Using Service Quality and Destination Attractiveness to Encourage Pro-Tourism Behaviour

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Abstract

This study aims at identifying the drivers of residents' pro-tourism behaviours. First, it investigates the influence of service quality and destination attractiveness (DA) on attitudes towards tourism and destination image (DI). Second, it examines the impact of tourist attitudes on destination loyalty (DL) and pro-tourism behaviour. Finally, it investigates the influence of DI on destination loyalty and pro-tourism behaviour. A descriptive study is conducted using a survey of 205 Albaha residents. The findings indicate that service quality has a positive influence on the DI. Additionally, the results show that DA is positively associated with attitude towards tourism. Furthermore, they demonstrate that attitudes towards tourism have a positive relationship with pro-tourism behaviour. Finally, the empirical findings reveal that DI is positively associated with DL. This study aids in the identification of the determinants of residents' pro-tourism behaviour by the government and organizations involved in the tourism industry. The research's conclusions will direct practitioners of tourism marketing's efforts to promote tourism activities in Saudi Arabia.

Keywords

1. Introduction

The tourism industry is receiving more attention since it has become one of the fastest-developing business sectors all over the globe (Amissah et al., 2022; Park and Jeong, 2019). In a highly competitive tourism industry, service providers should preserve each advantage to continue being competitive (Bhat, 2012). Service quality in the tourism industry is a noteworthy field of study that has attracted a lot of research interest (Lai et al., 2018). Because of the difficulties and globalisation of today's competitive business settings, quality has become one of the most vital foundations of competitive advantage for tourism destinations (Bhat, 2012; Ţîţu et al., 2016). A great number of firms and countries have started to exploit opportunities to face this level of competition by managing their service quality to gain and sustain this competitive position (Bhat, 2012). Besides, studying the quality of tourism services is vital to moving forward towards sustainable tourism, thus, there is a special need for the assessment of service quality (Ferri Sanz et al., 2019).

Destination attractiveness (DA) has increasingly aroused the interest of practitioners, decision-makers, and academics (Formica and Uysal, 2006; Hu and Ritchie, 1993). It is a vital driver of an individual's attitudes shaped throughout a destination visit (Reitsamer et al., 2016). What has been well-demonstrated is that DA has a key influence on an individual's expectations, and intentions to revisit, destination selection, destination motivations and benefits, the duration of stay, and the amount of money spent during a tourism experience (Gu et al., 2022; Henkel et al., 2006). Every enhancement and development of the destination and facilities' attractiveness will have a growing influence on the destination image (DI) and revisit intentions for that destination (Khairi and Darmawan, 2021). However, DA has yielded little consensus in measuring it (Gu et al., 2022).

Investigating the drivers of DI remains a common research agenda in tourism literature (Armenski et al., 2018; Eid et al., 2019; Eid and Elbanna, 2018). This is due to the growing number of destinations, the difficulty of differentiating between them, and the escalating level of aggression in the competition (Xiao et al., 2022). Understanding the DI is vital in tourism management and marketing since it influences tourists' travel-related purchase decisions, their satisfaction, and their destination loyalty (DL) (Bui et al., 2022). The competition between destinations is considered a rivalry between images (Kim and Stepchenkova, 2015; Xiao et al., 2022).

Loyalty-related destination research has been gaining attention due to the increasing competition in the tourism market (Croes et al., 2010; Su et al., 2011). Thus, gaining loyalty is one of the key challenges of destinations. However, there is a need to conduct more studies of DL establishment to explore the role of constructs other than satisfaction as direct drivers of DL (San Martin et al., 2013). Besides, it is necessary to emphasise previous studies that only focus on attitudinal loyalty. Consequently, there is a need to

examine behavioural loyalty that would contribute to providing deeper insights into DL development (San Martin et al., 2013).

Protecting places is critical to ensuring the tourism sector's sustainable and steady development, and doing so requires stakeholder groups (e.g., residents) to collaborate constructively (Kiatkawsin and Han, 2017; Ribeiro et al., 2018; Wang et al., 2020). Residents in these destinations establish an important group among stakeholders because of their close associations with the destinations (Ribeiro et al., 2018). The development of residents' support towards tourism has been a significant area of examination for both academics and practitioners in tourism because of its importance in accomplishing successful tourism development (Gursoy et al., 2019). As an essential actor of tourism destinations, resident's points of view and actions could meaningfully impact the reputation and the long-term development of that destinations (Wang et al., 2020). However, there is little attention on examining the association between service quality and destination selection (e.g., Lai et al., 2018; Seddighi and Theocharous, 2002; Tian-cole and Cromption, 2003). Furthermore, there is a lack of knowledge of linking service quality and residents' perceptions regarding their DI, loyalty, and pro-tourism behaviours.

Although more studies that examined residents' attitudes to service quality have appeared in recent years (e.g., Schofield, 2011), these studies were limited (Lai et al., 2018). There is little attention in the preceding studies which concerned residents' attitudes in continuing care and support of tourism activities (Lai et al., 2018; Lee, Shanklin, and Johnson, 2003; Young and Brewer, 2002). In other words, few scholars examined the role of residents' attitudes in service quality studies encountered at a destination. Thus, an understanding of residents' attitudes towards tourism services remains a significant research area of consumer psychology that forms the nature of marketing in tourism (Lai et al., 2018).

This study aims at identifying the determinants of residents' pro-tourism behaviours. First, it current study investigates the impact of service quality and DA on attitude towards tourism and DI. Second, it examines the impact of attitude towards tourism on DL and pro-tourism behaviour. Finally, it investigates the impact of DI on destination's loyalty and pro-tourism behaviour.

This research contributes to tourism marketing and customer behaviour areas since prior research exposed that residents' support behaviours towards tourism activities are critical for the country's development and sustainability, where effective strategy is perceived to bring achievement (Han, 2021; Karatepe et al., 2021). The findings give insights compared to preceding research (e.g., Nazneen et al., 2021; Shen et al., 2019; Wang et al., 2020) through the empirical evidence that service quality and DA have different impacts on DI and loyalty behind residents' attitudes and behaviours. For example, service quality has a significant direct relationship to DI but has an insignificant influence on attitudes towards tourism. The research findings reveal that pro-tourism behaviour is related to service quality and destination variables, including attractiveness,

image, and loyalty which can be identified and reinforced via several tourism practices. Policymakers may benefit from these findings while adopting service quality and DA as tools for influencing the residents' behaviours. For instance, policymakers must focus on the service quality of provided tourism activities when deciding to improve the perceived DI of the residents. Those residents are more likely to perceive good DI when they encounter high-service quality tourism activities in their cities/destinations. In contrast, to formulate positive attitudes towards tourism in a specific destination, the residents should be exposed to highly attractive destinations or locations in that destination.

The study is organized as follows: initially, the literature review of key constructs under consideration is discussed. The research framework and hypotheses are then developed. Following that, the research methodology is explained, the collected data is analysed, and the findings are discussed. Finally, conclusions, research limitations, and recommended future research are presented.

2. Literature Review

2.1. Service Quality

In a highly competitive tourism marketplace, service providers should sustain each edge to endure competitiveness (Bhat, 2012). Tourism firms in both the public and private sectors must continually enhance their service offerings to improve their market share (Bhat, 2012; Luo et al., 2019; Wong, and Wu, 2013). Service quality mostly evaluates the quality standards of various tourism-related services offered at destinations by public and private organisations (Chen et al., 2017). Service quality scales are most commonly used by service firms to assist them identify their strengths and weaknesses (Bhat, 2012). The quality of tourism products depends on human work creativity as well as the direct contact between visitors and facilitators (Ciriković, 2014).

2.2. Destination Attractiveness

It reflects the excellence, feelings, beliefs, and sentiments of individuals (e.g., residents and tourists) on destination (Hu and Ritchie, 1993). In other words, DA refers to feelings, perceptions, and attitudes that individuals have about a destination's ability to meet their specific needs (e.g., Khairi and Darmawan, 2021; Vengesayi, 2003). It is also defined as the providers of spatial visitor services with particular attractiveness features to be managed effectively (Reitsamer et al., 2016). DA perceptions might differ from one visitor to another and depending on the reason for the visit (Pike et al., 2021). For instance, a tourist destination might attract a visitor considering a honeymoon, nonetheless not attract their family's summer holiday. Nevertheless, the current research examines DA from the residents' point of view. DA relies on the physical attractiveness of tourist destinations, which may appeal to tourists (Khairi and Darmawan, 2021). It includes four

crucial factors: accessibility, amenities and infrastructure, scenery, and the local community. They have the potential to inspire individuals to spend time at a specific destination and thus considerably impact a tourist's destination selection (Henkel et al., 2006; Kim et al., 2012; Reitsamer et al., 2016).

2.3. Attitude Towards Tourism

The tourism development is becoming an increasingly widespread decision for destinations (Liang and Hui, 2016). Prior research has examined residents' attitudes towards tourism advancement and determined different factors which can impact their attitudes (Gursoy et al., 2019). In general, attitude defines the psychological tendencies people express by their positive or negative assessments of a thing or an experience (Ajzen, 1991). Likewise, attitude towards a tourism destination refers to the psychological tendencies that visitors express through their positive or negative assessments of a destination experience (Lee, 2009). Consequently, attitude towards a tourism location is a function of the object's belief and its implied evaluative reactions (Reitsamer et al., 2016).

2.4. Destination Image

It is extensively known as an influential professional tool in today's competitive worldwide environment to empower the tourism sector (Afshardoost and Eshaghi, 2020). It is found in the brand image concept, a set of beliefs related to a specific brand, which is extensively investigated from both consumer behaviour and marketing perspectives (Moreira and Iao, 2014). Thus, DI refers to a person's knowledge and perception of a particular destination (Crompton, 1979; Fakeye and Crompton, 1991). While some preceding studies examine DI using both cognitive and affective dimensions (e.g., Tan and Wu, 2016), other studies considered it as a multifaceted variable relying on cognitive, affective, and conative dimensions (e.g., Afshardoost and Eshaghi, 2020). Concerning the cognitive dimension, it refers to a person's knowledge and perception or attitude towards the destination (Pike and Ryan, 2004; Tan and Wu, 2016). The affective dimension relates to feelings that a person may have towards a tourism destination (Tan and Wu, 2016). Finally, the conative dimension denotes a desired forthcoming situation or active consideration of a possible tourism destination (Pike and Ryan, 2004).

2.5. Destination Loyalty

There is a universal acceptance that loyalty is a key driving force in investigating the firm's sustainable competitiveness, which has been employed to destination (Su et al., 2011; Yoon and Uysal, 2005). Loyalty often encompasses the intention to endorse a product and/or service to others and the intention to repurchase a specific product or

service (Taecharungroj and Tansitpong, 2017; Yoon and Uysal, 2005). Therefore, DL is defined as an intention to recommend a destination to others (Oppermann, 2000; Taecharungroj and Tansitpong, 2017).

2.6. Pro-tourism Behaviour

Residents' provisions, as a stakeholder, are becoming increasingly crucial for their sustainability in destinations (Shen et al., 2019). They have a vital role in the tourists' experience since, via their behaviours, they can become advocates for their area and provide a distinct image of a tourism destination (Plaza-Mejía et al., 2023). They are critical for boosting the tourists' experience and ensuring the destination's sustainable growth (Wang et al., 2020). Pro-tourism behaviour, in essence, refers to the level of tourism provision that may take the shape of attitudinal or behavioural intentional provision (Erul et al., 2020; Zuo et al., 2017).

3. Research Framework and Hypotheses Development

The research framework, as shown in Figure 1, clarifies the potential drivers of DL and pro-tourism behaviour. This framework is drawn on the Theory of Planned Behaviour (TPB) which has been extensively adopted in diverse research areas (Koon et al., 2020). According to the theory, attitude contributes to the formation of behavioural intentions (Ajzen, 1985). The combination of new variables in TPB to predict people's behaviour has been confirmed and strongly reinforced by several researchers (e.g., Husin and Alrazi, 2017). Prior studies have shown that domain-specific constructs can be comprised in TPB to raise the predictive power (Yadav and Pathak, 2016). Similarly, "DA" and "service quality" additional variables have been combined into the basic TPB to measure residents' DL and pro-tourism behaviour. Thus, high service quality and DA might reinforce residents' perceived DI and attitude towards tourism, possibly increasing DL and having pro-tourism behaviours, as displayed in Figure 1.
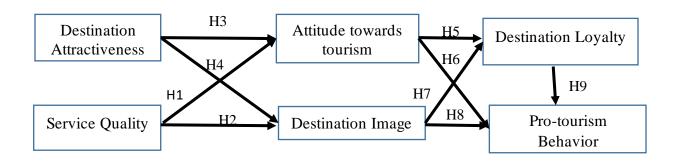

Figure 1: Research Framework

3.1. Service Quality and Attitude Towards Tourism

Service quality is considered a way of thought about how to satisfy consumers/residents, thus, they grasp positive attitudes towards the offered services (Hasan et al., 2020; Ostrowski et al., 1993). Previous studies examined resident attitudes towards tourism (e.g., Nawijn and Mitas 2012). As revealed in service quality, throughout the interaction with residents during visits, tourists are worried about the attitudes of residents towards them (Lai and Hitchcock, 2017). In other words, there are relationships between service quality and residents' attitudes and behaviours (e.g., Lai et al., 2018; Lee et al., 2003; Schofield, 2011; Young and Brewer 2002). Thus, the first hypothesis can be formulated as follows:

H1: Service quality is positively related to attitude towards tourism.

3.2. Service Quality and DI

The cognitive factors (e.g., service quality of a tourism site selection) have an influence on tourism DI (Akroush et al., 2016; Baloglu and McCleary, 1999). Additionally, a number of factors that influence place image have been identified by earlier research, such as service quality (Chen and Tsai, 2007; Lee et al., 2005). Furthermore, Prior studies investigated the association between service quality and DI (Assaker, 2014; Timur, 2018). The results show that service quality influences DI (Govindarajo and Khen, 2020). Thus, the second hypothesis is conjectured as follows:

H2: There is a positive relationship between service quality and DI.

3.3. Destination Attractiveness and Attitude Towards Tourism

DA is considered one of the main factors that may ensure the sustainability of tourism destination (Nadalipour et al., 2019). The perceived DA plays a central role in formatting tourists' attitudes towards the destination (Mikulincer and Shaver, 2003). Moreover, residents' perceived attractiveness is a vital factor in understanding their behaviour towards tourism development (e.g., Nazneen et al., 2021). DA is regarded as a key driving force for tourists' cognitive evaluations and the subsequent development of their attitudes (Reitsamer et al., 2016). Hence, the third hypothesis can be formulated as follows:

H3: DA is positively related to attitude towards tourism.

3.4. DA and DI

It is considered a mental image, which relies on the physical attractiveness of the destination that can appeal to visitors (Khairi and Darmawan, 2021). The physical features of tourist destinations greatly impact the image of the destination (Jawahar et al., 2020). The affective factors like DA have an impact on DI (Akroush et al., 2016; Baloglu and McCleary, 1999). Therefore, the fourth hypothesis is conjectured as follows:

H4: DA is positively related to DI.

3.5. Attitude Towards Tourism and DL

Attitudes towards tourism is positively associated with DL (Bazazo et al., 2017). On the contrary, preceding research showed that individuals (e.g., tourists and residents) may show a negative attitude towards a place/location and be loyal to it through their willingness to revisit, recommend it, and/or by spreading positive word of mouth (PWOM) (Ribeiro et al., 2018; Wang et al. , 2017). These behaviours might be related to individuals' benefits like prestige, status and/or a rise in self-esteem, and joining others (Ribeiro et al., 2018). Hence, the fifth hypothesis is formulated as follows:

H5: Attitude towards tourism is related to DL.

3.6. Attitude Towards Tourism and Pro-tourism Behaviour

There is a need to investigate residents' perceptions and attitudes towards better tourism destination management (Rasoolimanesh and Seyf, 2020). The true destination ambassadors are the residents who have the possibility and responsibility to stress tourism attributes. Their attitude towards tourism will encourage tourists to promote such destinations (Chandra et al., 2021). Attitudes - whether positive or negative – toward tourism have a direct impact on residents' pro-tourism development behaviour (Ribeiro et al., 2017). Similarly, the results indicated that there is a positive impact of residents' attitudes towards tourism on their pro-tourism intentions (Shen et al., 2019). Therefore, the sixth is formulated as follows:

H6: Attitude towards tourism is related to pro-tourism behaviour.

3.7. DI and DL

DL is considered a common concept with links to DI (Moreira and Iao, 2014). Haarhoff (2018), for example, developed an association between DI and visitor loyalty. Besides, Stylidis and Cherifi (2018) found that DI is an influential tool for tourism that can impact visitors' intentions. A good DI is a vital factor in tourist-destination relations and increases the flow of tourists to a destination (Kim et al., 2019). Therefore, DI has a positive impact on DL (Govindarajo and Khen, 2020). DI is a driver of tourist loyalty (Prayag and Ryan, 2012). Thus, the seventh hypothesis is formulated as follows:

H7: There is a positive relationship between DI and DL.

3.8. DI and Pro-tourism Behaviour

Preceding research revealed that their perception of DI is a significant driver of their pro-tourism behaviour (Nazneen et al., 2021; Stylidis et al., 2014). Residents with a positive and more favourable DI have pro-tourism development behaviour (Henkel et al., 2006; Stylidis et al., 2014). Residents with more favourable DI showed higher provision

for tourism than those with a less favourable image (Stylidis, 2018). However, there is an insignificant association between DI and pro-tourism behavioural intention (Shen et al., 2019). Thus, the eighth hypothesis is formulated as follows:

H8: There is a positive relationship between DI and pro-tourism behaviour.

3.9. DL and Pro-tourism Behaviour

In light of the increasingly severe rivalry among destinations, tourism and government institutions dedicate great effort and resources to enhance tourist loyalty (Jiang et al., 2022). DL is vital to destination success because every time tourists bring extra expenditure and PWOM towards the destination (Ribeiro et al., 2017; Yoon and Uysal, 2005). Therefore, I postulate that individuals (e.g., residents) who have a high level of DL, would likely have a pro-tourism behaviours. Hence, the ninth hypothesis is formulated as follows:

H9: DL is positively related to pro-tourism behaviour.

4. Method

4.1. Data Collection and Sampling

A descriptive design to examine the research hypotheses was conducted (Malhotra et al., 2017). A questionnaire was designed including all variables under investigation. The survey was translated from English into Arabic using back-translation techniques to ensure accuracy (e.g., Mosaad et al., 2022; Naguib and Elsharnouby, 2023). The researcher employed a specialised translator to contribute to this step and confirm the translated version's reliability. This survey was assessed and measured for content validity by two academics in a marketing major and five residents, with minor phrasing changes.

The research population includes all residents of Albaha City in Saudi Arabia. A convenience sample was selected for this study due to the nonexistence of a sampling frame for the current research population (Saunders et al., 2009). 205 valid surveys were collected. The survey was self-administered with Albaha residents in Saudi Arabia via an e-survey. The entire data collection process took around three months. The sample responses were 85% male and 15% female; 61% were under 30 years old, 24% were between 30 and 39 years old, 12% were between 40 and 49 years old, and 3% were above 50 years old; 62% had an income below 5000 Saudi Riyals per month, 16% had an income between 5001 and 10000 per month, 8 % had an income between 10001 and 15000 per month, and 14 % had an income higher than 15000 Saudi Riyals per month.

4.2. Construct Measures

The researcher used fourteen measurement items for the service quality scale (Choudhury, 2014; Dash and Kumar, 1970; Parasuraman et al., 1988). Ten measures are used for each variable of DA (Hu and Ritchie, 1993). The study employed attitude towards tourism and pro-tourism behaviour scales (Ribeiro et al., 2017), including 8 items and 5 items respectively. Hankinson's (2005) measurement of DI and Pike et al.'s (2010) measurement of DL were used, including 6 items and 4 items respectively. All preceding constructs were assessed utilising a five-point Likert scale.

5. Findings

5.1. Model Fit Assessment

Table 1 reveals that the uni-dimensionality of each variable and the measurement model had a good fit $\chi^2(480) = 952.847$ p =0.000; CFI =0.901; TLI= 0.912; RMSEA = 0.059. Each variable was evaluated for convergent and discriminant validity. The researcher follows four criteria to assess the items' convergent validity of variables (Fornell and Larcker, 1981; Janssens et al., 2008). First, each of the factor loadings was greater than 0.5 (ranging between 0.594 and 0.876). Second, each of the t-values was greater than 1.96, ranging between 8.011 and 16.816. Third, each of the composite reliability values was greater than the accepted level of 0.7. Fourth, each of the AVE was greater than the accepted level of 0.5, except for the pro-tourism behaviour variable, however, it was also very close to the accepted level (0.451). Thus, all criteria provided the provision of the variables' convergent validity. In addition, Table 2 demonstrates the evidence of achieving the condition of discriminant validity for each of these variables.

Table 1. Model Fit Summary

Constructs and items	Means	CR	AVE	Standzd loadings	t-value	Cronbach's alpha
Service Quality						
1) I was served by a well-trained customer-oriented personal.				0.798	14.300	
2) The level of service quality reinforces my confidence in the service provided.				0.689	11.449	
3) Staff were able to fulfil my request to promote on time.				0.779	13.740	
4) The staff provided me with full information regarding the entertainment offered.				0.794	14.166	
5) Directions and signs were available properly.				0.594	9.409	
6) Services delivered were correct from the first time.				0.800	14.358	
7) Services offered were provided by pleasant and friendly personnel.	3.406			0.727	12.378	0.715
8) Modern and technologically relevant vehicles were available.				0.846	15.783	
9) No troubles occurred with the service provided during my stay in the Albaha region.				0.817	14.855	
10) The infrastructure is designed well and in high-quality standards.				0.785	13.916	
11) Scheduled tours were met on time.				0.850	15.903	
12) Services were delivered as promised to tourists.		0.958	0.623	0.876	16.816	
13) The accommodation and facilities were well designed.				0.849		
14) The physical appearance of the hotel I stayed in and the tour's escort were tidy and clean.				0.799	14.318	
Destination Attractiveness						
1) Well-appointed accommodation and restaurants.				0.796	11.608	
2) Clear and detailed interpretation services and facilities.				0.778		
3) Unique local specialties and souvenirs.	3.362	0.877	0.589	0.678	9.690	0.711
4) Convenient transportation.				0.790	11.499	
5) Well-developed environment management.				-0.790	11.505	
Attitude towards tourism						
1) Tourism leads to the improvement of roads and public infrastructures.				0.653	8.290	
2) Tourism creates more business opportunities for local residents.		0.801	0.504	0.745		
3) Tourism increases opportunities for leisure and tourism.				0.629	8.011	
4) Tourism creates more jobs for {Albaha} residents.	4.251			0.799	9.524	0.686

Construct / Item	Mean	CR	AVE	Loading	t-value	
Destination Image						
1) Albaha destination environment is attractive.	3.509	0.886	0.722	0.830		0.678
2) It is easy to access historical and touristic places in Albaha destination.				0.864	14.623	
3) I enjoyed the style of buildings in the Albaha destination.				0.854	14.397	
Destination Loyalty						
1) I intend to visit Albaha tourist locations in the future.	3.634			0.881	19.474	0.715
2) Albaha tourist locations would be my first choice for a vacation in the region.				0.878	19.303	
3) Albaha tourist locations provide more benefits than other destinations in the region.		0.917	0.735	0.738	13.539	
4) I would advise/recommend other people to visit Albaha destination				0.920		
Pro-tourism Behavior						
1) I am willing to receive tourists as an affable host and be more hospitable.	4.203	0.711	0.452	0.732		0.786
2) I am willing to provide information to tourists and contribute to enhancing their experience.				0.657	6.400	
3) I am willing to protect the natural and environmental resources on which tourism depends.				0.623	6.312	

Table 2. Discriminant Validity

	DL	DI	PTB	ATT	SQ	DA
DL	**0.857**					
DI	0.828	**0.849**				
PTB	0.024	0.095	**0.672**			
ATT	0.073	0.097	0.310	**0.710**		
SQ	0.739	0.721	0.128	0.122	**0.789**	
DA	-0.078	0.021	0.253	0.288	0.036	**0.768**

Service Quality (SQ); Destination Attractiveness (DA); Attitude towards tourism (ATT); Destination Image (DI); Destination Loyalty (DL); Pro-tourism Behavior (PTB).

5.2. Hypotheses Testing

The first two hypotheses stated that service quality has a positive relationship with attitude towards tourism (H1) and DI (H2). The findings have shown that service quality has an insignificant relation with attitude towards tourism ($\beta = 0.079$, $p > 0.05$). However, there is a significant relation with DI ($\beta = 0.784$, $p < 0.05$). Consequently, H1 is rejected, while H2 is supported. Additionally, the third and fourth hypotheses stated that DA has a significant relationship with attitude towards tourism (H3) and DI (H4). The finding revealed that DA has a significant positive relationship with attitude towards tourism ($\beta = 0.170$, $p < 0.05$), but it has an insignificant influence on DI ($\beta = -0.004$, $p > 0.05$). Therefore, H3 is supported, while H4 is rejected. Concerning attitude towards tourism, it was hypothesised that attitude towards tourism has a significant positive relationship with DL (H5) and a relationship with pro-tourism behaviour (H6). The results show that attitude towards tourism has a significant positive relationship to pro-tourism behaviour ($\beta = 0.248$, $p < 0.01$), but it has an insignificant influence on DL ($\beta = -0.095$, $p > 0.05$). Thus, H6 is supported, while H5 is rejected. Based on the literature, it was presumed that DI has a significant positive relationship to DL (H7) and has a relation with pro-tourism behaviour (H8). The findings, as shown in Table 3, demonstrate that DI ($\beta = 0.553$, $p < 0.001$) is positively related to DL, accepting H7. However, it is not ($\beta = 0.553$, $p > 0.05$) positively related to pro-tourism behaviour, rejecting H8. Finally, it was hypothesised that DL has a positive influence on pro-tourism behaviour (H9). Against the assumption, the finding has revealed that DL has an insignificant influence on pro-tourism behaviour ($\beta = -0.063$, $p > 0.05$). Thus, H9 is rejected.

Table 3. Hypotheses Testing Results

Hs	Coefficient	t-value
(H1) Service quality → Attitude toward tourism	0.079	(1.619)†
(H2) Service quality → DI	0.784	(12.468) ***
(H3) DA → Attitude toward tourism	0.170	(3.671)***
(H4) DA → DI	-0.004	(-0.005) †
(H5) Attitude toward tourism → DL	0.095	(1.150) †
(H6) Attitude toward tourism → Pro-tourism behavior	0.248	(3.515)**
(H7) DI → DL	0.553	(9.438)***
(H8) DI → Pro-tourism behavior	0.047	(0.745) †
(H9) DL → Pro-tourism behavior	-0.063	(- 0.945) †
R2		
Attitude toward tourism	0.062	
DI	0.438	
DL	0.642	
Pro-tourism behavior	0.084	

*** $p < 0.01$.　　　** $p < 0.05$.　　　† Not significant.

6. Discussion and Conclusions

6.1. Discussion

This research was conducted because of the lack of knowledge in understanding the association between both DA and service quality with DL and pro-tourism behaviours. Prior research on destination service quality and attractiveness aimed to determine their influences on tourists' satisfaction and loyalty (e.g., Bui et al., 2022). The findings of these studies revealed that achieving high levels of service quality at specific destinations improves tourists' satisfaction, attitudes, and loyalty. Nevertheless, this study examined the impact of both DA and service quality on both attitudes towards tourism and DI from the resident's perspective. It found that service quality has a significant impact on DI and DA has a significant effect on attitude towards tourism. These results are summarized in Figure 2. Additionally, these results support prior studies showing that service quality is related to DI (e.g., Assaker, 2014; Timur, 2018). Thus, the results of current study show that service quality has a positive impact on DI, in consistent with Govindarajo and Khen, (2020) study. Furthermore, the findings revealed that DA is related to attitude towards tourism which is consistent with Nazneen et al. (2021). In contrast, the results show insignificant relations between (1) DA and tourism DI, and (2) service quality and attitude towards tourism.
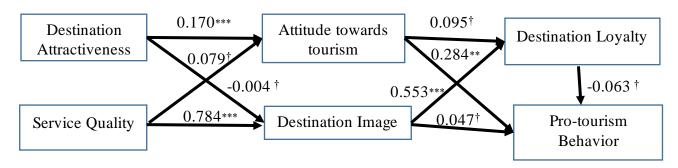
Figure 2: Summary of the Research Results

Regarding attitude towards tourism variable relates to pro-tourism behaviour that is in line with a number of the preceding research (e.g., Ribeiro et al., 2017; Shen et al., 2019). Finally, the findings also showed that DI has a significant effect on DL, which is consistent with Govindarajo and Khen (2020) and Kim et al. (2019).

6.2. Theoretical Contributions

This research contributes to tourism marketing and customer behaviour areas. Previous research exposed that residents' support behaviours towards tourism activities are critical for the country's development and sustainability, where effective strategy is perceived to bring achievement (Han, 2021; Karatepe et al., 2021). Thus, understanding

the association between the antecedents of residents' pro-tourism behaviours and their DL is critical (Gursoy et al., 2019; San Martin et al., 2013; Wang et al., 2020). The findings give insights compared to preceding research (e.g., Nazneen et al., 2021; Shen et al., 2019; Wang et al., 2020) through the empirical evidence that service quality and DA have different impacts on DI and loyalty behind residents' attitudes and behaviours. For example, service quality has a significant direct relationship to DI but has an insignificant influence on attitudes towards tourism. This finding indicates that increasing the quality of provided tourism services will improve the perceived DI. On the contrary, the findings have shown that DA has a significant effect on attitudes towards tourism. This means that a highly perceived attractive destination will create a positive attitude of residents towards tourism activities.

The findings also associate between DI and DL. The current study revealed that DI has a significant effect on DL. Thus, if the resident has a good or high perceived DI, there will be a greater possibility that he/she will be more loyal to visit and recommend that destination. This study delivers insights into the effect of resident's attitudes towards tourism's on pro tourism activities. Despite the crucial role of pro-tourism behaviours in the tourism industry (Kiatkawsin and Han, 2017; Ribeiro et al., 2018; Wang et al., 2020), there is a lack of insights into linking the resident's attitudes towards tourism and his/ her pro-tourism behaviours. The findings showed that attitude towards tourism affects pro-tourism behaviour. Therefore, if someone has a positive attitude towards tourism activities in his/her destination, there will be a high probability of doing activities that support tourism in a specific destination. Thus, the resident's attitude towards tourism plays an important role in pro-tourism behaviours due to its rising effect.

6.3. Practical Implications

The research findings reveal that pro-tourism behaviour is related to service quality and destination variables, including attractiveness, image, and loyalty, which can be identified and reinforced via several tourism practices. Precisely, these practices are for marketing executives and policymakers to influence the residents' behaviours. Policymakers may benefit from these findings while adopting service quality and DA as tools for influencing the residents' behaviours. For instance, policymakers must focus on the service quality of provided tourism activities when deciding to improve the perceived DI of the residents. Those residents are more likely to perceive good DI when they encounter high-service quality tourism activities in their cities/destinations. Furthermore, to formulate positive attitudes towards tourism in a specific destination, the residents should be exposed to highly attractive destinations or locations in that destination. Destination executives and policymakers are strongly encouraged to provide acceptable and reliable experiences regarding these attractiveness issues and generate moments for cognitive assessment. Destination management could consequently invest in facilitating

accessibility and in better offerings of attractive locations (e.g., museums, hotels, beaches) at a destination.

Moreover, attitude towards tourism is a predictor of pro-tourism behaviours. Marketing managers in tourism firms and institutions should have a thorough understanding of residents' attitude formation when designing their tourism services/activities. Residents are likely to assess favourably or unfavourably tourism services and/or activities delivered by firms. Tourism providers must be careful while adding more tourism activities/services. Residents' attitude towards these services and/or activities was found to either support or reject these services that are provided to tourists in a specific destination as well as pro-tourism behaviours.

6.4. Research Limitations and Further Directions

This research was conducted on Albaha residents. Comparative research between several cities may give more insights in forthcoming research showing the important differences concerning being loyal to their destinations and/or pro-tourism behaviours. The assumptions of this research focused only on the direct effects between the variables under investigation. Examining the mediating role of each attitude towards tourism and tourism DI in the relationships between each DA, DL, and pro-tourism behaviour will reveal more insights into residents' DL and pro-tourism behaviours. Qualitative studies may also support explaining and understanding the drivers of both DL and pro-tourism in the tourism industry to deliver recommendations to decision-makers. Furthermore, pro-tourism behaviour may be introduced in comparison between different resident generations (e.g. Y vs. Z) that may prefer to behave (e.g., Gen Y vs. Z residents' preferences) (Kim and Park, 2020; Lee et al., 2020). Thus, future studies could investigate the moderation influence of residents' generations. Last but not least, prior research displayed that other residents' attitudes and behaviours may be influenced by demographic variables such as the resident's gender, age, income, occupation, and ethnicity (e.g., Liu et al., 2020). Future studies may investigate these factors in relation to DL and pro-tourism behaviours.

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