
Tourist Advocacy: Positive Role of Tourist Satisfaction and Negative Role of Terrorism Risk

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Abstract

Advocacy is very important and influential element in the marketing to attract customers. In the tourism industry it play fundamental role to promote the industry. This study focus on the model of tourist advocacy in a risky situation. The model of advocacy was checked by empirical type of research study in which primary data was analyzed. The results shows that the tourist advocacy is determined by factors like perceived destination awareness as independent and tourist satisfaction as a mediator. But Terrorism Risk is the moderator which negatively affects the relationship and creates negative word of mouth in the tourists. All the hypothesis were significant and positive and accepted. Managers were detailed to collect the data from the tourists in 45 sample hotels and 665 questionnaires were filled and included in the analysis of the study. The results of this research study will be very helpful to the managers to create tourist advocacy in the tourists which bear no cost to promotion. The results will also be very helpful for Tourism department to make policy that very effective to generate positive word of mouth about the destination swat. Future research recommendations are given at the end of research report.

Keywords: Perceived Destination Awareness (PDA), Tourist Satisfaction (TS), Tourist Advocacy (TA) and Terrorism Risk (TR)

Advocacy is a usually play vital role when there is no option remains to compete with surrounding forces. Advocate at that time play important role for the survival in the play ground. Advocacy is a behavior in which a person talk about the goods or services of your organization and convince other people in the society to purchase and use it and Advocate is a person who actually spread words about the goods or services of your organization to other customers. This role of advocacy is also very important in the field of tourism because tourism is a business in which user itself involve at the time when he or she in the process of consuming the good or services. So due to involvement of customer which is known as tourist, the role of risk cannot be denied. It means that the risk could disturb the formation of positive word of mouth about a destination or place in the field of tourism.

The pleasant atmosphere and healthy culture of Pakistan make it very appealing for the tourist from across the world. Both local and international tourists give priority to visit destination in Pakistan. Some of the world's tallest peaks, valleys, beautiful lakes, glaciers and

mountains are located in Pakistan. The beautiful destinations and richness of culture and old civilization attract leisure tourist from all around the globe (Ali, I. & Zahir, S. 2005).

Swat is destination of beautiful nature and atmosphere which actually called the Switzerland of Pakistan. The swat destination is combination of localities like Madyan, Kalaam and Bahrain with combination of languages and cultures. Pakhtoos, Gujjars as well Kohistani are the basic languages of people living in the swat destination. A mixture of religions is there in this area e.g. Islam, Hindu, and Christians etc.

After 9/11 attack the U.S Military attack on Afghanistan created problem in all over Pakistan especially in Khyber Pakhtoonkhawa province. The same terrorism wave also greatly affects the swat region which was very popular for tourism spots for local and international tourist in all over the world. According to ministry of tourism 50% tourist who visit Khyber Pakhtoonkhawa prefer to visit swat region. But presently the tourist hesitate to visit the swat destination due to terrorism attacks in the destination And according to Lepp and Gibson (2003) tourists perception of visiting a destination greatly affected by risk involve in the destination. It was also elaborated that a single terrorism attack affect the whole region tourism industry and in such situation the tourist hesitate to visit destination when decide about the place to visit (Reisinger & Mavondo, 2005). According to Khyber Pakhtoonkhawa tourism department in 2007 to 2009 only swat affected by 60 billion losses. And Pakistan ranked at 113 in 2009 due to such kind of losses in the tourism industry in all over the world.

In such a crucial situation promote the destination of swat through advertisement and media is difficult because tourists will not believe. So the only way to attract the tourist and convinced them to visit swat valley is the tourist advocacy. The positive word of mouth spread by the satisfied tourist will be a strong weapon to attract tourist in the destination. So based on all the above discussion this research study conducted to give model of advocacy to attract tourist to the destination swat. The model is based on perceived destination awareness as independent, tourist satisfaction as mediator, tourist advocacy as a dependent and the terrorism risk is taken as a moderator. The model consist the factors that create and affect the path to tourist advocacy. The results of this study will be great contribution in the literature of tourism marketing by giving a model of tourist advocacy which is absent in the literature of tourism marketing. The results of this study will also be a great contribution in the managerial perspective in which the model of advocacy will be a helpful instrument for managers in hotels and the government tourism department to promote tourism by creating advocates. The model will help them how to create advocates and how to generate the behavior of advocacy in the tourist.

Literature Review

Awareness according to Hoy and Brown (1990) is the minimum knowledge in the mind of consumer about any good or service or brand which signifies direction. It also helps the consumer and increases the probability or chance to purchase the brand. Awareness is a source of recognition in the mind (Hoy and Brown, 1990). Awareness is the low level of knowledge in the mind of consumer which helps in recalling the brand in a special brand category (Aker, 1991). According to Keller (1993) the first element of brand knowledge is brand awareness and the brand awareness play role in identifying the brand in different conditions and situations. Satisfaction is the positive feelings after usage of good or service. It is also the evaluation status after the use of good or service (Hunt, 1977). According to Oliver (1993) when customer expectation meet then the state of customer satisfaction occur in the mind of consumer.

Tourist research literature agreed on that tourist awareness with a destination play important role in selecting a destination and satisfaction (Gursoy, 2001). The major factor of tourist satisfaction is perceived destination awareness according to Hu and Ritchie (1993) familiarity and basic knowledge and awareness is the main source of tourist satisfaction in the tourism industry. Perceived destination awareness play vital role in choice of destination and satisfaction of tourist in the destination (Jackson, 2001). Tourist feel satisfied when familiar with the destination as compare who are not familiar as resulted by Baloglu (2001) he found that familiar group of tourists are more satisfied then the un-familiar group of tourists about a destination. They were satisfied because awareness with the destination. Based on the above literature it was concluded that:

H₁: Perceived Destination Awareness have significant and positive impact on tourist satisfaction.

Tourist satisfaction is important element in selecting a destination for visit (Kozak & Rimmington, 2000). It is resulted by Oppermann (2000) that satisfaction very vital for the consumption of a product in the tourism industry. Tourist satisfaction is the main element that basically return the tourist to destination again and again (Yoon & Uysal, 2005). Oliver in (1999) concludes that satisfaction is the important element to predict the behavior of advocacy. It is noted in the hospitality literature that positive feeling (satisfaction) positively support the positive word of mouth and recommendation to the other customer (tourists) to visit the destination (Cronin et al, 2000). It can be concluded that if a customer is at the state of positive feeling or satisfaction then he or she will spread positive words and will recommend the brand to other customers to use it. It means he or she play the role of advocate for that brand. So based on above discussion we conclude that:

H₂: Tourist Satisfaction has significant and positive impact on tourist advocacy.

There are two sources of branding one is brand image and the other is brand awareness. Both of the sources is a great indicator of creating positive word of mouth (advocacy) according to Keller (1993) the sources of branding is playing significant role in creating positive word of mouth. Awareness is a set of associations that evoked the brand in memory and as a result the brand purchased and recommended further (hoyer & Brown, 1990). Some of the researchers like Gursoy (2001) highlight that familiarity with the specific destination actually shape the consumer behavior and decision making (advocacy or purchase) of tourist about a specific destination. According to Murray and Reeachheld (1991, 2003) the Advocacy is a considered a very significant and important type of Consumer behavior or behavior intention in any industry. So based on the above literature we conceptualized that Awareness or familiarity with some product e.g Destination in tourism industry positive link with the consumer behavior and advocacy is a important element of Consumer behavior in any industry. We conclude the following hypothesis on above evidence:

H₃: Perceived Destination Awareness have significant and positive impact on Tourist Advocacy.

Tourist Satisfaction is the most important factor to create strong relationship with customer in any industry (Oliver and Swan, 1989). The Behavioral intentions (Re-Purchase, Recommendation and Patronage) heavily dependent on satisfaction of customer (Caruana, 2000; Chao & Wang, 2011). Perceived destination awareness is the main antecedent of Tourist satisfaction as discussed by researcher in the literature and they are agreed on that the tourist awareness with a destination play important role in tourist satisfaction (Gursoy, 2001). The major factor of tourist satisfaction is perceived destination awareness according to Hu and Ritchie (1993) familiarity and basic knowledge and awareness is the main source of tourist satisfaction in the tourism industry. On the basis of above literature we conclude the following hypothesis:

H₄: Tourist Satisfaction is playing the Mediating role in between the Perceived Destination Awareness and Tourist Advocacy.

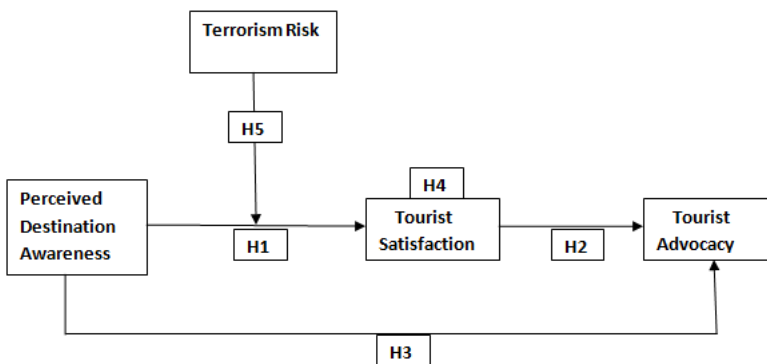
Perceived risk is defined as state of hesitation and perception of threat or danger. It is also defined as the expectation of loss (Martinez, 2000). In the marketing literature the Risk have been performed different roles in the conceptual model of consumer behavior as stated by Chaudhuri (2000) Risk play role in shaping behavior as a antecedent, outcome as well as moderator. A previous research study highlights the role of risk in international tourism especially in leisure activities (Lepp & Gibson, 2003). Sonmez and Graefe (1998) highlights the various of

risk the affect the international tourism e.g. financial, health, physical, political instability, psychological, satisfaction, social and terrorism. But the focus of this research study specially is on the terrorism risk because the wave of terrorism is on peek in the destination so we are going to check the role of terrorism in an actual situation which is not previously attempted at all. The basic and important aspect of the terrorism risk is that it disturbs the whole region by a single attack (Reininger and Mavondo, 2005). Tourists who visit a destination actually feel hesitation where there is any kind of terrorism risk (Reininger and Mavondo, 2005). Based on the above literature we conclude the following hypothesis:

H₅: Terrorism Risk is playing moderating Role in between the Perceived Destination Awareness and Tourist Satisfaction.

Theoretical Model

Based on extensive Literature review and expectation confirmation theory theoretical model is as follow:



Research Methodology

The empirical type of study was conducted to prove the model. The tourist was the respondent of the study. The total number of hotels in the destination of swat was counted about 855 which include 405 restaurants. But the data was collected just form hotels in the area which were about 450 hotels in numbers. A sample of hotels was selected based on random sampling method by assign number (A1 – A 450). Random sampling method was used to sure the selection of hotels without biasness (Probability sampling). 10% of sample size rule was adopted to select the sample from the 450 hotels. So the hotels sample which was selected about 45 hotels in the swat valley. Managers of the hotels of all the 45 hotels were provided questionnaire to fill from the tourist who visit their hotels. They were instructed to fill the questionnaire only on

weekend e.g. Saturday and Sunday. Saturday and Sunday was selected because on these days, due to holidays the tourists visit the leisure and beautiful locations or destination. It means that response ratio will be greater in these days of week. 20 questionnaires distributed to each manager of 45 hotels in the swat valley. 665 questionnaires were received out of 900 during the period of (1-July-2015 to 31-July-2015). The response rate was 74%.

Instrument was divided into five parts. Four variables and a demographic portion were included in the instrument. Perceived destination Awareness as an independent variable with 6 items by (Patrick, 2000), Tourist Satisfaction as a Mediator with 3 items by (Uyoon & Uysal, 2005), Tourist Advocacy as a dependent variable with 3 items by (Zeithaml, Parasuraman, and Berry, 1996), and Terrorism Risk as a moderator with 3 items by (Sonmez, 1994). Five point likert scale was used from (Strongly agree-5 to strongly disagree-1) to measure the response of the respondent.

To Analyze the data Descriptive statistics, regression and especially Baron and Kenny (1986) model was used to know the moderation and mediation affect mediator and moderator in the study.

Results and Discussion

The regression analysis has been conducted to know the actual status of hypothesis. Five hypotheses were created on the basis of detailed literature review and a formal standardized methodology has been followed. Hypothesis wise discussions of results are as follow:

H₁: Perceived Destination Awareness have significant and positive impact on Tourist Satisfaction.

Table 1. *Model Summary*

R	R Square	Adjusted Square	R	Std. Error
.34	.115	.111		.68280

Predictor: PDA, Dependent: TS

The above table shows the regression results in which one independent and one dependent variable analyzed. The term R which known as the coefficient of correlation shows the relationship between independent and dependent variable. The value (R=.34) explain that there is 34% relationship between perceived destination awareness and tourist satisfaction. The term R² which known as the coefficient of determination shows the contribution of independent variable in the dependent variable. The Value (R²=.115) explain that there is 11.5% Contribution of Perceived Destination Awareness in Tourist Satisfaction.

Table 2. *ANOVA*

Sum	of	df	Mean	F	Sig
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	Squares		Square		
Regression	17.210	1	18.838	34.111	.000
Residual	112.140	237	.403		
Total	124.084	238	.238		

The Above table shows the model significance of this study. The table is known as with label of ANOVA Table. The term F test known as Model Fit which shows that the model of the study is fit to application. The value (F=39.111) explain that the value is in the range of F test standard which shows that the model is Fit to the Data and Applicable. The term P known as the significance level which show that the model is significant. The value (P=.000) explain that the value is in the standard range of (P<0.05). It further explains that with 95% confidence the above results are true.

Table 3. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	2.309	.268		8.122	.000
PDA	.420	.061	.367	5.395	.000

The above table shows the Coefficients results in which one independent and one dependent variable is analyzed. The term coefficients known as Beta shows the per unit contribution of independent variable in the dependent variable. The value (Standardized Beta=.367) explain that there is 36.7% change occur in Tourist satisfaction if one unit change occur in the independent variable (Perceived destination awareness). The term T value known as T test and the value (T=5.39) explain that the results is significant as under the standard range of 2-T. According to the standard T value must be more than 2 then acceptable and p value must be (P<0.05). We accept the first hypothesis on the basis of above all table results which support the first hypothesis H_1 . The results of this hypothesis are consistent with the previous studies which is the evidence of generalize ability. Hence it can be conclude that Hypothesis H_1 : Perceived destination awareness have significant and positive impact on Tourist Satisfaction proved and accepted.

H₂: Tourist Satisfaction has significant and positive impact on Tourist Advocacy.

Table 4. *Model Summary*

R	R Square	Adjusted Square	R	Std. Error
.54	.291	.282		.56156

The above table shows the regression results in which one independent and one dependent variable analyzed. The term R which known as the coefficient of correlation shows the relationship between independent and dependent variable. The value ($R=.54$) explain that there is 54% relationship between Tourist Satisfaction and tourist Advocacy. The term R^2 which known as the coefficient of determination shows the contribution of independent variable in the dependent variable. The Value ($R^2=.291$) explain that there is 29.1% Contribution of Tourist Satisfaction in Tourist Advocacy.

Table 5. ANOVA

	Sum of Squares	df	Mean Square	F	Sig
Regression	39.203	1	38.653	119.134	.000
Residual	80.345	241	.324		
Total	123.675	242			

Predicator: TS, Dependent: TA

The Above table shows the model significance of this study. The table is known as with label of ANOVA Table. The term F test known as Model Fit which shows that the model of the study is fit to application. The value ($F=119.134$) explain that the value is in the range of F test standard which shows that the model is Fit to the Data and Applicable. The term P known as the significance level which show that the model is significant. The value ($P=.000$) explain that the value is in the standard range of ($P < 0.05$). It further explains that with 95% confidence the above results are true.

Table 6. Coefficients

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
1 Constant	2.012	.201	Beta	8.645	.000
PDA	.514	.039	.564	10.023	.000

Predicator: TS, Dependent: TA

The above table shows the Coefficients results in which one independent and one dependent variable is analyzed. The term coefficients known as Beta shows the per unit contribution of independent variable in the dependent variable. The value (Standardized Beta=.564) explain that there is 56.4% change occur in Tourist Advocacy if one unit change occur in the independent variable (Tourist Satisfaction). The term T value known as T test and the value ($T=10.023$) explain that the results is significant as under the standard range of 2-T. According to the standard T value must be more than 2 then acceptable and p value must be ($P < 0.05$). We accept the first hypothesis on the basis of above all table results which support the first hypothesis H1. The

results of this hypothesis are consistent with the previous studies which is the evidence of generalize ability. Hence it can be concluded that Hypothesis **H₂**: Tourist Satisfaction has significant and positive impact on Tourist Advocacy proved and accepted.

H₃: Perceived destination awareness have significant and positive impact on Tourist Advocacy.

Table 6. *Model Summary*

Model	R	R Square	Adjusted Square	R	Std. Error
1	.198	.039	.035		.692676

Predictor: PDA, Dependent: TA

The above table shows the regression results in which one independent and one dependent variable analyzed. The term R which known as the coefficient of correlation shows the relationship between independent and dependent variable. The value (R=.198) explain that there is 19.8% relationship between perceived destination awareness and tourist Advocacy. The term R² which known as the coefficient of determination shows the contribution of independent variable in the dependent variable. The Value (R²=.039) explain that there is 3.9% Contribution of Perceived Destination Awareness in Tourist Advocacy.

Table 7. *ANOVA*

	Sum of Squares	df	Mean Square	F	Sig
Regression	4.904	1	4.904	10.101	.000
Residual	119.913	247	.485		
Total	124.817	248			

Predictor: PDA, Dependent: TA

The Above table shows the model significance of this study. The table is known as with label of ANOVA Table. The term F test known as Model Fit which shows that the model of the study is fit to application. The value (F=10.101) explain that the value is in the range of F test standard which shows that the model is Fit to the Data and Applicable. The term P known as the significance level which show that the model is significant. The value (P=.000) explain that the value is in the standard range of (P< 0.05). It further explains that with 95% confidence the above results are true.

Table 7. *Coefficients*

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
1	B		Beta		
Constant	3.393	.285		11.900	.000
PDA	.224	.070	.198	3.178	.002

Predictor: PDA, Dependent: TA

The above table shows the Coefficients results in which one independent and one dependent variable is analyzed. The term coefficients known as Beta shows the per unit contribution of independent variable in the dependent variable. The value (Standardized Beta=.198) explain that there is 19.8% change occur in Tourist Advocacy if one unit change occur in the independent variable (Perceived destination awareness). The term T value known as T test and the value (T=3.178) explain that the results is significant as under the standard range of 2-T. According to the standard T value must be more than 2 then acceptable and p value (P=.002) must be (P<0.05). We accept the first hypothesis on the basis of above all table results which support the first hypothesis H3. The results of this hypothesis are consistent with the previous studies which is the evidence of generalize ability. Hence it can be conclude that Hypothesis **H₃**: Perceived destination awareness have significant and positive impact on Tourist Advocacy proved and accepted.

H₄: Tourist Satisfaction is playing mediating role in between perceived destination awareness and Tourist Advocacy.

Table 7. *Mediation Summary*

Steps	Description	RSQ	Beta	T	F	Sig
1	Direct impact of IV on DV	.039	.198	11.90	10.108	.002
2	Direct impact of IV on MV	.115	.367	8.12	34.111	.000
3	Direct impact of MV on DV	.291	.564	8.64	119.13	.000
4	Mediation of TS between PDA and TA	.331	-.019	-.33	60.787	.741

To know the mediating role of Tourist Satisfaction Barren and Kenney (1986) model was used. According to Barren and Kenney (1986) there are four conditions that need to be proved if mediation is there in the link.

1. There must be significant results of independent and dependent variable. Based on the above table results shows that the P Value is significant =.002 which is under the standard (P<0.05) and the beta value is .198 and positive.
2. There must be significant results of Mediator and dependent variable. Based on the above table results shows that the p value is significant =.000 which is under the standard ((P<0.05).
3. There must be significant results of independent and Mediator variable. Based on the above table results shows that the p value is significant =.000 which is under the standard ((P<0.05). After

the significant results of all the three hypothesis mediation process could be run to know the effect of mediator.

4. In fourth step independent and mediator variable regressed at a time on the dependent variable. Mediation is there if significance level or beta changed between the independent and dependent variables. If beta significance level change to insignificant then full mediation is there but if significance level reduced then partial mediation. In the above result the P value of perceived destination awareness and tourist advocacy is .002 which is significant and accepted under the rule as discussed in step 1. But when tourist satisfaction as a mediator controlled then independent variable perceived destination awareness and dependent variable tourist advocacy P value become insignificant ($P=.741$) which is less than the standard ($P<0.05$). The Beta values for the same hypothesis reduce to $-.019$ which shows that the tourist satisfaction is playing full mediating role in between perceived destination awareness and Tourist Advocacy. Thus hypothesis **H₄** has been proved and accepted. Furthermore the result of this hypothesis is consistent with the previous studies discussed in the literature review.

H₅: Terrorism Risk is Playing Moderating Role in between Perceived destination Awareness and tourist Satisfaction.

To know the moderating effect of Terrorism risk in this study the Barren and Kenney model of moderating was used. The moderating model is a series of three steps:

1. In the first step the Independent variable (Perceived Destination Awareness) were regressed on the dependent variable (Tourist satisfaction).
2. In the second step a new variable known as Terr-sect created by multiplying the means values perceived destination awareness and Terrorism risk.
3. In the third step the new created variable (Terr-Sect) were regressed on dependent variable (Tourist Satisfaction)

Table 8. *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error
1	.187	.0349	.0310	.68121

Predictor: Terr-Sect, Dependent: TS

In the above table the Terr-Sect variable which was created by multiplying perceived destination awareness and tourist satisfaction. The

$R^2=.034$ which explain the contribution of Terr-sect Variable in the tourist satisfaction. The R^2 value in the above table has decreased as compared to H_1 : Perceived destination awareness have significant and positive impact on Tourist satisfaction. it shows that the contribution has been changed which is a sign of moderation because moderation occur when R^2 value changed after combining the two variable perceived destination awareness and terrorism risk Means and then regressed. Results show that Terrorism Risk is playing moderating role.

Table 9. *Model Summary*

	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.543	1	4.232	8.616	.003
Residual	121.738	244	.427		
Total	129.253	245			

In the above ANOVA table the Terr-Sect variable which shows the F test values called Model fit. The $F=8.616$ which explain that the model is fit to the data and good to application. The F value in the above table is decreased as compared to H_1 : Perceived destination awareness have significant and positive impact on Tourist satisfaction. it shows that the F Test value has been changed which is a sign of moderation because moderation occur when F value changed after combining the two variable perceived destination awareness and terrorism risk Mean . F test Results show that Terrorism Risk is playing moderating role the model is fit. Overall the model is significant because of the $P =.003$ which is in the standard range of significance level ($p<.05$).

Table 10. *Coefficients*

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
1	Constant	2.832	.152	Beta	19.248	.000
	PDA	.029	.010	.189	1.356	.003

In the above Coefficients table the Terr-Sect variable results which shows that the $Beta=.189$ which explain the contribution of Terr-sect Variable in the tourist satisfaction. The Beta value in the above table has decreased as compared to H_1 : Perceived destination awareness have significant and positive impact on Tourist satisfaction. It shows that the contribution has been changed which is a sign of moderation because moderation occur when beta value changed (increased or decreased) after combining the two variable perceived destination awareness and terrorism risk Means. Results show that Terrorism Risk is playing moderating role. So based on all the above three table results we proved and accept the H_5 : Terrorism Risk is playing moderating role in between

Perceived destination awareness and Tourist Satisfaction. The results of this study about this hypothesis H₅ are consistent with the previous studies conducted on these variables.

Conclusion

This study was conducted to empirically prove the model of tourist Advocacy to help the managers in the tourism industry of Pakistan. The results will also very helpful to the policy maker in the government department of Khyber pakhtoonkhawa. The main objective was to know how to create advocacy behavior in the tourists to promote the tourism industry in a risky environment. A model was proposed by a comprehensive literature review and check through primary data. The entire five hypotheses were proved and accepted. It was concluded that Terrorism risk is perceived by the tourist in the swat destination which discourage the tourists to advocate positively even after their expectation fulfilled at the swat destination. It is further concluded that tourist must be aware of the destination as well as law and order situation need to be improved in the future. If private and public sector follow the suggestion of this research study it is sure that tourist will spread positive word of mouth or advocate other tourist to visit the swat destination.

Future Research Directions

After a detail literature review and limitation found during this research study, following research directions are very important to fill the gap.

1. The model of advocacy need to be further expand by including other variables that could play positive role in the model. The variables (Image, Quality, Price and value) can be included as independent variable in the model.
2. There are some moderators that need to be including in the model in future e.g. Personality and attitude etc.
3. The future research must be conducted on other types of risk which were not included in the study like social risk, physical risk etc.
4. A comprehensive study must be conducted by including sample from the entire population of Pakistan so that an actual picture of advocacy model could be presented.

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