. 18, no. 1, pp. 4191-200.

Bashir, NA, Balaraman, P & Mukherjee, A 2020, 'Strategic Business Enablers and Infrastructure Insights of the Saudi Arabian Tourism Industry: An Assessment', in *Global Entrepreneurial Trends in the Tourism and Hospitality Industry*, IGI Global, pp. 33-60.

Bavik, A, Correia, A & Kozak, M 2020, 'What makes our stay longer or shorter? A study on Macau', *Journal of China Tourism Research*, vol. 18, no. 1, pp. 1-18.

Becken, S & Gnoth, J 2004, 'Tourist consumption systems among overseas visitors: reporting on American, German, and Australian visitors to New Zealand', *Tourism management*, vol. 25, no. 3, pp. 375-85.

Bianchi, C, Milberg, S & Cúneo, A 2017, 'Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile', *Tourism management*, vol. 59, pp. 312-24.

Bickart, B & Schindler, RM 2001, 'Internet forums as influential sources of consumer information', *Journal of interactive marketing*, vol. 15, no. 3, pp. 31-40.

Bintarti, S & Kurniawan, EN 2017, 'A study of revisit intention: Experiential quality and image of Muara Beting tourism site in Bekasi District'.

Björk, P & Kauppinen-Räisänen, H 2012, 'A netnographic examination of travelers' online discussions of risks', *Tourism Management Perspectives*, vol. 2, pp. 65-71.

Blomstervik, IH, Prebensen, NK, Campos, AC & Pinto, P 2020, 'Novelty in tourism experiences: the influence of physical staging and human interaction on behavioural intentions', *Current Issues in Tourism*, pp. 1-18.

Bokhari, AAH 2021, 'The Economics of Religious Tourism (Hajj and Umrah) in Saudi Arabia', in *Research Anthology on Religious Impacts on Society*, IGI Global, pp. 148-68.

Bollen, KA & Stine, RA 1992, 'Bootstrapping goodness-of-fit measures in structural equation models', *Sociological Methods & Research*, vol. 21, no. 2, pp. 205-29.

Bonnie, M & Chi Yung, J 2019, 'Linking park users' socio-demographic characteristicsand visit-related preferences to improve urban parks', *Cities*, vol. 92, pp. 97-111.

Boo, S & Kim, J 2013, 'Comparison of negative eWOM intention: an exploratory study', *Journal of Quality Assurance in Hospitality & Tourism*, vol. 14, no. 1, pp. 24-48.

Borhan, MN, Ibrahim, ANH & Miskeen, MAA 2019, 'Extending the theory of planned behaviour to predict the intention to take the new high-speed rail for intercity travel in Libya: Assessment of the influence of novelty seeking, trust and external influence', *Transportation research part A: policy and practice*, vol. 130, pp. 373-84.

Boyd, F, White, MP, Bell, SL & Burt, J 2018, 'Who doesn't visit natural environments for recreation and why: A population representative analysis of spatial, individual and temporal factors among adults in England', *Landscape and Urban Planning*, vol. 175, pp. 102-13.

Brace, I 2018, *Questionnaire design: How to plan, structure and write survey material for effective market research*, Kogan Page Publishers.

Braun, V & Clarke, V 2006, 'Using thematic analysis in psychology', *Qualitative research in psychology*, vol. 3, no. 2, pp. 77-101.

Bridgman, T, Cummings, S & Ballard, J 2019, 'Who built Maslow's pyramid? A history of the creation of management studies' most famous symbol and its implications for management education', *Academy of management learning & education*, vol. 18, no. 1, pp. 81-98.

Brien, HL & McCay-Peet, L 2017, 'Asking" good" questions: Questionnaire design and analysis in interactive information retrieval research', in *Proceedings of the 2017 Conference on Conference Human Information Interaction and Retrieval*, pp. 27-36.

Brush, GJ 2019, 'Similarities and differences in Asian and Western travelers' service performance measurement, evaluation and outcomes', *Journal of Retailing and Consumer Services*, vol. 50, pp. 351-61.

Buhalis, D & Law, R 2008, 'Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research', *Tourism management*, vol. 29, no. 4, pp. 609-23.

Bujang, MA, Saat, N & Bakar, TMITA 2018, 'Sample size guidelines for logistic regression from observational studies with large population: emphasis on the accuracy between statistics and parameters based on real life clinical data', *The Malaysian journal of medical sciences: MJMS*, vol. 25, no. 4, p. 122.

Buonincontri, P, Morvillo, A, Okumus, F & van Niekerk, M 2017, 'Managing the experience co-creation process in tourism destinations: Empirical findings from Naples', *Tourism management*, vol. 62, pp. 264-77.

Burnham, TA & Leary, RB 2018, 'Word of mouth opportunity: why recommendation likelihood overestimates positive word of mouth', *Journal of Marketing Theory and Practice*, vol. 26, no. 4, pp. 368-89.

Byrne, BM 2013, *Structural equation modeling with Mplus: Basic concepts, applications, and programming*, routledge.

Cakici, AC, Akgunduz, Y & Yildirim, O 2019, 'The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention', *Tourism Review*.

Can-Seng, O 2019, 'Asian tourists and cultural complexity: Implications for practice and the Asianisation of tourism scholarship', *Tourism Management Perspectives*, vol. 31, pp. 14-23.

Carrión, GC, Nitzl, C & Roldán, JL 2017, 'Mediation analyses in partial least squares structural equation modeling: Guidelines and empirical examples', in *Partial least squares path modeling*, Springer, pp. 173-95.

Castleberry, A & Nolen, A 2018, 'Thematic analysis of qualitative research data: Is it as easy as it sounds?', *Currents in Pharmacy Teaching and Learning*, vol. 10, no. 6, pp. 807-15.

Cavana, R, Delahaye, B & Sekeran, U 2001, *Applied business research: Qualitative and quantitative methods*, John Wiley & Sons.

Cenni, I & Goethals, P 2017, 'Negative hotel reviews on TripAdvisor: A cross-linguistic analysis', *Discourse, Context & Media*, vol. 16, pp. 22-30.

Cetin, G & Bilgihan, A 2016, 'Components of cultural tourists' experiences in destinations', *Current Issues in Tourism*, vol. 19, no. 2, pp. 137-54.

Cevdet Altunel, M & Erkurt, B 2015, 'Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention', *Journal of Destination Marketing & Management*, vol. 4, no. 4, pp. 213-21.

Chan, ICC, Lam, LW, Chow, CW, Fong, LHN & Law, R 2017, 'The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity', *International Journal of Hospitality Management*, vol. 66, pp. 54-65.

Chan, LL & Idris, N 2017, 'Validity and reliability of the instrument using exploratory factor analysis and Cronbach's alpha', *International Journal of Academic Research in Business and Social Sciences*, vol. 7, no. 10, pp. 400-10.

Chand, M 2012, 'Understanding tourism destination image of India: a cross–cultural research', *International Journal of Leisure and Tourism Marketing*, vol. 3, no. 2, pp. 112-24.

Chang, L-L, Backman, KF & Huang, YC 2014, 'Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention', *International Journal of Culture, Tourism and Hospitality Research*.

Chang, S 2018, 'Experience economy in hospitality and tourism: Gain and loss values for service and experience', *Tourism management*, vol. 64, pp. 55-63.

Chaouk, M, Pagliari, R & Miyoshi, C 2019, 'A critical review of airport privatisation in the Kingdom of Saudi Arabia: case study of Medina Airport', *Case Studies on Transport Policy*, vol. 7, no. 2, pp. 433-42.

Cheah, J-H, Sarstedt, M, Ringle, CM, Ramayah, T & Ting, H 2018, 'Convergent validity assessment of formatively measured constructs in PLS-SEM', *International Journal of Contemporary Hospitality Management*.

Chen & Chen 2010, 'Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists', *Tourism management*, vol. 31, no. 1, pp. 29-35.

Chen, C-F 2008, 'Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: Evidence from Taiwan', *Transportation research part A: policy and practice*, vol. 42, no. 4, pp. 709-17.

Chen, C-F & Chen, F-S 2010, 'Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists', *Tourism management*, vol. 31, no. 1, pp. 29-35.

Chen, C-M, Chen, SH & Lee, HT 2011, 'The destination competitiveness of Kinmen's tourism industry: exploring the interrelationships between tourist perceptions, service performance, customer satisfaction and sustainable tourism', *Journal of Sustainable Tourism*, vol. 19, no. 2, pp. 247-64.

Chen, C-T, Hu, J-L, Wang, C-C & Chen, C-F 2011, 'A study of the effects of internship experiences on the behavioural intentions of college students majoring in leisure management in Taiwan', *Journal of Hospitality Leisure Sport & Tourism Education*, vol. 10, no. 2, pp. 61-73.

Chen, CM, Chen, SH & Lee, HT 2009, 'The influence of service performance and destination resources on consumer behaviour: A case study of mainland Chinese tourists to Kinmen', *International Journal of Tourism Research*, vol. 11, no. 3, pp. 269-82.

Chen, H-J, Chen, P-J & Okumus, F 2013, 'The relationship between travel constraints and destination image: A case study of Brunei', *Tourism management*, vol. 35, pp. 198-208.

Chen, J, Kou, G & Peng, Y 2018, 'The dynamic effects of online product reviews on purchase decisions', *Technological and Economic Development of Economy*, vol. 24, no. 5, pp. 2045-64.

Chen, P-Y, Dhanasobhon, S & Smith, MD 2008, 'All reviews are not created equal: The disaggregate impact of reviews and reviewers at amazon. com', *Com (May 2008)*.

Chen, R, Zhou, Z, Zhan, G & Zhou, N 2020, 'The impact of destination brand authenticity and destination brand self-congruence on tourist loyalty: The mediating

role of destination brand engagement', *Journal of Destination Marketing & Management*, vol. 15, p. 100402.

Chen, Z & Dubinsky, AJ 2003, 'A conceptual model of perceived customer value in e-commerce: A preliminary investigation', *Psychology & Marketing*, vol. 20, no. 4, pp. 323-47.

Cheng, L, Chen, X, De Vos, J, Lai, X & Witlox, F 2019, 'Applying a random forest method approach to model travel mode choice behavior', *Travel Behaviour and Society*, vol. 14, pp. 1-10.

Cheong, JW & Mafas, R 2020, 'Impact of opinion mining on actual online purchase: an appraisal on relevant methods and techniques', *Journal of Critical Reviews*, vol. 7, no. 9, pp. 1618-24.

Chevalier, JA & Mayzlin, D 2006, 'The effect of word of mouth on sales: Online book reviews', *Journal of marketing research*, vol. 43, no. 3, pp. 345-54.

Choi, H & Choi, HC 2019, 'Investigating tourists' fun-eliciting process toward tourism destination sites: An application of cognitive appraisal theory', *Journal of travel research*, vol. 58, no. 5, pp. 732-44.

Choi, Y, Hickerson, B & Kerstetter, D 2018, 'Understanding the sources of online travel information', *Journal of travel research*, vol. 57, no. 1, pp. 116-28.

Choo, H, Ahn, K & Petrick, JF 2016, 'An integrated model of festival revisit intentions', *International Journal of Contemporary Hospitality Management*.

Christodoulides, G, Michaelidou, N & Argyriou, E 2012, 'Cross-national differences in e-WOM influence', *European Journal of Marketing*, vol. 46, no. 11/12, pp. 1689-707.

Chu, S-C, Lien, C-H & Cao, Y 2018, 'Electronic word-of-mouth (eWOM) on WeChat: examining the influence of sense of belonging, need for self-enhancement, and consumer engagement on Chinese travellers' eWOM', *International Journal of Advertising*, pp. 1-24.

Chua, AYK & Banerjee, S 2015, 'Understanding review helpfulness as a function of reviewer reputation, review rating, and review depth', *Journal of the Association for Information Science and Technology*, vol. 66, no. 2, pp. 354-62.

Chung, N & Koo, C 2015, 'The use of social media in travel information search', *Telematics and Informatics*, vol. 32, no. 2, pp. 215-29.

Chung, N, Lee, H, Kim, J-Y & Koo, C 2017, 'The Role of Augmented Reality for Experience-Influenced Environments: The Case of Cultural Heritage Tourism in Korea', *Journal of travel research*, vol. 57, no. 5, pp. 627-43.

Chuwiruch, N, Jhundra-Indra, P & Boonlua, S 2015, 'Marketing innovation strategy and marketing performance: A conceptual framework', *Allied Academies International Conference. Academy of Marketing Studies. Proceedings*, vol. 20, no. 2, pp. 82-93.

Clark, A 2018, 'A nice surprise? Predictive processing and the active pursuit of novelty', *Phenomenology and the Cognitive Sciences*, vol. 17, no. 3, pp. 521-34.

Clawson, M & Knetsch, JL 1966, *Economics of Oufdoor Recreation*, HeinOnline.

Clemons, EK, Gao, GG & Hitt, LM 2006, 'When online reviews meet hyperdifferentiation: A study of the craft beer industry', *Journal of management information systems*, vol. 23, no. 2, pp. 149-71.

Cole, ST & Illum, SF 2006, 'Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioral intentions', *Journal of Vacation Marketing*, vol. 12, no. 2, pp. 160-73.

Cole, ST & Scott, D 2004, 'Examining the mediating role of experience quality in a model of tourist experiences', *Journal of Travel & Tourism Marketing*, vol. 16, no. 1, pp. 79-90.

Colladon, AF, Guardabascio, B & Innarella, R 2019, 'Using social network and semantic analysis to analyze online travel forums and forecast tourism demand', *Decision Support Systems*, vol. 123, p. 113075.

Collins, D & Tisdell, C 2002, 'Gender and differences in travel life cycles', *Journal of travel research*, vol. 41, no. 2, pp. 133-43.

Cong, L 2016, 'A Formative Model of the Relationship Between Destination Quality', *Tourist Satisfaction and Intentional Loyalty: An Empirical*.

Correia, A, Kozak, M & Ferradeira, J 2011, 'Impact of culture on tourist decision-making styles', *International Journal of Tourism Research*, vol. 13, no. 5, pp. 433-46.

Coudounaris, DN & Sthapit, E 2017, 'Antecedents of memorable tourism experience related to behavioral intentions', *Psychology & Marketing*, vol. 34, no. 12, pp. 1084-93.

Coursaris, K, Van Osch, W & Albini, A 2017, 'Antecedents and consequents of trustworthiness in user-generated online reviews: A case of the travel industry', *SIGHCI 2017 Proceedings*.

Crompton, JL 1979, 'Motivations for pleasure vacation', *Annals of Tourism Research*, vol. 6, no. 4, pp. 408-24.

Crotti, R & Misrahi, T 2015a, 'The travel & tourism competitiveness index 2015: T&T as a resilient contribution to national development', *The Travel & Tourism Competitiveness Report*, vol. 13.

—— 2015b, 'The travel & tourism competitiveness index 2015: T&T as a resilient contribution to national development', *The Travel & Tourism Competitiveness Report*, vol. 2015, p. 13.

Currás-Pérez, R, Dolz-Dolz, C, Miquel-Romero, MJ & Sánchez-García, I 2018, 'How social, environmental, and economic CSR affects consumer-perceived value: Does perceived consumer effectiveness make a difference?', *Corporate Social Responsibility and Environmental Management*, vol. 25, no. 5, pp. 733-47.

Dagustani, D, Kartini, D, Oesman, YM & Kaltum, U 2018, 'Destination image of tourist: Effect of travel motivation and memorable tourism experience', *Etikonomi*, vol. 17, no. 2, pp. 307-18.

Dalati, S & Gómez, JM 2018, 'Surveys and Questionnaires', in *Modernizing the Academic Teaching and Research Environment*, Springer, pp. 175-86.

Damanik, D, Wachyuni, SS, Wiweka, K & Setiawan, A 2019, 'The Influence of Social Media on the Domestic Tourist's Travel Motivation Case Study: Kota Tua Jakarta, Indonesia', *Current Journal of Applied Science and Technology*, pp. 1-14.

Dann, GM 1981, 'Tourist motivation an appraisal', *Annals of Tourism Research*, vol. 8, no. 2, pp. 187-219.

Daye, AS 2019, 'Rising tourism in Saudi Arabia: implications for real estate investment', *Cornell Real Estate Review*, vol. 17, no. 1, p. 22.

Dayour, F & Adongo, CA 2015, 'Why they go there: International tourists' motivations and revisit intention to Northern Ghana', *American Journal of Tourism Management*, vol. 4, no. 1, pp. 7-17.

De Leeuw, ED 2005, 'To mix or not to mix data collection modes in surveys', *Journal of official statistics*, vol. 21, no. 5, pp. 233-55.

De Pelsmacker, P, Dens, N & Kolomiiets, A 2018, 'The impact of text valence, star rating and rated usefulness in online reviews', *International Journal of Advertising*, vol. 37, no. 3, pp. 340-59.

De Pelsmacker, P, Van Tilburg, S & Holthof, C 2018, 'Digital marketing strategies, online reviews and hotel performance', *International Journal of Hospitality Management*, vol. 72, pp. 47-55.

De Vos, J & Witlox, F 2017, 'Travel satisfaction revisited. On the pivotal role of travel satisfaction in conceptualising a travel behaviour process', *Transportation research part A: policy and practice*, vol. 106, pp. 364-73.

Dean, D & Suhartanto, D 2019, 'The formation of visitor behavioral intention to creative tourism: the role of push–Pull motivation', *Asia Pacific Journal of Tourism Research*, vol. 24, no. 5, pp. 393-403.

Dėdelė, A, Miškinytė, A, Andrušaitytė, S & Nemaniūtė-Gužienė, J 2020, 'Dependence between travel distance, individual socioeconomic and health-related characteristics, and the choice of the travel mode: a cross-sectional study for Kaunas, Lithuania', *Journal of Transport Geography*, vol. 86, p. 102762.

Delbosc, A, McDonald, N, Stokes, G, Lucas, K, Circella, G & Lee, Y 2019, 'Millennials in cities: Comparing travel behaviour trends across six case study regions', *Cities*, vol. 90, pp. 1-14.

Devesa, M, Laguna, M & Palacios, A 2010, 'The role of motivation in visitor satisfaction: Empirical evidence in rural tourism', *Tourism management*, vol. 31, no. 4, pp. 547-52.

Diamantopoulos, A 2011, 'Incorporating formative measures into covariance-based structural equation models', *MIS quarterly*, pp. 335-58.

Diaz-Martin, AM, Iglesias, V, Vazquez, R & Ruiz, AV 2000, 'The use of quality expectations to segment a service market', *Journal of Services Marketing*, vol. 14, no. 2, pp. 132-46.

DiStefano, C & Hess, B 2005, 'Using confirmatory factor analysis for construct validation: An empirical review', *Journal of Psychoeducational Assessment*, vol. 23, no. 3, pp. 225-41.

DiStefano, C, Liu, J, Jiang, N & Shi, D 2018, 'Examination of the weighted root mean square residual: Evidence for trustworthiness?', *Structural Equation Modeling: A Multidisciplinary Journal*, vol. 25, no. 3, pp. 453-66.

Dodds, R & Holmes, MR 2019, 'Beach tourists; what factors satisfy them and drive them to return', *Ocean & coastal management*, vol. 168, pp. 158-66.

Doncic, SH, Pavelic, I & Zmajlovic, M 2019, 'Methodology for determining the effect of adultery tourism (daily rest) on the total income from tourist overnight stays', *Economic and Social Development: Book of Proceedings*, pp. 232-8.

Duarte Alonso, A, Sakellarios, N & Pritchard, M 2015, 'The theory of planned behaviour in the context of cultural heritage tourism', *Journal of Heritage Tourism*, vol. 10, no. 4, pp. 399-416.

Dunne, M, Durrani, N, Fincham, K & Crossouard, B 2020, 'Pluralising Islam: doing Muslim identities differently', *Social Identities*, vol. 26, no. 3, pp. 345-60.

Eggert, A & Ulaga, W 2002, 'Customer perceived value: a substitute for satisfaction in business markets?', *Journal of Business & industrial marketing*.

Ekanayake, IE & Gnanapala, AC 2016, 'Travel experiences and behavioural intentions of the tourists: A study on eastern province of Sri Lanka', *Tourism, Leisure and Global Change*, vol. 3, pp. 50-61.

El-Adly, MI 2019, 'Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty', *Journal of Retailing and Consumer Services*, vol. 50, pp. 322-32.

El-Gohary, H 2016, 'Halal tourism, is it really Halal?', *Tourism Management Perspectives*, vol. 19, pp. 124-30.

Esmail, H 2018, 'Economic growth of Saudi Arabia between present and future according to 2030 vision', *Asian Social Science*, vol. 14, no. 12, p. 192.

Fanack 2021, *Saudi Arabia*, viewed 12-1 2021, <www.Fanack.com>.

Fang, B, Ye, Q, Kucukusta, D & Law, R 2016, 'Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics', *Tourism management*, vol. 52, pp. 498-506.

Farag, S, Dijst, M & Lanzendorf, M 2003, 'Exploring the use of e-shopping and its impact on personal travel behavior in the Netherlands', *Transportation Research Record*, vol. 1858, no. 1, pp. 47-54.

Farahani, BM & Mohamed, B 2013, 'Relationship between nationality and tourists' behaviour: case of Middle East tourists in Malaysia from tour guides perspective', *International Journal of Tourism Anthropology*, vol. 3, no. 1, pp. 43-57.

Farmaki, A, Khalilzadeh, J & Altinay, L 2019, 'Travel motivation and demotivation within politically unstable nations', *Tourism Management Perspectives*, vol. 29, pp. 118-30.

Farrukh, M, Shahzad, IA, Sajid, M, Sheikh, MF & Alam, I 2020, 'Revisiting the intention to travel framework in the perspective of medical tourism: The role of eWord-of-mouth and destination image', *International Journal of Healthcare Management*, pp. 1-8.

Feighery, WG 2012, 'Tourism and self-Orientalism in Oman: a critical discourse analysis', *Critical Discourse Studies*, vol. 9, no. 3, pp. 269-84.

Filep, S & Greenacre, L 2007, 'Evaluating and extending the travel career patterns model', *Tourism: An International Interdisciplinary Journal*, vol. 55, no. 1, pp. 23-38.

Filieri, R 2015, 'What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM', *Journal of Business research*, vol. 68, no. 6, pp. 1261-70.

—— 2016, 'What makes an online consumer review trustworthy?', *Annals of Tourism Research*, vol. 58, pp. 46-64.

Filieri, R, Acikgoz, F, Ndou, V & Dwivedi, Y 2020, 'Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention', *International Journal of Contemporary Hospitality Management*, vol. 33, no. 1, pp. 199-223.

Filieri, R, Alguezaui, S & McLeay, F 2015, 'Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth', *Tourism management*, vol. 51, pp. 174-85.

Filieri, R, McLeay, F, Tsui, B & Lin, Z 2018, 'Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services', *Information & Management*, vol. 55, no. 8, pp. 956-70.

Filieri, R, Raguseo, E & Vitari, C 2019, 'What moderates the influence of extremely negative ratings? The role of review and reviewer characteristics', *International Journal of Hospitality Management*, vol. 77, pp. 333-41.

Flint, DJ & Woodruff, RB 2014, 'Marketing's service-dominant logic and customer value', in *The Service-Dominant Logic of Marketing*, Routledge, pp. 201-13.

Fong, J & Burton, S 2008, 'A cross-cultural comparison of electronic word-of-mouth and country-of-origin effects', *Journal of Business research*, vol. 61, no. 3, pp. 233-42.

Forman, C, Ghose, A & Wiesenfeld, B 2008, 'Examining the relationship between reviews and sales: The role of reviewer identity disclosure in electronic markets', *Information Systems Research*, vol. 19, no. 3, pp. 291-313.

Francesco, G & Roberta, G 2019, 'Cross-country analysis of perception and emphasis of hotel attributes', *Tourism management*, vol. 74, pp. 24-42.

Gallarza, MG & Saura, IG 2006, 'Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour', *Tourism management*, vol. 27, no. 3, pp. 437-52.

Gao, B, Li, X, Liu, S & Fang, D 2018, 'How power distance affects online hotel ratings: The positive moderating roles of hotel chain and reviewers' travel experience', *Tourism management*, vol. 65, pp. 176-86.

Gerhard, F, De Souza, LLF, Peñaloza, V & Denegri, M 2017, 'Exploring utilitarian and hedonic aspects of consumption at the bottom of pyramid', *Revista Brasileira de Marketing*, vol. 16, no. 3, pp. 268-80.

Giao, H, Vuong, B & Quan, T 2020, 'The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam', *Uncertain Supply Chain Management*, vol. 8, no. 2, pp. 351-70.

Giesler, M & Pohlmann, M 2003, 'The anthropology of file sharing: Consuming Napster as a gift', *ACR North American Advances*.

Gooroochurn, N & Sugiyarto, G 2005, 'Competitiveness indicators in the travel and tourism industry', *Tourism Economics*, vol. 11, no. 1, pp. 25-43.

Goossens, C 2000, 'Tourism information and pleasure motivation', *Annals of Tourism Research*, vol. 27, no. 2, pp. 301-21.

Goretzko, D, Pham, TTH & Bühner, M 2019, 'Exploratory factor analysis: Current use, methodological developments and recommendations for good practice', *Current Psychology*, pp. 1-12.

Gretzel, U, Yoo, KH & Purifoy, M 2007, 'Online travel review study: Role and impact of online travel reviews', *Journal of Retailing and Consumer Services*, vol. 34, pp. 175-94.

Gretzel, U, Zarezadeh, Z, Li, Y & Xiang, Z 2019, 'The evolution of travel information search research: a perspective article', *Tourism Review*.

Gretzel, U, Zhong, L, Koo, C, Doosti, S, Jalilvand, MR, Asadi, A, Pool, JK & Adl, PM 2016, 'Analyzing the influence of electronic word of mouth on visit intention: the mediating role of tourists' attitude and city image', *International Journal of Tourism Cities*.

Gu, B, Park, J & Konana, P 2012, 'Research note—the impact of external word-of-mouth sources on retailer sales of high-involvement products', *Information Systems Research*, vol. 23, no. 1, pp. 182-96.

Gunden, N 2017, 'How online reviews influence consumer restaurant selection'.

Gupta, P & Harris, J 2010, 'How e-WOM recommendations influence product consideration and quality of choice: A motivation to process information perspective', *Journal of Business research*, vol. 63, no. 9-10, pp. 1041-9.

Gursoy, D 2019, 'A critical review of determinants of information search behavior and utilization of online reviews in decision making process (invited paper for 'luminaries' special issue of International Journal of Hospitality Management)', *International Journal of Hospitality Management*, vol. 76, pp. 53-60.

Güzel, Ö, Sahin, I & Ryan, C 2020, 'Push-motivation-based emotional arousal: A research study in a coastal destination', *Journal of Destination Marketing & Management*, vol. 16, p. 100428.

Haddaway, NR 2015, 'The use of web-scraping software in searching for grey literature', *Grey J*, vol. 11, no. 3, pp. 186-90.

Hair, J, Black, W, Babin, B & Anderson, R 2010, *Multivariate Data Analysis. 6ª*, Upper Saddle River, NJ: Pearson Prentice Hall.

Hair, JF, Sarstedt, M, Ringle, CM & Mena, JA 2012, 'An assessment of the use of partial least squares structural equation modeling in marketing research', *Journal of the Academy of Marketing Science*, vol. 40, no. 3, pp. 414-33.

Hair Jr, JF, Sarstedt, M, Hopkins, L & Kuppelwieser, VG 2014, 'Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research', *European business review*.

Haji, S, Surachman, S, Ratnawati, K & MintartiRahayu, M 2021, 'The effect of experience quality, perceived value, happiness and tourist satisfaction on behavioral intention', *Management Science Letters*, vol. 11, no. 3, pp. 1023-32.

Han, H, Al-Ansi, A, Olya, HG & Kim, W 2019, 'Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination', *Tourism management*, vol. 71, pp. 151-64.

Han, H, Hsu, L-T & Sheu, C 2010, 'Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities', *Tourism management*, vol. 31, no. 3, pp. 325-34.

Han, H & Hyun, SS 2018, 'Role of motivations for luxury cruise traveling, satisfaction, and involvement in building traveler loyalty', *International Journal of Hospitality Management*, vol. 70, pp. 75-84.

Han, X, Praet, CL & Wang , L 2019, 'The role of social interaction in the tourism experience of Chinese visitors to Japan: A grounded theory approach'.

Han, Y, Zhang, T & Wang, M 2020, 'Holiday travel behavior analysis and empirical study with Integrated Travel Reservation Information usage', *Transportation research part A: policy and practice*, vol. 134, pp. 130-51.

Haris, A, Kefeli, Z, Ahmad, N, Daud, SNM, Muhamed, NA, Shukor, SA & Kamarubahrin, AF 2017, 'Consumers' intention to purchase dates: Application of

Theory of Reasoned Action (TRA)', *Malaysian Journal of Consumer Family Economics*, vol. 20, pp. 1-15.

Harkness, J, Pennell, B-E & Schoua-Glusberg, A 2004, 'Survey questionnaire translation and assessment', *Methods for testing and evaluating survey questionnaires*, vol. 546, pp. 453-73.

Harpe, SE 2015, 'How to analyze Likert and other rating scale data', *Currents in Pharmacy Teaching and Learning*, vol. 7, no. 6, pp. 836-50.

He, J & Wang, CL 2015, 'Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China', *Journal of Business research*, vol. 68, no. 6, pp. 1225-33.

Heinonen, K & Medberg, G 2018, 'Netnography as a tool for understanding customers: Implications for service research and practice', *Journal of Services Marketing*.

Henderson, JC 2011, 'Religious tourism and its management: The hajj in Saudi Arabia', *International Journal of Tourism Research*, vol. 13, no. 6, pp. 541-52.

Henderson, JC 2017, '13 Pilgrimage and tourism development in Saudi Arabia', *International Tourism Development and the Gulf Cooperation Council States: Challenges and Opportunities*, p. 222.

Henseler, J 2017, 'Bridging design and behavioral research with variance-based structural equation modeling', *Journal of advertising*, vol. 46, no. 1, pp. 178-92.

Hernández-Méndez, J, Muñoz-Leiva, F & Sánchez-Fernández, J 2015, 'The influence of e-word-of-mouth on travel decision-making: consumer profiles', *Current Issues in Tourism*, vol. 18, no. 11, pp. 1001-21.

Heung, VC, Qu, H & Chu, R 2001, 'The relationship between vacation factors and socio-demographic and travelling characteristics: The case of Japanese leisure travellers', *Tourism management*, vol. 22, no. 3, pp. 259-69.

Hilal, N 2020, 'Tourism in the Gulf Cooperation Council Countries as a Priority for Economic Prospects and Diversification', *J Tourism Hospit*, vol. 9, no. 451, pp. 2167-0269.20.

Holmes-Smith, P 2011, 'Structural equation modeling (using AMOS): From the fundamentals to advanced topics', *Melbourne: Sreams*.

Hong, H, Xu, D, Wang, GA & Fan, W 2017, 'Understanding the determinants of online review helpfulness: A meta-analytic investigation', *Decision Support Systems*, vol. 102, pp. 1-11.

Hsieh, C-M, Park, SH & McNally, R 2016, 'Application of the extended theory of planned behavior to intention to travel to Japan among Taiwanese youth: Investigating the moderating effect of past visit experience', *Journal of Travel & Tourism Marketing*, vol. 33, no. 5, pp. 717-29.

Hsu, C-L, Yu, L-C & Chang, K-C 2017, 'Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator', *Computers in Human Behavior*, vol. 69, pp. 335-46.

Hsu, CH, Cai, LA & Li, M 2010, 'Expectation, motivation, and attitude: A tourist behavioral model', *Journal of travel research*, vol. 49, no. 3, pp. 282-96.

Hsu, CH & Huang, S 2008, 'Travel motivation: A critical review of the concept's development', *Tourism management: Analysis, behaviour and strategy*, pp. 14-27.

HU, C-P & Chang, Y-Y 2017, 'John W. Creswell, research design: Qualitative, quantitative, and mixed methods approaches', *Journal of Social and Administrative Sciences*, vol. 4, no. 2, pp. 205-7.

Hu, N, Koh, NS & Reddy, SK 2014, 'Ratings lead you to the product, reviews help you clinch it? The mediating role of online review sentiments on product sales', *Decision Support Systems*, vol. 57, pp. 42-53.

Hu, X & Yang, Y 2020, 'What makes online reviews helpful in tourism and hospitality? a bare-bones meta-analysis', *Journal of Hospitality Marketing & Management*, pp. 1-20.

Huang, AH, Chen, K, Yen, DC & Tran, TP 2015, 'A study of factors that contribute to online review helpfulness', *Computers in Human Behavior*, vol. 48, pp. 17-27.

Huang, JH & Chen, YF 2006, 'Herding in online product choice', *Psychology & Marketing*, vol. 23, no. 5, pp. 413-28.

Huang, JH, Hsiao, TT & Chen, YF 2012, 'The effects of electronic word of mouth on product judgment and choice: The moderating role of the sense of virtual community', *Journal of Applied Social Psychology*, vol. 42, no. 9, pp. 2326-47.

Huang, S & Hsu, CH 2009, 'Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention', *Journal of travel research*, vol. 48, no. 1, pp. 29-44.

Huang, S, Shen, Y & Choi, C 2015, 'The effects of motivation, satisfaction and perceived value on tourist recommendation'.

Huang, SS & Crotts, J 2019, 'Relationships between Hofstede's cultural dimensions and tourist satisfaction: A cross-country cross-sample examination', *Tourism management*, vol. 72, pp. 232-41.

Hulland, J, Baumgartner, H & Smith, KM 2018, 'Marketing survey research best practices: evidence and recommendations from a review of JAMS articles', *Journal of the Academy of Marketing Science*, vol. 46, no. 1, pp. 92-108.

Hussein, AS, Hapsari, RDV & Yulianti, I 2018, 'Experience quality and hotel boutique customer loyalty: Mediating role of hotel image and perceived value', *Journal of Quality Assurance in Hospitality & Tourism*, vol. 19, no. 4, pp. 442-59.

Hwang, J & Lee, J 2019, 'A strategy for enhancing senior tourists' well-being perception: Focusing on the experience economy', *Journal of Travel & Tourism Marketing*, vol. 36, no. 3, pp. 314-29.

Irimias, A, Mitev, A & Michalko, G 2016, 'Demographic characteristics influencing religious tourism behaviour: evidence from a central-Eastern-European country', *International Journal of Religious Tourism and Pilgrimage*, vol. 4, no. 4, pp. 19-32.

Islam, MR & Zibran, MF 2018, 'SentiStrength-SE: Exploiting domain specificity for improved sentiment analysis in software engineering text', *Journal of Systems and Software*, vol. 145, pp. 125-46.

Iso-Ahola, SE 1982, 'Toward a social psychological theory of tourism motivation: A rejoinder', *Annals of Tourism Research*, vol. 9, no. 2, pp. 256-62.

Izogo Ernest, E & Jayawardhena, C 2018, 'Online shopping experience in an emerging e-retailing market', *Journal of Research in Interactive Marketing*, vol. 12, no. 2, pp. 193-214.

Izzah, N, Albattat, A & Jamaludin, A 2020, 'Tourist Satisfaction Of Service Quality In Zoo Negara, Kuala Lumpur', *International Journal of Scientific & Technology Research*, vol. 9, pp. 3529-36.

Jain, R, Aagja, J & Bagdare, S 2017, 'Customer experience–a review and research agenda', *Journal of Service Theory and Practice*.

Jalilvand, MR & Samiei, N 2012, 'The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)', *Internet Research: Electronic Networking Applications and Policy*, vol. 22, no. 5, pp. 591-612.

Jamal, A, Griffin, K & Raj, R 2018, *Islamic tourism: Management of travel destinations*, CABI.

Jang, S & Cai, LA 2002, 'Travel motivations and destination choice: A study of British outbound market', *Journal of Travel & Tourism Marketing*, vol. 13, no. 3, pp. 111-33.

Japutra, A, Loureiro, SMC, Molinillo, S & Ekinci, Y 2019, 'Travellers' mindsets and theory of planned behaviour', *Tourism Management Perspectives*, vol. 30, pp. 193-6.

Javelle, E, Florescu, S-A, Asgeirsson, H, Jmor, S, Eperon, G, Leshem, E, Blum, J, Molina, I, Field, V & Pietroski, N 2019, 'Increased risk of chikungunya infection in travellers to Thailand during ongoing outbreak in tourist areas: cases imported to Europe and the Middle East, early 2019', *Eurosurveillance*, vol. 24, no. 10, p. 1900146.

Jia, S 2018, 'Behind the ratings: Text mining of restaurant customers' online reviews', *International Journal of Market Research*, vol. 60, no. 6, pp. 561-72.

Jiang, S, Scott, N & Ding, P 2014, 'Using means-end chain theory to explore travel motivation: An examination of Chinese outbound tourists', *Journal of Vacation Marketing*, vol. 21, no. 1, pp. 87-100.

Jin, NP, Lee, S & Lee, H 2015, 'The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors', *International Journal of Tourism Research*, vol. 17, no. 1, pp. 82-95.

Jin, X, Xiang, Y, Weber, K & Liu, Y 2019, 'Motivation and involvement in adventure tourism activities: A Chinese tourists' perspective', *Asia Pacific Journal of Tourism Research*, vol. 24, no. 11, pp. 1066-78.

Johanes, R, Pinem, AA, Hidayanto, AN & Shihab, MR 2016, 'What features of online review affects readers' intention to travel?', in *Advanced Computer Science and Information Systems (ICACSIS), 2016 International Conference on*, pp. 263-70.

Judge, M, Warren-Myers, G & Paladino, A 2019, 'Using the theory of planned behaviour to predict intentions to purchase sustainable housing', *Journal of Cleaner Production*, vol. 215, pp. 259-67.

Kaiser, HF 1958, 'Psychometrika', *Springer) The Varimax Criterion for Analytic Rotation in Factor Analysis*, vol. 23, p. 187.

Kantabutra, S, Saiprasert, W, Chernbumroong, S & Kowsuvon, K 2019, 'Comparison of Foreign Tourists' Motivation Factors: Does cultural background matter?', *International Thai Tourism Journal*, vol. 15, no. 1, pp. 84-102.

Kantarci, K, Başaran, MA & Özyurt, PM 2017, 'Understanding the impact of Turkish TV series on inbound tourists: A case of Saudi Arabia and Bulgaria', *Tourism Economics*, vol. 23, no. 3, pp. 712-6.

Kao, Y-F, Huang, L-S & Wu, C-H 2008, 'Effects of theatrical elements on experiential quality and loyalty intentions for theme parks', *Asia Pacific Journal of Tourism Research*, vol. 13, no. 2, pp. 163-74.

Kara, NS 2017, 'A study of demographic and psychographic factors on preference for travel activities among international and local tourists in Tanzania', University of Nottingham.

Kara, NS & Mkwizu, KH 2020, 'Demographic factors and travel motivation among leisure tourists in Tanzania', *International Hospitality Review*.

Karimi, S & Wang, F 2017, 'Online review helpfulness: Impact of reviewer profile image', *Decision Support Systems*, vol. 96, pp. 39-48.

Karnowski, V, Leonhard, L & Kümpel, AS 2018, 'Why users share the news: A theory of reasoned action-based study on the antecedents of news-sharing behavior', *Communication Research Reports*, vol. 35, no. 2, pp. 91-100.

Katsikari, C, Hatzithomas, L, Fotiadis, T & Folinas, D 2020, 'Push and Pull Travel Motivation: Segmentation of the Greek Market for Social Media Marketing in Tourism', *Sustainability*, vol. 12, no. 11, p. 4770.

Kaur, A, Singh, AP, Dhillon, GS & Bisht, D 2018, 'Emotion mining and sentiment analysis in software engineering domain', in *2018 Second International Conference on Electronics, Communication and Aerospace Technology (ICECA)*, pp. 1170-3.

Kaushik, V & Walsh, CA 2019, 'Pragmatism as a research paradigm and its implications for social work research', *Social Sciences*, vol. 8, no. 9, p. 255.

Kelly, J, Haider, W, Williams, PW & Englund, K 2007, 'Stated preferences of tourists for eco-efficient destination planning options', *Tourism management*, vol. 28, no. 2, pp. 377-90.

Ketut, A, Made, B, Made, B & Gde, P 2020, 'The satisfaction index of tourists experience quality: a case study in Bali tourism destination', *Russian Journal of Agricultural and Socio-Economic Sciences*, vol. 9, no. 105, pp. 67-77.

Khairudin, A & Rahman, N 2020, 'Evaluating the quality experience of ecotourist in Taman Negara Pahang', *E&ES*, vol. 447, no. 1, p. 012014.

Khan, MJ, Chelliah, S & Ahmed, S 2017, 'Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived

risks, and travel constraints', *Asia Pacific Journal of Tourism Research*, vol. 22, no. 11, pp. 1139-55.

Khan, MJ, Chelliah, S & Ahmed, S 2019, 'Intention to visit India among potential travellers: Role of travel motivation, perceived travel risks, and travel constraints', *Tourism and Hospitality Research*, vol. 19, no. 3, pp. 351-67.

Khan, SI 2020, 'Saudi Vision 2030: New Avenue of Tourism in Saudi Arabia', *(UGC CARE Journal)*, vol. 40, no. 75-March-2020, pp. 232-| 8.

Khuong, MN & Ha, HTT 2014, 'The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam--a mediation analysis of destination satisfaction', *International Journal of Trade, Economics and Finance*, vol. 5, no. 6, p. 490.

Kiger, ME & Varpio, L 2020, 'Thematic analysis of qualitative data: AMEE Guide No. 131', *Medical teacher*, vol. 42, no. 8, pp. 846-54.

Kim, B, Kim, S & King, B 2020, 'Religious tourism studies: evolution, progress, and future prospects', *Tourism Recreation Research*, vol. 45, no. 2, pp. 185-203.

Kim, C & Lee, S 2000, 'Understanding the cultural differences in tourist motivation between Anglo-American and Japanese tourists', *Journal of Travel & Tourism Marketing*, vol. 9, no. 1-2, pp. 153-70.

Kim, E, Chiang, L & Tang, L 2017, 'Investigating wellness tourists' motivation, engagement, and loyalty: In search of the missing link', *Journal of Travel & Tourism Marketing*, vol. 34, no. 7, pp. 867-79.

Kim, E & Tang, LR 2020, 'The role of customer behavior in forming perceived value at restaurants: A multidimensional approach', *International Journal of Hospitality Management*, vol. 87, p. 102511.

Kim, H-W, Chan, HC & Gupta, S 2007, 'Value-based Adoption of Mobile Internet: An empirical investigation', *Decision Support Systems*, vol. 43, no. 1, pp. 111-26.

Kim, J-H 2014, 'The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences', *Tourism management*, vol. 44, pp. 34-45.

Kim, J-H, Ritchie, JB & McCormick, B 2012, 'Development of a scale to measure memorable tourism experiences', *Journal of travel research*, vol. 51, no. 1, pp. 12-25.

Kim, K-H & Park, D-B 2017, 'Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea', *Journal of Travel & Tourism Marketing*, vol. 34, no. 2, pp. 171-91.

Kim, KH 2005, 'The relation among fit indexes, power, and sample size in structural equation modeling', *Structural Equation Modeling*, vol. 12, no. 3, pp. 368-90.

Kim, TK 2017, 'Understanding one-way ANOVA using conceptual figures', *Korean journal of anesthesiology*, vol. 70, no. 1, p. 22.

Kim, W, Malek, K, Kim, N & Kim, S 2018, 'Destination personality, destination image, and intent to recommend: The role of gender, age, cultural background, and prior experiences', *Sustainability*, vol. 10, no. 1, p. 87.

Kim, YH, Kim, M & Goh, BK 2011, 'An examination of food tourist's behavior: Using the modified theory of reasoned action', *Tourism management*, vol. 32, no. 5, pp. 1159-65.

Kirillova, K, Wang, D, Fu, X & Lehto, X 2020, 'Beyond "culture": A comparative study of forces structuring tourism consumption', *Annals of Tourism Research*, vol. 83, p. 102941.

Kline, RB 2015, *Principles and practice of structural equation modeling*, Guilford publications.

Knutson, BJ, Beck, JA, Kim, S & Cha, J 2010, 'Service quality as a component of the hospitality experience: Proposal of a conceptual model and framework for research', *Journal of Foodservice Business Research*, vol. 13, no. 1, pp. 15-23.

Kong, WH & Chang, T-Z 2016, 'Souvenir shopping, tourist motivation, and travel experience', *Journal of Quality Assurance in Hospitality & Tourism*, vol. 17, no. 2, pp. 163-77.

Korfiatis, N, García-Bariocanal, E & Sánchez-Alonso, S 2012, 'Evaluating content quality and helpfulness of online product reviews: The interplay of review helpfulness vs. review content', *Electronic commerce research and applications*, vol. 11, no. 3, pp. 205-17.

Kozinets, RV 2006, 'Netnography', *Handbook of qualitative research methods in marketing*, pp. 129-42.

—— 2015, 'Netnography', *The international encyclopedia of digital communication and society*, pp. 1-8.

—— 2018, 'Netnography for management and business research', *The SAGE Handbook of Qualitative Business and Management Research Methods*, pp. 384-97.

Kröger, L, Kuhnimhof, T & Trommer, S 2019, 'Does context matter? A comparative study modelling autonomous vehicle impact on travel behaviour for Germany and the USA', *Transportation research part A: policy and practice*, vol. 122, pp. 146-61.

Krosnick, JA 2018, 'Questionnaire design', in *The Palgrave handbook of survey research*, Springer, pp. 439-55.

Kuhzady, S & Ghasemi, V 2019, 'Factors influencing customers' satisfaction and dissatisfaction with hotels: A text-mining approach', *Tourism Analysis*, vol. 24, no. 1, pp. 69-79.

Kullada, P & Michelle Kurniadjie, CR 2020, 'Examining the Influence of Digital Information Quality on Tourists' Experience', *Journal of Quality Assurance in Hospitality & Tourism*, pp. 1-27.

Kwak, H-e, Kim, J-h, Kim, S-y, Jung, J-e & Choi, H-j 2019, 'Korean dance performance influences on prospective tourist cultural products consumption and behaviour intention', *Journal of Psychology in Africa*, vol. 29, no. 3, pp. 230-6.

Lam, T & Hsu, CH 2006, 'Predicting behavioral intention of choosing a travel destination', *Tourism management*, vol. 27, no. 4, pp. 589-99.

Lamia, N, Ghidouche, F & Seraphin, H 2021, 'The influence of eWOM credibility on visit intention: An integrative moderated mediation model', vol. 7, pp. 54-63.

Lee, E-J & Shin, SY 2014, 'When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo', *Computers in Human Behavior*, vol. 31, pp. 356-66.

Lee, J-S, Lee, C-K & Choi, Y 2011, 'Examining the role of emotional and functional values in festival evaluation', *Journal of travel research*, vol. 50, no. 6, pp. 685-96.

Lee, J, Park, D-H & Han, I 2008, 'The effect of negative online consumer reviews on product attitude: An information processing view', *Electronic commerce research and applications*, vol. 7, no. 3, pp. 341-52.

Lee, S-G, Trimi, S & Yang, C-G 2018, 'Perceived usefulness factors of online reviews: a study of Amazon. com', *Journal of computer information systems*, vol. 58, no. 4, pp. 344-52.

Lehner-Mear, R 2020, 'Negotiating the ethics of Netnography: developing an ethical approach to an online study of mother perspectives', *International Journal of Social Research Methodology*, vol. 23, no. 2, pp. 123-37.

Leo, G, Brien, A, Astor, Y, Najib, M, Novianti, S, Rafdinal, W & Suhartanto, D 2020, 'Attraction loyalty, destination loyalty, and motivation: agritourist perspective', *Current Issues in Tourism*, pp. 1-13.

Leri, I & Theodoridis, P 2019, 'The effects of the winery visitor experience on emotions, satisfaction and on post-visit behaviour intentions', *Tourism Review*.

Levitt, JA, Meng, F, Zhang, P & DiPietro, RB 2019, 'Examining factors influencing food tourist intentions to consume local cuisine', *Tourism and Hospitality Research*, vol. 19, no. 3, pp. 337-50.

Leys, C, Delacre, M, Mora, YL, Lakens, D & Ley, C 2019, 'How to classify, detect, and manage univariate and multivariate outliers, with emphasis on pre-registration', *International Review of Social Psychology*, vol. 32, no. 1.

Li, H, Xie, KL & Zhang, Z 2020, 'The effects of consumer experience and disconfirmation on the timing of online review: Field evidence from the restaurant business', *International Journal of Hospitality Management*, vol. 84, p. 102344.

Li, K, Chen, Y & Zhang, L 2020, 'Exploring the influence of online reviews and motivating factors on sales: A meta-analytic study and the moderating role of product category', *Journal of Retailing and Consumer Services*, vol. 55, p. 102107.

Li, L, Lee, KY & Yang, S-B 2019, 'Exploring the effect of heuristic factors on the popularity of user-curated 'Best places to visit' recommendations in an online travel community', *Information Processing & Management*, vol. 56, no. 4, pp. 1391-408.

Li, X, Li, X & Hudson, S 2013, 'The application of generational theory to tourism consumer behavior: An American perspective', *Tourism management*, vol. 37, pp. 147-64.

Li, X, Shen, H & Wen, H 2016, 'A study on tourists perceived authenticity towards experience quality and behavior intention of cultural heritage in Macao', *International Journal of Marketing Studies*, vol. 8, no. 4, pp. 117-23.

Li, X, Wu, C & Mai, F 2019, 'The effect of online reviews on product sales: A joint sentiment-topic analysis', *Information & Management*, vol. 56, no. 2, pp. 172-84.

Li, XR, Cheng, C-K, Kim, H & Petrick, JF 2008, 'A systematic comparison of first-time and repeat visitors via a two-phase online survey', *Tourism management*, vol. 29, no. 2, pp. 278-93.

Lian Chan, JK & Baum, T 2007, 'Ecotourists' Perception of Ecotourism Experience in Lower Kinabatangan, Sabah, Malaysia', *Journal of Sustainable Tourism*, vol. 15, no. 5, pp. 574-90.

Liang, LJ, Choi, HC & Joppe, M 2018, 'Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity', *Journal of Travel & Tourism Marketing*, vol. 35, no. 1, pp. 73-89.

Liang, S, Schuckert, M & Law, R 2019, 'How to improve the stated helpfulness of hotel reviews? A multilevel approach', *International Journal of Contemporary Hospitality Management*.

Lin Carolyn, A & Xu, X 2017, 'Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness', *Internet Research*, vol. 27, no. 2, pp. 362-80.

Lin, L-P 2017, 'Industrial tourists' behavioral intention toward slow travel in Taiwan', *Journal of Sustainable Tourism*, vol. 25, no. 3, pp. 379-96.

Lin, Y-C & Chen, C-C 2014, 'Needs Assessment for Food and Food Services and Behavioral Intention of Chinese Group Tourists Who Visited Taiwan', *Asia Pacific Journal of Tourism Research*, vol. 19, no. 1, pp. 1-16.

Litvin, SW, Crotts, JC & Hefner, FL 2004, 'Cross-cultural tourist behaviour: a replication and extension involving Hofstede's uncertainty avoidance dimension', *International Journal of Tourism Research*, vol. 6, no. 1, pp. 29-37.

Litvin, SW, Goldsmith, RE & Pan, B 2018, 'A retrospective view of electronic word-of-mouth in hospitality and tourism management', *International Journal of Contemporary Hospitality Management*.

Liu, H, Wu, L & Li, X 2019, 'Social media envy: How experience sharing on social networking sites drives millennials' aspirational tourism consumption', *Journal of travel research*, vol. 58, no. 3, pp. 355-69.

Liu, X, Mehraliyev, F, Liu, C & Schuckert, M 2019, 'The roles of social media in tourists' choices of travel components', *Tourist Studies*, vol. 20, no. 1, pp. 27-48.

Liu, Y-C, Li, I-J, Yen, S-Y & Sher, PJ 2018, 'What makes Muslim friendly tourism? An empirical study on destination image, tourist attitude and travel intention', *Advances in Management and Applied Economics*, vol. 8, no. 5, pp. 27-43.

Liu, Z & Park, S 2015, 'What makes a useful online review? Implication for travel product websites', *Tourism management*, vol. 47, pp. 140-51.

Liu, Z & Tung, VWS 2017, 'The Influence of Stereotypes and Host–Tourist Interactions on Post-travel Destination Image and Evaluations of Residents', *Journal of China Tourism Research*, vol. 13, no. 4, pp. 321-37.

Llodra-Riera, I, Martínez-Ruiz, MP, Jiménez-Zarco, AI & Izquierdo-Yusta, A 2015, 'Assessing the influence of social media on tourists' motivations and image formation of

a destination', *International Journal of Quality and Service Sciences*, vol. 7, no. 4, pp. 458-82.

López-Guzmán, T, Torres Naranjo, M, Pérez Gálvez, JC & Carvache Franco, W 2019, 'Segmentation and motivation of foreign tourists in world heritage sites. A case study, Quito (Ecuador)', *Current Issues in Tourism*, vol. 22, no. 10, pp. 1170-89.

Lu, L 2019, 'Online information search, familiarity, hotel expectation, perceived safety, and destination image of Thailand: a comparison between Asian and Western tourists', *Journal of Hospitality*, vol. 1, no. 1, pp. 50-62.

Luz, N 2020, 'Pilgrimage and religious tourism in Islam', *Annals of Tourism Research*, vol. 82, p. 102915.

MacKay, KJ & Fesenmaier, DR 2000, 'An exploration of cross-cultural destination image assessment', *Journal of travel research*, vol. 38, no. 4, pp. 417-23.

Mahmood, H & Alkahtani, NS 2018, 'Human resource, financial market development and economic growth in Saudi Arabia: a role of human capital', *Economic annals-XXI*, no. 169, pp. 31-4.

Mair, P 2018, 'Factor analysis', in *Modern Psychometrics with R*, Springer, pp. 17-61.

Malhotra, NK, Nunan, D & Birks, DF 2017, *Marketing research: An applied approach*, Pearson Education Limited.

Malik, MSI & Hussain, A 2020, 'Exploring the influential reviewer, review and product determinants for review helpfulness', *Artificial Intelligence Review*, vol. 53, no. 1, pp. 407-27.

Mangold, WG, Miller, F & Brockway, GR 1999, 'Word-of-mouth communication in the service marketplace', *Journal of Services Marketing*.

Mannaa, MT 2020, 'Halal food in the tourist destination and its importance for Muslim travellers', *Current Issues in Tourism*, vol. 23, no. 17, pp. 2195-206.

Maria-Irina, A & Istudor, L-G 2019, 'The role of social media and user-generated-content in millennials' travel behavior', *Management Dynamics in the Knowledge Economy*, vol. 7, no. 1, pp. 87-104.

Mariani, MM & Borghi, M 2020, 'Online review helpfulness and firms' financial performance: an empirical study in a service industry', *International Journal of Electronic Commerce*, vol. 24, no. 4, pp. 421-49.

Martin, JC, Marrero-Rodríguez, JR, Moreira, P, Roman, C & Santana, A 2016, 'How access transport mode to a World Heritage City affects visitors' experienced quality', *Tourism Economics*, vol. 22, no. 2, pp. 207-26.

Mashreef, MAH 2020, 'Community Understanding of Tourism Planning and Development in the Najran Region, Saudi Arabia', The University of Brighton.

Masood, A 2021, 'Saudi Reforms: Developing Tourism to Minimize Dependency on Oil and Its Impact in the Society', *Preprints*.

Matute, J, Polo-Redondo, Y & Utrillas, A 2016, 'The influence of EWOM characteristics on online repurchase intention', *Online Information Review*, vol. 40, no. 7, pp. 1090-110.

Mauri, AG & Minazzi, R 2013, 'Web reviews influence on expectations and purchasing intentions of hotel potential customers', *International Journal of Hospitality Management*, vol. 34, pp. 99-107.

Mazanec, JA & Ring, A 2011, 'Tourism destination competitiveness: second thoughts on the World Economic Forum reports', *Tourism Economics*, vol. 17, no. 4, pp. 725-51.

McMurrian, RC & Matulich, E 2016, 'Building customer value and profitability with business ethics', *Journal of Business & Economics Research (JBER)*, vol. 14, no. 3, pp. 83-90.

McNeish, D, An, J & Hancock, GR 2018, 'The thorny relation between measurement quality and fit index cutoffs in latent variable models', *Journal of personality assessment*, vol. 100, no. 1, pp. 43-52.

McSweeney, B., 2002. Hofstede's model of national cultural differences and their consequences: A triumph of faith-a failure of analysis. Human relations, vol.55, no. 1, pp.89-118.

Meijer, R 2010, 'The gender segregation debate in Saudi Arabia: reform and the clash between'Ulam?'and liberals', *Journal for Islamic Studies*, vol. 30, no. 1, pp. 2-32.

Meng, B & Cui, M 2020, 'The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior', *Tourism Management Perspectives*, vol. 33, p. 100581.

Michael, N, Wien, C & Reisinger, Y 2017, 'Push and pull escape travel motivations of Emirati nationals to Australia', *International Journal of Culture, Tourism and Hospitality Research*.

Mitas, O & Bastiaansen, M 2018, 'Novelty: A mechanism of tourists' enjoyment', *Annals of Tourism Research*, vol. 72, pp. 98-108.

Mkono, M, Ruhanen, L & Markwell, K 2015, 'From netnography to autonetnography in tourism studies', *Annals of Tourism Research*, vol. 52, pp. 167-9.

Mohaidin, Z, Wei, KT & Murshid, MA 2017, 'Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia', *International Journal of Tourism Cities*.

Mohd Nasiruddin Abdul, A, Harun, SN, Baharom, MK & Kamaruddin, N 2020, 'Preferred Learning Styles for Digital Native and Digital Immigrant Visitors in The Malaysian Music Museum', *Asian Journal of University Education*, vol. 16, no. 3, pp. 234-46.

Moon, H & Han, H 2018, 'Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island', *Tourism Management Perspectives*, vol. 28, pp. 71-82.

—— 2019, 'Tourist experience quality and loyalty to an island destination: the moderating impact of destination image', *Journal of Travel & Tourism Marketing*, vol. 36, no. 1, pp. 43-59.

Morgado, FF, Meireles, JF, Neves, CM, Amaral, A & Ferreira, ME 2017, 'Scale development: ten main limitations and recommendations to improve future research practices', *Psicologia: Reflexão e Crítica*, vol. 30.

Moro, S & Esmerado, J 2020, 'An integrated model to explain online review helpfulness in hospitality', *Journal of Hospitality and Tourism Technology*.

Morrison-Saunders, A, Hughes, M, Pope, J, Douglas, A & Wessels, J-A 2019, 'Understanding visitor expectations for responsible tourism in an iconic national park: Differences between local and international visitors', *Journal of Ecotourism*, vol. 18, no. 3, pp. 284-94.

Mudambi, SM & Schuff, D 2010, 'Research note: What makes a helpful online review? A study of customer reviews on Amazon. com', *MIS quarterly*, pp. 185-200.

Mufidah, I, Jiang, BC, Lin, S-C, Chin, J, Rachmaniati, YP & Persada, SF 2018, 'Understanding the consumers' behavior intention in using green ecolabel product through pro-environmental planned behavior model in developing and developed regions: Lessons learned from Taiwan and Indonesia', *Sustainability*, vol. 10, no. 5, p. 1423.

Munar, AM & Jacobsen, JKS 2014, 'Motivations for sharing tourism experiences through social media', *Tourism management*, vol. 43, pp. 46-54.

Murphy, P, Pritchard, M & Smith, J 2000, 'The destination product and its impact on traveller perceptions', *Tourism management*, vol. 21.

Musallam, ASA, Khalifa, GS, Abuelhassan, AE & Ghosh, A 2019, 'Antecedents of Dubai revisit intention: The role of destination service quality and tourist satisfaction', *Restaurant Business*, vol. 118, no. 10, pp. 307-16.

Muskat, B, Hörtnagl, T, Prayag, G & Wagner, S 2019, 'Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions', *Journal of Vacation Marketing*, vol. 25, no. 4, pp. 480-98.

Mutanga, CN, Vengesayi, S, Chikuta, O, Muboko, N & Gandiwa, E 2017, 'Travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe', *Journal of outdoor recreation and tourism*, vol. 20, pp. 1-18.

Narangajavana, Y, Callarisa Fiol, LJ, Moliner Tena, MÁ, Rodríguez Artola, RM & Sánchez García, J 2017, 'The influence of social media in creating expectations. An empirical study for a tourist destination', *Annals of Tourism Research*, vol. 65, pp. 60-70.

Narangajavana, Y, Fiol, LJC, Tena, MÁM, Artola, RMR & García, JS 2017, 'The influence of social media in creating expectations. An empirical study for a tourist destination', *Annals of Tourism Research*, vol. 65, pp. 60-70.

Nayak, M & Narayan, K 2019, 'Strengths and weakness of online surveys', *IOSR Journal of Humanities and Social Science*, vol. 24, no. 5, pp. 31-8.

Nazmfar, H, Eshghei, A, Alavi, S & Pourmoradian, S 2019, 'Analysis of travel and tourism competitiveness index in middle-east countries', *Asia Pacific Journal of Tourism Research*, vol. 24, no. 6, pp. 501-13.

Nechoud, L, Ghidouche, F & Seraphin, H 2021, 'The influence of eWOM credibility on visit intention: An integrative moderated mediation model', *Journal of Tourism, Heritage & Services Marketing (JTHSM)*, vol. 7, no. 1, pp. 54-63.

Nelson, P 1974, 'Advertising as information', *Journal of political economy*, vol. 82, no. 4, pp. 729-54.

Ness, MR, Ness, M, Brennan, M, Oughton, E, Ritson, C & Ruto, E 2010, 'Modelling consumer behavioural intentions towards food with implications for marketing quality low-input and organic food', *Food Quality and Preference*, vol. 21, no. 1, pp. 100-11.

Ng, SI, Lee, JA & Soutar, GN 2007, 'Tourists' intention to visit a country: The impact of cultural distance', *Tourism management*, vol. 28, no. 6, pp. 1497-506.

Ng, W-S & Acker, A 2018, 'Understanding urban travel behaviour by gender for efficient and equitable transport policies', in.

Ngah, AH, Abdul Halim, MR & Aziz, NA 2018, 'The Influence of Electronic Word of Mouth on Theory of Reasoned Action and the Visit Intention to the World Monument Fund Site', *Indian Journal of Public Health Research & Development*, vol. 9, no. 11.

Ngoma, M & Ntale, PD 2019, 'Word of mouth communication: A mediator of relationship marketing and customer loyalty', *Cogent Business & Management*, vol. 6, no. 1, p. 1580123.

Nguyen, XT 2020, 'Factors that influence the intentions to revisit Korea of Vietnamese tourists', *The Journal of Asian Finance, Economics, and Business*, vol. 7, no. 4, pp. 247-58.

Nilashi, M, Ibrahim, O, Yadegaridehkordi, E, Samad, S, Akbari, E & Alizadeh, A 2018, 'Travelers decision making using online review in social network sites: A case on TripAdvisor', *Journal of Computational Science*, vol. 28, pp. 168-79.

Nisson, C & Earl, A 2020, 'The theories of reasoned action and planned behavior', *The Wiley Encyclopedia of Health Psychology*, pp. 755-61.

Norkaew, T, Brown, JL, Thitaram, C, Bansiddhi, P, Somgird, C, Punyapornwithaya, V, Punturee, K, Vongchan, P, Somboon, N & Khonmee, J 2019, 'Associations among tourist camp management, high and low tourist seasons, and welfare factors in female Asian elephants in Thailand', *PloS one*, vol. 14, no. 6, p. e0218579.

Nurunnabi, M 2017, 'Transformation from an oil-based economy to a knowledge-based economy in Saudi Arabia: the direction of Saudi vision 2030', *Journal of the Knowledge Economy*, vol. 8, no. 2, pp. 536-64.

Öğüt, H & Onur Taş, BK 2012, 'The influence of internet customer reviews on the online sales and prices in hotel industry', *The Service Industries Journal*, vol. 32, no. 2, pp. 197-214.

Oh, H, Fiore, AM & Jeoung, M 2007, 'Measuring Experience Economy Concepts: Tourism Applications', *Journal of travel research*, vol. 46, no. 2, pp. 119-32.

Okazaki, S, Andreu, L & Campo, S 2017, 'Knowledge sharing among tourists via social media: A comparison between Facebook and TripAdvisor', *International Journal of Tourism Research*, vol. 19, no. 1, pp. 107-19.

Olya, HG, Lee, C-K, Lee, Y-K & Reisinger, Y 2019, 'What are the triggers of Asian visitor satisfaction and loyalty in the Korean heritage site?', *Journal of Retailing and Consumer Services*, vol. 47, pp. 195-205.

Ooi, C-S 2019, 'Asian tourists and cultural complexity: Implications for practice and the Asianisation of tourism scholarship', *Tourism Management Perspectives*, vol. 31, pp. 14-23.

Oriade, A & Schofield, P 2019, 'An examination of the role of service quality and perceived value in visitor attraction experience', *Journal of Destination Marketing & Management*, vol. 11, pp. 1-9.

Owiyo, V 2018, 'Strategic determinants of destination competitiveness: A case of Western tourist circuit, Kenya'.

Ozanne, M, Liu, S, Q. & Mattila, A, S. 2019, 'Are attractive reviewers more persuasive? Examining the role of physical attractiveness in online reviews', *Journal of Consumer Marketing*, vol. 36, no. 6, pp. 728-39.

Ozkara, BY, Ozmen, M & Kim, JW 2017, 'Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value', *Journal of Retailing and Consumer Services*, vol. 37, pp. 119-31.

Pandža Bajs, I 2015, 'Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions:The Example of the Croatian Tourist Destination Dubrovnik', *Journal of travel research*, vol. 54, no. 1, pp. 122-34.

Papastathopoulos, A, Ahmad, SZ, Al Sabri, N & Kaminakis, K 2019, 'Demographic Analysis of Residents' Support for Tourism Development in the UAE: A Bayesian Structural Equation Modeling Multigroup Approach', *Journal of travel research*, vol. 59, no. 6, pp. 1119-39.

Pareigis, J, Edvardsson, B & Enquist, B 2011, 'Exploring the role of the service environment in forming customer's service experience', *International Journal of Quality and Service Sciences*, vol. 3, no. 1, pp. 110-24.

Park, D-H, Lee, J & Han, I 2007, 'The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement', *International Journal of Electronic Commerce*, vol. 11, no. 4, pp. 125-48.

Park, D, Lee, G, Kim, WG & Kim, TT 2019, 'Social network analysis as a valuable tool for understanding tourists' multi-attraction travel behavioral intention to revisit and recommend', *Sustainability*, vol. 11, no. 9, p. 2497.

Park, J, Musa, G, Moghavvemi, S, Thirumoorthi, T, Taha, AZ, Mohtar, M & Sarker, MM 2019, 'Travel motivation among cross border tourists: Case study of Langkawi', *Tourism Management Perspectives*, vol. 31, pp. 63-71.

Park, SH, Hsieh, C-M & Lee, C-K 2017, 'Examining Chinese college students' intention to travel to Japan using the extended theory of planned behavior: Testing destination image and the mediating role of travel constraints', *Journal of Travel & Tourism Marketing*, vol. 34, no. 1, pp. 113-31.

Patel, P, Patel, D & Naik, C 2021, 'Sentiment Analysis on Movie Review Using Deep Learning RNN Method', in SC Satapathy, Y-D Zhang, V Bhateja & R Majhi (eds), *Intelligent Data Engineering and Analytics*, Singapore, pp. 155-63.

Pawłowska-Legwand, A 2019, 'Use of information and communication technology to access tourist information and services: The results of research conducted among Polish tourists in Małopolska Voivodeship', *Turyzm*, vol. 29, no. 2, pp. 105-12.

Payne, A, Frow, P & Eggert, A 2017, 'The customer value proposition: evolution, development, and application in marketing', *Journal of the Academy of Marketing Science*, vol. 45, no. 4, pp. 467-89.

Payne, A & Holt, S 1999, 'A review of the 'value'literature and implications for relationship marketing', *Australasian Marketing Journal (AMJ)*, vol. 7, no. 1, pp. 41-51.

Pearce, PL 2013, *The social psychology of tourist behaviour: International series in experimental social psychology*, vol. 3, Elsevier.

Pearce, PL & Lee, U-I 2005, 'Developing the travel career approach to tourist motivation', *Journal of travel research*, vol. 43, no. 3, pp. 226-37.

Peng, L, Cui, G, Zhuang, M & Li, C 2016, 'Consumer perceptions of online review deceptions: an empirical study in China', *Journal of Consumer Marketing*, vol. 33, no. 4, pp. 269-80.

Pesonen, J & Pasanen, K 2017, 'A closer look at tourist information search behaviour when travelling abroad: What is the role of online marketing in choice of destination?', in *Information and Communication Technologies in Tourism 2017*, Springer, pp. 431-43.

Pestana, MH, Parreira, A & Moutinho, L 2020, 'Motivations, emotions and satisfaction: The keys to a tourism destination choice', *Journal of Destination Marketing & Management*, vol. 16, p. 100332.

Prakash, SL, Perera, P, Newsome, D, Kusuminda, T & Walker, O 2019, 'Reasons for visitor dissatisfaction with wildlife tourism experiences at highly visited national parks in Sri Lanka', *Journal of outdoor recreation and tourism*, vol. 25, pp. 102-12.

Pratminingsih, SA, Rudatin, CL & Rimenta, T 2014, 'Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung-Indonesia', *International Journal of Innovation, Management and Technology*, vol. 5, no. 1, p. 19.

Prayag, G 2012, 'Senior Travelers' Motivations and Future Behavioral Intentions: THE CASE OF NICE', *Journal of Travel & Tourism Marketing*, vol. 29, no. 7, pp. 665-81.

Prayag, G, Chen, N & Del Chiappa, G 2018, 'Domestic tourists to Sardinia: Motivation, overall attitude, attachment, and behavioural intentions', *Anatolia*, vol. 29, no. 1, pp. 84-97.

Prayag, G, Hosany, S, Muskat, B & Del Chiappa, G 2017, 'Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend', *Journal of travel research*, vol. 56, no. 1, pp. 41-54.

Prayag, G & Ryan, C 2011, 'The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach', *Current Issues in Tourism*, vol. 14, no. 2, pp. 121-43.

Prebensen, NK, Woo, E, Chen, JS & Uysal, M 2013, 'Motivation and involvement as antecedents of the perceived value of the destination experience', *Journal of travel research*, vol. 52, no. 2, pp. 253-64.

Procter, L, Angus, DJ, Blaszczynski, A & Gainsbury, SM 2019, 'Understanding use of consumer protection tools among Internet gambling customers: Utility of the Theory of Planned Behavior and Theory of Reasoned Action', *Addictive behaviors*, vol. 99, p. 106050.

Qian, Y, Hu, J & Zhang, M 2015, 'Study on the online travel information search: A perspective of social media', *Advances in Applied Sociology*, vol. 5, no. 08, p. 219.

Racherla, P & Friske, W 2012, 'Perceived 'usefulness' of online consumer reviews: An exploratory investigation across three services categories', *Electronic commerce research and applications*, vol. 11, no. 6, pp. 548-59.

Rageh, A, Melewar, T & Woodside, A 2013, 'Using netnography research method to reveal the underlying dimensions of the customer/tourist experience', *Qualitative Market Research: An International Journal*.

Rahi, S, Alnaser, FM & Abd Ghani, M 2019, 'Designing survey research: recommendation for questionnaire development, calculating sample size and selecting research paradigms', *Economic and Social Development: Book of Proceedings*, pp. 1157-69.

Rahmafitria, F 2018, 'Disaster risk and travel decision of Middle Eastern tourists to natural destination in Indonesia', in *IOP Conference Series: Earth and Environmental Science*, vol. 179, p. 012006.

Ramírez-Gutiérrez, D, Fernández-Betancort, H & Santana-Talavera, A 2018, 'Talking to others: analysing tourists' communications on cultural heritage experiences', *International Journal of Heritage Studies*, vol. 24, no. 6, pp. 634-48.

Ramkissoon, H & Uysal, MS 2011, 'The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists', *Current Issues in Tourism*, vol. 14, no. 6, pp. 537-62.

Raser, E, Gaupp-Berghausen, M, Dons, E, Anaya-Boig, E, Avila-Palencia, I, Brand, C, Castro, A, Clark, A, Eriksson, U & Götschi, T 2018, 'European cyclists' travel behavior: differences and similarities between seven European (PASTA) cities', *Journal of Transport & Health*, vol. 9, pp. 244-52.

Reisenwitz, TH & Fowler, JG 2019, 'Information Sources and the Tourism Decision-making Process: An Examination of Generation X and Generation Y Consumers', *Global Business Review*, vol. 20, no. 6, pp. 1372-92.

Ribeiro, MA, Pinto, P, Silva, JA & Woosnam, KM 2017, 'Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries', *Tourism management*, vol. 61, pp. 523-37.

Roberson, DN 2018, 'Learning while traveling: The school of travel', *Journal of Hospitality, Leisure, Sport & Tourism Education*, vol. 22, pp. 14-8.

Roberts, K, Holland, J, Prigerson, HG, Sweeney, C, Corner, G, Breitbart, W & Lichtenthal, WG 2017, 'Development of the Bereavement Risk Inventory and Screening Questionnaire (BRISQ): item generation and expert panel feedback', *Palliative & supportive care*, vol. 15, no. 1, pp. 57-66.

Rosario, AB, de Valck, K & Sotgiu, F 2020, 'Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation', *Journal of the Academy of Marketing Science*, vol. 48, no. 3, pp. 422-48.

Rosenbloom, S 2004, 'Understanding women's and men's travel patterns', *In Transportation Research Board Conference Proceedings,* Irvine, California, August 22-24.

Ru, X, Wang, S, Chen, Q & Yan, S 2018, 'Exploring the interaction effects of norms and attitudes on green travel intention: An empirical study in eastern China', *Journal of Cleaner Production*, vol. 197, pp. 1317-27.

Ruiz-Mafe, C, Bigné-Alcañiz, E & Currás-Pérez, R 2020, 'The effect of emotions, eWOM quality and online review sequence on consumer intention to follow advice obtained from digital services', *Journal of Service Management* vol. 6, no. 1, pp. 126-40.

Sahoo, N, Dellarocas, C & Srinivasan, S 2018, 'The impact of online product reviews on product returns', *Information Systems Research*, vol. 29, no. 3, pp. 723-738.

Saifudin, REP & Puspita, R 2020, 'Predicting the Intention of Millennial Moslems to Visit Halal Tourism', *Equilibrium: Jurnal Ekonomi Syariah*, vol. 8, no. 1, pp. 129-42.

Salmi Mohd, I, Phaik Nie, C & Nurul Ulfah, M 2018, 'Muslim tourist perceived value: a study on Malaysia Halal tourism', *Journal of Islamic Marketing* vol. 17, p. 7.

Sánchez-Fernández, R & Iniesta-Bonillo, MA 2006, 'Consumer perception of value: literature review and a new conceptual framework', *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, vol. 19, p. 40.

Sastre, RP & Phakdee-Auksorn, P 2017, 'Examining Tourists' Push and Pull Travel Motivations and Behavioral Intentions: The Case of British Outbound Tourists to Phuket, Thailand', *Journal of Quality Assurance in Hospitality & Tourism*, vol. 18, no. 4, pp. 437-64.

Scheiner, J 2006, 'Does Individualisation of Travel Behaviour Exist? Determinants and Determination of Travel Participation and Mode Choice in West-Germany',*Erde,* vol. 137, no. 4, pp. 355-77.

Schofield, P & Thompson, K 2007, 'Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar', *International Journal of Tourism Research*, vol. 9, no. 5, pp. 329-44.

Senger, I, Borges, JAR & Machado, JAD 2017, 'Using the theory of planned behavior to understand the intention of small farmers in diversifying their agricultural production', *Journal of Rural Studies*, vol. 49, pp. 32-40.

Seo, W-J, Lewin, LA, Moon, B & Moon, B-Y 2018, 'Moderating effects of affective image on relationship between novelty-seeking and behavioural intentions of runners', *South African Journal for Research in Sport, Physical Education and Recreation*, vol. 40, no. 3, pp. 105-20.

Seow, AN, Choong, YO, Moorthy, K & Chan, LM 2017, 'Intention to visit Malaysia for medical tourism using the antecedents of Theory of Planned Behaviour: A predictive model', *International Journal of Tourism Research*, vol. 19, no. 3, pp. 383-93.

Seweryn, R, Niemczyk, A & Smalec, A 2019, 'Gender as a determinant of tourism activity of the inhabitants of european countries', *Economic and Social Development: Book of Proceedings*, pp. 431-40.

Seyanont, A 2017, 'Travel motivation and intention to revisit of european senior tourists to Thailand', *Universal Journal of Management*, vol. 5, no. 8, pp. 365-72.

Shafaei, F 2017, 'The relationship between involvement with travelling to Islamic destinations and Islamic brand equity: A case of Muslim tourists in Malaysia', *Asia Pacific Journal of Tourism Research*, vol. 22, no. 3, pp. 255-71.

Shanka, T, Ali-Knight, J & Pope, J 2002, 'Intrastate travel experiences of international students and their perceptions of Western Australia as a tourist destination', *Tourism and Hospitality Research*, vol. 3, no. 3, pp. 245-56.

Sharma, P & Nayak, JK 2018, 'Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism', *Tourism Management Perspectives*, vol. 28, pp. 41-52.

—— 2019, 'Understanding memorable tourism experiences as the determinants of tourists' behaviour', *International Journal of Tourism Research*, vol. 21, no. 4, pp. 504-18.

—— 2020, 'Examining experience quality as the determinant of tourist behavior in niche tourism: an analytical approach', *Journal of Heritage Tourism*, vol. 15, no. 1, pp. 76-92.

Shaw, A 2020, 'Netnography and a summative content analysis approach to market research', *Journal of Emerging Trends in Marketing and Management*, vol. 1, no. 1, pp. 12-22.

Shen, S, Schüttemeyer, A & Braun, B 2009, 'Visitors' intention to visit world cultural heritage sites: an empirical study of Suzhou, China', *Journal of Travel & Tourism Marketing*, vol. 26, no. 7, pp. 722-34.

Shi, D, Lee, T & Maydeu-Olivares, A 2019, 'Understanding the model size effect on SEM fit indices', *Educational and psychological measurement*, vol. 79, no. 2, pp. 310-34.

Shim, S, Gehrt, KC & Siek, M 2005, 'Attitude and behavior regarding pleasure travel among mature consumers: A socialization perspective', *Journal of Travel & Tourism Marketing*, vol. 18, no. 2, pp. 69-81.

Shome, S 2020, 'Intentions to use travel eWOM: mediating role of Indian urban millennials' attitude', *International Journal of Tourism Cities*.

Siering, M, Muntermann, J & Rajagopalan, B 2018, 'Explaining and predicting online review helpfulness: The role of content and reviewer-related signals', *Decision Support Systems*, vol. 108, pp. 1-12.

Simeon, MI, Buonincontri, P, Cinquegrani, F & Martone, A 2017, 'Exploring tourists' cultural experiences in Naples through online reviews', *Journal of Hospitality and Tourism Technology*.

Sinclair-Maragh, G 2017, 'Demographic analysis of residents' support for tourism development in Jamaica', *Journal of Destination Marketing & Management*, vol. 6, no. 1, pp. 5-12.

Singh, JP, Irani, S, Rana, NP, Dwivedi, YK, Saumya, S & Kumar Roy, P 2017, 'Predicting the "helpfulness" of online consumer reviews', *Journal of Business research*, vol. 70, pp. 346-55.

Siraj-Blatchford, J 2020, 'Surveys and questionnaires: an evaluative case study', in *Doing early childhood research*, Routledge, pp. 223-38.

Skavronskaya, L, Moyle, B, Scott, N & Kralj, A 2020, 'The psychology of novelty in memorable tourism experiences', *Current Issues in Tourism*, vol. 23, no. 21, pp. 2683-98.

Slabá, M 2019, 'The impact of the age on the customers buying behaviour and attitude to price', *Littera Scripta*, vol. 146.

Slavec, A & Drnovšek, M 2012, 'A perspective on scale development in entrepreneurship research', *Economic & Business Review*, vol. 14, no. 1.

Snepenger, D, King, J, Marshall, E & Uysal, M 2006, 'Modeling Iso-Ahola's motivation theory in the tourism context', *Journal of travel research*, vol. 45, no. 2, pp. 140-9.

Song, H, Qiu, RT & Park, J 2019, 'A review of research on tourism demand forecasting: Launching the Annals of Tourism Research Curated Collection on tourism demand forecasting', *Annals of Tourism Research*, vol. 75, pp. 338-62.

Song, M, Choi, S & Moon, J 2021, 'Limited time or limited quantity? The impact of other consumer existence and perceived competition on the scarcity messaging - Purchase intention relation', *Journal of Hospitality and Tourism Management*, vol. 47, pp. 167-75.

Soteropoulos, A, Berger, M & Ciari, F 2019, 'Impacts of automated vehicles on travel behaviour and land use: an international review of modelling studies', *Transport reviews*, vol. 39, no. 1, pp. 29-49.

Sthapit, E & Björk, P 2019, 'Relative contributions of souvenirs on memorability of a trip experience and revisit intention: A study of visitors to Rovaniemi, Finland', *Scandinavian Journal of Hospitality and Tourism*, vol. 19, no. 1, pp. 1-26.

Stone, MJ, Migacz, S & Wolf, E 2019, 'Beyond the journey: The lasting impact of culinary tourism activities', *Current Issues in Tourism*, vol. 22, no. 2, pp. 147-52.

Su, X & Niu, M 2021, 'Too obvious to ignore: Influence of popular reviews on consumer online purchasing decisions', *Human Systems Management*, vol. 40, pp. 211-22.

Sudigdo, A & Khalifa, G 2020, 'The Impact of Islamic Destination Attributes on Saudi Arabians' Decision to Visit Jakarta: Tourism Destination Image as a Mediating Variable', *The international journal of religious tourism and pilgrimage*, vol. 8, no. 3, pp. 15-30.

Sudigdo, A, Khalifa, GS & Abuelhassan, AE 2019, 'Driving islamic attributes, destination security guarantee & destination image to predict tourists'decision to visit jakarta', *International Journal on Recent Trends in Business and Tourism (IJRTBT)*, vol. 3, no. 1, pp. 59-65.

Suhartanto, D, Agustina, R, Wibisono, N & Leo, G 2018, 'The Application of Structural Equation Modelling for Predicting the Link between Motivation and Experience Quality in Creative Tourism', in *MATEC Web of Conferences*, vol. 218, p. 04001.

Suhartanto, D, Brien, A, Primiana, I, Wibisono, N & Triyuni, NN 2020, 'Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation', *Current Issues in Tourism*, vol. 23, no. 7, pp. 867-79.

Suhartanto, D, Chen, BT, Mohi, Z & Sosianika, A 2018, 'Exploring loyalty to specialty foods among tourists and residents', *British Food Journal*, vol. 37, no. 1,pp. 189-209.

Sullivan, YW & Kim, DJ 2018, 'Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments', *International Journal of Information Management*, vol. 39, pp. 199-219.

Sumanapala, H, Kotagama, S, Perera, P, Galahitiyawe, N & Suranga, D 2017, 'Comparison of characteristics of Asian and non Asian tourists visiting eco lodges in Sri Lanka'.

Sun, X, Han, M & Feng, J 2019, 'Helpfulness of online reviews: Examining review informativeness and classification thresholds by search products and experience products', *Decision Support Systems*, vol. 124, p. 113099.

Sung, Y-K, Chang, K-C & Sung, Y-F 2016, 'Market Segmentation of International Tourists Based on Motivation to Travel: A Case Study of Taiwan', *Asia Pacific Journal of Tourism Research*, vol. 21, no. 8, pp. 862-82.

Suni, J & Pesonen, J 2019, 'Hunters as tourists – an exploratory study of push–pull motivations', *Scandinavian Journal of Hospitality and Tourism*, vol. 19, no. 2, pp. 175-91.

Suvantola, J 2018, *Tourist's experience of place*, Routledge, London.

Sweeney, JC & Soutar, GN 2001, 'Consumer perceived value: The development of a multiple item scale', *Journal of retailing*, vol. 77, no. 2, pp. 203-20.

Sweeney, JC, Soutar, GN & Mazzarol, T 2012, 'Word of mouth: measuring the power of individual messages', *European Journal of Marketing*, vol. 13, no. 7, pp. 124-143.

Sweet, R, Verhoeven, G & Goldsmith, S 2017, '*Beyond the Grand Tour: NorthernMetropolises and Early Modern Travel Behaviour* ', *Tijdschrift voor Sociale en Economische Geschiedenis*, vol. 16, no.2, pp.121-122.

Syed Zamberi, A & Matloub, H 2017, 'An investigation of the factors determining student destination choice for higher education in the United Arab Emirates', *Studies in Higher Education*, vol. 42, no. 7, pp. 1324-43.

Tabachnick, BG, Fidell, LS & Ullman, JB 2007, *Using multivariate statistics*, vol. 5, Pearson Boston, MA.

Taber, KS 2018, 'The use of Cronbach's alpha when developing and reporting research instruments in science education', *Research in Science Education*, vol. 48, no. 6, pp. 1273-96.

Taherdoost, H 2016, 'Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in a research', *International Journal of Academic Research in Management (IJARM)*, vol. 5, no. 3, pp. 28-36.

Tarn, JL 1999, 'The effects of service quality, perceived value and customer satisfaction on behavioral intentions', *Journal of Hospitality & Leisure Marketing*, vol. 6, no. 4, pp. 31-43.

Tavakoli, R & Mura, P 2018, 'Netnography in tourism–Beyond web 2.0', *Annals of Tourism Research*, vol. 73, no. C, pp. 190-2.

Tavakoli, R & Wijesinghe, SN 2019, 'The evolution of the web and netnography in tourism: A systematic review', *Tourism Management Perspectives*, vol. 29, pp. 48-55.

Thelwall, M 2019, 'Sentiment Analysis for Tourism', *Big Data and Innovation in Tourism, Travel, and Hospitality*, p. 87.

Tjiptono, F & Yang, L 2018, 'To go or not to go: a typology of Asian tourist destination avoidance', in *Asian Cultures and Contemporary Tourism*, Springer, pp. 183-200.

Tran, VD & Le, NMT 2020, 'Impact of service quality and perceived value on customer satisfaction and behavioral intentions: evidence from convenience stores in Vietnam', *The Journal of Asian Finance, Economics, and Business*, vol. 7, no. 9, pp. 517-26.

TripAdvisor, L 2021, *TripAdvisor*, viewed 12-11 2021, <https://www.tripadvisor.com.au/>.

Truong, D, Liu, RX & Yu, JJ 2020, 'Mixed methods research in tourism and hospitality journals', *International Journal of Contemporary Hospitality Management* vol.5, no. 6, pp. 517-26.

Triandis, H., 1988. 'Collectivism and individualism: A reconceptualization of a basic concept in cross-cultural psychology. In: Verma', *Personality*, Attitudes and Cognitions. Macmillan, London.

Tyslová, I, Abrhám, J, Horváthová, Z & Rubacek, F 2020, 'Economic benefits of tourism: Cultural identity and tourism destinations in the Czech Republic', *Terra Economicus*, vol. 18, no. 2.

Ukpabi, DC, Karjaluoto, H, Olaleye, S & Mogaji, E 2020, 'Customer value framework and recommendation intention: the moderating role of customer characteristics in an online travel community', in *Information and communication technologies in tourism 2020*, Springer, pp. 38-49.

UNWTO 2021, *Inbound travelers visited Saudi Arabi*, viewed 12-1 2021, <https://www.unwto.org/middle-east>.

Utomo, SB, Scott, N & Jin, X 2018, 'The Impact of Hajj Satisfaction on Islamic Religious Commitment: A Theoretical Framework', *Islamic Tourism: Management of Travel Destinations*, p. 55.

Uyoga, D & Lagat, C 2019, 'Relationship between customer responsiveness, service performance and satisfaction among airline passengers in Kenya', *Journal of Emerging Trends in Economics and Management Sciences*, vol. 10, no. 2, pp. 61-9.

Valdivia, A, Luzón, MV & Herrera, F 2017, 'Sentiment analysis on tripadvisor: Are there inconsistencies in user reviews?', in *International Conference on Hybrid Artificial Intelligence Systems*, pp. 15-25.

Ventre, I & Kolbe, D 2020, 'The impact of perceived usefulness of online reviews, trust and perceived risk on online purchase intention in emerging markets: A Mexican perspective', *Journal of International Consumer Marketing*, vol. 32, no. 4, pp. 287-99.

Vermeulen, IE & Seegers, D 2009, 'Tried and tested: The impact of online hotel reviews on consumer consideration', *Tourism management*, vol. 30, no. 1, pp. 123-7.

Vigolo, V, Simeoni, F, Cassia, F & Ugolini, MM 2018, 'The effects of travel motivation on satisfaction: the case of older tourists', *International Journal of Business and Social Science*, vol. 9, no. 2, pp. 19-30.

Vu, HQ, Li, G, Law, R & Zhang, Y 2019, 'Exploring tourist dining preferences based on restaurant reviews', *Journal of travel research*, vol. 58, no. 1, pp. 149-67.

WA, WE 2018, 'Influencing factors mitigate Middle East tourist travelling to Malaysia: the quantile estimates', *Journal of International Studies*, vol. 11, no. 3.

Walls, AR, Okumus, F, Wang, YR & Kwun, DJ-W 2011, 'An epistemological view of consumer experiences', *International Journal of Hospitality Management*, vol. 30, no. 1, pp. 10-21.

Wang, T-L, Tran, PTK & Tran, VT 2017, 'Destination perceived quality, tourist satisfaction and word-of-mouth', *Tourism Review*.

Wang, X & Leou, CH 2015, 'A study of tourism motivation, perceived value and destination loyalty for Macao cultural and heritage tourists', *International Journal of Marketing Studies*, vol. 7, no. 6, pp. 83-91.

Wang, Y-S, Lee, W-L & Hsu, T-H 2017, 'Using netnography for the study of role-playing in female online games', *International Journal ofMarketing Studies*, vol. 5, no. 1, pp. 81-93.

Wang, Y & Lo, HP 2003, 'Customer-focused performance and the dynamic model for competence building and leveraging: A resource-based view', *Journal of Management Development* vol. 30,no. 1, pp. 169-183.

Wang, Y, Wang, Z, Zhang, D & Zhang, R 2019, 'Discovering cultural differences in online consumer product reviews', *Journal of Electronic Commerce Research*, vol. 20, no. 3, pp. 169-83.

Wang, Y, Yan, X, Zhou, Y & Xue, Q 2017, 'Influencing mechanism of potential factors on passengers' long-distance travel mode choices based on structural equation modeling', *Sustainability*, vol. 9, no. 11, p. 1943.

Watkins, MW 2018, 'Exploratory factor analysis: A guide to best practice', *Journal of Black Psychology*, vol. 44, no. 3, pp. 219-46.

Weiermair, K 2000, 'Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management', *Managing Service Quality: An International Journal*, vol. 10, no. 6, pp. 397-409.

Welsch, J, Conrad, K & Wittowsky, D 2018, 'Exploring immigrants travel behaviour: empirical findings from Offenbach am Main, Germany', *Transportation*, vol. 45, no. 3, pp. 733-50.

Wen, J & Huang, S 2019, 'The effects of push and pull travel motivations, personal values, and destination familiarity on tourist loyalty: a study of Chinese cigar tourists to Cuba', *Asia Pacific Journal of Tourism Research*, vol. 24, no. 8, pp. 805-21.

Wen, J, Huang, S & Ying, T 2019, 'Relationships between Chinese cultural values and tourist motivations: A study of Chinese tourists visiting Israel', *Journal of Destination Marketing & Management*, vol. 14, p. 100367.

Werthner, H & Klein, S 1999, *Information technology and tourism: a challenging ralationship*, Springer-Verlag Wien.

Whalen, EA 2018, 'Understanding a shifting methodology: A content analysis of the use of netnography in hospitality and tourism research', *International Journal of Contemporary Hospitality Management*, vol. 30, no. 11, pp. 3423-41.

Widjaja, YI, Khalifa, GS & Abuelhassan, AE 2019, 'The Effect of destination reputation on the revisit intention to halal tourism destination of Jakarta', *International Journal of Business, Economics and Law*, vol. 20, no. 5, pp. 104-11.

Wijaya, S, Wahyudi, W, Kusuma, CB & Sugianto, E 2018, 'Travel motivation of Indonesian seniors in choosing destination overseas', *International Journal of Culture, Tourism and Hospitality Research*, vol. 18, no. 2, pp. 106-20.

Williams, P, Soutar, G, Ashill Nicholas, J & Naumann, E 2017, 'Value drivers and adventure tourism: A comparative analysis of Japanese and Western consumers', *Journal of Service Theory and Practice*, vol. 27, no. 1, pp. 102-22.

Wong, IA, Law, R & Zhao, X 2018, 'Time-variant pleasure travel motivations and behaviors', *Journal of travel research*, vol. 57, no. 4, pp. 437-52.

Woodside, AG & Dubelaar, C 2002, 'A general theory of tourism consumption systems: A conceptual framework and an empirical exploration', *Journal of travel research*, vol. 41, no. 2, pp. 120-32.

Wu, CH-J & Mursid, A 2019, 'Loyalty motivations for religious tourism: Indonesian Muslim travelers umrah participating in umrah pilgrimage to Mecca, Saudi Arabia', *Tourism Review,* vol. 75, no. 2, pp. 29-70.

Wu, H-C, Li, M-Y & Li, T 2014, 'A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention', *Journal of Hospitality & Tourism Research*, vol. 42, no. 1, pp. 26-73.

Wu, H-C & Li, T 2015, 'An empirical study of the effects of service quality, visitor satisfaction, and emotions on behavioral intentions of visitors to the museums of Macau', *Journal of Quality Assurance in Hospitality & Tourism*, vol. 16, no. 1, pp. 80-102.

—— 2017, 'A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists', *Journal of Hospitality & Tourism Research*, vol. 41, no. 8, pp. 904-44.

Wu, L, Zhang, J & Fujiwara, A 2013, 'Tourism participation and expenditure behaviour: Analysis using a scobit based discrete–continuous choice model', *Annals of Tourism Research*, vol. 40, pp. 1-17.

Wu, W, Kirillova, K & Lehto, X 2021, 'Learning in family travel: what, how, and from whom?', *Journal of Travel & Tourism Marketing*, vol. 38, no. 1, pp. 44-57.

Wu, Y-L & Li, EY 2018, 'Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective', *Internet Research* vol. 28, no.1, pp.74-104.

Xharavina, N, Kapoulas, A & Miaoulis Jr, G 2020, 'Netnography as a marketing research tool in the fashion industry in Southeast Europe', *International Journal of Market Research*, vol. 62, no. 4, pp. 499-515.

Xiang, Z, Du, Q, Ma, Y & Fan, W 2017, 'A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism', *Tourism management*, vol. 58, pp. 51-65.

Xiang, Z & Fesenmaier, DR 2020, 'Travel information search', *Handbook of e-Tourism*, pp. 1-20.

Xiang, Z & Gretzel, U 2010, 'Role of social media in online travel information search', *Tourism management*, vol. 31, no. 2, pp. 179-88.

Xiang, Z, Magnini, VP & Fesenmaier, DR 2015, 'Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet', *Journal of Retailing and Consumer Services*, vol. 22, pp. 244-9.

Xiang, Z, Wang, D, O'Leary, JT & Fesenmaier, DR 2015, 'Adapting to the internet: trends in travelers' use of the web for trip planning', *Journal of travel research*, vol. 54, no. 4, pp. 511-27.

Yang, ECL, Lee, JSH & Khoo-Lattimore, C 2018, 'Asian cultures and contemporary tourism: Locating Asia, cultural differences and trends', in *Asian cultures and contemporary tourism*, Springer, pp. 1-17.

Yang, ECL, Yang, MJH & Khoo-Lattimore, C 2019, 'The meanings of solo travel for Asian women', *Tourism Review* vol. 5,no. 1, pp. 11-27.

Yang, J & Mai, ES 2010, 'Experiential goods with network externalities effects: An empirical study of online rating system', *Journal of Business research*, vol. 63, no. 9-10, pp. 1050-7.

Yang, S, Zhou, Y, Yao, J, Chen, Y & Wei, J 2019, 'Understanding online review helpfulness in omnichannel retailing', *Industrial Management & Data Systems,* vol. 119, no 8, pp.1565-1580.

Yang, Y, Tan, KP-S & Li, X 2019, 'Antecedents and consequences of home-sharing stays: Evidence from a nationwide household tourism survey', *Tourism management*, vol. 70, pp. 15-28.

Ye, Q, Law, R & Gu, B 2009, 'The impact of online user reviews on hotel room sales', *International Journal of Hospitality Management*, vol. 28, no. 1, pp. 180-2.

Ye, Q, Law, R, Gu, B & Chen, W 2011, 'The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings', *Computers in Human Behavior*, vol. 27, no. 2, pp. 634-9.

Yeh, R.S. and Lawrence, J.J., 1995. Individualism and Confucian dynamism: A note on Hofstede's cultural root to economic growth. Journal of international business studies, vol. 26, no.3, pp.655-669.

Yeh, T-M & Jeng, M-Y 2015, 'The visiting motivation, perceived value and future behavioural intentions of winery tourists', *International Journal of Services and Operations Management*, vol. 21, no. 3, pp. 354-69.

Ying, T & Wen, J 2019, 'Exploring the male Chinese tourists' motivation for commercial sex when travelling overseas: Scale construction and validation', *Tourism management*, vol. 70, pp. 479-90.

Yoon, Y, Kim, AJ, Kim, J & Choi, J 2019, 'The effects of eWOM characteristics on consumer ratings: evidence from TripAdvisor.com', *International Journal of Advertising*, vol. 38, no. 5, pp. 684-703.

Yoon, Y & Uysal, M 2005, 'An examination of the effects of motivation and satisfaction on destination loyalty: a structural model', *Tourism management*, vol. 26, no. 1, pp. 45-56.

Yousaf, A, Amin, I & C Santos, JA 2018, 'Tourist's motivations to travel: A theoretical perspective on the existing literature', *Tourism and hospitality management*, vol. 24, no. 1, pp. 197-211.

Yuhanis Abdul, A, Siti Rahayu, H, Nezakati, H, Yusof, RNR & Hashim, H 2018, 'The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia', *Journal of Islamic Marketing,* vol.13, no.1, pp. 190-210.
.

Yzer, M 2017, 'Theory of reasoned action and theory of planned behavior', *The International Encyclopedia of Media Effects*, vol.1, no.3, pp. 1-7.

Zainuddin, M., Yasin, I.M., Arif, I. and Abdul Hamid, A.B., 2018, 'Alternative Cross-Cultural Theories: Why Still Hofstede?'. In Proceedings of *International Conference on Economics, Management and Social Study,* December, China, pp. 4-6.

Zarezadeh, Z, Benckendorff, P & Gretzel, U 2018, 'Lack of progress in tourist information search research: a critique of citation behaviour and knowledge development', *Current Issues in Tourism*, vol.1, no.4, pp. 1-15.

Zeithaml, VA 1988, 'Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence', *The Journal of marketing*, vol.13, no.5, pp. 2-22.

Zeithaml, VA, Berry, LL & Parasuraman, A 1996a, 'The behavioral consequences of service quality', *the Journal of Marketing*, vol. 67, no. 1, pp. 31-46.

—— 1996b, 'The behavioral consequences of service quality', *Journal of marketing*, vol. 60, no. 2, pp. 31-46.

Zeithaml, VA, Bitner, MJ & Gremler, DD 2018, *Services marketing: Integrating customer focus across the firm*, McGraw-Hill Education.

Zhang, F & Wang, C 2018, 'Dynamic pricing strategy and coordination in a dual-channel supply chain considering service value', *Applied Mathematical Modelling*, vol. 54, pp. 722-42.

Zhang, H, Cho, T, Wang, H & Ge, Q 2018, 'The Influence of Cross-Cultural Awareness and Tourist Experience on Authenticity, Tourist Satisfaction and Acculturation in World Cultural Heritage Sites of Korea', *Sustainability*, vol. 10, no. 4, p. 927.

Zhang, H, Wu, Y & Buhalis, D 2018, 'A model of perceived image, memorable tourism experiences and revisit intention', *Journal of Destination Marketing & Management*, vol. 8, pp. 326-36.

Zhang, L & Hanks, L 2018, 'Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants', *International Journal of Hospitality Management*, vol. 68, pp. 115-23.

Zhang, X, Kuchinke, L, Woud, ML, Velten, J & Margraf, J 2017, 'Survey method matters: Online/offline questionnaires and face-to-face or telephone interviews differ', *Computers in Human Behavior*, vol. 71, pp. 172-80.

Zhang, Y & Huat, GK 2019, 'Impact of Online Reviews on Consumer Post-purchase Attitude Change and Transaction Failure' ICIS 2019 Proceedings, Munich, Germany, December 15-18.

Zhang, Z, Wang, X & Wu, R 2021, 'Is the devil in the details? Construal-level effects on perceived usefulness of online reviews for experience services', *Electronic commerce research and applications*, vol. 46, p. 101033.

Zhang, Z, Ye, Q, Law, R & Li, Y 2010, 'The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews', *International Journal of Hospitality Management*, vol. 29, no. 4, pp. 694-700.

Zhou, S & Guo, B 2017, 'The order effect on online review helpfulness: A social influence perspective', *Decision Support Systems*, vol. 93, pp. 77-87.

Zhu, L, Li, H, Wang, F-K, He, W & Tian, Z 2020, 'How online reviews affect purchase intention: a new model based on the stimulus-organism-response (SOR) framework', *Aslib Journal of Information Management* vol. 5,no. 1, pp. 51-60.

Zikmund, WG, Babin, BJ, Carr, JC & Griffin, M 2013, *Business research methods*, Cengage Learning.

Zulfarina, MS, Sharif, R, Sharkawi, AM, Tg Abu Bakar Sidik, TMI, Mokhtar, S-A, Shuid, AN & Naina-Mohamed, I 2020, 'Reliability of Self-Administered Questionnaire on Dietary Supplement Consumption in Malaysian Adolescents', *Nutrients*, vol. 12, no. 9, p. 2853.

APPENDICES

Appendix A Ethics approval

-----Original Message-----
From: quest.noreply@vu.edu.au <quest.noreply@vu.edu.au>
Sent: Monday, 2 September 2019 3:18 PM
To: Thu-Huong Nguyen <Thu-Huong.Nguyen@vu.edu.au>
Cc: Scott Bingley <Scott.Bingley@vu.edu.au>
Subject: Quest Ethics Notification - Application Process Finalised - Application Approved

Dear DR THU-HUONG NGUYEN,

Your ethics application has been formally reviewed and finalised.

» Application ID: HRE19-113
» Chief Investigator: DR THU-HUONG NGUYEN » Other Investigators: DR SCOTT BINGLEY, MS Nadin Almadani, MS Nadin Almadani » Application Title: Understanding the role of tourists' travel motivations, information searching and experience quality on tourists behavioural Intention: an empirical study of Saudi Arabia » Form Version: 13-07

The application has been accepted and deemed to meet the requirements of the National Health and Medical Research Council (NHMRC) 'National Statement on Ethical Conduct in Human Research (2007)' by the Victoria University Human Research Ethics Committee. Approval has been granted for two (2) years from the approval date; 02/09/2019.

Continued approval of this research project by the Victoria University Human Research Ethics Committee (VUHREC) is conditional upon the provision of a report within 12 months of the above approval date or upon the completion of the project (if earlier). A report proforma may be downloaded from the Office for Research website at: http://research.vu.edu.au/hrec.php.

Please note that the Human Research Ethics Committee must be informed of the following: any changes to the approved research protocol, project timelines, any serious events or adverse and/or unforeseen events that may affect continued ethical acceptability of the project. In these unlikely events, researchers must immediately cease all data collection until the Committee has approved the changes. Researchers are also reminded of the need to notify the approving HREC of changes to personnel in research projects via a request for a minor amendment. It should also be noted that it is the Chief Investigators' responsibility to ensure the research project is conducted in line with the recommendations outlined in the National Health and Medical Research Council (NHMRC) 'National Statement on Ethical Conduct in Human Research (2007).'

On behalf of the Committee, I wish you all the best for the conduct of the project.

Secretary, Human Research Ethics Committee
Phone: 9919 4781 or 9919 4461
Email: researchethics@vu.edu.au

Appendix B Invitation and information to survey participants

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

INFORMATION TO PARTICIPANTS
INVOLVED IN RESEARCH

You are invited to participate

You are invited to participate in a research project entitled "Effect of perceived value of online reviews, travel motivations and experience quality on tourist behavioural intentions: evidence from saudi arabia visitors". This project is being conducted by a student researcher Nadin Fahad Almadani as part of a Doctor of Business Administration at Victoria University under the supervision of Dr. Thu-Huong Nguyen and Dr Scott Bingley from Victoria University Business School.

Project explanation

The present research intends to identify the critical factors affecting international tourists' behavioural intentions with a focus on Saudi Arabia's recent initiatives to expand its tourist industry.

What will I be asked to do?

You will be asked to fill an informed consent form, and a survey questionnaire. The questionnaire will inquiry about participants' perceptions of the value of online reviews, their reasons for travelling, their experience quality, and their behavioural intentions. No identifiable or personal questions will be asked.

What will I gain from participating?

Your information is valuable and will contribute to the success completion of my research, and to the development of international tourism in Saudi Arabia.
There is no personal benefit to you for participating in this study.

How will the information I give be used?

All information will be completely anonymous, and only members of the research team will have access to the information you provide. Information will only be used for academic and research purposes. All collected information will be kept confidential and in a safe place.

What are the potential risks of participating in this project?

There is no known risk involved in this study. However, if you feel uncomfortable with any of the questions, you can refuse to answer it. Participation in the study is voluntary, and you can decide not to participate, or withdraw at any time without any repercussion.

How will this project be conducted?

On approach, the study will be explained, and an informed consent form and questionnaire handed to you. You are expected to fill the consent form and questionnaire. The questionnaire process will take up to 10 minutes.

Who is conducting the study?

Victoria University, School of Business
Chief Investigator: Dr. Thu-Huong Nguyen, +61399191268
Student investigator: Nadin Almadani Tel. 61-401793603

Any queries about your participation in this project may be directed to the chief investigator listed above.
If you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email researchethics@vu.edu.au or phone (03) 9919 4781 or 4461.

V.1/2013   1 of 1

Appendix C Consent information for survey participants

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

CONSENT FORM FOR PARTICIPANTS INVOLVED IN RESEARCH

INFORMATION TO PARTICIPANTS:

We would like to invite you to participate in a research project entitled: "Effect of perceived value of online reviews, travel motivations and experience quality on tourist behavioural intentions: evidence from saudi arabia visitors". This research aims to identify the critical factors affecting tourist's behavioural intentions with a focus on Saudi Arabia's recent initiatives to expand its tourist industry. This project is being conducted by a doctoral student researcher Nadin Fahad Almadani under the supervision of Dr.Thu-Huong Nguyen and Dr Scott Bingley of Victoria University Business School, Melbourne. Your decision to participate is completely voluntary. The procedure requires about 15 minutes of your time to fill a questionnaire. This research poses no risks to you. No personal or identifiable data is required in the procedure and every information you give in this research is strictly kept confidential.

CERTIFICATION BY PARTICIPANT

I .... Participant's Name

Of .... Participant's Suburb/Area

Certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the study: "Understanding tourists' behavioural Intention: an empirical study of Saudi Arabia" being conducted at Victoria University by Nadin Fahad Almadani.

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by: Ms. Nadin Fahad Almadani and that I freely consent to participation involving the below mentioned procedures:

- Fill, sign and return the informed consent form to researcher
- Fill a questionnaire as required and give to researcher

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time and that this withdrawal will not jeopardise me in any way.

I have been informed that the information I provide will be kept strictly confidential.

Signed: ....

Date: ....

Any queries about your participation in this project may be directed to the researchers
Dr. Thu-Huong Nguyen, +6199191268 or email: thu-huongnguyen@vu.edu.au
Student investigator: Nadin Almadani Tel. 61-40179360

If you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email Researchethics@vu.edu.au or phone (03) 9919 4781 or 4461.

Appendix D Questionnaires

THE FACTORS INFLUENCING TRAVEL BEHAVIOURAL INTENTION OF

INTERNATIONAL TOURISTS TO SAUDI ARABIA

We would like to invite you to be part of a study conducted by Victoria University. The research is intended to explore tourists' behaviours when they visit Saudi Arabia. Your participation in the study is entirely voluntary. If you feel the study is intrusive or you are reluctant to answer certain questions, you can withdraw at any stage of the questionnaire. The questionnaire will take you approximately 15 minutes to complete. We appreciate your contribution to this research. All responses will be treated confidentially. Please note there are no right or wrong answers. A quick and honest response is generally the most useful.

Withdrawal Your decision whether or not to participate will not affect your relationships with the investigators, Victoria University. Your participation is completely voluntary, and you can discontinue participation at any time without any penalty.

Contact Information Before you sign the form, please ask questions on any aspects of the study that are unclear to you. If you have any additional questions or concerns, please do not hesitate to contact: Nadin Almadani; Email:

nadin.almadani@live.vu.edu.au; Tel. 61-401793603.

If you click Yes, you decide to participate after reading the above information

- Yes (1)

- No (2)

How many times have you visited Saudi Arabia?

- 1 – 2 times (1)

- 3 – 5 times (2)

- 6 – 9 times (3)

- More than 10 times (4)

What was the purpose of each trip your last trip to Saudi Arabia?

- Business (1)

- Leisure (2)

- Visiting relatives and friends (3)

- Religious purpose (4)

- Other (Pls specify) (5)

Who were you travelling with?

- Alone (1)

- Family and friends (2)

- Spouse/partner (3)

- Tour group (4)

- Other (Pls specify) (5)

For how long did you stay?

- 1 – 3 days (1)

- 4 – 6 days (2)

- 1 week (3)

- 2 weeks (4)

- Other (Pls specify) (5)

Did you visit, or had you planned to visit any of the following tourist attractions?

- Historical places (1)

- Natural attractions (2)

- Cultural performances (3)

- Galleries (4)

- Shopping centers (5)

- Other (Pls specify) (6)

What was your main mode of travel?

- A full package tour (1)

- Arranged by a company (2)

- Independent travel (3)

- Other (Pls specify) (4)

What type of accommodation did you stay in?

- Apartments (1)

- With family and friends (2)

- Hotel (3)

- Other (Pls specify) (4)

Which of the following travel activities do you prefer?

- Sightseeing (1)

- Shopping (2)

- Dining (3)

- Other (Pls specify) (4)

Did you use the Internet to plan your visit?

- No (1)

- Yes (2)

- If yes, please indicate which website (3)

Do you believe online reviews are informative enough as a tourist guide for visiting a city?

- Yes (1)

- Maybe (2)

- No (3)

How likely are you to make travel decisions based on the information you obtain from online reviews?

- Extremely likely (1)

- Somewhat likely (2)

- Neither likely nor unlikely (3)

- Somewhat unlikely (4)

- Extremely unlikely (5)

How likely are you to search for travel information online?

- Extremely likely (1)

- Somewhat likely (2)

- Neither likely nor unlikely (3)

- Somewhat unlikely (4)

- Extremely unlikely (5)

Based on your most recent trip, please rate your level of agreement in relation to **travelers' online reviews**

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Is a fast and efficient way to get more information (1)					
Provide me with more information about the tourist attraction (2)					
Help me evaluate alternatives (3)					
Help me avoid places/services I would not enjoy (4)					
Provide me with ideas (5)					
Increase my confidence in the decisions I make (6)					
Make it easier to imagine what a place will be like (7)					
Reduce the risk/uncertainty involved in making travel decisions (8)					
Make it easier to reach decisions (9)					
Help me plan my trips more efficiently (10)					
Reduce the likelihood that I will later regret a decision (11)					
Make travel planning more enjoyable (12)					
Make me feel excited about travelling (13)					
Add fun to the travel planning process (14)					
Help me save time in the travel planning process (15)					

Good online reputation of a tourist attraction is important for me when I make my travel decision.

- Yes (1)

- Maybe (2)

- No (3)

In the past I have decided to choose a particular tourist attraction because of its great online reviews.

- Yes (1)

- Maybe (2)

- No (3)

In the past I have decided not to go to a particular tourist attraction because of its poor online reviews.

- Yes (1)

- Maybe (2)

- No (3)

Please rate your level of AGREEMENT with the following statements concerning the **motivational factors** which could describe why you visited Saudi Arabia

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I travel to enjoy a vacation (1)					
I travel to be entertained (2)					
I travel to have fun (3)					
I travel to escape from routine (4)					
I want to escape my personal problems (5)					
I want to be away from my family for a while (6)					
I want to be away from work (7)					
I like to go to new places friends have not been (8)					
l look for educational experiences (9)					
I want to test my abilities, develop my skills (10)					
I travel to be socially competent and skillful (11)					
I want to enhance relationships with friends, family (12)					
I travel to rediscover myself (13)					
l want to meet people with similar interests (14)					
I travel to do different things (15)					

I travel to visit places my family came from (16)		
I travel to visit places to be together with my family (17)		
I travel to enjoy social interactions with friends (18)		

Please rate your level of agreement with the following statements in relation to **destination attributes**

	Strongly agree (1) (3)	Some what agree (2)	Neithe r agree nor disagr ee (3)	Somewh at disagree (4)	Strong ly disagr ee (5)
I travel to see outstanding scenery (1)					
I travel to see mountainous areas (2)					
I travel to get close to nature (3)					
I travel to enjoy beaches/sea (4)					
I travel to explore different cultures (5)					
I travel to enjoy rural landscapes (6)					
I travel to visit historical attractions (7)					

I travel to experience different cultures and different ways of life (8)	
I travel to fulfil curiosity about local traditional lifestyles (9)	
I travel to attend cultural events that I do not have access to at home (10)	
I travel to take part in water activities (11)	
I travel to see modern cities (12)	
I travel to take part in adventure activities (13)	
I travel to buy something special (14)	
I travel to taste local cuisine (15)	
I travel to experience high quality restaurants (16)	

Based on your most recent trip, please rate your level of agreement with the following statements in relation to your **experience quality**

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
This trip provided me with a positive experience (1)					
It was a "once in a lifetime' experience (2)					
The experience was truly memorable (3)					
The experience was exciting (4)					
The entire experience was enjoyable (5)					

Please rate your level of agreement with the following statements about Saudi Arabia

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Saudi Arabia is worth visiting again (1)					
I will say positive things about Saudi Arabia to others (2)					
I will encourage friends and relatives to visit Saudi Arabia (3)					
I will consider Saudi Arabia as a tourist destination for myself again in the future (4)					

Saudi Arabia will be my first choice for my next holiday (5)	

Please indicate your gender

- Male (1)

- Female (2)

Marital status

- Single (1)

- Married without children (2)

- Married with children (3)

- Divorced/separated (7)

Please indicate your country of residence

_____

Please indicate your age group

- 18-29 (1)

- 30-39 (2)

- 40-49 (3)

- 50-59 (4)

- 60 or over (5)

Please indicate your highest level of education

- High school (1)

- Bachelor degree (2)

- Diploma (3)

- Master degree (4)

- Doctoral degree (5)

- Other (please specify) (6)

  _____

Please indicate your current occupational group

- Professional (1)

- Government officer (2)

- Student (3)

- Housewife / husband (4)

- Business owner (5)

- Other (please specify) (6)

  _____

Your annual gross income group

- 30,000 USD or less (1)

- 30,001-60,000 USD (2)

- 60,001-90,000 USD (3)

- 120,001–150,000 USD (4)

- 150,001 and more (5)

Can you describe your experience so far in Saudi Arabia?

_____

Appendix E Skewness and kurtosis

	Skewness and kurtosis			
Items	Mean	Std. Deviation	Skewness	Kurtosis
EQ1h	1.5651	0.6997	1.115	1.128
EQ2h	2.25	1.16874	0.668	-0.472
EQ3h	1.6831	0.75937	1.135	1.794
EQ4h	1.7412	0.76631	0.996	1.165
EQ5h	1.6391	0.71641	1.207	2.167
BI1	1.6866	0.87309	1.18	1.046
BI2	1.5933	0.75014	1.428	2.854
BI3	1.8926	0.97087	0.924	0.261
BI4	2.2711	1.27536	0.659	-0.798
BI5	2.5511	1.42324	0.372	-1.258
PV1T	1.9014	1.13193	1.381	1.162
PV2T	2.20951	1.22155	0.922	-0.177
PV7T	2.5599	1.35301	0.454	-1.028
PV8T	2.3504	1.30882	0.701	-0.671
PV9T	2.3504	1.30882	0.701	-0.671

PV10T	2.3732	1.36786	0.761	-0.705
PV3i	2.537	1.38728	0.53	-1.005
PV4i	2.3099	1.24117	0.762	-0.421
PV5i	1.7324	0.95703	1.514	2.076
PV6i	2.3204	1.26525	0.77	-0.493
PV11P	2.3996	1.30815	0.692	-0.641
PV12P	2.1866	1.1865	0.798	-0.379
PV13P	2.0722	1.19968	0.894	-0.34
PV14P	2.2148	1.24282	0.743	-0.612
PV15P	2.1989	1.2405	0.753	-0.619
Fun1	1.7553	1.14933	1.573	1.467
Fun2	1.9032	1.16207	1.374	1.03
Fun3	1.9683	1.34743	1.16	-0.055
Esc4	1.831	1.15758	1.435	1.101
Esc5	2.2553	1.43402	0.817	-0.744
Esc6	3.6356	1.53476	-0.636	-1.188
Esc7	2.6215	1.68593	0.366	-1.6

Esc8	2.5739	1.65919	0.417	-1.536
Esc12	1.8908	1.1708	1.351	0.914
Esc14	1.6972	1.02862	1.823	2.937
Edu9	2.6549	1.49329	0.397	-1.339
Edu10	2.831	1.54062	0.244	-1.479
Soc11	2.8169	1.60409	0.218	-1.563
Soc13	3.5035	1.49779	-0.438	-1.336
Soc15	3.5141	1.47279	-0.563	-1.16
Soc16	3.007	1.54872	0.068	-1.577
Soc17	3.0387	1.52414	-0.105	-1.523
Sce1	2.6215	1.68174	0.388	-1.585
Sce2	2.7817	1.58082	0.314	-1.511
Sce3	2.7694	1.59628	0.334	-1.516
Sce4	2.8099	1.61095	0.202	-1.603
Sce6	2.9243	1.57233	0.139	-1.568
Sce12	2.9085	1.52072	0.019	-1.511
Cul5	2.1549	1.55463	0.902	-0.874

Cul7	2.3451	1.63535	0.697	-1.231
Cul8	2.3644	1.65209	0.666	-1.292
Cul9	2.3662	1.65116	0.672	-1.278
Cul10	2.3908	1.53687	0.555	-1.294
Cul15	2.162	1.41365	0.933	-0.598
Act11	3.2025	1.40528	-0.13	-1.365
Act13	3.1197	1.47397	-0.135	-1.42
Act14	2.5845	1.34646	0.374	-1.115
Act16	2.8099	1.55639	0.156	-1.52

Appendix F Countries classified as the Middle East, Asian and Western

	Middle East	**Asian**	**Western**
Supporting studies	(Ayeh, J 2017; Azimi Hashemi & Hanser 2018; Liu, Y-C et al. 2018; Mannaa 2020; Rahmafitria 2018; Salmi Mohd, Phaik Nie & Nurul Ulfah 2018; WA 2018)	(Norkaew et al. 2019; Tjiptono & Yang 2018; Yang, ECL, Lee & Khoo-Lattimore 2018; Yang, ECL, Yang & Khoo-Lattimore 2019)	(Francesco & Roberta 2019; Lu 2019; Owiyo 2018; Vu et al. 2019)
List of countries	Bahrain Egypt Iraq Jordan Kuwait Lebanon Libya Oman Qatar State of Palestine Syrian Arab Republic United Arab Emirates Yemen	Afghanistan Bangladesh India Iran, Nepal Pakistan Sri Lanka China Hong Kong, China Japan Korea, Republic of Macao, China Indonesia Malaysia Philippines Singapore Thailand	United States of America United Kingdom Australia Canada The Netherlands New Zealand Germany

Appendix G Chi-Square Tests

Gender differences				
Travel mode	Male	Female	Total	Sig.
A full package tour	28	19	47	0.609
Arranged by a company	39	32	71	
Independent travel	231	157	388	
Arranged by a friend	36	23	59	
Total	337	231	568	
Length of stay				
1 – 3 days	27	18	45	0.400
4 – 6 days	95	56	151	
1 week	67	46	113	
2 weeks	91	57	148	
More than 2 weeks	57	53	110	
Total	337	231	568	
Accommodation used				
Apartments	58	48	106	0.327
With family and friends	46	39	85	
Hotel	232	144	376	
Total	337	231	568	
Cultural groups differences				
Accommodation used	Middle Eastern	Western	Asian	Sig.

Apartments	51	29	19	0.050
With family and friend	46	24	10	
Hotel	149	135	59	
Total	246	188	88	
Travel mode				
A full package tour	25	13	5	0.152 42
Arranged by a company	25	24	18	
Independent travel	173	133	53	
Arranged by a friend	22	17	12	
Total	246	188	88	
Length of stay				
1 – 3 days	23	14	2	0.143
4 – 6 days	68	57	19	
1 week	51	29	21	
2 weeks	65	42	27	
More than 2 weeks	38	46	19	
Total	246	188	88	

Source: Data Analysis 2021

Appendix H Differences between the cultural groups' behavioural intention ANOVA test results

		N	Mean	Std. Deviation	F	Sig.
Q27_1 - Saudi Arabia is worth visiting again	Middle Eastern	246	1.4593	0.78531	10.563	.000*
	Western	188	1.8245	0.89325		
	Asian	88	1.7045	0.84635		
Q27_2 - I will say positive things about Saudi Arabia to others.	Middle Eastern	246	1.4919	0.7491	2.744	0.065
	Western	188	1.6383	0.76489		
	Asian	88	1.6591	0.70932		
Q27_3 - I will encourage friends and relatives to visit Saudi Arabia	Middle Eastern	246	1.6789	0.8844	7.497	0.001*
	Western	188	2.016	1.02104		
	Asian	88	1.9659	0.97614		
Q27_4 - I will consider Saudi Arabia as a tourist destination for myself again in the future	Middle Eastern	246	1.9106	1.16063	14.731	.000*
	Western	188	2.5213	1.33026		
	Asian	88	2.4545	1.26772		
Q27_5 - Saudi Arabia will be my first choice for my next holiday	Middle Eastern	244	2.0984	1.32037	21.281	.000*
	Western	187	2.9412	1.43376		
	Asian	88	2.7159	1.36415		

Note: 1 (strongly agree) to 5 (strongly disagree)

Source: Data Analysis 2021

Appendix I Differences in push motivation between cultural groups ANOVA test results

		N	Mean	Std. Deviation	Std. Error	F	Sig.
Q24_2 - I travel to be entertained	Middle Eastern	246	1.7073	1.08219	0.069	4.569	*0.011
	Western	188	2.0266	1.18111	0.08614		
	Asian	88	1.9432	1.11786	0.11916		
Q24_3 - I travel to have fun	Middle Eastern	246	1.6789	1.17044	0.07462	7.354	*0.001
	Western	188	2.0053	1.33444	0.09732		
	Asian	88	2.2386	1.45424	0.15502		
Q24_4 - I travel to escape from routine	Middle Eastern	246	1.7317	1.04646	0.06672	2.244	*0.107
	Western	188	1.8883	1.22071	0.08903		
	Asian	88	2.0114	1.24563	0.13278		
Q24_5 - I want to escape my personal problems	Middle Eastern	246	2.1341	1.37406	0.08761	2.33	*0.098
	Western	188	2.4255	1.51632	0.11059		
	Asian	88	2.3523	1.4546	0.15506		
Q24_6 - I want to be away from my family for a while	Middle Eastern	246	3.813	1.52984	0.09754	9.173	*.000
	Western	188	3.2606	1.60918	0.11736		
	Asian	88	3.9318	1.21102	0.12909		
Q24_7 - I want to be away from work	Middle Eastern	246	2.2114	1.58695	0.10118	9.056	*.000

	Western	188	2.8457	1.68435	0.12284		
	Asian	88	2.7727	1.70683	0.18195		
Q24_8 - I like to go to new places friends have not been	Middle Eastern	246	3.1301	1.71647	0.10944	24.42	*.000
	Western	188	2.0638	1.41654	0.10331		
	Asian	88	2.4545	1.61109	0.17174		
Q24_9 - I look for educational experiences	Middle Eastern	246	3.0325	1.55411	0.09909	17.312	*.000
	Western	188	2.2447	1.36171	0.09931		
	Asian	88	2.375	1.36721	0.14574		
Q24_17 - I travel to visit places to be together with my family	Middle Eastern	246	2.5528	1.47193	0.09385		
	Western	188	3.2872	1.53826	0.11219	15.185	*.000
	Asian	88	3.25	1.47196	0.15691		

Note: 1 (strongly agree) to 5 (strongly disagree); the table only displays Items with significant differences.

Source: Data Analysis 2021

Appendix J Differences in pull motivation between cultural groups ANOVA test results

		N	Mean	Std. Deviation	F	Sig.
Q25_1 - I travel to see outstanding scenery	Middle Eastern	246	2.2195	1.56511	12.389	*.000
	Western	188	2.6809	1.71007		
	Asian	88	3.1932	1.68057		
Q25_2 - I travel to see mountainous areas	Middle Eastern	246	2.3496	1.40253	15.737	*.000
	Western	188	2.8617	1.64236		
	Asian	88	3.3523	1.55393		
Q25_3 - I travel to get close to nature	Middle Eastern	246	2.3415	1.39871	15.32	*.000
	Western	188	2.8564	1.66294		
	Asian	88	3.3295	1.54415		
Q25_4 - I travel to enjoy beaches/sea	Middle Eastern	246	2.4553	1.54789	10.227	*.000
	Western	188	2.8298	1.61635		
	Asian	88	3.3182	1.57236		
Q25_5 - I travel to explore different cultures	Middle Eastern	246	2.8171	1.7152	39.168	*.000
	Western	188	1.6809	1.19009		
	Asian	88	1.6705	1.23848		
Q25_6 - I travel to enjoy rural landscapes	Middle Eastern	246	2.6667	1.52886	6.418	*0.002
	Western	188	2.9255	1.58697		
	Asian	88	3.3523	1.58324		
Q25_7 - I travel to visit historical attractions	Middle Eastern	246	3.1667	1.70014	65.678	*.000

	Western	188	1.5691	1.07001		
	Asian	88	2.0568	1.52646		
Q25_8 - I travel to experience different cultures and different ways of life	Middle Eastern	246	3.1911	1.70954	64.138	*.000
	Western	188	1.5798	1.11337		
	Asian	88	2.125	1.55964		
Q25_9 - I travel to fulfil curiosity about local traditional lifestyles	Middle Eastern	246	3.2358	1.69552	71.256	*.000
	Western	188	1.5745	1.08947		
	Asian	88	2.0455	1.5306		
Q25_10 - I travel to attend cultural events that I do not have access to at home	Middle Eastern	246	3.2886	1.50714	92.41	*.000
	Western	188	1.617	1.09551		
	Asian	88	1.9205	1.27055		
Q25_11 - I travel to take part in water activities	Middle Eastern	246	3.1707	1.40673	3.689	0.026
	Western	188	3.0319	1.40246		
	Asian	88	3.5227	1.38113		
Q25_12 - I travel to see modern cities	Middle Eastern	246	2.4797	1.55366	17.658	*.000
	Western	188	3.0372	1.4381		
	Asian	88	3.4886	1.27752		
Q25_13 - I travel to take part in adventure activities	Middle Eastern	246	3.0569	1.48352	4.987	0.007
	Western	188	2.8936	1.46961		
	Asian	88	3.4886	1.38127		

372

Q25_15 - I travel to taste local cuisine	Middle Eastern	246	2.561	1.54204	14.778	*.000
	Western	188	1.9362	1.23504		
	Asian	88	1.8182	1.30908		
Q25_16 - I travel to experience high quality restaurants	Middle Eastern	246	2.4675	1.5216	8.538	*.000
	Western	188	2.8457	1.53833		
	Asian	88	3.2045	1.45554		

Note: 1 (strongly agree) to 5 (strongly disagree); the table only displays Items with significant differences.

Source: Data Analysis 2021

Appendix K Experience quality ANOVA test results

		N	Mean	Std. Deviation	F	Sig.
Q26_1 - This trip provided me with a positive experience	Middle Eastern	246	1.4959	0.68659	1.457	0.234
	Western	188	1.5638	0.70988		
	Asian	88	1.6364	0.66405		
Q26_2 - It was a "once in a lifetime' experience	Middle Eastern	246	2.1382	1.15935	1.657	0.192
	Western	188	2.3351	1.15135		
	Asian	88	2.2841	1.1341		
Q26_3 - The experience was truly memorable	Middle Eastern	246	1.6951	0.79317	0.917	*.004
	Western	188	1.7234	0.74438		
	Asian	88	1.5909	0.73713		
Q26_4 - The experience was exciting	Middle Eastern	246	1.7073	0.7744	1.674	0.188
	Western	188	1.8191	0.81382		
	Asian	88	1.6591	0.69293		
Q26_5 - The entire experience was enjoyable	Middle Eastern	246	1.5772	0.73964	1.306	0.272
	Western	188	1.6702	0.69202		
	Asian	88	1.6932	0.7007		

Note: 1 (strongly agree) to 5 (strongly disagree)
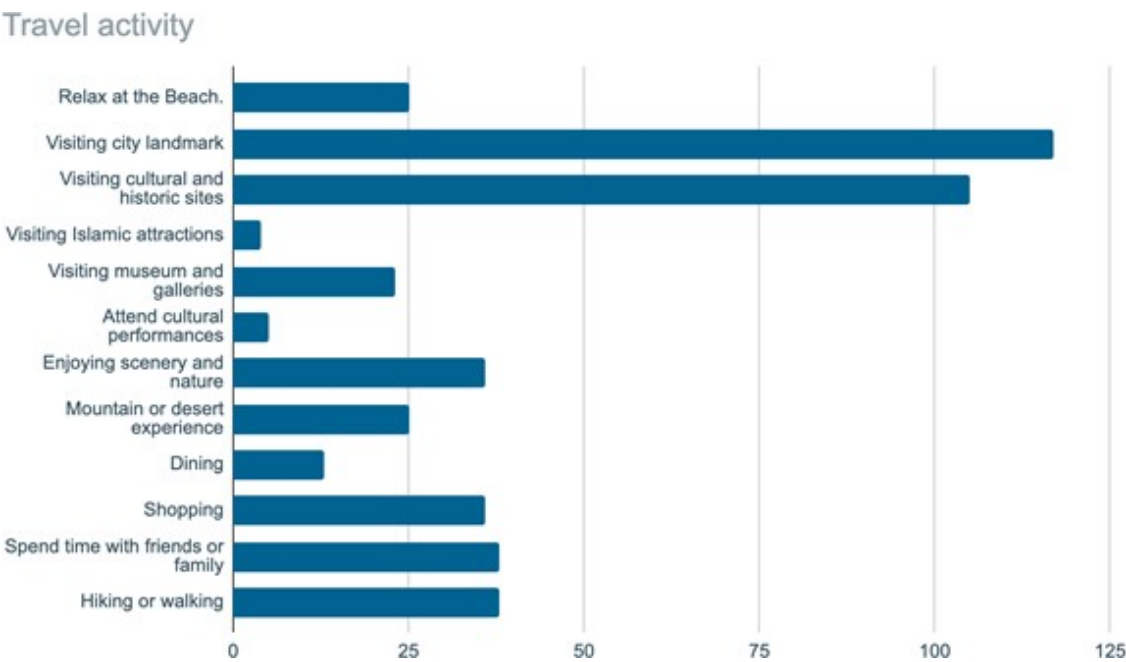
Source: Data Analysis 2021

Appendix L Differences between cultural groups in their perceived value of online reviews ANOVA test results

		N	Mean	Std. Deviation	F	Sig.
Q20_15 - Help me save time in the travel planning process	Middle Eastern	246	2.0203	1.19335	4.465	*0.012
	Western	188	2.3617	1.24403		
	Asian	88	2.2955	1.32317		
Q20_13 - Make me feel excited about travelling	Middle Eastern	246	1.8984	1.14724	4.507	*0.011
	Western	188	2.2394	1.22851		
	Asian	88	2.1023	1.18457		
Q20_12 - Make travel planning more enjoyable	Middle Eastern	246	2.0691	1.19151	3.409	*0.034
	Western	188	2.3617	1.23541		
	Asian	88	2.1136	1.066		
Q20_9 - Make it easier to reach decisions	Middle Eastern	246	2.2073	1.33772	3.148	*0.044
	Western	188	2.516	1.26439		
	Asian	88	2.4205	1.2569		

Note: 1 (strongly agree) to 5 (strongly disagree); the table only displays Items with significant differences.
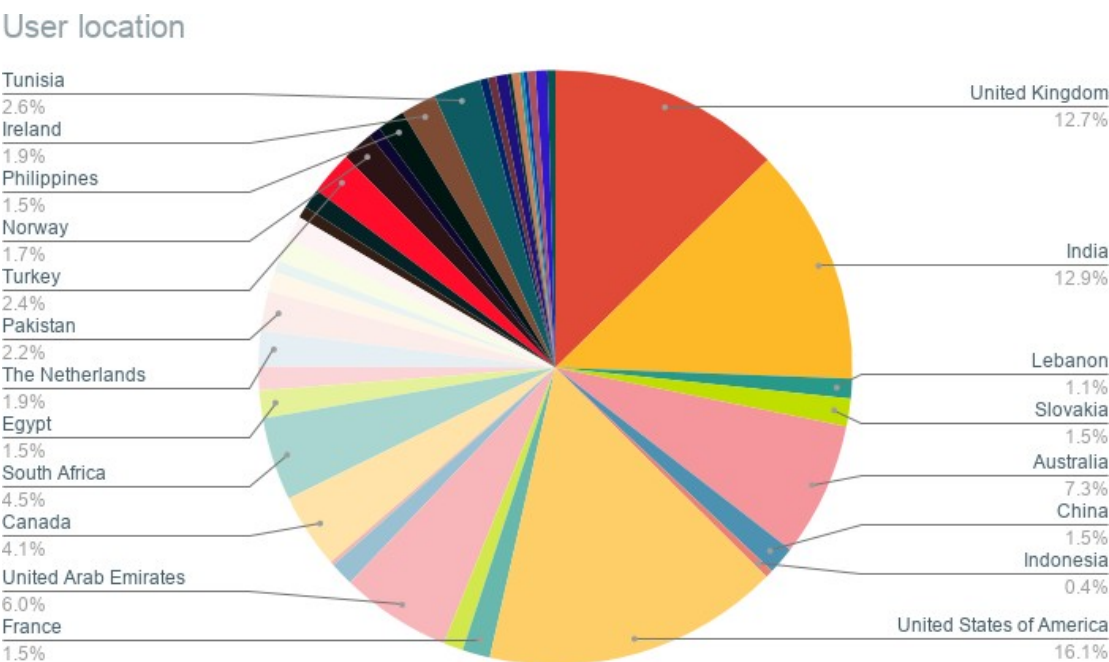
Source: Data Analysis 2021

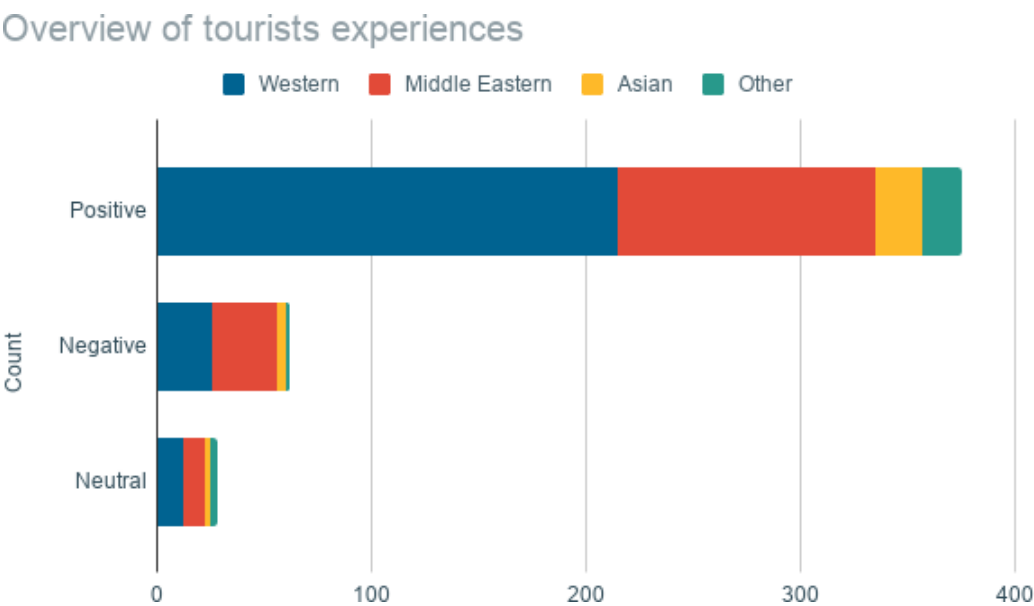**Appendix M List of activities obtained from online reviews**

Travel activity

Activity	
Relax at the Beach.	25
Visiting city landmark	118
Visiting cultural and historic sites	105
Visiting Islamic attractions	4
Visiting museum and galleries	23
Attend cultural performances	5
Enjoying scenery and nature	36
Mountain or desert experience	25
Dining	13
Shopping	36
Spend time with friends or family	37
Hiking or walking	37

Source: Data Analysis 2021

Appendix N User location

User location

| Location	%
Tunisia	2.6%
Ireland	1.9%
Philippines	1.5%
Norway	1.7%
Turkey	2.4%
Pakistan	2.2%
The Netherlands	1.9%
Egypt	1.5%
South Africa	4.5%
Canada	4.1%
United Arab Emirates	6.0%
France	1.5%
United Kingdom	12.7%
India	12.9%
Lebanon	1.1%
Slovakia	1.5%
Australia	7.3%
China	1.5%
Indonesia	0.4%
United States of America	16.1%

Source: Data Analysis 2021

Appendix O Overview of tourist's experiences

Source: Data Analysis 2021

Appendix P Attractions reviewed
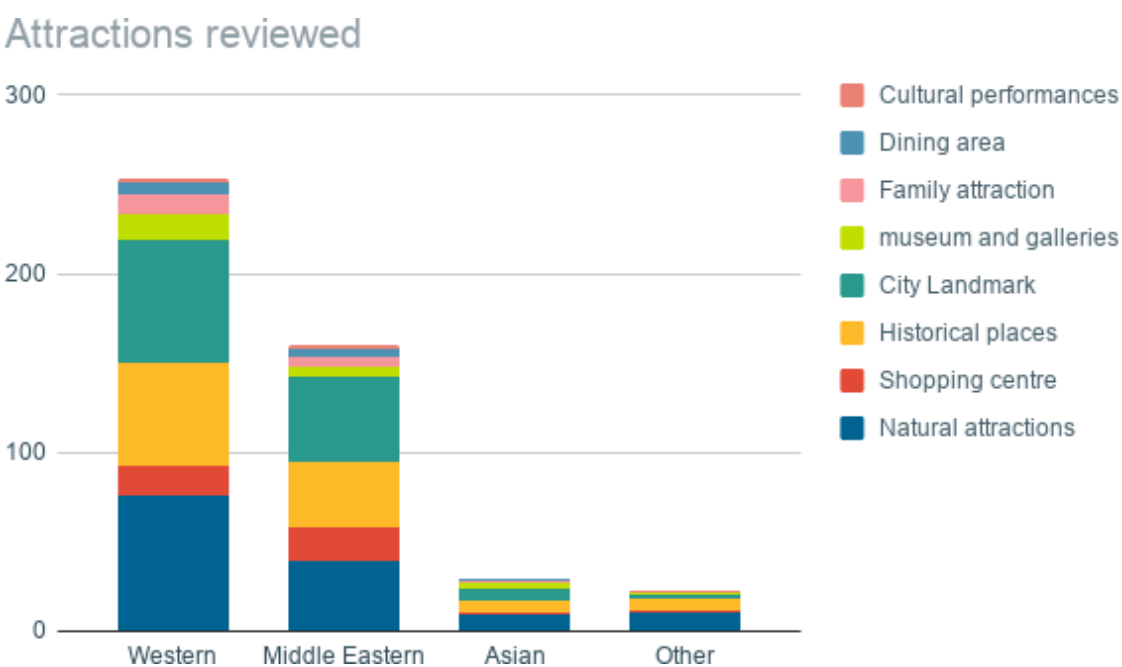
Source: Data Analysis 202

Appendix Q Examples of reviews align with distribution of review helpful votes

Votes value	Examples of Reviews
0	"Great! Highest Fountain!!! It is good to visit this area during night time because the light and sunset view gives more beauty and style"
	"Also a good experience when in Riyadh. We've learned such a lot of the culture and the history of the Kingdom. Highly recommended"
	"An incredible site to see, epitomises the Saudi attitude of having the biggest best and most expensive in the world"
	"something unique, the tallest sea fountain in the world . You can see it landing to Jeddah in the evening. visible from far in the night is a real reference point for orientation in Jeddah"
	"Nice view, impresive fountain. One of the best place to visit in Jeddah, specially by night. In general very well mantained. A good option is to have dinner at the Hyatt Hotel with a great view of the fountain"
1-3	"A surprisingly interesting and safe place to wander and enjoy an Arabic coffee and soak up the lifestyle - think before you photograph people and you'll be fine"
	"I have to admit the place is peaceful and super green, the fountain show is really nice, if u want to watch the show make sure to be there after sunset prayer time around 7 pm, the show does not last for so long however it is nice to be exposed to others cultural differences At entrance gate for adults ticket fee is 10 sar around 2 eur"

"This place is great Evenings are best An amazing and authentic experience There are so many little hideaways and narrow streets and quaint places A trip back in time"

"Very authentic neighborhood with a real zouk Try to get the back streets with wonderful houses, unfotunately they are falling down and nobody seems to care about it"

"Great place to get lost for a few hours in the old, meandering city streets Remember to keep an eye on prayer times, as everything closes down several times per day Definitely check out the honey souq area, I've not seen another like it"

"We visited the Al Wahab crater 2 weeks back You don't find many visitors there (its still to be explored) Its about 6 5 hours from Riyadh but we visited the same from Jeddah (on our way back to Riyadh) via al hada so we took about 4 5 hours (however there is a shorter route as well i guess) We used the Google map all along The Crater is a must visit when in Saudi Arabia It was thought for some time that the crater was formed by a meteorite, as its appearance resembles that of the Barringer Crater, with its circular form and high sides, it is now commonly accepted by geologists that the crater is a maar crater, and was formed by volcanic activity in the form of an underground phreatic eruption - a massive steam explosion generated by molten basaltic magma coming into contact with subterranean water (From : Wikipedia)You can go down up to the crater if you want,however we chose to view it from the hillock (between the boundary wall and the crater, so you need to jump over the boundary wall and its absolutely safe to do so if you are wearing comfortable shoes) and got a very good view of the same (see pics) There are only small mountains around the place and of course a

	sit out has been made in case you wish to stay there longer Please carry water and food along as there is absolutely nothing in the vicinity"

"Loved our trip to Mada'in Saleh. Impressed with the modern roads everywhere. The scenery is absolutely stunning. The rocks are so unusual. Lots of tombs with slightly different styles. A really great day out"

"A must place to visit if you are coming to Jeddah. On the Jeddah Cornish, it is visible from a distance. If you are flying to Jeddah and at the night time you can see the same and it is really a nice view"

"Its one of the best landmark of Jeddah. Stunning view at night on red sea bridal city jeddah. Its a cooy from another fountsine in Sweeden. If you are coming to visit jeddah its a must to SEE" |
| 4 or more | "This attraction is a 6 5-hours drive from Riyadh The highway (40) is in good shape and as of our trip out and back I saw at least 4 speed cameras outbound past the Tuwaiq Escarpment checkpoint and seven on the way back to Riyadh Drive the speed limit after dark The highway signs are quite good and from the Highway 40 turnoff at Umm Ad Doom to the crater is about 93 km Know and understand this if you arrive after dark - the pavement on the last road to the crater takes you to within 15 feet of the edge of the crater Slow to a crawl after the third speedbump and do not drive pastthe vertical poles in the road, If you drive around the poles, it is going to be a really bad ending to your day Al Wahbah is a stunning site We camped in the smooth sand about 200 meters from the wetstern Rim After watching the sunrise from below the western rim of the crater, we went to the north rim There are two old brick structures there and the well made trail down starts from there The walking is not very treacherous but you must be careful It is a drop of about 250 vertical feet and covers about 1 5 km TAKE WATER We screwed up by not carrying enough water by half Do not fool around with this Take extra water bottles and leave them in the shady |

parts on the way down You will need them for the trip back Take fruits and energy bars The crater is stunning we went down there at 9 AM to locate a Geocache a co-worker planted there in 2001 and found it We started up at 11:22 AM and three of us made it in about an hour The rest took nearly 3 hours The first three we went back in with more water Go see this amazing site but be prepared and be safe BTW a Camelback pack carries about three bottles of water It is not enouigh Do not underestimate your fitness for the climb back out"

"The fountain is visible practically from all areas of the Corniche as the jets shoots thousands of gallons of water into the air. Reminiscent of the fountain of Geneva I felt that it is better and perhaps taller too. Must see when in Jeddah."

"Since 2008, I have always thought of making a trip to Madina Province to visit Saudi Arabia's UNESCO world heritage site, nevertheless, it was not an easy task. You need to book a flight either to Madinah Airport or to Al Ula Airport, and stay in an expensive resort at least for night. I usually travel outside the Kingdom during the Eid holidays but having returned from vacation I had no choice but to stay inside the Kingdom. This gave me the opportunity to spend the holidays in my dream destination which is Al Ula, the closest city to Mada'in Saleh. The Al-Hijr Archaeological Site (Madâin Sâlih) in Al Madinah Province, is one of the two UNESCO world heritage sites in the Kingdom of Saudi Arabia; the other one is Al Turaif District in Al-Dir'iyah located in the capitol city of Riyadh,Central Region. Entrance to the site is regulated and a visitors are required to obtain a permit. Luckily, the front desk staff at Al Ula Arac Resort got our permit a day before our visit to the site. We were pleasantly surprised to see a well curated museum next to the Visitors' Center. The rock structures here are comparable to those you can see in Petra (Jordan). Although a world heritage site, Mada'in Saleh is not frequented by visitors due to the remoteness of its location."

"Travelled there as a mixed group of Kiwis, Pohms, Yanks and Saffirs from Stalaag 13 in Al Wajh. The location is located not far (22km) from the town of Al-Ula.

Al Ulah is serviced by an airport- but being cheapskates we took the scenic route, 2 & a bit hours by bus, escorted by Police vehicle as would suit the dodgy nature of some of my travelling companions (kidding).

At Al Ulah we picked up our guide, a bloody top bloke by the name of Ahmad H. Al Eman. Having studied in New Zealand, Ahmad speakes God's English (not the 'orrible' pommie or Yank-anese versions) and is a very very pleasant chap.

Driving past the old ruins of Al Ulah we headed to Madain Saleh. On arrival you pass a security checkpoint, they'll ask you for your passports, iqama and vehicle permit.

Also called Al-Hijr or Hegra, Madain Saleh is a pre-Islamic archaeological site. Traces of Lihyanite and Roman occupation before and after the Nabatean rule, respectively, can also be found and back towards town is a Lihyanite museum site where centuries old writings cut into rock can be seen.

On first entry to Madain you come across the pre WW1 German designed and built village and railway workshops and a beautifully restored train and carriages from the Ottoman era. There's two museums here, one an old fort from when this was part of the Incense route. The other museum is of the railway network. This and the restored train had been blown up by Lawrence of Arabia back in the day and the poor bloody locals lost out after the Armistice with the colonial powers not letting them rebuild it.

From there the dirt road takes you to the ancient Nabataean tombs which are cut out of rock in the same style as Jordan's far more famous Petra. The tombs are hard to describe accurately and need to be seen to be believed, tis no wonder the site is Saudi's first location to gain UNESCO world heritage status.

One thing that irked me here, much like another heritage site, Vietnam's Halong Bay, is the habit of locals to drop there friggin rubbish where ever. Madain is hard

to get to for us pale faces so the discarded Pepsi bottles and flaming crisp packets can't be blamed on the flaming western tourists cause there's bugger all of us!

But, don't let that distract you from the wonderful tombs and views.

heading back to Al-Ulah, Ahmad took us first up to the old fortress overlooking the old town and then through the ruins themselves.

A long, but very rewarding day. if you find yourself in the Land Without Beer (Saudi) definitely consider making the trip, ask for Ahmad- you can't go wrong"

"If you have not been to Mada'in Saleh, it is worth the effort - particularly now that there are direct flights to Al Ula. Do book a guide - I can unreservedly recommend Ahmed Al-Imam as being knowledgeable, engaging and ensuring that we were not rushed but did not miss out on anything within the time we had available."

"Very impressive!

The area is huge, and one needs to have a car to drive from one area of Tombs to Tombs. The Tombs are very impressive With lots of pattern and designs, especially outside of the Tombs."

"Very pretty

This is a lovely place to take the family in the evening. The water show is gorgeous and so mesmerizing. There are usually lots of people but you still get to see everything as many vantage points. Great for the kids."

Source: Data Analysis 2021

Appendix R Examples of reviews with posted date after a helpful review about the same attraction was posted

	Examples of Reviews
Inspire people to travel	**"Went with the family to relax by the fountain side Place was packed filled with families, lovely family spot, they have all kinds of activities especially for the kids. The fountain show was awesome"**
	"The Corniche is an excellent location for exploring, people watching, and getting away from the city's hustle and bustle."
	"In the evenings, we enjoy visiting Cornish, we find the environment neat and clean. There are places to walk, sit, and enjoy with family."
	"I want to have great times and fun with relatives, The Jeddah light house is a fun place"
	"Relaxing place to hang- out late in the day"
	"We spent the day relaxing by the fountain on the edge of the park. The community was alive with families, there were several different activities for kids of all ages, and it was especially a beautiful spot for families the fountain show was really impressive."
Experience quality	**"I was told that the visit would helped me to develop a better appreciation**

	and understanding of the Kingdom. The exhibits were fabulous. "
	"so, as I expected, it was a pleasant and attractive place Its a good family hang out place right in the centre of Riyadh we spend some quality time"
	"We enjoyed wandering around the Nabatean carvings in a pleasant area to visit."
	"as expected I had a very positive experience! an excellent place to visit if you're interested in discovering more about KSA"

Source: Data Analysis 2021

Appendix S Examples of reviews discussing factors inspire people to travel

Themes/ Category	Examples of most frequent words and expressed sentiments	Examples of Reviews
Theme: Education /Knowledge 221 reviews Middle Eastern : 25 Westerners: 141; Asian: 55 **Category:** Experiencing residents' language and way of life /observing locals'	**Frequent Words:** Understanding/ Knowledge/ Learning/ Informative/ Explanatory/ Explore **Expressed sentiments:** "learn the history of Saudi Arabia" or "I went exploring"	"Interesting Place, has a wide variety of display, very informative A very good learning experience!" "If you have not been to Mada'in Saleh, it is worth the effort - particularly now that there are direct flights to Al Ula Do book a guide - I can unreservedly recommend Ahmed Al-Imam as being knowledgeable, engaging and ensuring that we were not rushed but did not miss out on anything within the time we had available" "An oasis of knowledge, faith and relaxation." "I visited the Museum in March 2014. The entrance fee is 10SAR which in my opinion is a bargain considering the quality of the exhibits. The staff are most helpful and are always willing to help visitors fully understand what they are seeing and are very eager to share their knowledge of Saudi history. The exhibits are in both Arabic and English and are split into groups to make navigating easy. If you have free time in Riyadh I highly recommend making a visit."

lives/ discovery of new cultures		"after finish my work i had little bit time, then i thought why should not visit national museum. It was full of knowledge about Saudi Life style."
		"I really enjoyed my time at the museum You learn alot about the history of the kingdom and the Islam Wish they had a souvenir shop Also, hire a tour to get a better understanding"
		"what can you say - views are great plus you get a nice understanding of the city layout worth the 63SAR"
		"This gives a great overview of the history, language, cultures and challenges of life in the peninsular and takes the visitor on a journey through its history. I was told that the visit would take about two hours and that's about right - possibly more if you'd like to watch all the various video stations and so on. I got a lot out of the visit and it certainly helped me to develop a better appreciation and understanding of the Kingdom. The exhibits were fabulous and the explanations were detailed elegantly written and well pitched. Almost everything is scripted in both Arabic and English.
		historic fort in the older part of Riyadh.The fort is impressive and houses a great deal of information to help gain a greater appreciation and understanding of the Kingdom of Saudi Arabia.Avoid going on

		Fridays! Start your trip before 3pm on Saturdays to avoid traffic".
		"I learned about the history in a very informative way, great thematic lay-out. It is recommendable to be accompanied by a local. "
		" A good experience when in Riyadh We've learned such a lot of the culture and the history of the Kingdom Highly recommended"
		"Very educational and well planned I visited this museum about 6 months ago Cheap admission about 10 riyals (2 GBP) Parking as always in Riyadh an issue Museum well planned out ,lots of space , some very interesting exhibits , multi-lingual Spent two hours there and could have spent double that time A good introduction to Saudi Arabia and its history and culture"
		" Good chanche to learn more about the different culture and different life style in ksa Lot of handcrafts and regional food Late in the afternoon regional dance and show start They need to improve a little bit

Theme: Social interactions	Frequent Words:	with logistics for foreigners who cannot speak and read Arabic"
258 reviews	Family /families/ Friends/ Kids/ Together/children/In a group	"At Jeddah in evening you will love to visit Cornish where you will find place is neat and clean There is place to walk, sit and enjoy alone as well as with family"
Middle Eastern : 99		
Westerner s: 76;		"Went with the family to relax by the fountain side Place was packed filled with families, lovely family spot, they have all kinds of activities especially for the kids The fountain show was awesome I thought it would have been longer but was great the short time it lasted Only thing that I didn't like were kids playing soccer around the families they kept kicking their ball and it landing on someone who is having a nice chilled evening They should maybe have a separate area for kids with balls as the kids were having so much fun but it became a bit of a nuisance for the adults Really lovely spot just to unwind with the family"
Asian: 83	Expressed sentiments: "Great family atmosphere" or "families enjoying"	
Category: Social interaction, with family or friends/ The availability of family-friendly facilities		"The Corniche is a wonderful place to explore, people watch and get away from the hustle and bustle of the city Put your rollerskates on & take the time to cruise the many intertwining roads & pathways, adorned with fine snack bars and monuments A great place to bring the family for a picnic!"

		"had a great time with friends and families, good place for family outing and relaxation good restaurants and snacks center nearby" " This place absolutely BEAUTIFUL and one of the must visit places They maintained this places really well We had some real fun with the whole family Specially during afternoon and after the sunset, this place becomes just perfect Tip-Bring some food with you and enjoy the time" "The place is suitable for relaxing walks with the sea breeze It is great for family picnics and get together with friends There are food kiosks in the park in case you get hungry One of its highlight is the view of King Fahd's fountain which is the world's highest at 1023 ft Over all, the ambiance is great amidst the humid feel" "The new Jeddah Corniche is really impressive Amazing facilities for children and highly recommended for those who want to spend quality time with family"

		"Nice place Fun and exciting with family and friends its like Jeddah light house Again, it is a fun places" "Good place to chilled out with family and friends. Shopping and children attraction".
Theme: Escape 147 reviews Middle Eastern : 68; Westerners: 30; Asian: 49 **Category:** Spend time in a different	**Frequent Words:** relax /chill stress free/ unwind / de-stress **Expressed sentiments:** "really want to relax and get away" or "relaxing and a good place to walk" or "so relaxing"	"Went with the family to relax by the fountain side Place was packed filled with families, lovely family spot, they have all kinds of activities especially for the kids The fountain show was awesome I thought it would have been longer but was great the short time it lasted Only thing that I didn't like were kids playing soccer around the families they kept kicking their ball and it landing on someone who is having a nice chilled evening They should maybe have a separate area for kids with balls as the kids were having so much fun but it became a bit of a nuisance for the adults Really lovely spot just to unwind with the family" "The Corniche is a wonderful place to explore, people watch and get away from the hustle and bustle of the city"

| environment/ stress- relieving experiences | | "It's very relaxing place with wonderful view and amazing weather I recommend Any stressed one to go there !"

"We love this beach - as a family its a great place to get away from it all - you could be anywhere in the world!"

"We always visit Jeddah Cornish when every we travel to Jeddah It is very peaceful and relaxing place and good for Picnic"

"Nice relaxing walk during evening hours… feels fresh, and some quality time can be spent! If in Jeddah, do visit…"

"There is no better beach in Jeddah. Great location, white sandy beaches, very clean and well kept, beautiful palm trees, fresh water showers, excellent swimming, terrific cafe and good people from all over the world. Fantastic place to chill out after driving through the ridiculous "

"Great for long walks and if you want to calm your mind of all the stress of the World lol Also a great way for family bonding, so if you want to walk with your |

		dad, this is the great place to do it The sound of the sea will act as a calming agent for stress, anxiety and get out of your house"
		"I have been to Masmak several times now but on this occasion I was invited on a guided tour. Having a local talk you though the castle makes it ever so interesting and gives you a real taste of it s history and significance to the locals. There were 6 of us and we all enjoyed it. Later we were taken to the nearby Souk and then on for a traditional Saudi meal at Najj Village. Fantastic night."

Source: Data Analysis 2021

Appendix T Examples of reviews discussing factors that attract tourists

Themes/ Categories	Examples of most frequent Words and expressed sentiments	Examples of Reviews
Theme: Culture 198 reviews Middle Eastern: 60; Westerners: 70; Asian: 68; **Category:** Exploring the history and culture/Friendliness and hospitality of locals	**Frequent Words:** Locals/ Culture/ History/Explore/ Food/tradition/ Style/lifestyle/way of life **Expressed sentiments:** "nice to be exposed to others cultural differences" ,"nice spot to be able to speak with the locals" or "wonderful history"	"Great view of the sea and Saudi culture They live simple lives Lots of seating if you arrive a bit before sunset Saudis stay there long after the sun goes down" "We spent a morning wandering through Balad with our tour guide Khalid and learning about Hijazi culture and architecture A tour guide is highly recommended as we learned so much! Bring your camera to take pictures of the all of the colorful roshan (mashribiya) which is a projecting window with carved wood latticework located on higher stories, most commonly on the street side of the building" "This place is ARAB culture If you are in Jeddah and miss this place, you have missed Jeddah Lot of walking to do" "Excellent example of the nearest thing to an example of local culture Desert Bedouin tribes tend to be short on this, but its a good way to

| | | spend a few hours getting a closer look at the Saudi take on their history Entertaining”

“I was lucky enough to arrive to Riyadh to catch the last day of the festival but unlucky to be able to spend there only a few hours Also, this festival runs only a few weeks in February or March (or so I was told) If one is interested in Saudi culture, hanging around with locals, try local food, and listened to national music, there is probably no better place to visit This place was pretty hard to find for my driver (although the complex's territory is huge), parking was difficult to find (although we eventually got through the security guards and parked on a special parking lot close to the entrance) There were almost next to none foreign visitors at this point of time but I felt very safe”

“First time visitor to KSA and was keen to embrace some of the cultures This is a huge annual festival, with many stalls and exhibitions of different lifestyles in KSA Everyone was friendly and keen to speak to us and practice their English Lots of families Arrive early afternoon to have a quick look round before the crowds really arrive - it gets really busy around 3pm Great experience” |

		"My trip to saudi treasure !! If you are new to saudi and need to understand the culture, history it's a must visit place! Very neat clean, well managed and truly international stands!" "It was a great family experience The children and adults alike were able to see and experience the rich culture and heritage of Arabia This included many different types of folklore dancing, singing, food and even how a remake of their traditional mud houses" "A place to visit to better understand what was the great Nabatean Kingdom and culture This also give a particular highlight on Saudi Arabia historical background" "Very interesting modern style museum displaying interesting artifacts that depicts Saudi's culture and history" " What a wonderful piece of Arabian style in architecture" "Balance is the old town There are hundreds of small shops where you can find everything you want Owners are friendly most of the times Even if they don't speak English they

		try to help It's like a market but with Arabic traditional flavor I've been there many many times I have to admit though that in the beginning I didn't like it but when I got used to the scenery and feel more comfortable, I enjoyed the Arabic way of shopping One of the best place to visit in Jeddah!!"
		"Always good to get to see different aspects of culture , but wouldn't spend more than 30 mins here if a tourist"
		"Good traditional and international food. Again worth a visit if you are in Riyadh. Little pricey but it has a great atmosphere. Great views over Riyadh day and night."
		"When ever v go pass Jeddah balad is must see place over and over again , with modern multi story Mega shopping complexes coming up all over Arab , noting beats the Atmosphere of open market , the historical left over bits and pieces of architecture here and there which makes you feel the county has history , I really hope the remain area of Balad area stays same"
Theme: Scenery 209 reviews	**Frequent Words:** View/ Landscape/	"It's considered to be one of Riyadh's landmarks due to its wonderful architecture. Inside a shopping mall of 3 or four floors

Middle Eastern : 80; Westerners: 52; Asian: 77; **Category:** Attractiveness of destinations/ Landscape	Scenery/ architecture/ design/ stunning **Expressed sentiments:** "Beautiful architecture" "good scenery", or "scenery is stunning"	level. Very well organized. multinational brands. a big food court with numerous variety of food offered. You can't miss it when you are visiting Riyadh. " "A modern form of architecture that stands out among the the buildings in the area. There are a few restaurants inside, all very posh and well designed, however none were busy enough to attract me. It seemed like the restaurants were for show. You mostly see office workers coming in and out. A nice place to visit if you like" "You cannot believe that they have created this part in a desert Amazing landscape with greenery all over the place The place is good for picnic and kids will enjoy playing here It has some recreational games as well for kids" "300 mtrs tall! Very impressive and a good view of the Red Sea from the Corniche opposite the fountain Good to walk in this area too" "Jeddah beach has good views specially early in the day or at sunset The restaurants are available on site and are good and not expensive It is a good outing for families If you are solo, like me, then you might not enjoy that much"

		"Very calm area, good scenery, perfect place for the family, good luxury hotels near by, good eating places very close to Cornish, sitting on the rocks and placing your feet in water feels so good" "This park is bay far one of the most beautiful ones in the city There's lots of greenery, lots of space to sit and have food / fun, lots of play areas for kids, even some huge trampolines and the best part is the fountains that they have In the peak hours, the admin puts them on for an enjoyable show Lots of food varieties are also available A must try place!!!" "There is a glass globe at the top of this very stunning building and it is perched upon the very top of this futuristic structure. Booking is required in advance for this expensive but unique venue. Afternoon tea and an evening a la carte option are available in the restaurant. Not for those with vertigo or a fear of heights." "A very impressive feature of the Corniche - at it's best in the evening when it is illuminated" "The architecture is amazing, really impressive. To avoid on Fridays afternoon,

| | | plenty of families with children. The third floor is reserved for only women"

"I love this very high fountain in Jeddah Expecially on the sunset is very spectacular and stenographic I recommend anybody to have a look of it!" |
|---|---|---|

Appendix U Examples of reviews discussing experience quality factors

Themes/ Categories	Examples of most frequent Words and expressed sentiments	Examples of Reviews
Theme: Enjoyment 230 reviews Middle Eastern: 80; Western: 60; Asian: 90 **Category:** Positive emotions and feelings (e.g. "happy", "fun" and	**frequent Words:** Unforgettable / extraordinary/ Remarkable/ Memorable/ enjoyable/ spectacular/ Fantastic **Expressed sentiments:** "Its Memorable Trip " or "very enjoyable experience"	"Very pleasant, open and spacious This was our second visit, just as enjoyable as the first Tells the history of the Arabian peninsula from formation to present day Captions are in both Arabic and English" "Seeing the history at this site was truly remarkable! It is a must see for anyone who loves ancient history" "The King's fountain is a remarkable sight, especially at dusk with the sun behind it If you're in Jeddah, do pass by the corniche and take some snaps" "Jeddah Waterfront is a must visit and must experience spot in the city In fact it's the crown jewel of the Red Sea city, in my opinion An amazing addition to the city's long list of tourist attractions and the recent upgrade is simply superb Attention to detail for visitor safety, comfort and visual and physical pleasure is remarkable The jogging/walking track sandwiched by the arterial Corniche road is another novel idea and is very popular amongst the fitness-freaks!!!!!!!!!!The undulating walkway along the waterfront with its skywalks over the water, the floating jetty and the beautifully designed seating areas is simply irresistible!!!!!! Manicured lawns and gardens with water fountains add value to the whole place and keep the young

"excited")		kids busy for hours, indeed!!!The swimming area with its own watch tower and volunteers lends another dimension to one's experience It's a wow experience to say in short and something to be at and experienced personally And finally, halo of the setting sun over the breezy waters of the Red Sea mesmerizes even the most stubborn critic We had a memorable evening and hope others do, too!!!!!!" "This is a must do when visiting Riyadh Make sure to bring cash to the check-in desk There is a short wait before getting to the first of 2 elevators that bring you to the top Once there, the views are remarkable and certainly memorable" "You get to see old Jeddah Nice experience Buy cheap unique candies and stuff!" "Fantastic experience the smell, the heat the amazing old buildings, the beggars, the stall holders the call to prayer the array of crappy things for sale It beats trawling oversized sterile, brand brand brand homogenous malls It's a pity the Saudis can't make it like the rebuilt souk in Doha but hey it's certainly unique and possibly the last remaining old part of the country I enjoyed going Abeya shopping and getting Indian made gutras in balad for presents Must get a juice at the store above the underpass" "If you do manage to get to Riyadh with some time to spare, the museum is a really enjoyable visit. Very modern and well done, with more of an objective emphasis on

		science and culture than expected. Thoroughy enjoyed visiting and learning about Saudi culture!"
Theme: Novelty 233 reviews Middle Eastern: 58; Western: 90; Asian: 85 **Category:** Perceptions of uniqueness and newness/ surprise or unexpectedness	**frequent Words:** Unique/excited/amazed Surprise/impressive **Expressed sentiments:** "It was my first time ", "better-than-expected", "A unique experience!" or "Saudi Arabia is different to anything I have seen before"	"This tower is like the "Eye Tower" in the movie "Lord of the Rings". The first time I saw it I was really amazed and excited. As I entered the center, the set up is like greenbelt shopping center in the Philippines where you can find branded and expensive products. The main attraction here is the 99th floor of this tower where the view deck is. From here you can see all of Riyadh 360 degrees." "Was Suprised at how much I enjoyed this zoo, the tigers were the best I've seen, and I've been to zoos all over the world. They were alive, playing and eating normally they just sleep all day! These looked healthy and happy! Ticket SO CHEAP! 10 riyal Cons: overcrowded on the weekends, avoid after thuhur prayers on w/e.Small zoo but nice day out" "This is an unique experience, walking to fish-market with endless stands and some of the best fish you may select from, select, give it to clean it, go to restaurant, tell them how to prepare it, go for short walk and return to eat, simply the best way to eat fish" "This tower is one of the two impressive towers in Riyadh. It is much more unique than Kingdom tower, and it does

| | | help to create a unique Riyadh Skyline. One can only hope for more towers such as this one in the future."

"A fascinating location surrounded by lava fields The size of the crater is a unique experience, so bring your camera"

"Ok let me make this clear, I give this place 5 stars It was my first time there and I went in with my family and I was very skeptical I thought, well how good can this place be But to my own surprise, it was really good First of all, this is still fairly new to KSA And they have the entrance prices at 50SR which is still very reasonable"

"First time I saw it from the plane and later from the ground and it looked amazing I have never seen anything liked before "

"This tower is like the "Eye Tower" in the movie "Lord of the Rings". The first time I saw it I was really amazed and excited. As I entered the center, the set up is like greenbelt shopping center in the Philippines where you can find branded and expensive products. The main attraction here is the 99th floor of this tower where the view deck is. From here you can see all of Riyadh 360 degrees."

"Mostly impressive but also ostentatious Like a lot of the "attractions" in Jeddah mostly built to show of the look at what we can do attitude in Saudi Also as there is little else preserved from it's older culture or little else to do besides the going to restaurants or shopping in the modern shopping gutters in Jeddah"

"Wasn't expecting that place to be that much calm and attractive Its a good family hang out place right in the |

| | | centre of riyadh where you can spend some quality time Although, parking space is bit congested at weekends but still its a heaven for families to sit away from the hustle of the city in an environment which is close to nature The water in the dam isn't natural as it is a man made along with a synthetic water fall which looks fantastic during day time Overall its a great place to have a family picnic and bbqs Highly Recommended"

"We enjoyed wandering around the 100+ Nabatean carvings in an area which is pretty much void of tourist It's a pleasant surprise to visit"

"Surprisingly beautiful museum

I visited the museum twice. The displays are very well designed, it covers the history up to current days. It is spacious, and every time I was there it was quiet. Staff is very friendly and helpful. It is very educational for someone not from the country or the region." |
|---|---|---|

Source: Data Analysis 2021

Appendix V Examples of reviews discussing behaviour intentions factors

Themes/ Categories	Examples of most frequent Words and expressed sentiments	Examples of Reviews
Theme: Willingness to visit Saudi again 111 reviews Middle Eastern: 50 Western: 21 Asian: 40 **Categories:** Satisfaction with experiences	**frequent Words:** Repeat /Again/ once more/ return **Expressed sentiments:** "would love to go again" or "I would definitely visit again" "Would definitely return!"	"long time ago i went there really calmfull place.very big big area . wounderfull memories.full comfortable place.we want go again there." "It was a great expirans we liked it very much and we were a very big family of young children and teens I'd like yo visit it again " "It's a beautiful beach! We will be going there often" "Visited after reading positive reviews and I think it was a good decision to spend our weekend evening at a cool and refreshing place. It's quite a big Park with beautifully paved walkways along with lush green grass. Although, it was bit overcrowded on weekend but Park capacity can handle more people. Overall, it's an amazing place and can be considered as a gem in between a dry place like riyadh. I would definitely visit again and would like to to spend my whole day there". "really good experience we will very soon journey again good place in Riyadh king dome Saudi arabi pls" "It was a nice experienced when we visited there with my family. They really enjoyed the adventurous experienced & to see the nice view of Riyadh on top. I recommend to other travelers to visit there if they are in Riyadh. I'm hoping for the next visit again." "Spectacular..... !! After a round I determined to come again since a lot to transcribe. I murmered myself this

		country ought to be the rich and developed country in the world. What a variageted mineral resource they have and tradition too. Its a matter of time to see the course of this country to the zenith of world"
Theme: The intention to recommend or positive word-of-mouth 239 reviews Middle Eastern: 91 Western: 68 Asian: 80 **Categories:** Share positive reviews about the attraction/ Recommending the tourist attraction to other consumers	**frequent Words:** Recommended/ worth/ Must **Expressed sentiments:** "Must see!" or "highly recommended" "well worth it" or "worth the visit"	" Expectacular I really recommend this trip to all of those" "Simply go Very very interesting Need a few days to slowly see everything No need for a long review Just go and explore It's worth the trip" "I really love to try to understand a bit of local history and customs when iVisit a distant country and for many reasons Saudi Arabia is different to anything I have seen before This museum is a great place to learn their history, a bit about Islam and the recent history of the kingdom Worth spending a couple of hours" "Love the cultural and historical detailing, and the insight on the Islam history as well Equally fun for adults and children, and a great way to beat the Saudi heat Would recommend!" "Well worth a visit! The fountain was particularly impressive at night when there was a full moon A great place for 'selfie'" "It's very relaxing place with wonderful view and amazing weather I recommend Any stressed one to go there !" "The new Jeddah Corniche is really impressive Amazing facilities for children and highly recommended for those who want to spend quality time with family"

		"Fantastic social atmosphere, and a great Day out! Safe and friendly environment plus excellent food It doesn't get better than this! Will definitely go again and can thoroughly recommend it" "Don't miss this. What a lovely place Jeddah an amazing place for sure you gonna love this place" "What an amazing attraction. The experience was fantastic! Definitely worth a visit" "Really enjoyed my evening, had a lot of fun looking at different species of fishes, loved the dolphin show, its a very attractive place, would love to go again location is pretty beautiful its self as its located by the beach stretch of 20 KM plus boardwalk worth the visit"

Source: Data Analysis 2021