Accessing the Relationship between Destination Image on Satisfaction and Loyalty in Jordan Curative Tourism

Majed Alqurneh, Mahmoud Allan and Nafez Ali
University Utara Malaysia, Al Zaytonah University
Marketing Department
majid_qurneh@yahoo.com, dr.mahmoudallan@yahoo.com
and Dr.Nafezali@yahoo.com

ABSTRACT

The aim of this paper is to explore the relationship between three key variables, namely Destination image, satisfaction and loyalty in curative tourism industry in Jordan. The seven dimensions of the Destination image employed in this study are travel environment, natural attractions, infrastructure, accessibility, outdoor activities, and price and value. 202 tourists visiting the Dead Sea in Jordan were used as the sample. The result of the study demonstrates that tourist satisfaction mediates the relationship between Destination image and loyalty.

*Keywords***:** curative tourism, Destination image, satisfaction, and loyalty**.**

1. Introduction

Crompton (1979) has defined the image as the "sum of beliefs, ideas and impressions that a person has of a destination". Jenkins (1995) objects to this definition saying that it only addresses the individual while it completely ignores those aspects of images that were held in common with members of a particular group, which constituted a better market segmentation and development of appropriate marketing strategies. The author preferred the definition by Lawson and Baud-Bovy (1977) who defined image as the expression of all objectives knowledge, impressions, prejudice, imaginations and emotional thoughts, an individual or group might have of a particular place. Along similar lines, Gartner (1986) describes tourism image "as a function of brand and the tourists' and sellers' perceptions of the attributes of activities or attractions available within the destination area". Also, Deegan (2005) is of the opinion that tourism images crucial because they influence tourist's decision making process.

2. Tourist Destination

Tourist destinations play a central role in the economic system of the tourist destination country (Laws, 1995). The image of the destination is placed more emphasis on that the financial resources (Guthrie & Gale, 1991) due to its effect on the tourist's choice added to the already experience of the tourist about the image of destination (Chon, 1996; Dann, 1996; Echtner & Ritchie, 1993; Chon, 1991; Goodrich, 1978; Mayo, 1973). Therefore, the presence

of competition and the expectation of the quality and performance on their repeat visits (Laws, 1995) are related to the country's tourist destination and its image (Kotler, 1987). According to Hunt (1975) and Pearce (1982) the destination's image plays a vital role in understanding the travel behaviour of tourists and the marketing strategies as well as influencing the behaviour of tourists.

Image's importance lies in the fact that it affects the level of satisfaction of tourist's experience and it's important in a way that it encourages word-of-mouth recommendations and return visits. Image also has an important part in improving tourist loyalty. Leisen (2001) association with the destination increases the image an individual has of a destination and he can therefore choose the destination he's more familiar with. The author also looked into personal factors that influenced this association.

Ahmed (1996), is of the view that tourist's perception of their destination influences their attitudes and behaviour. Added to this statement is the claim that emotions affect the destination visitation choice more than cognitive components do (White, 2003; Yu & Dean, 2001). As mentioned, images and knowledge of the destination has an impact on tourist vacation decisions. Tourists can be helped by travel intermediaries by assessing their images and influencing the customers through advertisements and promotions of the destination (Baloglu & Brinberg, 1997).

3. The Role of Destination Image in Loyalty and Satisfaction

Destination image plays an important role in individual loyalty and tourist satisfaction and therefore it has to be taken care of in order to build a lasting relationship that benefits both parties. This will lead to the individual's inclination to make a positive assessment of the destination and enhance his intention for a return visit. The importance of the image of destination has been known to be crucial in tourism literature (Deegan, 2005) and marketing strategies have been building trust and loyalty among the tourists regarding destinations. In order to enhance the loyalty of tourists, services such as transportation from and to the airport, comfortable housing and welfare in the form of beaches and cultural attractions should be provided for both elderly and children (Chen & Gursoy, 2001). The cultural aspect in addition to the attractive natural place has to meet the satisfaction of the tourist destination and is a prerequisite for loyalty or constructive images that could be based on unique features, events, feelings or auras associated with a destination. The component of the model was operated under a scale with items ranging from items such as climate, price to the friendliness of the locals, items similar utilized to capture cognitive assessments (Baloglu & McCleary, 1999). Satisfaction can also be used to measure and evaluate the products and services in the destination (Schofield, 2000; Ross & E.Iso-Ahola, 1991). According to the perspective of image, there are several factors than can be divided into advantages and disadvantages of tourist destination. Some of these are included in Table 1.1 below:

Table 1.1: *Advantages and Disadvantages of tourist destination*

Positive Factor	Negative Factor
Provides safety and security	Lack of safety and security
Provides the infrastructure facilities of transport , tourist restaurants	The scarcity of services in tourist facilities
Hotels and other services.	The high cost
The cultural heritage of the country of destination	lack of hygiene
Provides prosperity and fun	Unsanitary conditions
Attractive nature and environment	Begging and cheating
Moderate climate and weather	Corruption
The diversity of methods of hospitality among value	Internal wars
The behaviour of local people towards tourists.	Poor infrastructure facilities for tourism
culture of the local population	
Availability of natural resources	

3.1 Destination Image in Some Countries

This section of the paper will concentrate on the image of some destinations in some of the countries chosen for the literature review. It will show the affect of the important elements in these countries. The countries are:

A) Turkey

Tourism has been popular in Turkey since the 1980s and Turkey is ranked as the ninth country in the world for tourist destinations. Turkey has a positive image as a tourism destination with its beaches, high-quality services and hospitality. Furthermore, Turkey is perceived as an affordable travel destination. As a result, tourism industry in Turkey is an important economic source and will continue to have a leading place among the countries offering tourism and will also remain in competition among Mediterranean States such as France, Spain, Italy, Portugal and Greece (Kozak & Rimmington, 1999)**.**

B) Spain

Spain is considered as a mature country and a major destination of tourists as evidenced by its second ranking in the world just below France (Kozak & Rimmington, 1999). Spain has a positive image as a tourism destination with good climate, interesting cultural attractions, `suitable accommodations `interesting cultural attractions, `unpolluted and unspoiled environment and `interesting and friendly people**.** Spain is ranked at top of the list thanks to her service quality.

C) India

India needs several improvements such as infrastructure, safety and other amenities to become a favourite tourist attraction. Many complain that clean hotels are difficult to find. For restaurants, quality and safety of food is widely discussed. However, India is already considered as a tourist destination in terms of cultural and artistic forms and rich natural resources from the perspective of foreign tourists (Chaudhary, 2000). Winter and spring are considered the best months to visit India but the summer is severe. Taj Mahal is the icon of Indian Tourism.

D) Jordan

Jordan welcomes all tourists by projecting an image of a fund destination with hospitable citizens as most of the visitors agree on. The country provides public safety and security and Jordan as a tourist destination has the nature for tourist attractions and competitiveness and it meets positive factors affecting the image of tourist destination, and tourist loyalty, which makes it a tourist attraction area (Schneider & Sonmez, 1999). Jordan as a Middle Eastern country which has countless historical and cultural richness and perceive her as an exotic destination.

3.2 The Relationship between Destination Image and Customer Satisfaction and Loyalty

According to Bloemer & Ruyter (1998), service quality and satisfaction either positively or negatively affects the return and loyalty of tourists. Many of the authors are of the opinion that there is a positive relationship between behaviour and repeat purchase (Oliver, 1999) and it comes to reason that the measurement and improvement by the official destination gives general satisfaction at the tourist and a desire to return (Bigné et al., 2001). Chi and Qu (2008) is also of the opinion that destination image directly influence tourist satisfaction where both have a direct positive impact on destination loyalty. Lobato, Magdalena, Radilla, Tena and Garcia (2006) revealed a direct relationship between image, satisfaction and loyalty with the tourism destination in Ixtapa-zihuatanejo, Mexico. This conclusion is also reached by other studies and among them, Lew, Yu and Guangrui (2003), that depicted strong relationship between knowledge and satisfaction level when visiting a destination.

While searching for further determinants of customer loyalty, researchers have been constantly proposing image as a major component. For instance, Fredericks and Salter (1995) view image as important variable of the customer value package that, together with price, product quality, service quality and innovation, determines the extent of loyalty. Similarly, the rating framework of the pan-European Satisfaction Index (EPSI) considers image as a determinant having an impact on perceived value, customer satisfaction and customer loyalty (Eskildsen et al., 2004). The ability of a firm to maintain its market position considers image as a major aspect and has treated it as a construct reflecting the sum of beliefs, ideas and impressions that a person has of a product

destination (Crompton, 1979). However, the relationship between image and loyalty has brought differing results: while Sirgy and Samli (1989) report a direct relationship among image and store loyalty, the findings of Bloemer and Kasper (1994) in the banking industry indicate an indirect relationship where the influence of image is mediated by service quality. In tourism, Kandampully and Suhartanto (2000) revealed that image as one of the most important factors for guests of a hotel to consider repurchase and recommend. The assessment of the destination place's image is important towards designing marketing strategies because it can be considered to serve as an umbrella for the different geographical units, tourist attractions and various providers of tourist infrastructure and accommodation, and therefore has an enormous impact onto the single enterprises in a destination (Mossberg & Kleppe, 2005). This is the reason why imagery studies therefore have long been used in tourism research as evidence by some of them that centred on the measurement of destination image (e.g. Echtner and Ritchie, 1993 who studied the relationship between image and loyalty evidence in tourism literature). Kotler, Bowen and Makens (1996) were among the few who investigated the influence of image on loyalty and assumed the following arrangement: image, quality, satisfaction and post-purchase behaviour. Along those lines, some researchers (Bigné, Sánchez, and Sánchez, 2001) propose that image has an influence on three components, namely perceived quality, satisfaction and loyalty intentions. In addition, Chi and Qu (2008) found Destination image to have a positive effect on tourist satisfaction as well as destination loyalty.

Schneider and SoKnmez (1999) focus on Jordan's tourist destination image judging from visitors attending the Jerash festival which ranged between Arabs and non-Arabs. The results show that non-Jordanian had a good perception of Jordan and agreed that it was a safe, interesting and a fun place to visit and it makes you feel at home. However, they had neutral responses regarding tourist services like food, transportation, variety of things to do, and affordability. Generally speaking, a positive image of Jordan was given by all the visitors but service and hospitality issues are the major challenges being faced by the country's tourism industry. According to respondents, Jordan needs to enhance its services sector (i.e., tourist facilities, shopping).

In the United States of America's context, Uysall, Chen and Williams (2000) showed that Virginia as compared to Pennsylvania and Georgia stands out in the quality of its natural and historical landscapes based on the features shared by many of the surrounding competitive states. Virginia's amenities were reported to be popular but they lacked emotional impact. It was recommended that Virginia should practice marketing strategies to make a stronger emotional image while building on its strong reputation for quality natural and cultural attractions. It was also recommended that destination places should concentrate of differentiating their features so that complementary tourism products in the region can be developed.
In another study, Seyhmus and Mangaloglu (2001) expounded on the importance of destination images held by travel intermediaries such as tour operators and travel agents in the tourism distribution and information system, specifically the international tourist destinations. The study

showed significant differences of attributes between the countries were `unpleasant-pleasant, and `distressing-relaxing. Based on the `distressing- relaxing' category, Greece and Italy were perceived significantly more relaxing than Egypt. However, in the light of the perceptions of the four destinations, they were similar in terms of `good climate, `interesting cultural attractions, `suitable accommodations, `interesting cultural attractions, `unpolluted and unspoiled environment, and `interesting and friendly people no significant differences between destinations were detected. The perceptual/cognitive attributes that showed significant differences between the destinations were `good value for money, `beautiful scenery and natural attractions, `appealing local food (cuisine), `great beaches and water sports, `quality of infrastructure, `personal safety, `good nightlife and entertainment, and `standard hygiene and cleanliness. The findings indicated that tour operators and travel agents working to promote these destinations have differentiated images of them. These images helped in identifying the common and unique character of the place as well as its strengths and its weaknesses.

Bigne, Sanchez and Sanchez (2001) the image of the destination as perceived by tourists and their behavioural intentions, and between that same image, the post-purchase evaluation of the stay, and the relationship between quality and satisfaction and between these variables and the tourist's behaviour variables. The result revealed that quality has a positive influence on satisfaction and intention to return, however its influence on willingness to recommend the destination to others cannot be proven. As for satisfaction, only the positive influence on the willingness is thoroughly supported. The intervening elements are specific services of accommodation, transport or leisure, the tourism information offices, the local inhabitants, natural and artificial resources, etc. Therefore, it is a difficult job to achieve a high perceived quality, co-ordination and cooperation among all those involved in the project who should be fully aware of the importance of delivering quality. The end result stated that image is a direct antecedent of perceived quality and satisfaction (evaluation of the stay) and of the intention to return and to recommend the destination (future behaviour).

Lobato, Solis-Radilla, Moliner-Tena and García (2006) studied the relationship between the different variables of tourism marketing such as image, satisfaction and loyalty among of 140 American tourists visiting Ixtapa-Zihuatanejo (Mexico). The authors identified the dimension of image into four namely natural resources, service quality, entertainment and affective image. It was revealed that all the parameters were significant and from the analysis of the intensity of the total effects, it is determined that the affective image is the variable that influences the rest of the variables, followed by the cognitive image entertainment, the cognitive image service quality, satisfaction, attitudinal loyalty and, lastly, the cognitive image natural resources, which exercise no significant influence.

In a similar study, Chi and Qu (2008) examined the theoretical and empirical evidence on the causal relationships among destination image, tourist attribute and overall satisfaction, and

destination loyalty, in the state of Arkansas Eureka springs, by using Structural Equation Modeling (SEM). The study used nine factors which are travel environment, natural attractions, entertainment and events, historic attractions, travel infrastructure, accessibility, relaxation, outdoor activities, and price and value. The study showed that all paths were significant and positive: (1) destination image positively influenced overall satisfaction, (2) attribute satisfaction positively affected overall satisfaction,(3) destination image positively influenced attribute satisfaction,(4) overall satisfaction positively affected destination loyalty and (5) attribute satisfaction partially mediated the relationship between destination image and overall satisfaction.

Based on the above discussion, the variables taken to be considered in the study are: destination image with seven dimensions - travel environment, natural attractions, infrastructure, accessibility, outdoor activities, relaxation aspect, price and value. A closer look at the past literature shows a gap between the studies regarding the relationship between image and loyalty and tourist satisfaction. Most of the studies were conducted in order to explain the image - for example the relationships between variables in tourism marketing: image, satisfaction and loyalty and to make the matter more complicated, most of the image studies with tourist satisfaction are not conducted in the Middle Eastern countries. Table 3.6 shows the lack of research in image with loyalty and tourist satisfaction in curative tourism which plays an important role in the success of the product services in the site. It shows a clear gap in explaining the topic therefore the author will attempt to the study of the satisfaction and loyalty variables in Jordan curative tourism.

4. Methodology
4.1 Population and Sample

Respondents involved in this study consist of Jordanian, Arab and international tourists who visit several determined places of destinations included in the study of curative tourism destination in Jordan. Choosing the right sample size is indisputably important because a reliable and valid sample can enable a researcher to generalize the finding from the sample of population under investigation (Cavana, Delahaye &Sekaran, 2000). Therefore, a sample size of tourists will be chosen from 4 different tourism sites: AlHemmah (North) Dead sea (Central) Ma'in (East) Afra (South) of Jordan. Since the focus of this study is in specific destination places in Jordan, a non-probability purposive judgment sampling is considered to be the most appropriate method. The reason of using the judgment sampling was that this method practically involved the selection of the tourists who can provide reliable and fastest information from others therefore, they were believed to be able to fulfil the research requirement.

4.2 Data Collection Procedures

Out of 950 questionnaires, 690 were returned by the end of September, 2009, despite many excuses and obstacles found by the author during data collection purpose. For example, most respondents were busy with treatment or relaxation in spa and do not have time to answer the questionnaire and they also complain about it as a so called interruption, to the office of service

providers, and it was difficult to reach them by mobile phone. In addition to the primary data, relevant secondary data was also gathered from various sources namely the Ministry of Tourism and Antiquities (MOTA), Jordan Tourism Board (JTB), Statistic General Circle (SGC), and daily newspapers.

4.3 Operationalization of Variable

The main objective of this study is to promote the curative tourism in Jordan, the original measurement being a modification of Yuksel (2004), by using 4 point scale with 42 items that ranges from very good to very poor. Based on the validity process, the questionnaire was reduced to 36 items. 5 point scale that ranges from "Highly dissatisfied" (1) to "Highly satisfied" (5) is used. Example of items for marketing mix destination is provided in Appendix1.

4.4 Factor Analysis on Destination Image

Exploratory factor analysis was conducted on destination image which included seven dimensions: travel environment, national attraction, infrastructure, accessibility, relaxation aspect, outdoor activities and price and value. Five items were used for travel environment, seven items for national attraction, three items for infrastructure, four items for accessibility, three items for relaxation aspect, four items for outdoor activities, and four items for price and value.

The results of factor analysis on Destination Image were presented in Table 1.2. The table presents the factor loading of seven dimensions of Destination Image items after deleting the items that show either low factor loading (<0.50) and the results indicate that the loadings of the remaining items were from 0.50 to 0.80. The factor analysis for 30 items of Destination Image provided six dimensions with 22 items (one dimension with eight items was deleted).

The six dimensions remained were travel environment with four items, national attraction with four items, infrastructure with three items, accessibility with four items, outdoor activities with three items, and price and value with four items.
The relative explanatory power (Eigen values) for each dimension is 9.263, 2.835, 1.762, 1.619, 1.365 and 1.231, respectively. These dimensions cumulatively captured 82.158 percent of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for all items was 0.866 which is ranged within the acceptable level i.e between 0.51 and 0.90. The Bartlett's Test of Sphericity was significant, which indicates that there is sufficient number of significant inter-correlations for factor analysis, and the assumptions of factor analysis were met. The Cronbach's Alpha of items is reliable (see Table 1.2). Table 1.2 concludes the findings of the accepted items and shows the reliability based on the Cronbach's alpha.

Table 1.2:*Summary of Factor and Reliability Analysis on Destination Image*

Name	Items	Factor	Eigen-	%	Cronbach's

		Loading	value	Variance	Alpha
Travel Environment	Safe and secure environment	0.814	9.263	42.103	0.922
	Clean and tidy environment	0.899			
	Friendly and helpful local people	0.852			
	Tranquil and restful atmosphere	0.808			
Price and Value	Reasonable price for food and accommodation	0.834	1.231	5.595	0.915
	Good value for money	0.809			
	Reasonable price for attractions and activities	0.900			
	Good bargain shopping	0.826			
Accessibility	Well communicated traffic flow and parking information	0.736	1.619	7.361	0.909
	Available parking downtown	0.793			
	Easy access to the area	0.852			
	Easy-to-use and affordable trolley system	0.832			
Natural Attraction	Fabulous scenic drive	0.733	2.835	12.888	0.884
	Picturesque parks/lakes/rivers (if applicable)	0.832			
	Unspoiled wilderness and fascinating wildlife	0.776			
	Spectacular caves and underground formations (if applicable)	0.810			
Infrastructure	Wide selection of restaurants/cuisine	0.839	1.762	8.007	0.931
	Variety of shop facilities	0.858			
	Wide choice of accommodations	0.771			
Outdoor Activities	Exciting water sports/activities (boating, fishing, etc)	0.840	1.365	6.205	0.907
	Terrific place for hiking/picnicking/camping/hunting	0.847			
	Enormous opportunities for outdoor recreation	0.842			

Note: Items with factor loading less than 0.50 or double loading were deleted.

4.5 The Examination of Destination Image that has More Impact on Destination Loyalty

In order to examine which component of Destination Image that has more impact on Destination Loyalty the following hypothesis was developed:

H1: There is a significant and positive relationship between destination image and destination loyalty.

The largest beta coefficient is $\beta = .291$ which is Travel Environment which means that this dimension makes the strongest unique contribution to explain the dependent variable. It has significant value less than .05 (significant = .000). Consequently, this dimension makes a significant unique contribution to the prediction of the dependent variable (destination loyalty). The result shows that there was a significant relationship between Destination Image as Travel Environment (.000) with β=.291, National Attraction (.000) with β=.159, Infrastructure (.843) with β= .009, Accessibility (.817) with β=.010, and Outdoor Activities (.506) with β=.027 and Price and Value (.000) with β=.263 and Destination Loyalty.

This present the variation in the Destination Loyalty which was statistically explained or accounted for by an regression equation. Table 1.3 revealed that three dimensions namely Travel Environment, National Attraction, and Price and Value were found to be significant and supportive of the hypotheses regression whereas Infrastructure, Accessibility, and Outdoor Activities were not. The result showed that there was a significant relationship with Destination Image as stated as follows:
Destination Image 1.478, travel environment +.256, national attraction +.160, infrastructure -.007, accessibility -.009 , outdoor activities -.023, and price and value +.223 and destination loyalty.

The six predictors' dimensions were observed to be positively correlated to the destination loyalty (the dependent variable) as indicated by the positive R-value of .516 in Table 1.3. A computed R-square value of .266 suggested that the variables were responsible for more than 38 percent of the variance in the destination loyalty with a standard error estimate of .0.87566. This result implies that destination loyalty in the Jordan curative tourism has significant relationship with destination image (Cresswell, 2003; Coake & Steed, 2007). The multiple regression analysis results are shown in Table 1.3.

Table 1.3: Regression result of Destination Image with Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.478	.145	
Travel Environment	.256	.036	.291**
National Attraction	.160	.043	.159**
Infrastructure	.007-	.036	.009-
Accessibility	.009-	.038	.010-
Outdoor activities	.023-	.035	.027-
Price and Value	.223	.034	.263**
R	.516		
R^2	.266		
Std. Error of the Estimate	0.87566		

4.6 Dependent Variable: Destination Loyalty

The Examination of Destination Image that has More Impact on Tourist Satisfaction

In order to examine which component of destination image that has more impact on tourist satisfaction the following hypothesis was developed:

>*H.2: There is a significant and positive relationship between destination image and tourist satisfaction.*

The largest beta coefficient is β=.303 which is Price and Value. This means that this dimension makes the strongest unique contribution to explain the dependent variable. It has a significant value of less than .05 (significant = .000). Consequently, this dimension makes a significant unique contribution to the prediction of the mediator variable (tourist satisfaction). The result shows that there was a significant relationship between destination image as travel environment (.000) with β=.258, national attraction (.000) with β=.189, infrastructure (.000) with β= -.395, accessibility (.000) with β=.182, and outdoor activities (.000) with β=.177and price and value(.000) with β=.303 and tourist satisfaction.

This present the variation in the tourist satisfaction which was statistically explained or accounted for by an regression equation. From Table 1.4 below shows that six data dimensions namely travel environment, national attraction, infrastructure, accessibility, outdoor activities, and price and value were found to be significant and supportive of the hypotheses regression. The result showed that there was a significant relationship between Destination Image as stated as follows:

destination image 1.087, travel environment +.261, national attraction +.218, infrastructure -.369, accessibility +.187 , outdoor activities +.187,and price and value +.295 and tourist satisfaction. The six (6) predictors' dimensions were observed to positively correlate to tourist satisfaction (the mediator variable) as indicated by the positive R-value of .621 in Table 1.4. A computed R-square value of .385 suggested that the variables were responsible for more than 38 percent of the variance in tourist satisfaction with a standard error of estimate of .91924. This result implied that tourist satisfaction in the Jordan curative tourism has significant relationship with destination image (Cresswell, 2003; Coake & Steed, 2007). The multiple regression analysis results are shown in Table 1.4.

Table 1.4:*Regression result of Destination Image with Tourist Satisfaction*

Variable	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.087	.152	
Travel Environment	.261	.038	.258**
National Attraction	.218	.045	.189**
Infrastructure	-.369	.038	-.395**
Accessibility	.187	.040	.182**
Outdoor	187	.036	.177**
Price and Value	.295	.035	.303**
R	.621		

R^2	.385
Std. Error of the Estimate	.91924

4.7 Dependent Variable: tourist satisfaction

Examination Whether Tourist Satisfaction Mediates the Relationship between Destination Image and Destination Loyalty

To examine whether Tourist Satisfaction mediated the relationship between Destination Image and Destination Loyalty, the following hypothesis was developed:

H.3 Tourist satisfaction mediate the relationship between image and loyalty

Table 1.5: *Summary of Beta Value on the Relationship of Tourist Satisfaction between Image and Loyalty*

	Criterion Variable Destination Loyalty		
Variable	Without	With	Result
Travel Environment	.285**	.196**	P
Natural Attraction	.147**	.096**	P
Price and value	.247**	.115**	P

Note: F = Full mediator

P = Partial mediator

**P<0.01

Table 1.5 indicates that Travel Environment, Price and Value and Natural Attraction had been a partial mediator between Tourist Satisfaction and Destination Loyalty.

5. Discussion and Limitation

Tourist destination image research is increasing but still not sufficient for some regions. In the tourism context, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their willingness to recommend the destination to others.

The finding of this study indicated that travel environment, natural attraction, and price and value has positive and significant impact on tourist destination loyalty which means that Jordan's travel environments are much liked for visitors and increase their loyalty levels , but infrastructure , accessibility , outdoor activities was not significant. This finding may come out for the reasons: firstly Jordan has good touretic sites and friendly and safe environment for tourists which enable them to move freely and without much fear. Furthermore, Jordan owns a non-contaminated atmospheric environment with purity of its sky filling the country with fresh air. Another possible explanation for this positive result could be that National Tourism Strategy investigates the appropriate pricing conditions so that it can increase the global tourism market share for Jordan. The emergence of private sector with the ability to develop tourism sites makes the sector more competitive. Another explanation is the offering of open space of sand and the wilderness for those

who are interested in the desert and the Bedouin life to taste their lifestyle, and finally, Jordan has Petra city which was recently considered as one of the wonders of the world to offer to tourists from all over the world. This reflects that in order to get destination loyalty, the MoTA and service providers in Jordan have to suit the tourist satisfaction first. Thus the MoTA and service providers have to ensure the place is appropriate as well organized in order to satisfy the tourist. The MoTA, Jordan Tourism Board (JTB)with cooperation from private sector stakeholders have to work hard in marketing and promoting Jordan as satisfied tourist will repurchase the products and recommend the products to their friends and families, and if they are satisfied, then they will become loyal tourists who comes back to Jordan as their travel destination.

This research measures the relationships between destination images, as the determinate variable of tourist satisfaction as well as the relationship between tourist satisfaction and tourist loyalty. The result of this study shows that satisfaction will lead to loyalty too. The limitations of this study are due to lack of researches regarding tourist's satisfaction and loyalty in tourism sector industry in the Eastern world. The research also found that tourists whether locals or Arabs or foreigners tend not to be loyal to Jordan's tourism curative sites in periods of rising service charges. But the overall findings indicated that the tourists are satisfied with the improving infrastructures and spa services provide in the destination sites.

References

Ahmed, Z. (1996). "The need for the identification of the constituents of a destination's tourism image: A promotion segmentation perspective." Journal of Professional Services Marketing 51(2): 44-57.

Baloglu, S. (2001). "Image variations of Turkey by familiarity index: Informational and experiential dimensions." Tourism Management 22 127–133.

Baloglu, S. and D. Brinberg (1997). "Affective images of tourism destinations." Journal of Travel Research 35(4): 11-15.

Baloglu, S. and M. Mangaloglu (2001). "Tourism destination images of Turkey, Egypt, Greece, and Italy   " Tourism Management 22(1): 1-9.

Baloglu, S. and K. McCleary (1999). "US international pleasure travelers' images of four Mediterranean destinations: A comparison." Journal of Travel Research 38(2): 44-152.

Baloglu, S. and K. W. McCleary (1999). "A model of destination image formation." Annals of Tourism Research 26(4): 868-897.

Bigné, J. E., I. Sánchez, et al. (2001). "Tourism image, evaluation variables and after purchase behavior: Inter-relationship." Tourism Management 22(6): 607-616.

Bloemer, J. and K. Ruyter (1998). "On the relationship between store image, store satisfaction and store loyalty." European Journal of Marketing 32(5): 499-513.

Cavana, R. Y., B. L. Delahaye, et al. (2000). Applied research:Qualitative and quantitative methods. Australia, John Wiley & Sons Australia, Ltd, QLD.

Chaudhary, M. (2000). "India's image as a tourist destination: A perspective of foreign tourists." Tourism Management 21: 293-297.

Chen, J. and D. Gursoy (2001). "An investigation of tourists' destination loyalty and preferences." International Journal of Contemporary hospitality Management 13: 79-86.

Chi, C. G.-Q. and H. Qu (2008). "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach." Tourism Management 29: 624-636.

Chon, K. S. (1991). "Tourism destination image modification process marketing implications." Journal of Travel Research 12(1): 68-72.

Chon, K. S. (1992). "The role of destination image in tourism: An extension." Revue du Tourism 1: 2-8.

Coakes, S. J. and L. Steed (2007). SPSS version 14.0 for windows: Analysis without anguish, Wiley.

Crompton, J. (1979). "An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image." Journal of Travel Research 17(4): 18-23.

Dann, G. M. S. (1996). "Tourists' images of a destination an alternative analysis." Journal of Travel and Tourism Marketing 5(1/2): 41-55.

Deegan, O. L. a. (2005). "Irelands image as a tourism destination in France: Attribute importance and performance " Journal of Travel Research 43(3): 247-256.

Echtner, C. M. and B. J. R. Ritchie (1993). "The measurement of destination Image: An empirical assessment." Journal of Travel Research 31(4): 3-13.

Eskildsen, J., K. Kristensen, et al. (2004). "The drivers of customer satisfaction and loyalty: The case of Denmark 2000-2002." Total Quality Management 15(5/6): 859-868.

Fredericks, J. O. and J. M. I. Salter (1995). "Beyond customer satisfaction." Management Review(may): 29-32.

Gartner, W. C. (1986). "Temporal influences on image change." Annals of Tourism Research 13: 635-644.

Goodrich, J. and G. Goodrich (1995). Health-care tourism. Oxford, UK, Butterworth Heinemann Ltd.

Guthrie, J. and P. Gale (1991). Positioning ski areas. New Horizons Conference Proceedings, University of Calgary.

Hunt, J. D. (1975). "Image as a factor in tourism development.." Journal of Travel Research 13(3): 1-7.

Jenkins, c. (1995). Tourism policies in developing countries. Oxford, UK, Butterworth Heinmann Ltd.

Kandampully, J. and D. Suartanto (2000). "Costumer loyalty in the hotel industry: The role of

costumer satisfaction and image " International Journal of Contemporary Hospitality Management 12(6): 346-351.

Kotler, P. (1987). Semiotics of person and nation marketing. Berlin, Marketing and semiotics.

kotler, P., J. Bowen, et al. (1996). Marketing for hospitality and tourism. UK, Prentice-Hall.

Kozak, M. and M. Rimmington (1999). "Measuring tourist destination competitiveness: Conceptual considerations and empirical findings." International Journal of Hospitality Management 18(3): 273-283.

Laws, E. (1995). Tourist destination management: issues, analysis and policies. Routledge,New York.

Lawson, F. and M. Baud-Bovy (1977). Tourism and recreational development. London, Architectural Press.

Leisen, B. (2001). "Image segmentation: The case of a tourism destination." The Journal of Services Marketing 15(1): 49-54.

Lew, A. A., L. Yu, et al. (2003). Tourism in China New York, Haworth Hospitality Press.

Lobato, L. H., M. Magdalena, et al. (2006). "Tourism destination image, satisfaction and loyalty: A study in Ixtapa-zihuatanejo, Mexico." Tourism Geographies 8(4): 343-358.

Majed, A. Q., F. M. Isa, et al. (2010). Tourism destination image , satisfaction and loyalty: A study of Dead Sea in Jordan curative tourism. A new Asian century: Dynamics and implications, International Conference on international Studies (ICIS) UUM, Kuala Lumpur, Malaysia., AIS.

Mayo, E. J. (1973). Regional images and regional travel behavior. Salt Lake City, In Proceedings of the Fourth Annual Travel Research Association Travel Research Association.

Mossberg, L. and I. A. Kleppe (2005). "Country and destination image: Different or similar image concepts." The Service Industries Journal 25(4): 493-503.

Oliver, R. L. (1999). "Whence consumer loyalty?" Journal of Marketing 63: 33-44.

Pearce, P. L. (1982). "Perceived changes in holiday destinations." Annals of Tourism Research 9: 145-164.

Ross, R. L. and S. E.Iso-Ahola (1991). "Sightseeing tourists' motivation and satisfaction." Annals of Tourism Research 18(2): 226-237.

Ruyter, K. d. and J. Bloemer (1999). "Customer loyalty in extended service settings the interaction between satisfaction, value attainment and positive mood." International Journal of Service Industry Management 10(3): 32-33.

Schneider, I. and S. S. nmez (1999). "Exploring the touristic image of Jordan." Tourism Management 20: 539-542.

Schofield, P. (2000). "Evaluating castlefield urban heritage park from the consumer perspective: Destination attribute importance, visitor perception, and satisfaction." Tourism Analysis 5(2-4): 183-189.

White, C. J. (2003). Emotions, gender and destination visitation intentions. 12th International Tourism and Leisure Symposium, Barcelona.

Yu, Y. and A. Dean (2001). "The contribution of emotional satisfaction to consumer loyalty."

International Journal of Service Industry Management. 12(3): 234-250.