

An empirical study of Saudi Arabia destination image towards destination' love, world of mouth and loyalty: scale replication and validation

Ali Homaid Al-Hajla

Marketing Department, College of Business Administrations, Taibah University, KSA

Ahajla@taibahu.edu.sa

Abstract. This research aims to propose the most suitable destination image measurement for Saudi tourism by replicating Tsiotsou et al. (2010) SDI scale, which would enhance tourism experts' abilities to better manage the Saudi tourism ecosystem. This study explores the correlations among the hypothesised framework with constructs of DBI, BL, WoM, and LOY by employing the most proper data analysing approaches, which are the sequenced two types of factor analysis EFA and CFA plus SEM to evaluate the theoretical relationships within the framework. Subsequently, to the best of the author's knowledge, this study is the first to re-examine Tsiotsou et al. (2010) SDI scale in an Arabic-native context. This paper reveals a practical scale with statistically convenient dimensionality that built from 14 sub-items. The outcomes of the present paper consist of some findings and facts regarding destination image, destination love, destination WoM, as well as tourist loyalty. Also, the results confirmed that destination love can justify the collected emotions tied by vacationers to their selected destination. Lastly, our analysis pointed out that inspired visitors' feelings of destination love strongly motivate a positive WoM, and both enhance tourists' loyalty for a tourism destination. This study's conclusions were attained from N=381 satisfactory forms that were gathered electronically from Saudi residents and visitors due to limited expenses and time. The data was analysed with the Partial Least Square SEM (PLS-SEM). The formed hypothetical assumptions were all statistically supported. Academic and administrative contributions are presented alongside the acknowledged limitation.

Keywords: destination image, destination love, word-of-mouth, scale validation and loyalty.

Introduction

Saudi 2030 vision underlined the exceptionally vital Saudi tourism sector's potential benefit to diversifying the economy and reducing dependence on oil. Consequently, the ministry of tourism, the Saudi tourism authority and the tourism development fund were established to enhance the growth of this substantial sector. The kingdom of Saudi Arabia was blessed by its creative and enthusiastic leadership that emphasises its location as a historical trade centre, and its entitlement of being the birthplace of Islam. Saudi has 5 listed properties inscribed on the World Heritage and 11 sites on the Tentative lists (UNESCO, 2021), distinctive art and culture, and landscape and climate diversity. Alula is an extraordinary example of such a unique heritage which holds 200,000 years of largely unexplored human history. Marketing academics' and practitioners' interest has grown in destination branding. Destination branding is increasingly been acknowledged as a vital tool for cities or countries to be employed to their advantage in obtaining competitive strength in a very competitive market of tourism (Baloglu and McCleary, 1999). The potent power of destination marketing has generated excessive research on the subject, with the objective of better understanding branding from different perspectives, forming good knowledge of the field via the foundation of destination's branding related concepts such as brand image, brand identity and brand personality (Ekinici and Hosany, 2006). These branding concepts are seen to enhance marketing experts' ability to design a distinctive destination brand, which can result in increasing visitors to a particular destination (Caprara et al., 2001, Hosany et al., 2006). Thus, a unique destination branding enhances establishing distinctively positive connections within consumer memory, which support strengthen brand emotional linkage and loyalty (Aaker, 1996b, Hoeffler and Keller, 2002,

Valette-Florence et al., 2011, Nam et al., 2011). The tourism literature reasonably underpinned destination's brand image with many studies (e.g. Hosany et al., 2006, Ping, 2010, Prayag, 2007), however concerning Middle Eastern destinations' brand image empirical assessment the literature remain suffers a dearth of knowledge. However, previous studies concerning destination branding have concluded that emotionally encouraging destinations image found to impact the place image and guide tourist destination selection (e.g. Morgan et al., 2002, Hankinson, 2004, Hosany et al., 2006, Ping, 2010). Consequently, many studies were conducted based on cognitive image variables that are connected to visitors' perceptions keep related to a particular destination (Baloglu and McCleary, 1999, Hankinson, 2004, Hosany et al., 2006, Ping, 2010, Prayag, 2007). For example, previous studies such as Li et al. (2021) stated that destination image has a positive influence on tourists' intention to be loyal to a particular place. Marine-Roig (2021) based on Barcelona e-branding, found that destination image positively impacts tourists' satisfaction and loyalty. Woosnam et al. (2020) studied the existence of a destination's emotional ties and their correlations to brand image, satisfaction, and loyalty, and confirmed it to be positive. Thus, this study participates in shortening the gap of knowledge about tourism marketing via exploring the correlations among destination brand image (SDI), brand love/destination love, word of mouth, and loyalty.

Destination marketing literature has pointed out some issues and limitations related to prior research, which were mostly linked to destination brand image scales development or variation (Tsiotsou et al., 2010). Hsieh (2002) argued that people have a distinctive perception of international brands' components, because of the cultural heterogeneity fact. Thus, authors such as Lee and Xue (2020), Beerli and Martin (2004) and Hosany et al. (2006) have supported such an argument by confirming that a destination brand image measurement's attributes are significantly impacted by each destination's uniqueness and attractions. In different words, a claim of a universal destination brand image is theoretically and empirically unreasonable. Additionally, the oldest studies were conducted based on assessing the factorability of previous brand image instruments via EFA (Marine-Roig, 2021, Nurbasari et al., 2021, Stylidis, 2020, Prayag, 2007, Hosany et al., 2006, Hankinson, 2004, Beerli and Martin, 2004) and very limited literature explored structural validity of the developed destination brand image scales such as Tsiotsou et al. (2010). Finally, Tsiotsou et al. (2010) and Li et al. (2021) have urged future studies to explore other theoretically related mediating variables between destination image and tourists' behavioural intention. Consequently, the need for proposing a suitable destination brand image for Saudi Arabia tourism has raised to the attention of this research, plus considering potential mediating and moderating variables between the destination brand image and tourists' behavioural intention. Based on the Tsiotsou et al. (2010) scale destination image (SDI), which is formed of four dimensions: infrastructure, attraction, value for money and enjoyment, which underpins the conceptuality and practicality of destination image measurement generalisability. Consequently, the present study aims to overcome the dearth of empirical knowledge regarding Saudi Arabia's tourism image knowledge via confirming the SDI's suitability for international tourist destinations. approaches.

Literature review

Destination brand image and loyalty

Earlier studies considered destination brand image to be formed by a few components that all conclude views, impressions and ideas related to a destination. Accordingly, place brand image can be described as the obtained perceptions of a place by tourists, based on whatever they heard of or they experienced (Folgado-Fernández et al., 2015). Previous literature mostly reviewed destination image to be including cognitive and affective dimensions that connect destination brand image to its' segment. Nurbasari et al. (2021) stated that identifying the correct segmentation is vital to designing a destination marketing/branding strategies, since tourists are most likely to have a distinctive evaluation regarding some tourism features such as (culture, heritage, history, nature, events, shopping, ext.). Beerli and Martin (2004) concluded

that destination image is subjectively considered to be the perception that involved both cognitive (beliefs) and affective (emotions) factors.

Nevertheless, the literature on destination marketing has been advanced by emerging studies that have applied destination brand image to a specific place, for instance, Crockett et al. (2002), Li et al. (2021), Lita (2020), Marine-Roig (2021), Morgan et al. (2002), Ran et al. (2021), Trimurti and Utama (2021). These researches were mostly considering destination cognitive image dimensions concerning a tourist place. It was concluded by Gilboa et al. (2015) that most place image studies during the period of 2001-2013 were based on tourists' responses and very few of them observed residents' views, thus they supported the claim of destination image measurement generalisability questioning because he could not find a mutual range of variables. Yet, Gilboa et al. (2015) managed to categories a total of 36 destination image traits under 17 factors. Please refer to Table 1 for detailed items employed in prior studies with reference to the destination image. Accordingly, the 17 destination image factors were divided into two types namely: first, tourists' and residents' view related factors "entertainment, culture, shopping, safety, infrastructure, services and sports facilities". second, tourists' view related factors as "healthcare services and heritage" (Gilboa et al., 2015).

Table 1: Rate analysis of descriptors employed in previous studies related to destination image.

<i>MEASUREMENT TRAITS</i>	<i>RATE %</i>
HISTORY AND HERITAGE	53 %
CULTURE	47 %
ECONOMY	47 %
ENTERTAINMENT AND NIGHTLIFE	47 %
INFRASTRUCTURE (ROADS, COMMUNICATION, TRANSPORTATION, ETC.)	35 %
SHOPPING CENTERS	29 %
ENVIRONMENT (POLLUTION, WATER, ETC.)	29 %
RECREATIONAL ACTIVITIES	29 %
HOUSING	24 %
SAFETY	18 %
SPORT FACILITIES	18 %
PARKS	18 %
SERVICES	12 %
ACCESS TO HIGHWAYS	12 %
HEALTHCARE SERVICES	8 %
RESTAURANTS	8 %
GREEN SPACES	8 %

Source: adapted from Gilboa et al. (2015: p 55).

It is well-recognised how destination image is crucial to explain tourists' loyalty and emotional connection to a particular destination. Due to the diversity of Saudi nature, culture, climate, and futuristic manmade cities such as NEOM and unexplored human history, producing a suitable and valid destination image scale for the Saudi context, would unquestionably provide a theoretical and practical contribution. Such a scale is most likely to enhance Saudi tourism ecosystem experts' ability to better design Saudi destination brand position, brand image and brand identity in the international very competitive tourism eco sector.

Thus, the current study's first aim is to identify the most suitable destination image measurement for the Saudi context. Additionally, this research also aims to explore the influential relationship of destination image towards destination love, world-of-mouth, and loyalty. Concerning the destination image dimensionality and sub-items, the current study will adapt Tsiotsou et al. (2010) SDI scale since it covers both cognitive and affective attributes in its' four factors as follows:

(H1): Destination image has a positive influence on destination love.

(Table 2): Adapted SDI scale 18 sub-items.

Dimensions	Sub-items
<i>Infrastructure</i>	infrastructure.
	accommodations.
	network.
	safety.
	cleanliness.
<i>Attractions</i>	shopping.
	nature.
	scenery.
	good climate.
	cultural events.
	historical sites
<i>Enjoyment</i>	pleasing destination.
	excitement.
	enjoyable destination.
	novelty.
<i>Value for money</i>	accommodation rationally valued.
	inexpensive destination.
	value for money.

Source: adapted from Tsiotsou et al. (2010: p 15).

Destination love and loyalty

The concept of love was first recognised in the psychology literature, which was initially introduced by Sternberg (1986) triangular theory of love (Little) and later Sternberg (1997) developed his triangular love scale (TLS). Nevertheless, at the very beginning of the 19th decade, the concept of love was considered in relation to consumer behaviour literature. Fournier (1998) and Kleine et al. (1995) ignited marketing academics' interest in exploring the possibility of predicting the love attributes of consumers towards a particular brand. Consequently, brand love was described as the degree of loving emotional connection a satisfied customer has for a particular brand. Brand love was conceptualised by Fournier (1998) as a way of satisfaction such as a reaction practised by some of the brand's pleased customers. Several authors distinguish brand love from satisfaction via a few elements the two most recognised are as follows: first, the satisfaction concept is theoretically regarded as a beliefs (cognitive) indicator, and brand love concept is regarded as feelings (affective) indicator. Second, brand love is an outcome of a good and long connection with a brand, but satisfaction is an outcome of a particular purchase or consumption (Carroll and Ahuvia, 2006). The brand image was argued to increase customers' purchase intention because brand image enhances customers' ability to reflect their favourite self-characteristics (Rise et al., 2010, Achouri and Bouslama, 2010, Francis, 2005, Sparks and Shepherd, 1992, Malhotra, 1981, Grubb and Harrison, 1967, Mohammadi, 2015, Malär et al., 2011). Brand love differs from brand affect such as brand "liking or disliking" it was concluded by Lee et al. (2015), Broadbent et al. (2011), Sternberg (1997) that brand love is both theoretically and empirically individual factor. Due to prior studies that examined the positive influence of brand love on brand loyalty have confirmed that they observed a strong positive correlation between the two variables, and stated that brand love does positively mediate the relationship between brand image and brand loyalty (Lee et al., 2015, Broadbent et al., 2011, Carroll and Ahuvia, 2006). Accordingly, it was theoretically anticipated by the recent study that establishing a positive destination love would surely enhance tourists' loyalty toward a specific tourism destination such as Saudi Arabia.

(H2): destination love has a positive influence on destination loyalty.

Destination word-of-mouth and loyalty

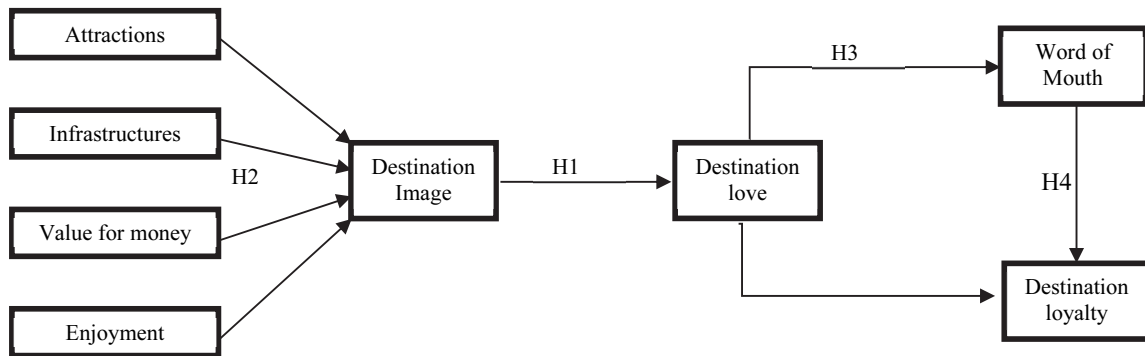
Word-of-mouth is defined by authors such as Ran et al. (2021), Lita (2020), Chaniotakis and Lymperopoulos (2009) as the extent to which a consumer talks regarding a particular brand to others. Since it was argued earlier in this paper that destination image is tourists' beliefs, emotions, awareness and opinion of a specific destination, destination image influences tourists' decision-making procedure related to destination selection and tourists' satisfaction, experience, revisiting intention and word-of-mouth (Ran et al., 2021, Lee et al., 2019, Muhammad Hasnain Abbas et al., 2018, Kumar et al., 2007). Currently, we are focusing on the theoretical relationship between destination word-of-mouth and loyalty, word-of-mouth as direct informal communication regarding destinations or brands among consumers, is a very influential marketing tool that impacts consumers' recommendation or loyalty. Muhammad Hasnain Abbas et al. (2018) reflected on the role that positive word-of-mouth from tourists plays in motivating potential visitors' inquisitiveness. Thus, previous studies such as Ran et al. (2021), Lita (2020), Purwanto et al. (2020) have concluded that positive word-of-mouth can be selected as a destination's attractive tool for attracting new visitors, because it is regarded as a trustworthy, truthful and adherent due to its source. The competition among international tourism destinations has increased on variance aspects such as service quality, goods, attractions and experience, which enhances the need for additional visiting motivations such as positive word-of-mouth (De Angelis et al., 2012). He also stated that positive word-of-mouth is 21 times more effective than normal commercials and promoting events. Nonetheless, word-of-mouth is powerful in both directions positive and negative, therefore, guaranteeing tourists' positive word-of-mouth is surely leading to an increase in tourists' loyalty and spreading positive word-of-mouth within their communities. Although the variables of world-of-mouth\recommendation and loyalty have been vastly investigated in marketing literature, this study aims to short the lack of empirical knowledge related to word-of-mouth and its effect on tourists' recommendation and loyalty towards a particular tourism destination such as Saudi Arabia.

(H3): destination love has a positive influence on destination WoM.

(H4): destination WoM has a positive influence on destination loyalty.

Destination loyalty

Loyalty is widely defined as the strong ties between consumer and a particular brand which leads to consistent repurchasing in the future and recommendations to others, regardless of circumstantial effects and competitors' marketing activities that aim to make consumers switch brands (Li et al., 2021, Lee and Xue, 2020, Purwanto et al., 2020, Moreo et al., 2019). Both marketing academics and practitioners refer to loyalty as one vital variable which mostly used to evaluate a marketing plan's outcomes (Li et al., 2021). Relatively, loyal tourists are likely to revisit or at least recommend a specific tourism destination to other travellers. Therefore, in the recent years, authors such as Trimurti and Utama (2021), Muhammad Hasnain Abbas et al. (2018), Broadbent et al. (2011) have examined loyalty in the context of tourism, and they have evaluated destination loyalty via three main measures as follows: first measure, behavioural loyalty which is related to tourists' purchasing and repurchasing behaviour. Thus, it was argued that the behavioural loyalty variable needs theoretical background and mainly depends on static findings obtained by active procedure (Knox and Walker, 2001). The second measure was attitudinal loyalty, which is reflected by loyal tourists in the form of emotional commitment or continuance favouring a particular destination. Attitudinal loyalty does underpin some evaluate differences that behavioural tactics do not assess (Luarn and Lin, 2003). The third measure was composite loyalty, which is a mixed method that includes both attitudinal and behavioural loyalty tactics. Yet, this method has restrictions regarding the measured grades can employ equally to the behavioural and attitudinal influences, and they could produce inconsistent dimensions. This study will evaluate tourist loyalty from international and local tourists' prospective toward Saudi Arabia's destination image. Thus, this paper investigates the concepts of Saudi destination image, destination love towards word-of-mouth and destination loyalty.

(Figure 1): a conceptual framework of the study.

Method

Research approach, variables, and survey

This paper employed the positivist approach, which is commonly used to generalise this research findings to the examined context of Saudi Arabia specifically for its' destination branding strategy. Additionally, the positivist approach allows researchers to decrease possible bias by ensuring a neutral statistics (Bryman and Bell, 2007, Sekaran, 2000). Next, in the persuasion of the present study to examine the relationship between destination image, destination love, word-of-mouth and tourist loyalty, this study has employed an integrated theoretical framework as presented in Figure 1. The current study has adapted the SDI scale proposed by Tsiotsou et al. (2010) that focuses on measuring destination image. The SDI scale includes two constructs that reflect affective and cognitive image perceptions.

Tsiotsou et al. (2010) first, presented the construct of the cognitive image to be consisting of infrastructure, social and political environment, nature, attraction, and value for money. Second, the construct of affective

destination image consisted of pleasant and arousal.

However, the SDI scale was finalised to be formed by 4 factors with 18 items namely as follows: enjoyment factor with 4 items, value for money factor with 3 factors, attraction factor with 6 items, and infrastructure with 5 items. The proposed integrated research framework by the present study combined the SDI as "destination image" with the other hypothesised constructs namely: first, the construct of "destination love" that was formed by 7 sub-items, which were adapted from prior brand love literature such as (Lee et al., 2015, Roy et al., 2013, Broadbent et al., 2011). Second, the construct of "word-of-mouth" which formed by 3 sub-items that were adapted from earlier studies such as (Ran et al., 2021, Lee et al., 2019, Muhammad Hasnain Abbas et al., 2018, Choudhury, 2014, Kumar et al., 2007). Third, the construct of "loyalty" included 4 sub-items, and it was adapted from well-recognised destination loyalty literature such as (Li et al., 2021, Trimurti and Utama, 2021, Lee and Xue, 2020, Lee et al., 2015). Please refer to Table 2 for detailed SDI scale sub-items.

The questionnaire has been implemented to gather the required data for the present research. The logic behind selecting a questionnaire was its ability to enhance a border geographical assessment, online compatibility due to COVID-19 precautions, and data collection required time shortening. The selected sampling method is regarded as selective sampling due to its ability in forming a more representative sampling frame via delimiting participation to those who can provide accurate and more related data in regards to the study concern, here "Saudi destination image" (Saunders et al., 2009, Sekaran, 2000). The questionnaire's content-validity was obtained since all constructs' items employed were adapted from prior studies to fit this study context, namely the Saudi tourism market. This study's justification of the survey's items adaption is that the present research is among the very earliest to explore the Saudi destination image especially through employing the SDI scale and brand love factor. Accordingly, the

questionnaire's pre-testing phase was conducted via an online hyperlink that was distributed through popular social media apps in the Saudi context such as whatsapp. Pilot-study conducted by including a total of 12 participants who were as follows: 4 academics, 3 practitioners and 5 university students both locals and foreigners. The pre-testing sample was asked to assess the proposed survey in light of three measures as follows: one, the extent degree to which an item's wording is appropriate and clear for local and foreign tourists. Two, the extent degree to which an item is a measurability relevant to the adapted meaning of each construct included in the theoretical framework. Finally, the items' reflectivity extent of tourists' perceptions regarding Saudi tourism. Subsequently, and due to the limitation of this research aims to particularly assess Saudi Arabia's destination branding, a non-probable sample frame approach was used to ensure collecting the accurate response from potential local and foreign tourists who are aware of Saudi tourism activities and programs (Podsakoff et al., 2003).

The survey was sorted into two sections as follows: the first section refers to participants' individual info questions (annually travel frequency for tourism, age group, annual income, level of education, nationality, and gender). The following section considered this study's theoretical framework's constructs, these constructs as argued in section 2 of this paper were obtained from earlier studies and revised following this study's context and purpose. The constructs of the theoretical framework were assessed by a 7-point Likert-scale, because it was suggested by some methodology authors such as (Hair et al., 2012, Arora and Stoner, 2009, Saunders et al., 2009, Sekaran, 2000), which should produce more accurate outcomes in comparison to a 5 or 10-point Likert-scale (Yang, 2005, Park and Srinivasan, 1994, Bagozzi and Yi, 1990). Accordingly, the final form of the questionnaire was completed and distributed through social media apps targeting a sample frame of 500 respondents who already developed a curiosity in Saudi tourism both local and international and are aware of the Saudi tourism campaign "Saudia welcome to Arabia".

Data analysis and results

Descriptive statistics

The present study has managed to collect 398 completed responses, which is regarded to be adequate if the cleaning assumptions such as normality, outliers and missing data are satisfied (Hair et al., 2012). Relatively the response rate for this study was 79.6%. During the screening stage, 17 responses were excluded due to inappropriate completion or incompleteness. Subsequently, this paper's conclusions were formed based on 381 acceptable responses. A sample frame ranging between 100-150 is satisfactory to use PLS-SEM in evaluating the framework of a study, as argued by Sarstedt et al. (2014) and Hair et al. (2011). However, the current study assembled 381 acceptable questionnaires. The respondents' profile was as follows: 36.3 % were female and 63.7% were male, and 74% were found to be from 24 years to 55 years. Participants' annual travel for tourism rate varied between 2 to 5 times either internationally or locally. Participants were 75.6% locals and 25.4% foreigners. The majority of the respondents 58.7% reported an annual income of over SR 136,000 which is equal to \$36,266. A large percentage 62.4% of the respondents were found to be holding well education levels ranging from Bachelor's to PhD degrees. Please refer to Table 3 for respondents' profiles. Thus, it can be argued that the respondents' demographical features yield dissimilar circumstances of Saudi's tourism prospective customers.

(Table 3): participants' frequency distributions for the sociodemographic variables N=381.

VARIABLE	type	frequency	percentage
age	18 - 23	63	16.5%
	24 - 30	145	38%
	31 - 40	89	23.4%
	41 - 55	46	12%
	50 - 65	22	5.8%
	66 +	16	4.2%
gender	Female	138	36.2%
	Male	243	63.8%
origin	Foreigners	93	25.4%
	Locals	288	75.6%
total income USD	Less than 24,000	61	16%
	25,000–39,000	131	34.2%
	40,000–54,000	112	28.7%
	55,000–69,000	38	10.1%
	70,000–84,000	12	3.1%
	85,000–99,000	19	5%
	100,000 +	8	2%
education level	High school or below	57	15%
	Bachelor	161	41%
	Master	114	29%
	Doctorate	49	13%

Source: developed by the author.

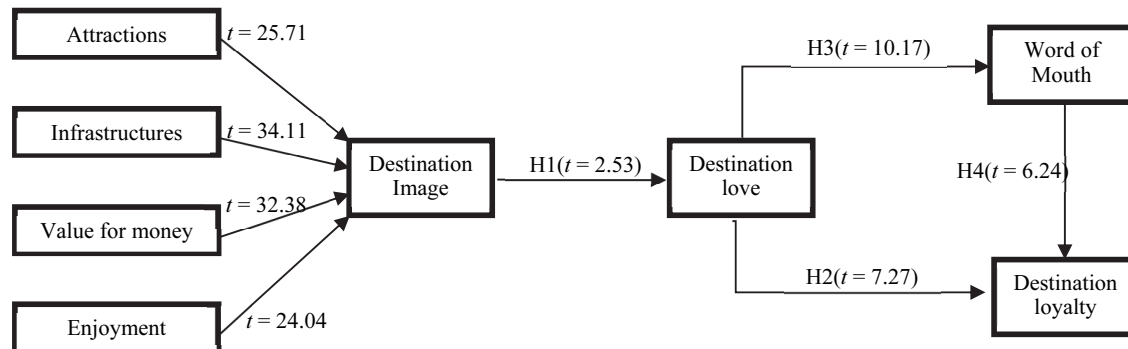
Structural equation modelling

Due to the fact that this study has adapted an existing scale (SDI) in order to assess the Saudi tourism brand image, it was decided to only apply the CFA. Thus, the collected data based on the adapted SDI scale which was formed from 4 factors with 18 sub-items, was projected to data analysis by employing Structural Equation Modelling (SEM) using SMART-PLS 3.3. The SEM analysis employed to assess SDI predictability, brand love, and WoM toward a specific destination loyalty was obtained. Goodness-of-fit for the SDI scale as follows:

$X^2 = 20.59$, $p < 0.05$, $X^2/df = 1.34$ and $SRMR = 0.047$. The SDI scale fit statistical analysis was found to be significantly correlated at $p < 0.001$ with as follows: first, the attraction (ATT) factor relationship to destination brand image (DBI) has produced a significant correlation with $t = 25.71$ at $p < 0.001$. Second, the enjoyment (ENJ) factor relationship to destination brand image (DBI) has yielded a significant correlation with $t = 24.04$ at $p < 0.001$. Third, the Infrastructure (INF) factor relationship to destination brand image (DBI) has shown a significant correlation with $t = 34.11$ at $p < 0.001$. Finally, the value for money (VAL) factor relationship to destination brand image (DBI) has produced a significant correlation with $t = 32.38$ at $p < 0.001$. Additionally, as for the overall model testing, it was observed that the relationship between DBI towards BL was significant with $t = 2.53$ at $p < 0.05$. Furthermore, the

hypothesised relationships from BL towards both WoM and LOY, and from WoM towards LOY, it was all found to be strongly significant prospectively with $t = 10.17$ at $p < 0.001$, $t = 7.27$ at $p < 0.001$ and $t = 6.24$ at $p < 0.001$. Nevertheless, not all of SDI four factors' sub-items loadings were acceptable according to (Hair et al., 2011) recommended standard value of 0.70 or greater, which caused the removal of a few items from each factor of ENJ, ATT and DL since they resulted in loadings below 0.70. Thus, the finalised theoretical framework was bootstrapped via PLS based on a total set of 23 items. Consequently, composite reliability ranged from 0.85 – 0.94, convergent validity ranged from 0.53 - 0.74 and Cronbach's alpha ranged from 0.70 to 0.87.

(Figure 2): a conceptual framework of study with hypotheses test results.



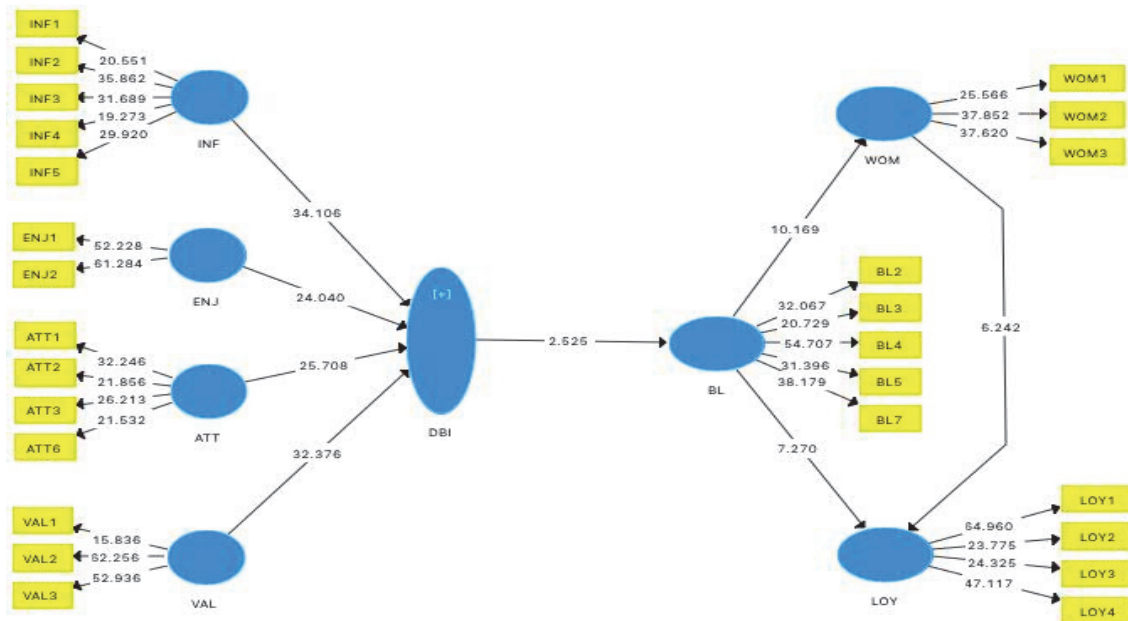
Source: developed by the author.

Discussion

Authors such as (Marine-Roig, 2021, Woosnam et al., 2020, Lee and Xue, 2020, Lee et al., 2019) argued that the brand image of destinations has been observed to be a vital interpreter factor of tourists' behaviour during the selection process of a tourism destination. However, the scientific understanding of destination brand image still requires more attention to develop the most general and accurate measurement scale. Previous destination brand image scales mostly produced away from the fact that each destination got its' own unique characteristics (Tsiotsou et al., 2010). Relatively, forming a destination brand image measuring scale that can assess tourism destinations' is a must to advance destinations' marketing. In accordance, this study proposes a theoretical and practical framework to manage a destination's brand image and its possible consequential factors namely "destination love, destination WoM and destination loyalty".

Tsiotsou et al. (2010) proposed the SDI based on their review of literature, academicians' and practitioners' contribution and previous scales that were produced according to the attitudinal theory of cognition and affection (Dandis and Wright, 2020, Bandyopadhyay and Martell, 2007, Bennett and Rundle-Thiele, 2002). Due to the low arithmetical values of his initial SDI seven-factor model, Tsiotsou et al. (2010) respecified the SDI model according to most recommended arithmetical benchmarks, and this revealed the final four-factor-model SDI including 18 items. Thus this study analysis was conducted via two stages: the first stage (factor analysis), re-examining the SDI scale (Tsiotsou et al., 2010) by applying it to a new unique context such as Saudi Arabia and more specifically ALULA.

(Figure 3): Framework algorithm outcomes extracted via PLS-SEM.



Consequently, in accordance with Hair et al. (2011) recommendation regarding a cut-off value of less than 0.70, the SDI four factors' sub-items have been reduced due to producing loadings' value below 0.70, and that resulted in excluding 2 items from ENJ and they are "enj1: the city is a pleasing travel destination and enj2: the city is an enjoyable travel destination". This removal of sub-items can be justified as that AIULA's brand image is strongly linked to excitement via offering novel historical sites and related uncommon activities such as desert mountaineering, camel riding, vintage hegra tour and stargazing at gharameel. Additionally, 2 items were excluded from ATT and they are att1: the city has shopping facilities and att3: the city has a beautiful scenery". The two ATT items 1 and 3 revealed low loadings due to participants' lower interest in shopping facilities and modern scenery and more interest in the destination's nature, unique climate, cultural events, and historical attractions. Therefore, the final formed destination image scale by the present study included only 14 sub-items. However, this study considered Tsotsou et al. (2010) assumption regarding Fakeye and Crompton (1991) conclusions that the destination image dimensionality is contextual-specific since tourists' perceptions differ from one destination to another. Consequently, the present study assumptions aligned with Tsotsou et al. (2010) findings and confirmed that dimensions of natural environment and attraction are not distinctive, and they were statistically accepted to form the unique dimensions of "Attractions". Thus, marketing professionals are required to bear in mind the importance of including the SDI dimensions (value for money, infrastructure, attractions, and enjoyment) in their future marketing strategy specifically marketing promotions.

(Table 4): framework’s constructs’ loadings, reliabilities, validities, and t-tests.

	DIMENSIONS	FL	CRONBACH'S ALPHA	CR	AVE	T-TEST	
DESTINATION IMAGE (DBI)	Attractions	Att1 0.80	0.79	0.84	0.51	Att=>DBI 25.71	
		Att2 0.77					
		Att3 0.79					
		Att4 0.77					
	Infrastructures	Inf1 0.72	0.82	0.88	0.61	Inf=>DBI 34.11	DBI=>BL 2.53
		Inf2 0.80					
		Inf3 0.79					
		Inf4 0.73					
		Inf5 0.79					
	Value for money	Val1 0.71	0.76	0.86	0.71	Val=>DBI 32.38	
		Val2 0.88					
		Val3 0.87					
Enjoyment	Enj1 0.86	0.70	0.78	0.51	Enj=>DBI 24.04		
	Enj2 0.86						
BRAND LOVE\DESTINATION LOVE (BL)	-	B11 0.80	0.84	0.894	0.678	BL=>Loy 7.27	
		B12 0.73					
		B13 0.86					
		B14 0.84					
		B15 0.84					
WORD OF MOUTH (WOM)	-	Wom1 0.77	0.80	0.872	0.632	Wom=>Loy 6.24	
		Wom1 0.85					
		Wom1 0.87					
LOYALTY (LOY)	-	Loy1 0.89	0.69	0.831	0.622		
		Loy2 0.75					
		Loy3 0.79					
		Loy3 0.87					

Source: developed by the author.

Note: Hypothesised model with standardised parameter estimated based on the full sample (N=381). (p=.00), root mean square error of approximation (RMSEA) = .10, factor loading (FL). AVE average variance extracted, CR composite reliability.

The second stage (SEM-analysis): this study took the initiative to explore and evaluate the direct and indirect influence of destination brand image on destination brand love, destination WoM and destination loyalty, which is an exceptional method in the current literature of tourism marketing. The existing body of literature has stated that the destination image anticipated tourists’ destination loyalty via intentions to revisit and positive word-of-mouth (Marine-Roig, 2021, Trimurti and Utama, 2021, Lee and Xue, 2020, Lita, 2020). Thus, in accordance with this study, the predictability of the proposed framework that assessed the SDI impact on three constructs (destination love, destination loyalty and destination WoM) was assessed via conducting PLS-SEM by designing the sample frame to cover ALULA visitors who obtained a reasonable knowledge of ALULA’s events and festivals. This study is among the earliest to explore the impact of the brand love dimension on tourists’ loyalty and WoM, which prior studies such as Lee et al. (2015), Broadbent et al. (2011), Sternberg (1997) confirmed the positive impact of consumers’ brand love on brand loyalty (Lee et al., 2015, Roy et al., 2013). Accordingly, to this, the destination brand love construct lost the 1st and 6th items because they revealed loadings below 0.70. Next, the finalised two-level theoretical framework was bootstrapped via PLS-SEM based on a total set of 26 sub-items. Consequently, composite reliability ranged from 0.85 to 0.94, convergent validity ranged from 0.53 to 0.74 and Cronbach’s alpha ranged from 0.70 to 0.87, which suggested a strong correlation among the framework constructs as consequences of ALULA brand image.

Table 5: Discriminant validity. (Fornell-larcker Criterion).

Factor	ATT	BL	DBI	ENJ	INF	LOY	VAL	WOM
ATT	0.78							
BL	0.15	0.81						
DBI	0.90	0.14	0.73					
ENJ	0.74	0.13	0.86	0.86				
INF	0.77	0.14	0.95	0.76	0.77			
LOY	0.17	0.61	0.15	0.13	0.14	0.83		
VAL	0.74	0.09	0.91	0.72	0.85	0.08	0.82	
WOM	0.14	0.52	0.16	0.15	0.17	0.58	0.11	0.83

The findings of the *first* hypothesis "destination image has a positive influence on destination love", supported that destination image is positively and significantly influencing destination love with a t value of 2.15. thus, it can be claimed that destination image positively and significantly leads to increase positive emotional ties between tourists and a particular tourism destination. In different words, the more positive consumers' perception regarding utilities and services pricing, joyful activities, very good infrastructures and a wide range of unique attractions, the more loving emotions ties develop within the relationship between consumers and a destination. The findings of this study related to destination love contribute to shortening the gap in brand/destination love literature. This study provides an important practical and theoretical understanding of possible antecedents and consequences of the brand love concept, which was called by some marketing scholars such (Lee et al., 2015, Roy et al., 2013, Carroll and Ahuvia, 2006). The second hypothesis findings "destination love has a positive influence on destination loyalty", also support the Purwanto et al. (2020) findings aligned with Fournier (1998) as one of the earliest studies considered love within consumer behaviour contexts. Fournier (1998) stated that consumer love is an intense type of consumer satisfaction. Accordingly, based on prior research, this paper conceptually and practically examines the feelings of love towards a selected tourist destination, which supports a better manipulation of desirable tourist behaviour.

Subsequently, The results of *the third* hypothesis "destination love have a positive influence on destination WoM", have further contributed to the literature on brand love by examining possible antecedents of brand love as recommended further look at by scholars such as Purwanto et al. (2020) and Fournier (1998). Nevertheless, Yoon and Uysal (2005) concluded that satisfied tourists help in developing destination loving feeling via spreading a positive WoM among potential tourists since WoM is recognised by them as the most wanted kind of info source for potential tourists. Also, Yoon and Uysal (2005) argued that push motivation factors are likely generated from emotional features, we believe in this study that destination love variables are a strong originator. Relatively Yoon and Uysal (2005:p 47) argued that destination characteristics such as the four components of the Saudi SDI scale (value for money, infrastructure, attractions and enjoyment) could encourage and strengthen essential tourists' desire to visit certain destinations. Finally, the findings of this paper's fourth hypothesis "destination WoM has a positive influence on destination loyalty". Loyalty has been always viewed as the most critical indicator employed to evaluate marketing plans (Li et al., 2021, Trimurti and Utama, 2021, Nurbasari et al., 2021, Lita, 2020). It was concluded by prior research that destination competitiveness can be enhanced via successfully building positive emotional ties and satisfaction as part of their marketing pushing strategy, which is likely to strengthen visitors' loyalty to the assigned destination. Thus, such a conclusion was backed up by this study's findings since the destination loyalty concept was observed to be positively and significantly directly impacted by destination love and destination WoM as illustrated in Figures 2 and 3.

Conclusions, implications, and limitations

This research achieved its main aim by proposing the most suitable destination image measurement for Saudi tourism, which can indeed enhance tourism experts' ability to better manage the

Saudi tourism ecosystem. The findings of the present paper consist of some findings and facts regarding destination image, destination love, destination WoM, as well as tourist loyalty toward a specific tourism destination. It was found by some prior studies such as (Li et al., 2021, Nurbasari et al., 2021, Woosnam et al., 2020, Lita, 2020, Lee et al., 2019) that, the destination image is highly correlated to visitors' love for a certain destination, due to its relation to feelings that formed from intellectual qualities of tourism events and the collected evaluation of various characters and factors of the destination image. The tourism sector is surely formed based on a few variables, such as destination image, visitors' satisfaction, visitors' positive word of mouth, and visitors' loyalty. Yoon and Uysal (2005) argue that tourists' destination selection decisions are affected by push and pull motivations, "In other words, the push motivations are related to the tourists' desire, while pull motivation is associated with the attributes of the destination" (Yoon and Uysal, 2005: p 46). Since brand love is also related to desires that can be influenced by tourism destination marketing strategists by highlighting the destination's desirability (e.g., cultural attractions, entertainment, unique nature, heritage) (Yoon and Uysal, 2005). Therefore, destination love was included in this study particularly since it was also found to be an exchangeable variable to visitors' satisfaction but more focused on tourists' feelings. Harmoniously, it was confirmed by this study that brand love can explain the gathered feelings tied by tourists to a certain destination, which leads travellers to fall in love with a tourism destination. Thus, according to Corley and Gioia (2011) such findings indeed incrementally contribute both scientifically and practically to the literature on tourism marketing and consumer behaviour. Nonetheless, the conclusions of the current paper indicate that its contributions' originality is extended to additionally explore a new distinctive context such as ALULA in Saudi Arabia. Also provided additional reliable outcomes due to employing the most proper data analysing approaches, which are the sequenced two types of factor analysis EFA and CFA plus SEM to evaluate the hypothesised theoretical relationships within the framework. Subsequently, to the best of the author's knowledge, this study is the first to replicate the SDI scale in an Arabic-speaking context and accordingly introduces the first and most suitable destination image scale for Arabic and middle eastern contexts such as Saudi Arabia.

As outlined previously in section 1 Saudi 2030 vision underlined the vital Saudi tourism sector potential as a diversifying factor of the Saudi economy, which helps in reducing its dependence on oil. The kingdom of Saudi Arabia is blessed by its entitlement of having 5 listed properties inscribed on the World Heritage and 11 sites on the Tentative lists (UNESCO, 2021), distinctive art and culture, and landscape and climate diversity. Alula as an international tourism destination is an extraordinary example of such a unique heritage which holds 200,000 years of largely unexplored human history. Thus, the implications associated with this study's findings for marketing practitioners and scholars in tourism and event organising marketing, and are as follows; first, the replicated SDI scale in the Saudi Arabian context, revealed a practical and convenient number of dimensions that formed from 14 sub-items. Relatively, context-specific features and factors can be generated by the proposed scale. Practitioners are surely enabled by the replicated scale to assess tourism marketing's negative consequences by improving vital tourism antecedents such as destination image, which indeed lead to a positive travellers' intention to visit and select a certain tourism destination such as ALULA. Second, to the best of the author's knowledge, this study is the first to employ the concept of brand/destination love in the tourism context, which proposes a theoretical contribution to tourism marketing\branding literature, as we as setting a direction for upcoming research. Third, our findings suggested that tourism destination image inspires visitors' feelings of destination love and positive WoM, which both supports developing tourists' loyalty towards tourism destination. Fourth, this study is most likely the first to satisfy a few future study directions suggested by Tsiotsou et al. (2010) by replicating their SDI scale in a non-western context such as Saudi and exploring new

potential variables such as destination love. Lastly, as Saudi Arabia set highly ambitious plans for its tourism sector, this study would positively influence the Saudi tourism economy.

This study encountered a few limitations. First, the author employed a post-experience analysis method, in which the data were gathered from travellers who visited ALULA in Saudi Arabia or were at least aware of ALULA's promotional campaign. Thus, it's highly suggested for future research to include pre-experience analysis and compare the outcomes in order to better understand the impact of the examined variables. Second, this study was conducted in the context of Saudi Arabia, therefore, upcoming studies should consider examining different contexts via this theoretical framework. Finally, this framework could be employed by future researchers to assess other tourism-related activities such as Saudi regional festivals and sports, cultural and social events (e.g., Riyadh Season, Winter at Tantora, Jeddah Season, Taif Season, Balloon festival etc.).

Bibliography

- AAKER, D. A. 1996b. Measuring brand equity across products and markets. *California Management Review*, 38, 103.
- ACHOURI, M. A. & BOUSLAMA, N. 2010. The Effect of the Congruence between Brand Personality and Self-Image on Consumer's Satisfaction and Loyalty: A Conceptual Framework. *IBIMA Business Review*, 2, 34-49.
- ARORA, R. & STONER, C. 2009. A mixed method approach to understanding brand personality. *Journal of Product & Brand Management*, 18, 272-283.
- BAGOZZI, R. P. & YI, Y. 1990. Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work. *Journal of Applied Psychology*, 75, 547.
- BALOGLU, S. & MCCLEARY, K. W. 1999. A model of destination image formation. *Annals of tourism research*, 26, 868-897.
- BANDYOPADHYAY, S. & MARTELL, M. 2007. Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14, 35-44.
- BEERLI, A. & MARTIN, J. D. 2004. Factors influencing destination image. *Annals of tourism research*, 31, 657-681.
- BENNETT, R. & RUNDLE-THIELE, S. 2002. A comparison of attitudinal loyalty measurement approaches. *The Journal of Brand Management*, 9, 193-209.
- BROADBENT, S., BRIDSON, K., FERKINS, L. & RENTSCHLER, R. Brand love, brand image and loyalty in Australian elite sport. 2011. ANZMAC.
- BRYMAN, A. & BELL, E. 2007. *Business Research Methods*, New York:, Oxford University Press.
- CAPRARA, G. V., BARBARANELLI, C. & GUIDO, G. 2001. Brand personality: How to make the metaphor fit? *Journal of Economic Psychology*, 22, 377-395.
- CARROLL, B. A. & AHUVIA, A. C. 2006. Some antecedents and outcomes of brand love. *Marketing Letters*, 17, 79-89.
- CHANIOTAKIS, I. E. & LYMPEROPOULOS, C. 2009. Service quality effect on satisfaction and word of mouth in the health care industry. *Managing Service Quality: An International Journal*.
- CHOUDHURY, K. 2014. Service quality and word of mouth: a study of the banking sector. *International Journal of Bank Marketing*.
- CORLEY, K. G. & GIOIA, D. A. 2011. Building theory about theory building: What constitutes a theoretical contribution? *The Academy of Management Review (AMR)*, 36, 12-32.
- CROCKETT, S. R., WOOD, L. J., MORGAN, N., PRITCHARD, A. & PRIDE, R. 2002. Brand Western Australia: 'holidays of an entirely different nature'. *Destination branding: Creating the unique destination proposition*, 124-147.
- DANDIS, A. O. & WRIGHT, L. T. 2020. The effects of CARTER model on attitudinal loyalty in Islamic banks. *International Journal of Quality and Service Sciences*, 12, 149-171.
- DE ANGELIS, M., BONEZZI, A., PELUSO, A. M., RUCKER, D. D. & COSTABILE, M. 2012. On braggarts and gossips: A self-enhancement account of word-of-mouth generation and transmission. *Journal of Marketing Research*, 49, 551-563.
- EKINCI, Y. & HOSANY, S. 2006. Destination personality: An application of brand personality to tourism destinations. *Journal of travel research*, 45, 127-139.
- FAKEYE, P. C. & CROMPTON, J. L. 1991. Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of travel research*, 30, 10-16.
- FOLGADO-FERNÁNDEZ, J. A., DUARTE, P. A. O. & HERNÁNDEZ-MOGOLLÓN, J. M. 2015. Assessing the differentiated contribution of city resources to city brand image. *Tourism & Management Studies*, 11, 77-83.

- FOURNIER, S. 1998. Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24, 343-373.
- FRANCIS, L. J. 2005. God Images and Self-Esteem: A Study Among 11-18 Year-Olds. *Research in the Social Scientific Study of Religion*, 16, 105.
- GILBOA, S., JAFFE, E. D., VIANELLI, D., PASTORE, A. & HERSTEIN, R. 2015. A summated rating scale for measuring city image. *Cities*, 44, 50-59.
- GRUBB, E. L. & HARRISON, L. G. 1967. Consumer Self-Concept, Symbolism and Market Behavior: A Theoretical Approach. *Journal of Marketing*, 31, 22-27.
- HAIR, J., SARSTEDT, M., RINGLE, C. & MENA, J. 2012. An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40, 414-433.
- HAIR, J. F., RINGLE, C. M. & SARSTEDT, M. 2011. PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 19, 139-152.
- HANKINSON, G. 2004. The brand images of tourism destinations: a study of the saliency of organic images. *Journal of Product & Brand Management*, 13, 6-14.
- HOEFFLER, S. & KELLER, K. L. 2002. Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21, 78-89.
- HOSANY, S., EKINCI, Y. & UYSAL, M. 2006. Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59, 638-642.
- HSIEH, M. H. 2002. Identifying brand image dimensionality and measuring the degree of brand globalization: A cross-national study. *Journal of International Marketing*, 10, 46-67.
- KLEINE, S. S., KLEINE III, R. E. & ALLEN, C. T. 1995. How is a possession "me" or "not me"? Characterizing types and an antecedent of material possession attachment. *Journal of consumer research*, 22, 327-343.
- KNOX, S. & WALKER, D. 2001. Measuring and managing brand loyalty. *Journal of Strategic Marketing*, 9, 111-128.
- KUMAR, V., PETERSEN, J. A. & LEONE, R. P. 2007. How valuable is word of mouth? *Harvard business review*, 85, 139.
- LEE, S., PARK, H. & AHN, Y. 2019. The Influence of Tourists' Experience of Quality of Street Foods on Destination's Image, Life Satisfaction, and Word of Mouth: The Moderating Impact of Food Neophobia. *International journal of environmental research and public health*, 17.
- LEE, S.-H., WORKMAN, J. E., JUNG, K. & PARK, B. 2015. Determinant of Brand Love and Brand Loyalty as Its Outcome. *Change as a Constant*, 1.
- LEE, S. W. & XUE, K. 2020. A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25, 393-408.
- LI, T. T., LIU, F. & SOUTAR, G. N. 2021. Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management*, 19, 100547.
- LITA, R. P. 2020. Interaction Model Amongst Sport Event Image, E-Word of Mouth, Destination Image, Tourist Satisfaction and Loyalty in Traditional Bullrace in Tanah Datar Regency, West Sumatera. *International Journal of Advances in Social and Economics*, 2.
- LITTLE, T. D. 2000. On the Comparability of Constructs in Cross-Cultural Research: A Critique of Cheung and Rensvold. *Journal of Cross-Cultural Psychology*, 31, 213-219.
- LUARN, P. & LIN, H. H. 2003. A customer loyalty model for e-service context. *Journal of Electronic Commerce Research*, 4, 156-167.
- MALÄR, L., KROHMER, H., HOYER, W. D. & NYFFENEGGER, B. 2011. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, 75, 35-52.
- MALHOTRA, N. K. 1981. A scale to measure self-concepts, person concepts, and product concepts. *Journal of Marketing Research*, 18, 456-464.
- MARINE-ROIG, E. 2021. Measuring Online Destination Image, Satisfaction, and Loyalty: Evidence from Barcelona Districts. *Tourism and Hospitality*, 2, 62-78.
- MOHAMMADI, H. 2015. A study of mobile banking usage in Iran. *International Journal of Bank Marketing*, 33, 733-759.
- MOREO, A., CAIN, L., RAHMAN, I. & CHEN, Y. 2019. How emotional displays and service quality impact satisfaction and loyalty: A gendered look. *Journal of Foodservice Business Research*, 22, 563-581.
- MORGAN, N., PRITCHARD, A. & PIGGOTT, R. 2002. New Zealand, 100% pure. The creation of a powerful niche destination brand. *The Journal of Brand Management*, 9, 335-354.

- MUHAMMAD HASNAIN ABBAS, N., YUSHI, J., MISHAL HASNAIN, N., MIAO, M., CHANGYONG, L. & SHAFQAAT, M. 2018. The Effect of Cultural Heritage Tourism on Tourist Word of Mouth: The Case of Lok Versa Festival, Pakistan. *Sustainability*, 1.
- NAM, J., EKINCI, Y. & WHYATT, G. 2011. Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38, 1009-1030.
- NURBASARI, A., KUSWOYO, C., ARIBOWO, A. & RAHARJO, G. P. A. 2021. IMPACT OF DESTINATION IMAGE, PLACE ATTACHMENT, TOURIST SATISFACTION ON TOURIST LOYALTY (WORLD NATURAL HERITAGE SITE AND BIOSPHERE RESERVE IN KOMODO NATIONAL PARK). *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18, 2482-2497.
- PARK, C. S. & SRINIVASAN, V. 1994. A survey-based method for measuring and understanding brand equity and its extendibility. *Journal of Marketing Research*, 31, 271-288.
- PING, S. 2010. Study on Traditional Destination Image Improvement by Brand Personality: Taking "Friendly Shandong" as an Example.
- PODSAKOFF, P. M., MACKENZIE, S. B., LEE, J. Y. & PODSAKOFF, N. P. 2003. Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88, 879.
- PRAYAG, G. 2007. Exploring the relationship between destination image and brand personality of a tourist destination: An application of projective techniques. *Journal of Travel & Tourism Research*, 2, 111-130.
- PURWANTO, E., DEVINY, J. & MUTAHAR, A. M. 2020. The Mediating Role of Trust in the Relationship Between Corporate Image, Security, Word of Mouth and Loyalty in M-Banking Using among the Millennial Generation in Indonesia. *Management & Marketing*, 15, 255-274.
- RAN, L., ZHENPENG, L., BILGIHAN, A. & OKUMUS, F. 2021. Marketing China to US travelers through electronic word-of-mouth and destination image: Taking Beijing as an example. *Journal of Vacation Marketing*, 1356766720987869.
- RISE, J., SHEERAN, P. & HUKKELBERG, S. 2010. The Role of Self-identity in the Theory of Planned Behavior: A Meta-Analysis. *Journal of Applied Social Psychology*, 40, 1085-1105.
- ROY, S. K., ESHGHI, A. & SARKAR, A. 2013. Antecedents and consequences of brand love. *Journal of Brand Management*, 20, 325-332.
- SARSTEDT, M., RINGLE, C. M. & HAIR, J. F. 2014. PLS-SEM: Looking Back and Moving Forward. *Long Range Planning*, 47, 132-137.
- SAUNDERS, M., LEWIS, P. & THORNHILL, A. 2009. *Research methods for Business Students*, Harlow: Pearson.
- SEKARAN, U. 2000. *Research Methods for Business*, New York, Wiley.
- SPARKS, P. & SHEPHERD, R. 1992. Self-Identity and the Theory of Planned Behavior: Assessing the Role of Identification with "Green Consumerism". *Social Psychology Quarterly*, 55, 388-399.
- STERNBERG, R. J. 1986. A triangular theory of love. *Psychological review*, 93, 119.
- STERNBERG, R. J. 1997. Construct validation of a triangular love scale. *European journal of social psychology*, 27, 313-335.
- STYLIDIS, D. 2020. Residents' destination image: a perspective article. *Tourism Review*.
- TRIMURTI, C. P. & UTAMA, I. 2021. Bali Tourism Destination Structural Loyalty Model from Consumer Behavior Perspective. *Christimulia Purnama Trimurti, I Gusti Bagus Rai Utama*. (2021). Bali Tourism Destination Structural Loyalty Model from Consumer Behavior Perspective. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12, 494-505.
- TSIOTSOU, R. H., RATTEN, V., BYON, K. K. & ZHANG, J. J. 2010. Development of a scale measuring destination image. *Marketing Intelligence & Planning*.
- UNESCO. 2021. World Heritage List, Saudi Arabia [Online]. World Heritage Convention. Available: <https://whc.unesco.org/en/statesparties/sa> [Accessed 28/06/2021 2021].
- VALETTE-FLORENCE, P., GUIZANI, H. & MERUNKA, D. 2011. The impact of brand personality and sales promotions on brand equity. *Journal of Business Research*, 64, 24-28.
- WOOSNAM, K. M., STYLIDIS, D. & IVKOV, M. 2020. Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents. *Journal of Sustainable Tourism*, 28, 917-935.
- YANG, B. 2005. *Factor Analysis Methods*. *Research in organizations: Foundations and methods of inquiry*, 181-199.
- YOON, Y. & UYSAL, M. 2005. An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26, 45-56.
- ., & Williams, C. A. (2018). *Digital transformation now! - Guiding the successful digitalization of your business model*. Cham: Springer Briefs in Business.

- Shaaban, G. S. A. (2021). The impact of digital transformation on achieving sustainable development during the Corona pandemic (application on some Arab countries). *The Scientific Journal of Business and Environmental Studies*, 12 (4), P: 1-30.
- Shadid, M. M. (2021). The impact of digital transformation on the level of service performance provided by the application on the General Traffic Department employees in Cairo. *Journal of the Faculty of Economics and Political Science*, 22 (4), P: 193-226.
- Shehadeh, M. K. Y. (2021). Digital transformation in Islamic banks operating in Jordan: An analytical study from an Islamic perspective. (Ph.D. thesis), College of Sharia and Islamic Studies, Yarmouk University, Jordan.
- Rachinger, M., Rauter, R., Müller, C., Vorraber, W. and Schirgi, E. (2019), "Digitalization and its influence on business model innovation", *Journal of Manufacturing Technology Management*, Vol. 30 No. 8, pp. 1143-1160.
- Schallmo, D.R.A. and Williams, C.A. (2018), *Digital Transformation Now! Guiding the Successful Digitalization of Your Business Model*, Springer Briefs in Business.
- Shahi, C. and Sinha, M. (2020), "Digital transformation: challenges faced by organizations and their potential solutions", *International Journal of Innovation Science*, doi: 10.1108/IJIS-09-2020-0157.
- Margiono, A. (2020), "Digital transformation: setting the pace", *Journal of Business Strategy*, doi: 10.1108/JBS-11-2019-0215.
- Tosun, H. (2016). IT Management in Policing: Main Advantages and Disadvantages of IT for Police Managers. *European Scientific Journal*, vol.12, No.9.
- Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *The Journal of Strategic Information Systems*, 28(2), 118–144.
- Xanthopoulou, P. & Plimakis, S. (2021). Digitalization and Digital Transformation and Adoption in the Public Administration during the Covid19 Pandemic Crisis. *European Scientific Journal*, ESJ, 17 (31), 60-86.
- The website of the Saudi Ministry of Interior. Entry date (25/5/2022), available via the following link: https://www.moi.gov.sa/wps/portal/Home/Home!/ut/p/z1/04_iUIDgAgP9CCATyEEemKOboR-UllmWmJ5Zk5ucl5uhH6EdGmcVbBro7e3iYGHm7GzqaGTh6mhv5G3iaGrp7Gul76UfhVxCcWKRfkB2oCAC8ueU2/.
- Abu-Nahel, Z. O., Alagha, W. H., Al Shobaki, M. J., Abu-Naser, S. S., & El Talla, S. A. (2020). Flexibility of Information and Its Relationship to Improving the Quality of Service.
- Hoffman, K. D., & Bateson, J. E. (2016). *Services marketing: concepts, strategies, & cases*. Cengage learning.
- Wang, H., Feng, J., Zhang, H., & Li, X. (2020). The effect of digital transformation strategy on performance: The moderating role of cognitive conflict.
- Hammoud, Khudair Kazem (2007), *Quality Management and Customer Service*, second edition, Al-Maysarah Publishing House, Amman, Jordan.
- Al-Mutrif, Abdul Rahman (2020) Digital transformation of university education in light of crises between public and private universities from the point of view of faculty members, *Scientific Journal of the College of Education*, Volume Thirty-six, Number Seven, King Saud University.
- Al-Balushi, Nawal Bint Ali, Al-Harassi, Nabhan bin Harith, Al-Awfi, Ali bin Saif (2020), The reality of digital transformation in Omani institutions, *Journal of Information and Technology Studies*, Specialized Libraries Association, Oman, Sultan Qaboos University
- Ahmed, Abu Bakr Zakaria (2016), *Service quality and its impact on customer satisfaction*, Marketing Department, College of Business Studies, Sudan University of Science and Technology, Sudan.

دراسة تطبيقية لصورة المملكة العربية السعودية الذهنية وعلاقتها بحب وتوصيات وولاء السياح: إعادة اختبار وتحقيق أداة قياس

د. علي بن حميد آل حجلاء

قسم التسويق، كلية إدارة الأعمال، جامعة طيبة، المملكة العربية السعودية

Ahajla@taibahu.edu.sa

المستخلص. يهدف هذا البحث إلى اقتراح أداة قياس لصورة الوجهة الذهنية الأكثر ملاءمة للسياحة السعودية من خلال تطبيق أداة مقياس SDI (2010) Tsotsou et al.، والتي من شأنها تعزيز قدرات خبراء التسويق السياح على إدارة القطاع السياحي السعودي بشكل أفضل. كما تختبر هذه الدراسة العلاقات بين عناصر النموذج العلمي للبحث وهي DBI وBL وWoM وLOY من خلال استخدام مناهج تحليل البيانات الأكثر ملاءمة، وهما نوعان مركبان من التحليل الاستكشافي EFA والتأكدي CFA بالإضافة إلى SEM لتقييم العلاقات النظرية المقترحة. كما إنه على حد اعتقاد المؤلف، فإن هذه الدراسة هي الأولى التي تعيد اختبار أداة قياس SDI (2010) Tsotsou et al. في بيئة عربية. كما أن هذه الورقة تقدم أداة مقياس تطبيقية ذو مخرجات إحصائية مناسبة مكونه من ١٤ عنصراً فرعياً. نتائج هذه الورقة هي حقائق متعلقة بصورة الوجهة السياحية الذهنية، وحب الوجهة السياحية، والتوصيات الشفهية لوجهة السياحة، وكذلك ولاء السياح. كما أكدت النتائج أن حب الوجهة السياحية يمكن أن يفسر المشاعر التراكمية التي يربطها السياح بوجهتهم المفضلة. وأخيراً، أكدنا تحليلاتنا أن مشاعر السائحين الملهمة بحب الوجهة السياحية تحفز بقوة على التوصيات الشفهية الإيجابية، وكلاهما يعزز ولاء السياح. استنتجت هذه الدراسة بنية على أراء N = 381 استمارة مناسبة إحصائياً تم جمعها إلكترونياً من سياح محليين (سعوديين ومقيمين) وعالميين بسبب محدودية النفقات والوقت. عليه تم تحليل البيانات باستخدام Partial Least Square. تم اختبار الافتراضات العلمية المقترحة إحصائياً، ونتج عنها المساهمات علمية نوعية وعملية مع الإشارة كذلك للقيود التي واجهت الدراسة. الكلمات المفتاحية: الصورة الذهنية للوجهة السياحية، حب الوجهة السياحية، توصيات السياح الشفهية لوجهة، ولاء السياح وتأكيد أداة قياس.