

Destination Image and Tourist Delight with Moderating Role of Travel Attributes: Evidence from Khyber Pakhtunkhwa, Pakistan

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Abstract

The main purpose of this study is to evaluate the relationship of destination image on tourist delight with moderating effect of the travel attributes included, affordability and accessibility on the above relationship. This study is related with the mountain tourism and targets different tourist destinations of Khyber Pakhtunkhwa Pakistan. Data is collected through questionnaires and stratified convenient sampling technique is use to select the sample. This sample is a comprised respondent from three main regions/strata which consists of the Malakand division, the Mansehra division, and the Galiyat region of Khyber Pakhtunkhwa. Structural Equation Modeling (SEM) was used to analyze the causal relationship between variables of the study on Smart PLS 4 because Smart PLS is a robust application for analyzing the complex model with several constructs and structural paths without enforcing distributional assumptions on the data. This study evaluates the strong relationship between destination image and tourist delight and finds insignificant effect of moderating variable. Although, this research focuses on mountain tourism in Pakistan. The future studies can be conduct on other types of tourism such as sports tourism, cultural tourism, shopping tourism and religious tourism etc. Moreover, variables used in this study may also be investigated in future research endeavors. This study will provide a broad picture of the tourist delight concept and literature will demonstrate more information on tourist delight. Oliver's theory of tourist delight and Gartner's destination image theory is adopted for theoretical support.

Keywords: Destination image, Travel attributes, Tourist Delight, Accessibility, and Affordability

1. Introduction

Tourism has become one of the leading and best developing economic sectors all over the world since last decades (Chia,Lo, Razak,Wang & Mohamad, 2021). Tourism

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plays greater role in economical and social development of a country. It has been observed that the economic development of many countries of the world revolves around the tourism industry (Tse & Tung, 2022). Most of the developed and now developing countries regard tourism as one of the important area to generate revenue and aid their economies. Alongside this, visiting spots are increasing and both of natural and manmade destinations are becoming popular for travel lovers (Disegna & Osti, 2016; Wu & Cheng, 2018).

Pakistan is also focusing on the development of tourism industry. Pakistan is very beautiful country in terms of tourism destination; especially its Khyber Pakhtunkhwa province has substantial captivating tourist spots. Northern areas of the Khyber Pakhtunkhwa are very attractive and are enriched by natural beauties and have leading destinations for tourist such as Swat valley, Galiyat and Kaghan region (Libre, Manalo & Laksito, 2022). According to World Travel and Tourism Council (WTTC, 2017) Pakistan has more than 7,000 glaciers out of which 3,044 have created glacial lakes. The beauty of northern areas attracts tourists and conducive steps are being taken to promote tourism by the federal and provincial governments as well as.

Tourist delight is trendy topic for researchers in the field of tourism because most of the studies have been conducted in business field regarding customer delight. Main purpose of this study is to examine the factors in terms of destination image that have a profound effect on tourist delight and to what extent the travel attributes affect their relationship. For this purpose, the researcher has conducted a survey to collect data which is related to the selected variables in terms of the tourists' perceptions (Zeng et al., 2022; Clark & Calhoun, 2023).

Tourist delight being an important variable of the study is affected by different factors such as destination image and travel attributes. Although, different studies have been conducted to evaluate the relationship of destination image, tourist satisfaction and loyalty but travel attributes are ignored especially in Pakistani context. The main objective of the study is to examine the relationship of destination image and tourist delight and moderating role of travel attribute of affordability and accessibility on the relationship of destination image and tourist delight. Tourist delight is particularly not investigated in the developing countries' context in relation to the destination image with the moderating role of the travel attributes. Therefore, this study will fill the contextual gaps and contribute to literature (Chia et al., 2021; Zulvianti, Aimon, & Abror, 2022).

This study explains the current conceptualization of tourist delight and offers expanded definitions for academic and managerial implications for future's researchers. The proposed research suggests new determinants for tourism industry that how

to increase destination attraction for the tourists and how to overcome the highly negative impact on tourism industry of Pakistan. The study will also be valuable for the policy makers of tourism industry development and will be quite useful for the researchers to understand the emotional phenomena of tourist delight.

2. Literature review

2.1. Destination image

Image means visual representation that affects the feelings and emotions but in behavioral study image is more holistic such as beliefs, knowledge, values, impression and emotions (Afshardoost & Eshaghi, 2020). From business point of view, it is related with marketing attributes that connects consumer and image. However, image can be explained in the form of different manifestations such as feelings relating to a specific object, collection of ideology, and thought of knowledge that we get from others' intellectual implications and from various channels about something (Aksoy, 2011; Stylos et al., 2017). While destination means a place or a location that people will make a special journey or trip to visit and destination image means that an idea or thought about a place where people can pass their holidays according to their need and feel satisfied and happy (Stylidis et al., 2017; Kanwel et al., 2019).

The destination image is a basic concept in destination arrangement and very important in decision making of travelling. The definition of destination image is still not confirmed precisely, as this term has been defined and used differently in a variety of contexts and disciplines, so it is a complex phenomenon to be defined. In earlier, Reynolds (2016) states that destination image is a mental construct developed by a potential visitor on the basis of a few selected impressions among the numerous impressions; it comes into being through a creative process in which these impressions are elaborated, overstated, and structured. Hall (2008) and Schirpke et al., (2021) and Hansen (2019) highlighted the viewpoint of Gartner and Hunt, (1987) and explained that destination image is the feelings, impression and thoughts that tourist hold about an area or traveling sites where they do not reside generally and it depicts limited classification of destination, even though it may be a well-defined geographical area such as a country, an island or a town and also reflects a thought about that area where a person want to visit.

Gartner (1994) proposed destination image theory and explain three main dimensions of destination image cognitive image, affective image and co-native image. Zhou, Xu, and Kimmons, (2015), Stylidis et al. (2017), and Tasci et al. (2022) are of the view that destination image is nothing itself but it is a combination of other factors or dimensions, including view and location, food, local culture and environment, safety

and security, access and approaches. Based on the destination image theory, Gartner, (1994) developed a model of destination image including three basic dimensions i.e. first, cognitive image which is based on knowledge and information regarding destination. Second, affective image which is dependent on the behavior of tourists during their visit and third, co-native which is based on behavior of the tourist that how tourists use information after their visit (Beerli & Martin, 2004; Stepchenkova & Mills, 2010; Tasci et al., 2022).

Different studies of Dann, (1996); Kesgin et al. (2019) and Zeng et al., (2022) discussed the model of Gartner (1987) cognitive image entails two elements, one is knowledge and second is understanding and thought of that knowledge, emotions are feeling and are included in affective image and co-native image encompasses as how someone behaves based on the acquired knowledge and information. According to Gartner, (1994) and Clark and Bowles (2018), destination image also involves the logical and intellectual representation of emotions, opinions, approach and beliefs regarding the particular selected area for travel that has significant impact on the process of decision making and selection of location and response after visit and strongly connected with visitor's satisfaction, joy and delight (Cai & Wang, 2018; Choi & Choi, 2019; Jiang et al., 2021).

2.2. Tourist delight

In the field of tourism, tourist delight is raising concept that has much attraction for practitioners and researchers (Torres et al., 2020; Barnes et al., 2021). Delight refers to extreme level of satisfaction, pleasure and enjoyment and has been defined as significantly favorable emotional condition taking place when desires go beyond to a remarkable scale (Oliver et al., 1997). Chen et al., (2016) and Barnes et al., (2019) argue that tourist delight leads to amplified fidelity, assurance, positive word of mouth (WOM) and intent of consumption. Goswami and Sarma, (2019) identified that delight is included in the basic human values and it is different from surprise and joy. Different studies have been conducted on satisfaction and delight. The key points developed from the earliest research illustrate that delight is an intense form of satisfaction (Lee et al., 2022). Ahrholdt et al., (2017) conceptualized the tourist delight phenomena in terms of tourist's zone of patience and range. Dissatisfaction means fall down well below the expectations and satisfaction means meeting the expectations but delight phenomena still needs due explanation.

According to Sánchez et al., (2018), and Tushar et al.,(2022) recent debates in literature clarify that delight is a distinctive and unique concept and different than satisfaction because satisfaction is completion of desire while in delight, surprise factor is important. This factor separates satisfaction and Kim et al., (2015) Ball and Barnes

(2017); Kanwel et al., (2019) and Chan, et al, (2022) expended the delight concept and described that surprise and joy are not the only factors that create delight even other factors of positive sensation are also involved for example the stimulation. Lee et al., (2019) described that delight is a combination of tourist delight refers to a positive response where a tourist responds to an emotional surprise which exceeds his/ her anticipation and perception regarding a product or services in travel.

Disconfirmation theory was developed by Oliver (1980), and the main theme of this theory is to differentiate the delight from others pleasurable level such as happiness, gratification and satisfaction. The theory quantifies the difference between delight and satisfaction and describe that satisfaction is a judgment of pleasurable level to consumption regarding fulfillment and delight is a different concept that refers high level of pleasure, and more than satisfaction level and delight is mixture of happiness, joy and surprise which also includes satisfaction factors.

The consumers agree on small variations regarding the perceived performance within the limits of tolerance and acceptance from desire to expectations and expectations to satisfaction but when consumers receive more than satisfaction with joy and surprise, then delight being a level of comfort is felt beyond the satisfaction (Otto et al., 2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. *Journal of the Academy of Marketing science*, 48, 543-564. In different perspectives, disconfirmation theory is explained. Kim et al., (2015) proposed that when consumers fulfill their wishes and acquire pleasure, are amazed or surprised by a service/product and feel the experience beyond their expectations, this leads to disconfirmation. But surprise is not important reason for delight and only joy and pleasure can result in the delight. The tourist delight is an emotional reaction which can be realized by the provision of tourist' incentives such as affordable travel package with little extra benefits that impress or surprise the visitors (Finn, 2012; Baharuddin & Mahdzar, 2020)

Serrano et al., (2018), Boihang and Yessoufou (2022) elaborated the concept of Oliver (1980) that customers compare a new service experience with a standard they have developed. Their belief about the service is determined by how well it measures up to this standard. The theory presumes that customers make purchases based on their expectations, attitudes, and intentions (Oliver 1997). Later, during or after consumption, a perception of performance is established as customers evaluate the experience. The process is completed when customers compare the actual service performance with their pre-experience standard (Bearden & Teel 1983; Cardozo 1965; Oliver 1980) or expectation. The result is confirmation, satisfaction, or dissatisfaction. There are four components of disconfirmation paradigm – expectations, perceived performance, disconfirmation, satisfaction. The level of expectations represents pre-consumption

expectation. Performance refers to the customer's perception of service. Disconfirmation results if there is a discrepancy between expectations and performance. Finally, satisfaction is determined by combining the satisfaction outcomes for various attributes of the service. The first three components affect satisfaction, but it is not determined whether or not these lead to satisfaction or dissatisfaction (Bello, 2021).

In previous, different studies has been done on destination image and with other related factors, such as tourist loyalty, revisit intension, satisfaction and word of mouth (Gartner 1987; Carballo et al., 2015; Torres et al., 2020). Afshardoost and Eshaghi, (2020) emphasized that destination image is key concept in tourism industry because uniqueness and a good image of destination may create attraction for the tourist. Ahmad, et al., (2021) discussed some important factors in his study to define a good image of destination and that are consider important components which increasing destination value such as natural beauty, environments, local culture, infrastructures, accessibility and affordability that providing delightful trip to the tourists. Furthermore, Jeong and Kim, (2020); Jiang (2020) demonstrated the relationship between destination image and tourist satisfaction through empirical and theoretical examination and also described that a good image of destination create good vision in tourist mind and helping in decision making and selection of destination for travel.

Limited studies have been done in this area of research and stimulate a distinctive paradigm (Králiková & Peruthová, 2020; Chan, et al., 2022) and have not seen much sufficient contribution that investigates the relationship between destination image and tourist delight in Pakistan's cultural context. For that reasons, this study is exclusive and unique that addresses the research gap in Pakistan tourism industry. The following hypothesis can be proposed to test the relationship between destination image and tourist delight.

H1: There is a significant relationship between destination image and tourist delight.

2.3. Travel Attributes

Travel attributes are a combination of different factors that fulfill the basic requirement of visit and make happy and satisfy the visitors and also make a positive impact on tourist mind as well as create interest of revisit and results in recommending the sites to other visitors (Mouratidis, Ettema, & Næss, 2019). Travel attributes are very important factors for tourists to complete a delightful visit (Jariyachamsit, 2019; Siregar et al., 2021). Travel attributes are highly imperative factors to create center of attention and maintain movement of tourists. Travel attributes promote traveling, satisfaction and encourages visitors for revisit of a place.

Sun et al., (2013), Lee (2009), Phan (2022), Lee and Syah (2018) are of the view that travel attributes are basically those facilities which are basic need of the tourists such as access and affordable stay at selected destination. Jariyachamsit (2019); Zeng et al., (2022) highlighted that the travel attributes like travelling resources and amalgamation of visitor's activities are main aspects that build up value and attraction for the destination and builds up a good image of destination in visitors' mind.

Jariyachamsit et al., (2019) emphasized that travel attributes are the combination of different factors like transportation, cost, rents, road facilities, food availability and accommodation that are encouraging to the tourists in decision making for travel. Khuong and Nguyen (2017); Zeng et al., (2021); and Ortaleza & Mangali (2021) identified that attributes are inherent tourists' motivator, and every destination has distinctive attributes for travel but basically the two main attributes are more comprehensive, the affordability and accessibility of travel which are appealing attraction and lead to tourists' comfort and satisfaction and influence them to revisit the site. Camilleri and Camilleri (2018); Nanggong and Mohammad (2020) found that travel attributes are the fundamental needs of tourists and are very necessary to provide the comfort of travel and their availability also promotes tourism industry, hence, it is very important to evaluate and shape the attributes according to the visitors' need.

Chan et al., (2022) described that each destination has its own qualities and amenities to offer. The attributes of a travel destination that may influence a tourist decision and tourist delight include accessibility and affordability such as transportation, road, mapping, place, price, safety and security, and political stability include conditions of the place or destination quality, management and environment, culture, likeness of the area, reason and cost of travel. Ortaleza and Mangali, (2021) argued that the accessibility and affordability are the most important attributes for traveling. Accessibility refers to the level of ease with which attendees can travel to and from the event site taking into consideration the time and efforts. While affordability refers to the overall price or cost of participating in an event, and it is extremely important for destinations to constantly provide the highest standard in terms of better services to address the tourists' needs and wants. So, they could ensure tourist's satisfaction, loyalty and delight (Rather & Camilleri, 2020). Giving these attributes would aid the decision makers of various tourism industries in different countries to plan and strategize their commitment in dealing with difficulties in the future and improve destinations for better tourist preferences (Adinolfi et al., 2021).

Henama et al., (2022) suggested that all travel attributes are divided into two main segments; one is affordability and second is the accessibility. Affordability covers all costs of a trip such as accommodation, food, shopping, entertainment, fare and rents, etc, while accessibility covers transportation, roads, mapping, infrastructure,

fuel availability, safety and security, etc. This study takes into account the moderating role of these two travel attributes, affordability and accessibility on the relationship between the destination image and tourist delight.

Camilleri & Camilleri (2018); explained that travel attributes are product of tourism included travel accessibility and travel affordability and very important in tourism. Wirtz and Lovelock, (2022) argue that travel attributes is the essential need and key indicators that measuring satisfaction level of visitors. Accessibility means destination is accessible or approachable and affordability is under control cost and price of travel that can create attraction for tourist. Therefore, delight full trip required accessibility and affordability of travel as well. Camilleri & Camilleri (2018) focused on travel attribute and evaluated direct effects of travel attributes on tourist satisfaction while Singh & Singh, 2019 examine the relationship between travel attributes and tourist revisit intention and suggested that revisit intension and travel attribute strongly related, and revisit intension depends on travel attributes because visitor likes easy and affordable travel. However, few studies conducted on direct relationship between travel attributes and tourist satisfaction, loyalty and revisit intension (Huber et al., 2020). Hence, the study is conducted to evaluate moderating role of travel attributes on the relationship of destination image and tourist delight.

There are some other factors that have higher influence on relationship of destination image such as travel attributes (Meira et al., 2021; Blomstervik & Olsen, 2022). According to Abellán and Martínez, (2021); Arissaputra and Sentika, (2022) travel attributes are influential factors and have high impact on the relationship of destination image and tourist delight and leads for attraction, selection, satisfaction and e revisit intention. Therefore, the following hypothesis is proposed to test the moderating role of travel attributes on the relationship of destination image and tourist delight.

H2: Travel attributes moderates the relationship between destination image and tourist delight.

3. Methodology

Quantitative method is based on features categorization, counting of features and statistical model which is used to explain the observation (Bloomfield & Fisher 2019). The current research study is quantitative in nature and to achieve the research objectives, hypotheses are formulated to be tested. The scales of destination image, tourist delight and travel attributes are adopted from the previous studies (Torres & Ronzoni, 2018; Barnes et al., 2019; Karasakal & Albayrak, 2022; Azali et al., 2023).

3.1. Target population and sampling technique/method

The Northern areas of Khyber Pakhtunkhwa are the target areas of the study and target population of the study is national visitors that are considered for valuable assessments of research variables. Stratified convenient sampling techniques are used for the study. Although a precise number of visitors was not available and population size was unknown that why researcher adopted the formula for the population size of the study. The sample in case of unknown population is calculated using the following formula ($N = Z^2 (P) (1-P)/C^2$ by Almeda et al., 2010) and the sample size is 384.

3.1.1. Data collection

Field survey is conducted for the study and questionnaires were used to collect data from the tourists who visited the northern areas (Malakand division, Mansehra division and Galiyat) of Khyber Pakhtunkhwa province. The questionnaire comprised of questions measured on a 5-point Likert scale with ranges from 1 to 5 (1: strongly un-influential, 2: un-influential, 3: neutral, 4: influential, and 5: strongly influential).

3.1.2. Data analysis technique/tools

The Structural Equation Modeling (SEM) was used for analyzing causal relationship between variables of the study and Smart PLS 4 was used to analyze the data by using Structure Equation Modeling (SEM). Smart PLS is robust application to analyze the complex model with several constructs and structural paths without enforcing distributional assumptions on the data.

3.1.3. Ethical consideration

For data collection, researcher was authorized by the research committee of department of management sciences. Before the data collection, researcher informed the participants about data collection process and takes consent from them before data collection. All information about participants will be confidential and data will be used for study only and a copy of results will be provided to them, if they request. Hence, confidentiality will be prior.

3.3. Demographic Profile

The Table 1 shows demographic profile with details of gender, age, education and profession. The percentage of male is high than female (54.6% of males and 45.6% of females) and the different age group's tourist were included in the study. The young age's % of visitors is higher than the other age groups. In education section, educational level is also categorized in seven sections. Most of the respondents had Master level of education with the high percentage of 39.5 %. In profession section,

there were student's percentage was high (47.6%) as compared to other professions.

Table 1: Demographic Profile

Characteristics	Results
Gender	Male : 54.60% and female:45.40%
Age	13.4%(under 20), 53% (20-30), 20.7%(30-40), 9.0% (40-50) and 3.5% (above 50)
Education	2.4% (metric/SSC), 13.2%(intermediate), 26.3%(BA/BSc), 39.5%(16 years of education), 6.7%(18 years of education), 4.6%(PhD), 7.3% (others).
Profession	47.6% (student), 21.8% (job), 14.8%(business), 16% (others)

3.3. Response Rate

The sample of the study was 384 selected from the 3 regions. Stratified convenient sampling technique where used and each region was considered as separate stratum and from each stratum and data was collected from the respondents conveniently. The 128 tourists responded from each region and total 372 complete questionnaires were received, 5 questioners were did not respond while 7 questionnaires were incomplete, hence, response rate was 96.85% as shown in Table 2. There are main three variables are evaluated in this study such as destination image as independent variable, tourist delight as dependent variable and travel attributes as the moderating variable.

Table 2: Response Rate

Questioners	In numbers	Response rat in percentage
Distributed	384	100%
Received	372	96.88%
Missed	5	1.30 % of total
Incomplete	6	1.56 % of total
Total response rate	372	96.87%

3.4. Analysis of Measurement Model

3.4.1 Item loadings

The item loadings are degrees of reliability for items, and it act as a signal of limit to which an observed variable is related with intended construct to measure latent variable (Hair et al., 2017). According to Ramayah et al., (2018); Thaker et al., (2020) and Stublely, (2021), value greater than 0.7 is usually recommended for item loadings. For the desired result of AVE, composite reliability and discriminate validity

is improved with the removal of item loadings and value becomes greater than 0.6, if the value of AVE is < 0.5 then it will not be accepted for further tests.

In this study, there are some items that show the minimum level of loadings because of which the items are removed from data set. PLS Algorithm is run to measure the item loadings and A1.1, A1.10, C1.6 and C2.6 were removed to attain the desired result, as these items loadings with the value of < 0.6 were deleted. Table # 3 Shows the result of item loadings is high than .6.

Table 3: Item Loading

	Accessibil- ity	affective image	Affordabil- ity	co-native image	cognitive image	tourist delight
A1.2					0.703	
A1.3					0.732	
A1.5					0.71	
A1.8					0.688	
A1.9					0.708	
A2.1		0.76				
A2.2		0.745				
A2.3		0.837				
A3.1				0.779		
A3.2				0.758		
A3.3				0.814		
B1						0.747
B2						0.729
B3						0.694
B4						0.747
B7						0.685
B8						0.673
B9						0.753
C1.3			0.638			
C1.4			0.771			
C1.5			0.786			
C1.6			0.739			
C2.1	0.717					
C2.2	0.728					

C2.3	0.723					
C2.4	0.677					
C2.5	0.752					

Table # 4 shows the results of Cronbach's Alpha, Composite reliability and AVE. The results of Cronbach's Alpha of cognitive image, affective image and co-native image are 0.752, 0.682 and 0.688 respectively and composite reliability is 0.834, 0.824 and 0.827 respectively which is greater than the threshold value and acceptable (Hair et al., 2017; Ramayah et al., 2018). The result of Cronbach's Alpha of affordability and accessibility is 0.718 and 0.769 and composite reliability results are 0.824 and 0.843 which are high than threshold value (0.6). According to Zeng, Farnell and Bishop (1998), the results are acceptable on the behalf of higher value of composite reliability. The Cronbach's Alpha of tourist delight is 0.844 and composite reliability is 0.882 while AVE is 0.517. Overall, there is no issue of reliability as all the values of Cronbach's Alpha and composite reliability do not exceed the threshold values. Also, the AVE values of all constructs are greater than 0.5 (Hair Jr et al., 2017, Rehan et al., 2021), therefore, there is no any issue of convergent validity for further analysis.

Table 4: Result of Cronbach's Alpha, CR and AVE

	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
Accessibility	0.769	0.774	0.843	0.518
affective image	0.682	0.694	0.824	0.611
Affordability	0.718	0.728	0.824	0.541
co-native image	0.688	0.691	0.827	0.615
cognitive image	0.752	0.752	0.834	0.502
tourist delight	0.844	0.847	0.882	0.517

Fronell-Larcker criterion is used to evaluate the Discriminant validity of measurement model. Acceptable result of Fronell-Larcker criterion is the square root of the average variance extracted of a construct must larger than another construct in correlation (Henseler et al., 2015; Hair et al., 2017; Ramayah et al., 2018). Table # 5 shows the results that the square root of AVE is higher than the value between constructs. So, the given result supports the construct discriminate validity.

Table 5: Frorell-Larcker Criterion

	accessibility	affective image	Affordability	co-native image	cognitive image	tourist delight
Accessibility	0.72					
affective image	0.454	0.782				
Affordability	0.567	0.352	0.736			
co-native image	0.514	0.54	0.352	0.784		
cognitive image	0.531	0.49	0.504	0.498	0.708	
tourist delight	0.58	0.663	0.459	0.658	0.584	0.719

Henseler et al., (2015) was introduced Heterotrait-Monotrait Ratio of Correlation for the estimation of correlation between two latent variable and assessment of Discriminant validity. There are extreme two ranges of HTMT threshold values to calculate the discriminate validity, and the first acceptability of HTMT value is recommended as 0.90 and the second level of HTMT ratio is 0.85 (Hwang et al., 2011; Tenenhaus, 2011; Lu et al., 2011; Henseler et al., 2015; Rigdon, 2014; Ramayah et al., 2018). Although HTMT exact ratio is still doubtful however, and Henseler et al., (2016) recently has recommended that high value > 0.90 leads to deficiency in discriminate validity so the critique value of HTMT less than 0.90 is most enough to maintain the discriminate validity.

The following table shows that HTMT values of all the constructs are less than 0.90, therefore there is no serious issue of discriminant validity.

Table 6: HTMT Criterion Results

	Accessability	affective image	Affordability	co-native image	cognitive image	tourist delight
Accessibility	0	0	0	0	0	0
affective image	0.62	0	0	0	0	0
Affordability	0.765	0.491	0	0	0	0
co-native image	0.691	0.788	0.501	0	0	0

cognitive image	0.7	0.681	0.672	0.689	0	0
tourist delight	0.706	0.864	0.582	0.852	0.728	0

3.5. Model Fit

The model fit overall provides brief summary of the model and its predicted limitations that fits a set of observation (Clark & Bowles, 2018; Collenteur 2021; Schuberth et al., 2022). Model fit specifically summarizes the inconsistency and difference among observed values (Goremykin, 2019). Goodness of fit may better be shown in terms of the main values of SRMR (Standardized Root Mean Square Residual) and NFI (Normed Fit Index) (Rehan et al., 2021). Table 7 shows that SRMR value is 0.074, less than critical value (<0.08) as according to Wang et al., (2018). SRMR value is less than 0.08 which is a good fit and NFI critical value is 0 to 1, model shows NFI value as 0.669 that is considered good fit, so the model fit results are acceptable.

Table 7: Model Fit

	Saturated model	Estimated model
SRMR	0.074	0.074
d_ULS	2.082	2.082
d_G	0.653	0.653
Chi-square	1379.361	1379.361
NFI	0.669	0.669

3.6. Moderation Analysis

Bootstrapping is a statistical procedure that allows calculating standard errors, constructing confidence intervals, and performing hypothesis testing for numerous types of sample statistics. The result of moderation analysis is shown in the Table 8 which is obtained by bootstrapping (Rahi 2017; Ramayah et al., 2018). The results specify that the effect of travel attributes on the tourist delight is, $\beta = 0.143$ and t-statistics value is 2.998 which is significant with P-value of 0.003 while confidence interval at 97.50 % are bias corrected at LL= 0.051, UL= 0.237.

The results also illustrate that the direct effects of destination image on tourist delight and the values are $\beta 0.693$, t-statistic is 13.833 which is significant with the value of P-value of 0.000 (less than 0.05) while confidence interval at 97.50 % are bias corrected. The LL=0.594 and the UL= 0.789.

The main moderating variable result is as $\beta = 0.008$ and t-statistics value is 0.335 which is less than critical value of 1.96 and P-value 0.738 is greater than the threshold value of significance of 0.05.

So, the results show that the direct relationship of destination image and tourist delight is statistically significant and the relationship of travel attributes of accessibility and affordability is also significant with the tourist delight but the moderating effect is not significant on the relationship between destination image and tourist delight.

Table 8: Results of Moderation

	Original sample (β)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/ST-DEV)	P values	LL (2.5%)	UL (97.5%)
TA*TD -> tourist delight	0.143	0.142	0.048	2.998	0.003	0.051	0.237
destination image -> tourist delight	0.693	0.696	0.05	13.833	0.000	0.594	0.789
TA*TD x destination image -> tourist delight	0.008	0.005	0.025	0.335	0.738	-0.049	0.048

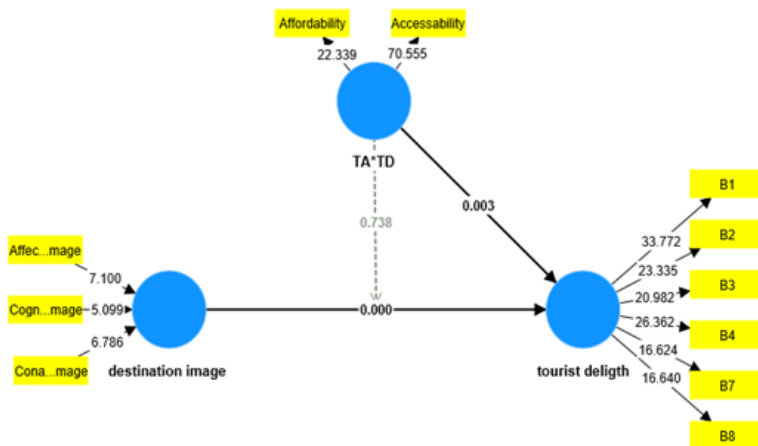


Figure 1: Statistical Analysis of the Study

4. Discussion

This research is conducted to examine new and trendy phenomena of tourist delight and its effect on the tourist delight in Pakistan's tourism sector with the moderating role of travel attributes. First research hypothesis of the study is tested and discussed below:

H1: There is a significant relationship between destination image and tourist delight.

These results show and confirms the strong and significant relationship between destination image and tourist delight at $\beta = 0.693$, t -statistics = 13.833 and P -value 0.000 ($p < 0.05$). This result answers the first research question and supports research hypothesis as well as the previous researches which also support the relationship between (IV), destination image and (DV), tourist delight (Kock et al., 2016; Meyer et al., 2017; Ahrholdt et al., 2017; Hansen et al., 2019; Mazrekaj, 2020;). According Meira et al., (2021) to travel enjoyment and pleasure depend on the destination because destination image plays vital role in decision making for travel to a site and creates a strong positive impact on satisfaction and evoke positive experience and expectations.

This research indicates that destination image and tourist delight have a strong and significant relationship. A good and positive destination image can increase tourist delight and delightful visit experiences stays in the memory of the tourists for a long time. Beerli and Martin (2004); Chi and Qu (2008); Chen et al., (2016); Huber et al., (2020) and Rahmawati et al., (2021) highlighted that that destination image is an imaginary vision and it is directly an influencing psychological state of an individual manifested towards the visiting sites and when the tourists achieve their imaginary vision and expectations or more than expectations, then it is the state of delight. The destination has three main components in which cognitive image is related with the knowledge, values and beliefs, idea or vision regarding the site and affective image relates to emotions, sensation and positive tourists' feelings while co-native image reflects overall behaviour of visitor after the visit that affects memory and future recommendations (Chi & Qu 2008; Chen et al., 2016; Prayag et al., 2017; Pereira & Añez 2021)

These components have different reactions but are inter related and inter dependent on each other and this combination makes over all a complete destination image in the mind of visitors. The delight is also a psychological phenomena and it is strongly connected with the destination image (Kim et al., 2015; Meira et al., 2021). Because delightful trip not possible without a good destination. Previous studies also have found the significant relationship between destination image and tourist satis-

faction by (Kim, 2010; Tung & Ritchie 2011; Kim et al., 2012; Ortaleza et al., 2021).

Although, all destinations have their own specialties, values and natural beauties but governments and authorities are also important to build and increase the value of destinations by their strategic policies and management. The provision of necessities and facilities by authorities may also increase the destinations' attraction and will lead to the visitors' delight. Travel attributes are taken as moderating variable in this study with affordability and accessibility as its dimensions. In this respect, H2 tested is about moderating variable of affordability and accessibility of the study is as below: -

H2: Travel attributes (affordability and accessibility) moderate the relationship between destination image and tourist delight.

The moderation results indicates that the effect of destination image is positive and statistically significant on tourist delight and direct effects of travel attributes are also significant but the effect of moderating variable on the relationship of destination image and tourist delight is statistically insignificant. The following results shows that the travel attributes do not moderate the relationship of destination image and tourist delight. Destination image to tourist delight = β 0.639, T statistics = 13.833, P-Values= 0.000, LL at 2.5% confidence interval is 0.592 while the value of UL at 97.50% confidence interval is 0.789. Moderating results of Travel Attributes (affordability and accessibility) on the relationship of destination image and tourist delight = β 0.008, T statistics = 0.335, P-Values = 0.738, LL at 2.50% confidence interval is -0.049 while the value of UL at 97.50% confidence interval is 0. 048.

Findings of this study show that destination image has significant impact on tourist delight, but travel attributes act as insignificant variable to moderate their relationship. The effect of destination image on the tourist destination suggests that the tourists delight can be increased using more appealing destination image in the northern areas of Khyber Pakhtunkhwa.

5. Conclusion

In the field of tourism, tourist delight and destination image are very interesting topics for researchers. However, main aim of this paper is to examine the effect of destination image on the tourist delight along with moderating role of the travel attributes. Variables of this study and their inter-relationship are based on the theory of Gartner (1987) for destination image and disconfirmation theory of Oliver (1977). Results of the study supported the Gartner theory and confirmed the relationship of cognitive image, affective and co-native image empirically. According to the theory, there are three important dimensions of destination image, cognitive image, affective image, and co-native image.

Results of this research provide two main significant contributions. First, they support the Gartner theory (1987) and extend the same in context of Pakistan. Secondly, the study suggests some practical implications for managers and policy makers that how new practices and better policy measures may increase the tourist' attraction to positively influence their delightful experiences. Some previous researches have documented that delight is similar to satisfaction. However, Oliver's (1997) theory of disconfirmation differentiates delight and satisfaction. Based on this theory, tourist delight is taken as the dependent variable instead of the tourist satisfaction. Level of satisfaction can be achieved by completion of desires, but delight is not only related with desires, but it also means completion of desires with surprise and joy.

This study highlights that destination image is more important for delighting a visitor than other factors such as travel attributes. In our cultural context, people have different and unique behavior towards tourism. Specially, northern areas of Pakistan are overflowing with tourists throughout the year who do not miss any opportunity of travelling these areas. In 2022 on the occasion of Eid ul Fitter (a religious festival) alone, almost 400,000 people visited the northern areas for tourism (Kovari & Zimanyi, 2011; Lee et al., 2019; Narangajavana, 2019; Ma et al., 2020). Moreover, tourists visit the destinations in the northern areas throughout the year on holidays, vacations and on different cultural events in spite of absence of proper travel attributes like affordability and accessibility to facilitate the tourists. This suggests that destination image of these sites have more influence on the tourist delight even travel attributes do not affect them that much.

From the economic point of view, tourism is an important industry and can be a high-income generating field. Pakistan is very beautiful and an ideal country for tourism it has diverse natural beauties. According to world economic forum (WEF, Daily Time, 2022), Pakistan has improved its ranking from 89th in 2019 to 83rd place in the global tourism index which is a 6 points improvement. Significant progress proves that Pakistan has increased its rank from the previous 3 years among the Asian countries. Khyber Pakhtunkhuwa has fascinating, magnificent and appealing destinations to provide a beautiful journey and experience for the tourists but the country's tourism industry needs government supports to back up this industry.

Tourism development impacts the country's economic growth; therefore, government and authorities of the country should concentrate on the formation of access facilities such as roads, transportation and fuel availability, parking and rental areas for the private vehicles. Available infrastructure is not enough because number of tourists is increasing day by day even roads are stuck in specific days of visit. Government should take decisions to introduce proper government transit services especially in those areas where people travels most and should provide proper parking areas. It will

create employment opportunities for local drivers and will increase economic growth. Political in-stability may also have high negative impact on freedom of international tourists' movements. Therefore, government should ensure safety and security of national as well as international tourist and should develop sustainable strategies for tourism stability.

Pakistan has potential for a variety of tourisms such as historical and cultural tourism, religious tourism, and ecotourism and adventure tourism. In this regard, the government needs to introduce different to support the tourism like use of technology to develop data bases of tourists to better manage their flow. Local community participation and public-private partnership can also be helpful to provide a sustainable level of tourism resources.

6. Theoretical Implication

The current study contributes to the literature by justifying the moderating role of travel attributes of affordability and accessibility on the relationship of destination image and tourist delight. Previous literatures disclose that destination image and travel attributes are the most generally used factors in the efforts to make tourist's delight. Though, destination image is essential factor for tourist delight but affordability and accessibility is not most important factors as a moderating variable on the relationship of destination image and tourist delight (Stylidis et al., 2017; Pathak et al., 2019; Tasci et al., 2022).

Consequently, Serrano et al., (2018); Boihang and Yessoufou (2022) and Lee et al., (2022) suggested that a good image of destination plays very important role in successful development of tourism and increasing attraction for the visitors. A good image of destination is the key feature of the tourism product that triggers people to visit the destination. Kislali et al., (2020); Tse and Tung, (2022) examined that destination image is involved in development of tourism but after the comprehensive review it has been noticed that travel attributes as a moderating variable is rarely studied. Therefore, the finding of the study may give understanding and appreciation on tourist delight in the context of Pakistan by adding moderating role of travel attributes of affordability and accessibility on the relationship of destination image and tourist delight.

7. Managerial Implication

The current study has quite few managerial implications. First, in marketing point of view, the study can assist tourism industry's managers by a good understanding of travel attributes on tourist delight and they can recognize the effects of travel attributes

and its importance in tourist delight.

Second, managers and policy makers can understand the significance of destination image and tourist delight and identifying other factors that has any significant and insignificant impact on the relationship of destination Image and tourist delight.

Third, the managers of tourism industry can take initiatives for developing tourist delight by understanding of the recent situation of tourism in the context of Pakistan.

8. Limitations and Recommendations for Future Research

This study has some limitations like the study was conducted only on the local tourists of northern areas of Khyber Pakhtunkhwa. However, future researches may be conducted on international tourists who visit these northern areas. This study was confined only to the tourists who came to visit the destination sites from other parts of the province or country, but the future researchers may also take into account the perception of local community or tourists regarding variables taken in the study and their inter-relationship. This study tested travel attributes as the moderator, but the future studies may apply other related factors as mediating variable on the relationship between the destination image and tourist delight. Moreover, the current study focused only on the mountain tourism but in future the studies may be undertaken on other types of tourism like sport tourism, shopping tourism, religious tourism and historical tourism.

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