

**EFFECT OF E- TOURISM ETHICS ON E-TOURIST
SATISFACTION AND E-REVISIT INTENTION**

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

Tourism Management

By

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2024

DECLARATION

I, hereby declared that the presented work in the thesis entitled “**EFFECT OF E- TOURISM ETHICS ON E-TOURIST SATISFACTION AND E-REVISIT INTENTION**” in fulfilment of degree of **Doctor of Philosophy (Ph.D.)** is outcome of research work carried out by me under the supervision **Dr. Sandeep Walia**, working as **Professor**, and **(COS and Associate Dean, Department of Tourism and Airlines** in the **Department of Tourism and Airlines** of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of another investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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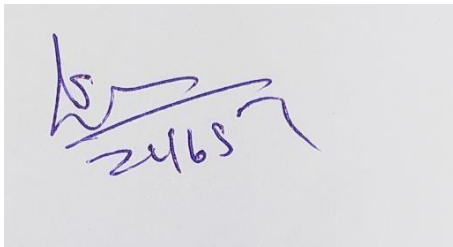
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled **EFFECT OF E-TOURISM ETHICS ON E-TOURIST SATISFACTION AND E-REVISIT INTENTION** submitted in fulfilment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the **School of Hotel Management and Tourism, Lovely Professional University, Punjab India**, is a research work carried out by **Shakeel Basheer (12021189)** is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



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ABSTRACT

Background: In the ever-changing world of online tourism, this study examines the complex interactions among E-Tourism Ethics (ETE), E-Tourist Satisfaction (ETS), and E-Tourist Revisit Intentions (ERI). This study intends to provide important insights into how ethical practices influence visitor happiness and the intention to revisit online tourism platforms, acknowledging the importance of ethical considerations in the travel sector. Many ethical aspects, including privacy, security, trust, information quality, perceived ease of use, perceived risk, ethics, have been thoroughly studied in the literature already in existence. On the other hand, there is a significant research vacuum concerning the comprehensive effect of ETE on ETS and ERI. In order to fill this gap, this study offers a thorough framework that takes into account how various ethical elements all work together to affect the entire traveler experience. The study notes a deficiency in investigating how E-Tourist Satisfaction influences the relationship between various ETE aspects and E-Tourist Revisit Intentions. It is still unclear how satisfaction affects or lessens the influence of moral considerations on travelers' decisions to return.

Using a positivist philosophical framework, the research makes use of a new measurement scale that was created via a rigorous process, guaranteeing validity and reliability. This scale provides a strong basis for further investigations by incorporating variables like e-privacy, e-security, e-non-deception, e-information quality, e-perceived ease of use, e-perceived risk, e-ethics, and e-reliability. In summary, this study presents useful implications for the e-tourism sector in addition to adding to our theoretical understanding of the connections between ETE, ETS, and ERI. This study provides scholars and practitioners with practical insights to manage the changing environment of ethical tourism in the digital era by highlighting the interconnectedness of ethical considerations and their aggregate impact on satisfaction and revisit intentions.

Research Gap:

Studies from developing countries like India are rare, with the majority of earlier research conducted primarily in western nations. Consequently, the following research gap regarding the current topic has been discovered based on the examination of the literature. There is a dearth of empirical study on the impact of e-tourism ethics on e-tourist satisfaction and e-visit

intentions in the Indian setting. Few recent studies have discovered that e-tourism ethics have a significant role in explaining visitor happiness and inclinations to return to other destinations, but no such studies have been conducted in the Indian context. To investigate the presence of a relationship between all significant variables in a single comprehensive model, no study has attempted to do so. There was contradiction in the findings of a number of previous studies, particularly when it came to the demographic characteristics. The majority of studies in the Indian setting center on fundamental methodological procedures and their outcomes. As a result, sophisticated statistical methods must be used to validate the suggested full model. Thus, there was an urgent need for research to comprehend the complexity involved in examining how e-tourism ethics affect the satisfaction and intention of e-visitors. By analyzing the impact of e-tourism ethics on e-tourist satisfaction and e-revisit intentions in the Indian context, the current study aims to close the research gap. The report also points out a lack of studies examining how E-Tourist Satisfaction modifies the relationship between various E- Tourism ethics variables and E-Tourist Revisit Intentions. It is yet unclear how pleasure increases or decreases the influence of moral considerations on travelers' decisions to e-visit.

Methodology

A combination of an exploratory and conclusive research design will be used in this study. Our main goal in the early going was to investigate the key concepts that influence travelers' e-tourist satisfaction, e-revisit intention, and e-ethics around e-tourism. Understanding the methodology used by earlier researchers as well as gaining a basic understanding of the connections between various constructs is the other goals of this phase. In order to draw certain conclusions, the study's second phase involved a thorough analysis of the links between the variables that were found to be related to the ethics of e-tourism, e-tourist satisfaction, and e-revisit intention. As a result, the second phase's research will be definitive in character. In this phase, a large and representative sample will be chosen, the research process will be formal and structured, the data and information needs will be clearly defined, quantitative data analysis will be carried out, and study findings will be utilized to draw pertinent conclusions.

Findings and conclusion

The research findings indicate a significant and positive relationship between E-Tourism Ethics and both E-tourist Satisfaction and E-Revisit Intention. This underscores the critical importance of ethical considerations in the realm of online tourism, emphasizing their

substantial impact on user satisfaction and the likelihood of revisiting e-tourism platforms. Notably, the study delved into specific dimensions of E-Tourism Ethics and their individual effects on these outcomes. In summary, the research contributes significantly to the understanding of the pivotal role played by E-Tourism Ethics in shaping E-tourist Satisfaction and E-Revisit Intention. The identified factors within E-Tourism Ethics not only align with the findings of this study but also find support in previous academic research, providing a comprehensive and well-supported foundation for the implications and applications of ethical considerations in the context of online tourism.

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TABLE OF CONTENTS

TITTLE PAGE OF THE STUDY		i
DECLARATION		ii
CERTIFICATE		iii
ABSTRACT		iv- vi
ACKNOWLEDGEMENT		vii-ix
LIST OF FIGURES		xii
LIST OF TABLES		xv
LIST OF ABBREVIATIONS		xiii- xiv
CHAPTERS	DESCRIPTION	PAGE NO.
CHAPTER-1	INTRODUCTION	1-17
1.1	Introduction of the study	1-2
1.2	Growth of Tourism	3-4
1.3	Back ground of the study	4-5
1.4	Definitions	5-8
1.5	Different aspects of e- tourism	8-9
1.6	E- tourism ethics	9-11
1.7	Importance of customer satisfaction	11
1.8	Tourist customer satisfaction	11-12
1.9	E- satisfaction of tourist	12-14
	1.9.1 E- revisit intentions	14-15
1.10	Thesis structure	16-17
CHAPTER-2	LITERATURE REVIEW	17-67
2.1	Introduction	17-20
2.2	E- tourism satisfaction	20-21
2.3	E-revisit intentions	21-23
2.4	E-tourism ethics and tourist satisfaction relationship	23-24
2.5	E-tourism ethics, E- tourist satisfaction and e- revisit intention relationship	24-53
2.6	Factors leading towards overall E-tourism ethics e-tourist satisfaction and e- revisit intention	54
	2.6.1 E-privacy	54-55
	2.6.2 E-security	55-57
	2.6.3 E-non deception	57
	2.6.4 E- reliability	57-58

	2.6.5	E-perceived ease of use	58-59
	2.6.6	E- perceived risk	59-61
	2.6.7	E-information quality	61-65
3.7		Research gap	65-66
3.8		Summary	66-67
CHAPTER-3		E-Tourism -An Indian perspective	67-80
3.1		E-Tourism in India	67-68
3.2		Studies in Indian context	68-70
3.3		OVERVIEW OF INDIAN E-TOURISM COMPANIES' WEBSITE	71-79
3.4		Summary of the chapter	80

CHAPTER-4		Research Methodology	80-96
4.1		Introduction	80
4.2		Research Framework	80-81
4.3		Research Questions	82
4.4		Research objectives	82
4.5		Research Hypotheses	82-83
4.6		Research Design and Scope	83-84
	4.6.1	Sources and Nature of information	84
	4.6.2	Measures and Variable	84-85
4.7		Scale Adaptation and Construct Specification	85
	4.7.1	Final Operationalization and Content Validity	85
	4.7.2	Pre-Testing	86
	4.7.3	Pilot study	86-87
4.8		Exploratory Factor analysis	87-88
	4.8.1	Scale purification of E -tourism ethics, e-Tourist Satisfaction and e-Revisit Intention	88-91
	4.8.2	KMO and Bartlett's Test	91
4.9		Data examination	95
	4.9.1	Data Analysis	95
4.10		Summary of the chapter	95-96
CHARTER-5		Data Analysis and Interpretation	96-110

5.1		Introduction	96-
5.2		Data Examination and Preparation	96
5.3		Data Screening	96-97
5.4		Normality Tests (Skewness and Kurtosis)	97
5.5		Skewness and Kurtosis Results	97
5.6		Linearity	97-98
5.7		Multicollinearity	98-99
5.8		Demographic Characteristics of Respondents	99-100
	5.8.1	Descriptive Analysis of Measurement Scales	100-104
5.9		Measurement Model	104-106
	5.9.1	Hypothesis testing	106-110
5.10		Summary of the chapter	110
CHAPTER-6		FINDINGS, SUGGESTIONS AND IMPLICATIONS	111-
6.1		Summary of the findings	111-112
6.2		Discussion	112-114
6.3		Academic Implications of the Research Study	114-115
6.4		Practical Implications of the Research Study	115-116
6.5		Gender differences in E-Revisit intention and E- Tourist satisfaction	115
6.6		Age and Education on E- Tourist satisfaction and E-Revisit intention	115-116
6.7		Limitations and scope for future research	116-117
6.8		Summary of the chapter	117
		BIBLIOGRAPHY	118-136
		APPENDICES	
		LIST OF PUBLICATIONS	
		LIST OF CONFERENCES	
		LIST OF WORKSHOPS	

LIST OF FIGURES

FIGURE NO.	DESCRIPTION	PAGE NO.
1.1	GDP of Travel and Tourism shares	2
1.2	Panoramic view of E- tourism	5
3.1	SS of IRTC Website	71
3.2	Screen Shot of Yatra.com	72
3.3	Screen Shot of Yatra.com	72
3.4	Screen Shot of Travel guru	73
3.5	Screen Shot of Goibibo	73
3.6	Screen Shot of Goibibo	74
3.7	Screen Shot Iceland land	74
3.8	Screen Shot of Booking.com	75
4.1	Structured Model of the study	81
5.1	Measurement Model of the study variables	106
5.2	SEM model of study I	108
5.3	SEM model of study II	109

LIST OF TABLES

TABLE NO.	DESCRIPTION	PAGE NO.
4.1	Reliability Analysis	87
4.2	Rotated factor Matrix	89-92
4.3	KMO and Bartlett's test	92
4.4	Total Variance Explained	92-93
4.5	Rotated Component Matrix	94-95
5.1	Skewness and Kurtosis	97
5.2	Linearity	98
5.3	Multicollinearity results	98-99
5.4	Multicollinearity results	99
5.5	Descriptive Statistics	100-102
5.6	Results of the overall Measurement model	104-105
5.8	Hypothesis testing results	107-108
5.9	T-test	109
5.10	Descriptive Statistics and ANOVA E- Tourist Satisfaction	110
5.10	Descriptive Statistics and ANOVA E- Revisit intention	111

LIST OF ABBREVIATIONS

ABBREVIATION	DESCRIPTION
GDP	Gross domestic product
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BOD	Biological Oxygen Demand
BTS	Barlett's Test of Sphericity
ETE	E-tourism Ethics
ETS	E-Tourist satisfaction
ETR	E-Tourist Revisit intention
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
DOT	Department of Tourism
EFA	Exploratory Factor Analysis
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
SEM	structural equation modeling
ICT	information and communications technology
SDG	Sustainable Development Goals

CHAPTER-1

INTRODUCTION

1.1 Background of the study

Despite recent changes that have complicated its working environment, tourism, one of the largest industries in the world, is still growing. Although it can greatly help destinations, there is a chance that it will endanger both the locals and their surroundings. Sustainability, sometimes known as the triple bottom line of social, environmental, and economic accountability, has previously been adopted by other industries. since they are aware of the conflicting character of trade. The time has come for the travel and tourism industry to address the issue of moral travel. Ethical tourism is beneficial to all stakeholders. It provides tour operators with a competitive advantage and safeguards the industry's future by ensuring the long-term profitability of a place. Vacations that make the most of a place's distinctive features provide visitors a more meaningful experience. It is also in the best interests of those who live there and those who work for development, as it may help combat poverty and promote sustainable development.

Due to intense competition in the tourist sector, tour operators are feeling more and more pressure to differentiate their offerings. According to research, after the primary holiday requirements (location/facilities, pricing, and availability) are met, customers would decide based on moral factors including working conditions, the environment, and charity giving. Additionally, they want a higher level of quality and experience from their vacation. Online tour operators would do well in this environment to differentiate their products based on consumer demand, i.e., ethical standards. In this regard, and particularly in recent years, a new topic dubbed "ethics in tourism" has come up for discussion. It calls on everyone participating in the tourism sector to abide by its norms and contribute to the sustainable growth of this industry.

This study tackles ethical concerns in the tourist industry with an emphasis on the World tourist Organization's Global Code of Ethics for Tourism. In terms of the GDP contribution of travel and tourism in 2019, India is ranked 10th out of 185 countries by WTTC. 6.8% of the GDP, or Rs. 1,368,100 crore (US\$ 194.30 billion), went into travel and tourism in 2019. 39 million people were employed in India's tourist industry in 2020. accounting for around 8% of all occupations in the country. It is estimated that the travel and tourism industry will contribute US\$178 billion to the GDP in 2021 and US\$512 billion by 2028. In India, the industry's direct

GDP contribution is expected to grow at an annual rate of 7–9% between 2019 and 2030. The travel and tourism sector contributed US\$ 121.9 billion to the GDP in 2020. The travel and tourism sector contributed \$15.7 trillion to India's GDP in 2022.

India is predicted to have a US\$ 125 billion travel market by FY27, up from an anticipated US\$ 75 billion in FY20. Improvements in airport amenities and increased passport access are projected to cause the roughly US\$20 billion Indian airline travel market to double by FY27. The about US\$ 52 billion domestic, inbound, and outbound hotel market in India is expected to grow, with travel agents' continuous attempts to expand the business and the growing demand from travelers expected to drive the market, which was valued at over US\$ 32 billion in FY20. By 2028, it is anticipated that there would be more than 30.5 billion foreign visitors, generating around US\$ 59 billion in income. It is expected that local tourists will drive growth after the pandemic. India's tourism and hospitality sector is predicted to contribute around 47% of the nation's GDP by 2020 and 50% by 2023 as a result of the growth of foreign hotel chains.

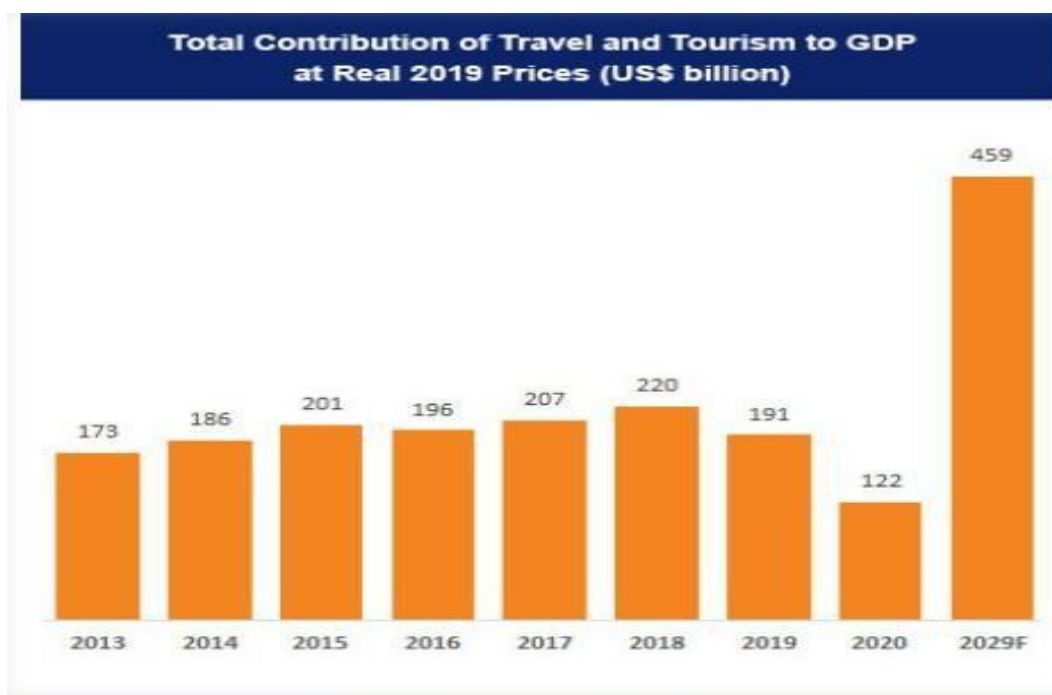


Fig 1.1: GDP of Travel and Tourism's Share

The Ministry of Tourism reports that, with a favourable growth rate of “132.5%, Foreign Tourist Arrivals (FTAs) increased from 3,42,308 in March 2022 to 7,95,827 in March 2023. FTAs increased by 222.4% and -20.4%, respectively, from January-March 2023 and January-March 2023, reaching \$25,29,766 from 7,84,750 in January-March 2022 and \$31,79,792 from January-March 2019. Delhi Airport had the highest percentage of foreign tourist arrivals in India in March

2023 (31.72%) out of the top 15 ports. It was followed by Mumbai Airport (13.29%), Haridaspur Land Check Post (12.31%), Chennai Airport (7.91%), Bengaluru Airport (5.24%), Kolkata Airport (3.16%), Cochin Airport (2.98%), Hyderabad Airport (2.87%), Ghoadanga Land Check Post (2.14%), Dabolim (Goa) Airport (1.96%), Ahmedabad Airport (1.79%), Agartala Land Check Post (1.77%), Amritsar Airport (1.44%), Chandigarh and Check Post (1.34%), and Sonauli Land Check Post (1.34%)”.

1.2 Growth of Tourism

Tourism is one significant sector of the world economy. Although foreign visitor arrivals increased by 102% in 2022 compared to 2021, the World Tourism Organization says that they were still 37% behind the level in 2019 (Alghizzawi et al., 2023). The worldwide tourist industry saw a 41% gain in market size in 2022 over the previous year, but then experienced a sharp decline with the start of the COVID-19 pandemic. The market size, which was projected to reach \$2 trillion in 2022, remained below pre-pandemic levels despite robust expansion. Forecasts indicate that the market size is anticipated to increase to almost \$2.29 trillion in 2023, overtaking the 2019 peak. The tourist industry has continuously demonstrated over time its tenacity and capacity to not only bounce back but also aid in social and economic development (Seetanah & Fauzel, 2023). The greatest challenge to the future of tourism has come from the COVID-19 epidemic and the uncertainty it has brought up regarding travel restrictions and health requirements.

The tourism ecosystem has been severely impacted by recent crises, including the COVID-19 pandemic, which resulted in substantial losses of revenue, employment, and human resources, and the war in Ukraine, which had detrimental effects on tourism in addition to its political, economic, and humanitarian implications (Higgins-Desbiolles et al., 2022). Technological innovations and tourism are closely related since they have altered the travel business and changed how consumers book, plan, and enjoy their travels. The introduction of many technical advances, including social networks, mobile applications, augmented and virtual reality, and online booking platforms, has significantly transformed the tourism business in recent decades (Lapointe, 2020). Travelers now have easier access to destination information, a more straightforward booking procedure, and more individualized and distinctive travel experiences thanks to these advancements.

Online booking platforms such as Expedia, Booking.com Yatra, MakeMyTrip, Travel Guru, Clear Trip, Gobibo, IRCTC, Indian rail data, have eliminated the need for intermediaries and allowed tourists to compare and choose from a wide range of accommodation, transport and activities (Yeh, 2021). Social networks Facebook and Instagram have created a global community of travellers

where they can share experiences, tips and recommendations with other travel enthusiasts, and mobile apps have turned smart phones into portable travel guides (Chang et al., 2020). The tourist business has undergone an irreversible transformation in recent times due to technological advancements. This has given rise to e-tourism, a sector of tourism that incorporates the use of digital and electronic technologies. Artificial Intelligence is one of the most promising technological developments that has altered e-Tourism and has the ability to further transform this industry (Kumari & Eguruze, 2022). Because of its incorporation into e-Tourism, businesses now have more ways to enhance the caliber of their offerings while also boosting revenue. Personalized trip plans, recommendation engines, chatbots with artificial intelligence, and real-time translation services are just a few of the AI uses in tourism that are already revolutionizing the sector. However, in terms of their uses, ramifications, and potential difficulties, their usage in e-Tourism is still in its early and exploratory stages (Toubes et al., 2021). With respect to the current findings in the field, both practically and theoretically, in light of globalization, technological advancement, and current changes, scientific research in the field will continue to follow current trends. As a result, it will be simpler to lessen the negative effects of these changes and adaptation will occur more quickly.

“The doctoral thesis, entitled "Effect of E- tourism ethics on e – tourist satisfaction and e-revisit intention" has as its main objective the analysis of the impact of on e-tourism ethics and its technological developments on e tourist satisfaction and revisit intention”.

1.3 Background of the study

E stands for everything. In today's technologically advanced world is accessible online. Customers frequently use the internet to pay their bills, book hotels, reserve seats from various travel agencies, and buy their favourite athlete's shirt with just one click (Casillo et al., 2019). Through the internet, people may interact, share travelogues, and find their favourite food when traveling to other parts of the world. The late 20th-century "self-service" buying tendency has changed, with people increasingly preferring to see, choose, and buy products and services online. The usage of IT1 in a worldwide network facilitates globalization (Gretzel et al., 2020). Exploration of new places and travel is one of the things that people are passionate about. Every year, a significant number of individuals travel from one side of the planet to the other due to diverse climates, civilizations, magnificent landmarks, incredible museums, and historical attractions. Do online services perform better, though? Can services be improved by mobility and internet services?"

Better service is possible from e-staff, but it's not always better (Kamata, 2022a). This is a result of clients occasionally experiencing unanticipated malfunctions while using online services. Faster but not necessarily superior services include things like missing or delayed deliveries and unverified vouchers (Alkhatib & Bayouq, 2021). The number of visitors increases daily. To provide better service, more service providers are popping up in simultaneously. Customers' expectations are raised by the supply side's competitive mindset; therefore, in order to win them over, businesses must present creative solutions. This scholarly investigation aims to propose and identify novel viewpoints regarding the tourist sector and identify the advantages that patrons derive from them. Different passenger categories can be considered customers on the one hand, and businesses such as “hotels, airlines, travel agencies, governments, doctors”, and others can benefit from the created IT standards in the e-tourism industry on the other (Ku & Chen, 2015a). Therefore, since the tourism business has a significant impact and covers a large area, it is imperative that all aspects of it be improved.

The latest buzzword in the travel business is "E-tourism," or digital tourism. It is a development of the "e-tourism" that was discussed in the part before. Travellers can plan a virtual journey before visiting a destination of interest in the current digital era (Srivastava et al., 2023). This will eventually be made possible via Internet applications and mobile platforms. The emerging area of study and development in tourism marketing is e-tourism services, often known as digital services (Alamoodi et al., 2022). Large population groups' use of laptops, tablets, and mobile devices has been the most common trend over the past five years, underscoring the necessity of promoting marketing techniques (Sahli, 2015). Consumers' increasing reliance on digital gadgets is evidence that wireless, compact, and user-friendly mobile and other e-devices are the way of the future. Consumers believe that technology is a superior medium than traditional wired devices for accessing social networking services, e-mail services, and news services, according to research on e-tourism services (Zhang & Lee, 2022). Certain qualities are present in e-tourism services. The fact that time and space have no boundaries is a crucial aspect (Balasubramanian et al., 2002, Kalakota & Robinson, 2002). Additionally, because e-services are tailored and address each customer's unique needs as well as location, the user derives more utility from them (Shafiee et al., 2016). The flexibility to develop owing to comfort, the simplicity of development and accessibility of these gadgets, the security of online transactions, and the availability of cutting-edge digital services are further features of e-services (Masri et al., 2020). Furthermore, user contacts may now share information more quickly, primarily thanks to social networks, but data can also be sent just as easily using other mediums besides text, such as photographs and videos, which are highly valued in the travel and tourism sector .

E-tourism have become indispensable to company operations. Because of this, all company divisions—marketing and management in particular—have adjusted to the new data by incorporating e-services and changing their business plans to take advantage of "smart" gadgets. Furthermore, these gadgets are especially well-known to the technologically savvy generations who will make up the future buying public (Akpojaro & Bello, 2019). One example of individualized service and a vital component of providing high-quality services is the utilization of wireless platform technologies in the tourism industry (Papa et al., 2020). These services and apps are mostly seen in the management and promotion of alternative tourism, in applications that act as mobile guides for city tours, in destination branding, and generally throughout the entire spectrum of digital mobile marketing (m-commerce) . With the Internet emerging as the primary media, cutting-edge electronic devices are bringing about new consumer behaviors in society (González-Rodríguez et al., 2020). This aspect is the primary reason why businesses and consumers today think and behave differently than they did in the past.

The tourism industry is vital to the economy. According to “DCT International Hotel & Business Management School, Switzerland (2006)”, one in nine workers globally are employed in the hospitality and tourism sector (Kamboj & Joshi, 2021). Approximately 7 million people are directly employed in the tourist industry in Europe, making up 5% of all employment. Through economic relationships with other relevant industrial and service sectors, nearly three times as many people are indirectly involved (tourism preparatory action European destination of excellence, 2006). The World Tourism Organization (WTO) projects that 1.56 billion foreign visitors would arrive in Europe by 2020, accounting for approximately 717 million cross-border travelers. (WTO, 2006) Over 198 million jobs are available in the tourism sector (WTTC, 2002).1. Travel begins when a visitor searches for various services, including lodging, transportation, and so on. It then moves into a new phase that begins at the point of departure and lasts until the visitor's initial arrival (Farooq et al., 2023) The final phase of the tourist sector consists of a few services that are provided to customers following their trip. E-tourism started in the 1950s when airline CRS 2 applications were converted into global distribution systems (GDSs) in the 1980s; hotel CRS applications and property management systems (PMSs) were then included (Ayuningtyas & Ariwibowo, 2020).

The World Tourism Organization (UNWTO) projects that the growth rate of international tourism will average 4% per year. By 2020, Europe will still be the most popular destination for travelers, but its share will drop from 60% in 1995 to 46%. (Long-haul travel will) increase from 18% in 1995 to 24% by 2020, a somewhat faster rate of growth than intraregional travel. 2006 saw James Cook University In 2022, there were 842 million tourists, a 14.5% increase from the year before.

There might be more, but a few things like the conflict in Israel and Lebanon, terrorist strikes across the Atlantic, bird flu, and energy costs have all had an impact on how quickly people are moving. According to Subasinghe and associates, travel-related goods and services rank highest among internet purchases in 2020. In actuality, sales from online travel surpass \$29 billion. Still, this amount only accounts for 10% of all travel sales. Most wealthy travelers still utilize traditional travel companies (Wu et al., 2016). Studies show that over 70% of Internet users have visited a travel-related website. Websites for airlines (82%), hotels (61%), vehicle rental companies (42%), ITN.com (15%), Previewtravel.com (14%), Travel.epicurious.com (10%), and Travelocity.com (51%), are the most popular ones. S. M. Kim and Park (2022a) The growth of the Internet has given rise to new types of tourists. One example might be armchair tourists, who can enjoy the view while kicking back in front of a computer. Another example would be gamblers who travel and connect with friends on the internet to play virtual poker. Vegas It has been proven recently that space tourism is possible, and spacecraft tickets are in high demand.

1.4 Definition: What is E-tourism?

1. E-tourism is defined differently by different people. While some regard it as LBS1, others view it as hospitality and the provision of a comfortable and convincing location for tourists.
2. “CRUMPET” is an illustration of what is meant to be understood as "Creation of User-friendly e-service, Personalized for Tourism." This is a selection of potential tourism-related LBS applications from the OpenCL’s Initiative (Kye et al., 2021) Kim (2004) notes that some people believe it to be a government-run website that provides internet services. "It offers a means of communication for travel suppliers, middlemen, and final customers."
3. Tourism can be defined as “a conglomerate of all those individuals and organizations that are involved in the production, distribution and consumption of travel and tourism products” (Jones, 1998).
4. “E-tourism is new way of doing business. It is fast communications, global accessibility and minimal cost for business going online”
5. Both tangible and intangible aspects exist in the tourism sector. Transportation, lodging, bookings, and other physical aspects of the hospitality sector are a few. The things that drive a tourist—such as leisure, relaxation, the chance to meet new people and learn about foreign cultures, or just something different from everyday life—are known as intangible components.



Figure 1.2: E- tourism panoramic view

“As figure 1 show, E-tourism encompasses all electronic services that provide travelers with the easiest possible travel experience at a lower cost and higher quality”. These services use the internet, computers, and other electronic tools, and they require less time and more information than traditional, non-online services. Service will begin prior to departure, continue during the journey, and then end after departure. How convenient it will be if the route from point A to point Z is known before departure! E-tourism services are intangible by nature, which means that essential elements are frequently overlooked or not readily apparent. To track all of the services from the beginning to the conclusion, precise eyesight is required. Three main categories can be used to classify e-services: The first category consists of informational services, such as flight and hotel timetables. Emails and other communication services go under the second category, while credit card payments and reservation processing fall under the third. When seen in its broadest context, e-tourism is comparable to an umbrella that protects several regions and all three service categories.

1.5 Different aspects of E-Tourism

This section describes the various subcategories of e-tourism. Later on, the Final spectrum will display the execution effect of the previous subdivisions.

- a) **E-Ticket** can offer electronic tickets on the internet for travel by bus, train, or air.
- b) **E-Hospitality:** offers a variety of lodging options, including hotels, hostels, and bed & breakfasts. Reservations, communication, and information may all be done online.
- c) **E-Government:** uses websites to offer pertinent governmental services to tourists.
- d) **E- Services:** Obtaining a visa, applying for a passport, and a host of other public services provided by the government are examples.

- e) **E-health:** Health risk assessment for travel to particular regions can be linked to medical records and information for the benefit of the traveller via
- f) **E-learning:** Through conversations on conference systems, individuals can exchange images from recent trips, learn from each other's experiences, and debate topics like weather and visa requirements.
- g) **E-food:** You can choose and order your favourite meal in advance of your trip by accessing the recipes, menus, and pricing of numerous restaurants online.
- h) **E-entertainment:** Electronic tickets for theatre, opera, boats, and other entertainment can be purchased by going to the website, clicking, and then having your ticket sent right to your door.
- i) **E-business:** Businesses may cooperate to provide certain services to one another; for example, travel agencies may work with hotels, airlines, and other booking services.
- j) **CRM1:** Travellers can handle all aspects of travel logistics on their own by dealing directly with major providers. CRM fosters a relationship of trust between suppliers and customers. Suppliers can offer more individualized and personalized services the more they are aware of the needs of their customers.
- k) **E-Marketing:** a crucial component of success in the competitive market is the user-centric design of services. The effective fusion of transactional and informational services is critical to a service's adoption.

The majority of the infrastructure, such as that for booking hotels and tickets, is accessible; nevertheless, because the market is segmented, it is imperative to improve the current offers. We currently keep an eye on a variety of supplier and customer-related factors. The supplier and the consumer must be satisfied with a new platform.

1.6 E-Tourism Ethics

“The ideas and standards that govern moral behaviour in the context of electronic tourism, or online tourism-related activities, are known as e-tourism ethics”.

By offering more intricate connections between vocabulary concepts, the Ontology enhances semantics. The three primary goals of ontologies are to improve software system functioning and quality, encourage interoperability and communication between software systems, and facilitate human-to-human communication. Buhalis et al. (2023). Websites need to have well-defined semantic relationships with their visitors in order to meet user needs. As was already mentioned, there are three stages to the tourism industry: planning, travel, and post-trip. Trust is believed to originate primarily from personal attributes (Gursoy et al., 2022). Customers' trust in a travel

website can be greatly influenced by its features. Customers weighing the advantages and disadvantages of making purchases online also contribute to e-trust. Adopting reliable infrastructure can have a big impact on customer trust. User information, knowledge, and familiarity with internet travel agencies make up additional trust sources. Apart from the previously listed sources, a customer's initial trust in a company can be shaped by other factors such as the company's size, reputation, and duration of operation (Basheer, Walia, et al., 2023a). Having finished the first step, the consumer has given permission to use the online services at this time. When on vacation, online services must be available and provided in a manner that meets expectations. Many happy consumers who continue to use internet services will result from it if it succeeds. In the business sector, contentment is essential since it promotes acquisition and loyalty, two objectives of goal strategies like increasing revenue and visitor numbers (Akama et al., 2022). A devoted clientele base can lead to higher revenue (Cai et al., 2021).

Gaining the customer's trust makes it simpler to recommend future offers and provide additional services. After the trip, this cycle never ends because the loop will recommence. It's important to clarify how pro action in the post-trip phase relates to CRM. When someone becomes a customer, the vendor is legally permitted to obtain their personal data and present them with further packages in the future (Basheer, Walia, et al., 2023b). First-step proactivity can take the shape of advertising to inspire customers. Offerings in the first phase are therefore understood to be advertisements, which are associated with marketing and pre-sale matters; pro activity, on the other hand, which permits suppliers to obtain personal data for further purchases, is associated with CRM. A situation has been created where businesses, particularly marketers and service providers, must deal with ethical difficulties in cross-cultural contexts due to the rise of global commerce and the increase in the number of businesses (Akhtar et al., 2021). These companies can make better ethical evaluations and decisions when they have a deeper understanding of the cultural milieu in which they operate. Though there are many facets to culture theory, researching cultural variations is essential when studying tourism (Basheer, Farooq, Hassan, et al., 2023a). There is a dearth of study on tourism that examines the cultural differences between visitors from various countries and civilizations. In the twenty-first century, research on the cultural influences on tourism has not kept up with the times (Suh & Ahn, 2022).

(Jovanović & Milosavljevic, 2022) demonstrates that an organization requires two complementary tactics. The first is downsizing, which involves simplifying the corporate goals and cutting expenses. It may even push the organization toward being an employee-free enterprise. Reducing human resources also means increasing the number of E-services provided. On the other hand, expansion and penetration to possible company prospects represent upsizing. It is crucial

that a business's expansion satisfy customer demands and raise customer satisfaction levels. Kim and S. Park, (2022) gauge pleasure by the calibre of the services received. According to this perspective, high levels of service quality can occasionally lead to high levels of satisfaction. The third type is known as "neutrality," where a consumer experiences neither dissatisfaction nor satisfaction as a result of receiving subpar or non-existent service. "Expected" or "must-be" quality refers to a circumstance in which a customer's dissatisfaction is manifested through subpar service; yet, quality by itself does not indicate satisfaction.

According to Buhalis and Law (2008), e-tourism involves the digitization of all processes and value chains in the tourism, travel, hospitality, and catering industries. Ethical practices in this context are crucial as they affect consumer trust and satisfaction. E-tourism ethics encompass a range of practices including data privacy, truthful marketing, and fair treatment of customers. Pizam (2006) argues that ethical conduct in e-tourism is essential for maintaining customer trust and loyalty, which are foundational to any business's success.

Cheng et al. (2019) emphasize that data privacy and security are paramount in e-tourism ethics. They argue that tourists' personal and financial information must be protected against breaches to build trust. Additionally, truthful marketing practices ensure that customers receive accurate information about products and services, preventing deception and dissatisfaction.

E-satisfaction, defined as the contentment of customers with their online experience, is a critical determinant of customer loyalty. Oliver (1980) posits that satisfaction is the consumer's fulfillment response, and in the context of e-tourism, it involves the entire online transaction process. Law, Qi, and Buhalis (2010) state that website usability, the quality of information, transaction security, and customer service are key factors influencing e-satisfaction in e-tourism.

Website usability is crucial for ensuring a positive user experience. A well-designed, user-friendly website can significantly enhance customer satisfaction (Kim, Kim, & Han, 2007). Additionally, the quality and accuracy of information provided on the website play a vital role. Providing detailed and truthful information helps build customer trust and satisfaction (Gretzel & Yoo, 2008).

Transaction security is another critical factor. With the increasing number of cyber threats, ensuring that online transactions are secure is essential for maintaining customer satisfaction (Wang & Emurian, 2005). Lastly, effective customer service, both pre- and post-transaction, is crucial for resolving issues promptly and maintaining customer satisfaction (Harris & Goode, 2004).

E-revisit intention refers to a customer's willingness to return to a website for future transactions.

It is a key indicator of customer loyalty and is influenced by prior satisfaction, trust in the business, and perceived value. Zeithaml, Berry, and Parasuraman (1996) highlight that satisfied customers are more likely to exhibit repeat purchase behavior, as satisfaction fosters loyalty.

Huang and Hsu (2009) found that trust is a significant predictor of e-revisit intention. When customers trust a business, they are more likely to return, as trust reduces perceived risks associated with online transactions. Additionally, perceived value, which involves the assessment of the benefits received relative to the costs incurred, influences e-revisit intention (Sweeney & Soutar, 2001). Customers who perceive high value in the products or services offered are more likely to revisit the website.

Ethical practices in e-tourism not only enhance e-satisfaction but also positively impact e-revisit intention. Martínez and del Bosque (2013) found that ethical behavior in online transactions fosters trust, which in turn encourages repeat business. Customers who perceive a business as ethical are more likely to develop long-term relationships with that business.

Furthermore, Kim, Ferrin, and Rao (2008) suggest that ethical practices, such as protecting customer data and providing transparent information, enhance trust and reduce perceived risks, thereby increasing the likelihood of e-revisit intention. When customers feel secure and valued, they are more inclined to return for future transactions.

Gulati, Bristow, and Dou (2003) support this view by arguing that ethical conduct in e-tourism builds a positive reputation, which is crucial for attracting repeat customers. Ethical practices create a favorable environment for repeat business by ensuring that customers feel respected and valued.

In conclusion, e-tourism ethics play a critical role in shaping e-satisfaction and e-revisit intention. Ethical practices such as data privacy, truthful marketing, and fair treatment of customers enhance customer satisfaction by building trust and reducing perceived risks. Satisfied customers are more likely to exhibit e-revisit intention, fostering long-term loyalty and repeat business. As the digital landscape continues to evolve, it is imperative for tourism businesses to prioritize ethical conduct to maintain customer trust and achieve sustainable success.

1.7 Importance of customer satisfaction

There were at least three significant reasons, according to Hultman et al., 2015a, to satisfy tourists (Loi et al., 2017). It results in favourable word-of-mouth recommendations of the product to friends and family, which draws in additional clients. By gratifying people during their first usage of the products, it generates repeat business and spares a company from additional marketing

expenses (Basheer, Walia, Farooq, et al 2023). Resolving complaints is expensive, time-consuming, and bad for the business's reputation. Additionally, it might lead to higher direct costs for compensation payments. (2015) Hultman & Associates). "Since customer satisfaction is closely associated with perceptions of performance, switching barriers and satisfaction are thought to be the most significant antecedents of repurchase behaviour, or the intention to repurchase a good or service," according to Nguyen Viet et al. To put it simply, this means that if a customer has a positive degree of satisfaction, they are more likely to repurchase a product or service; conversely, if they have a negative degree of satisfaction, they are less likely to do so (Hultman et al., 2016; Mustelier-Puig et al., 2018). One thing to keep in mind, though, is that once a product or service is purchased, it becomes incumbent, and the consumer is likely to repurchase it unless there is a compelling reason not to. The concept of repeat purchase behaviour following favourable customer experiences need to extend to travellers and tourism.

1.8 Tourism Customer Satisfaction.

According to Liao et al. (2021), customer satisfaction can be described as the visitors' emotional condition following their tourism experience. It makes sense to describe tourist satisfaction as consumer happiness with a connection to tourism after defining customer satisfaction. According to (Basheer, Hassan, Farooq, et al., 2023c) a destination's ability to satisfy its visitors is essential to its future success in marketing. Despite that claim, marketing strategies have an effect on travellers' decisions about where to go, what to buy, and whether or not to come back to Thailand. Because it affects traveller alternatives, purchase decisions, and ultimately the decision to return, visitor happiness is crucial to the marketing of tourism (Che et al., 2021). A visitor's level of satisfaction is determined by the qualities of the goods or services they receive as well as by the area's beauty, climate, lodging

options, and service prices. Since overall satisfaction is the result of evaluating every encounter a visitor has at a destination, (Pai et al., 2020) stressed the importance of measuring total tourist satisfaction in their travel experiences. According to (Pai et al., 2020b), since overall satisfaction was expressed as a result of measuring the individual destination experiences, it was critical to gauge visitor satisfaction throughout travel. To optimize visitor happiness and develop a robust tourism sector, it is critical to comprehend travellers. Travellers' assessments of the level of service and the overall performance of the tourism industry during the entire travel experience have an impact on their level of happiness. Numerous occurrences and experiences can be evaluated based on past marketing encounters. Based on those evaluations, customers may form favourable or unfavourable ideas about the marketing ethics of the connected companies (Basheer et al., 2023).

Examined visitor satisfaction at the historical and cultural landmark known as the Virginia Historic Triangle. Huh presented a paradigm in which developing successful marketing plans for products and services in the markets for cultural and heritage tourism requires an understanding of travelers. Tourist pleasure and intention to return can be impacted by a destination's familiarity. Tourist satisfaction at Kenya's Wildlife Safari in the Stave West National Park was examined by Akama and Kieti (2003). Although the park had a satisfactory degree of satisfaction, there were only a few annual visitors, leading one to believe that Kenya's status as a third-world nation may have something to do with the low number of visitors. On the other hand, Bowles et al.'s 2009 survey of tourists visiting the City of Ipswich revealed that the majority of respondents were leisure travellers who were probably returning visitors who were well acquainted with Ipswich. Many, however, were considered self-sufficient day visitors who would probably not spend as much money as foreign visitors, but would very certainly visit Ipswich again in the future.

1.9 E- Satisfaction of Tourist

The flexibility of consumer choice and service delivery methods is revolutionized by the internet. Consumers now have far higher expectations and are much more aware of what constitutes good value and high-quality goods (Assaker & Hallak, 2013). Value for time, access to internet resources, and convenience in obtaining the necessary information are also included in this. This necessitates the development of travel agencies, tour operators, tourist information centres, airlines, lodging facilities, and vehicle rental businesses, among others, to meet the needs and desires of passengers (Mills & Morrison, 2003). Additionally, this makes it easier for managers and staff in charge of travel to answer questions from clients and provide them with top-notch service and an exceptional experience. To ensure that an organization remains lucrative and in demand, managers must do a thorough root cause analysis of issues and difficulties in order to identify the obstacles and problems affecting the traveller and visitor experience (Basheer, Walia, Farooq, et al., 2023d) Therefore, it is vital to figure out how to gauge and raise visitor satisfaction when they are browsing and making purchases online.

With so many tourist sites to choose from, India's tourism sector has a lot of room to expand and draw both domestic and foreign travellers. Thus, it is evident that e-tourism is currently having a significant impact on the travel and tourism sector (Basheer, Farooq, Hassan, et al., 2023b). Numerous travel agencies have embraced the internet as a means of information presentation, booking ease, and online preference reservations (Drosos & Tsotsolas, 2014). Many consumers use travel websites instead of traditional travel agencies for informational purposes or to make purchases of travel-related goods. Since websites are the only platforms via which travel

agencies may communicate with travelers, it is critical that they be designed and presented in a way those appeals to users (Massomeh, 2006). Therefore, it's vital to look into the elements that matter most to tourists when they're executing their initial leg of their journey on the internet).

Since then, other business experts have worked harder to develop online booking for travel-related products and services, such as hotel rooms, car rentals, train or airplane tickets, and trip packages. Travelers' expectations were raised with the advent of e-tourism in a number of areas, including quick responses to inquiries, more detailed and personalized information about travel destinations, online booking for travel, accommodation, and dining, ease of viewing competitors, importance of destination management and marketing of travel-related goods and services, and tourism marketing (Shankar et al., 2003). These expectations are essential for determining the degree of satisfaction among tourists. Client satisfaction with these standards is seen as the cornerstone upon which their needs are predicated. As expectations grow over time, it becomes necessary to continuously improve in order to sustain the current level of satisfaction (Qiu et al., 2018). When they get what they expected, customers are extremely satisfied, and this has a big influence on their perspective, choices, and online shopping behaviour (Gohary et al., 2020). However, if visitors believe the show fell short of their expectations, they might not be satisfied (Qiu et al., 2018b). In order to enhance customer satisfaction, improve service quality, gain a competitive edge, and increase efficiency, the travel sector must offer online booking (Pen & Chen, 2013).

1.9.1 E – Revisit Intentions

The notion of revisit intention originates from behavioural intention, which is the deliberate purpose to carry out a particular behaviour, like purchasing tourism services again or going back to a particular location (Hashemi et al., 2019). There are two types of consumers of tourism services: first-time and repeat customers (Seetanah et al., 2020) First-time customers often base their decisions on information gleaned from multiple sources, which results in expectations of the kind of experience they hope to have from the travel service provider. In the literature on hospitality, this anticipation is referred to as "intention to visit," and it examines how various variables affect potential customer behaviour. Conversely, the revisit intention focuses on returning tourists who have already experienced the service's actual delivery. According to earlier research, intending to revisit may increase the satisfaction from the first meeting (Adam et al., 2015; Nusair & Kandampully, 2008)

An individual or organization that uses the Internet to fulfil its consumption demands can be considered an online consumer (Stumpf et al., 2020) The types of behaviour's that consumers can participate in while they shop are tied to their behavioural intents. Four components make up

behavioural intention in general (Kim et al., 2017). Three customer behavioural intentions are underlined in this study on the internet platforms: Consumer Purchase Intentions Online: Every human action is correlated with its intended outcome. For instance, the need to cry comes before the actual act of sobbing. The same rules that apply to sobbing also apply to purchasing behaviour. As a result, the consumer's desire to buy a certain good or service is interpreted as their purchasing intention. The mere fact that a consumer intends to make a purchase does not ensure that they will act on it. However, it is acknowledged as the fundamental foundation for how consumer purchase behaviour is formed. As an illustration, a customer can desire to acquire a good or service, but be prevented from doing so by external circumstances (Kim et al., 2017) Building loyalty-based behaviour nowadays is predicated on customer pleasure and trust, which motivates them to look for the good or service they desire from their preferred brand. This process also encourages the client to follow the business on all social media platforms and upholds their close relationship. Additionally, their engagement in recurrent purchasing patterns

The emotional reaction that travellers have after coming across a chance or event is known as e-tourist satisfaction (Kim et al., 2017). The Confirmation-Disconfirmation hypothesis states that following a purchase, customers create views about how satisfied they are with a specific good or service (Homburg & Giering, 2001). In the context of tourism, customer loyalty refers to a visitor's propensity to return. It is defined as the customer's willingness to make repeat purchases from the same business (An & Shin, 2020). Examples of post-visit behaviour include the desire to return and generate word-of-mouth (WOM) about the place (Kuenzel & Katsaris, 2009). Loyalty is a reliable measure of whether or not they intend to return and recommend the location to others (Huang et al., 2015; Wang et al., 2021).

Online retailing websites and looked at the connections between e-trust, e-quality, e-contentment, and buy intention. By surveying online users, the study showed that e-tourism ethics while relationship between e-service quality and e-trust as well as e-customer satisfaction. Furthermore, this relationship was transformed into an ambition to revisit in the context of commercial satisfaction (Al-dweeri et al., 2017).

Towards the conclusion of the introduction, we said that Travel businesses are under increasing pressure to distinguish their offers due to the fierce competition in the tourism industry. According to research, consumers would make their decision based on moral considerations including working conditions, the environment, and charitable giving after the major holiday requirements (location/facilities, pricing, and availability) are satisfied (Ashton, 2018). They also desire a better Calibre and experience from their vacation. In this context, online travel companies would be wise

to distinguish their offerings according to consumer preferences, i.e., moral principles. In this context, and especially in the last few years, a novel subject known as "ethics in tourism" has gained attention. It demands that everyone involved in the tourism business maintain its rules and support the long-term development of this sector (Larsen & Wolff, 2019). Many ethical aspects, including privacy, security, truthfulness, information quality, perceived ease of use, perceived risk, ethics, and dependability, have been thoroughly studied in the literature already in existence. On the other hand, there is a significant research vacuum concerning the comprehensive effect of ETE on ETS and ERI. In order to fill this gap, this study offers a thorough framework that takes into account how various ethical elements all work together to affect the entire traveller experience. In the ever-changing world of online tourism, this study examines the complex interactions among E-Tourism Ethics (ETE), E-Tourist Satisfaction (ETS), and E-Tourist Revisit Intentions (ERI). Acknowledging the importance of moral issues in the travel business, this research attempts to provide insightful information about how moral Behaviour affects travellers' pleasure and their propensity to return to online travel sites is more satisfying.

This study aims to explore critical aspects of e-tourism ethics and their impacts on e-tourist satisfaction and e-revisit intention. The research will address questions such as: What are the ethical factors in e-tourism that significantly influence e-tourist satisfaction and their intention to revisit? How do tourists perceive the ethics of e-tourism practices, and how does this perception affect their satisfaction and likelihood of revisiting? What is the relationship between e-tourism ethics and e-tourist satisfaction? Additionally, how do demographic variables affect tourists' perceptions of e-tourism ethics, satisfaction, and revisit intentions?

The primary objectives of this research are to identify the key factors of e-tourism ethics that influence e-tourist satisfaction and e-revisit intentions. This involves measuring tourists' perceptions regarding e-tourism ethics, their satisfaction levels, and their intentions to revisit. The study also aims to determine the overall effect of e-tourism ethics on tourists' e-satisfaction and e-revisit intentions. Furthermore, it will investigate how demographic variables influence tourists' perceptions of different factors in the proposed model. Finally, the research will provide recommendations for the tourism industry and its decision-makers to enhance tourism strategies that positively impact tourists' decisions

1.10 Thesis Structure

The Thesis structure is presented in 6 chapters, as mentioned below.

Chapter 1. Introduction: The Introduction is given a background of the study. It explains the idea of ethics in e-tourism, e-tourist satisfaction, and its significance in preserving tourists' plans to e-revisit. It also covers state, national, and international tourist sector scenarios. It also emphasizes how crucial e-tourism ethics are.

Chapter 2. Overview of online tourism industry: An overview of the Indian online tourism market is provided in this chapter. The chapter opens with an overview of India's rapidly growing internet tourist market, followed by comparable research projects in this area. Additionally, a peek at the websites of several online travel agencies is provided to explore the different aspects.

Chapter 3. Review of literature: The literature review presents Secondary data from books, websites, scientific journal articles, and other sources are presented in the review. An introduction to e-tourism ethics and e-tourist satisfaction opens this chapter. The literature on different variables used to gauge tourists' intentions to e-return and their level of e-satisfaction is next. The final component of the report discusses the research gap.

Chapter 4. Research Methodology: The methodology for this study is explained in this chapter, along with the research questions, study objectives, hypotheses, research design, operationalization of research-related variables, sampling, sampling frame, and survey execution. The chapter also covers data analysis methods utilized in the study, scale measurement, scale validation, applications of methods such as exploratory manufacturing analysis, results regarding variables deemed to be dependable, and data examination approaches with results.

Chapter 5. Data Analysis and Interpretation: In order to validate the proposed hypothesis, this chapter gives demographic statistics, descriptive statistics attained, confirmatory factor analysis, SEM, and measures perceptual differences using one-way ANOVA and the independent sample T-test.

Chapter 6. Summary of Findings, Conclusion, and Suggestions: This chapter addresses the research limits and offers ideas for further study. It also summarizes the work, findings, discussions, implications of the results, conclusion, and recommendations.

CHAPTER-2

LITERATURE REVIEW

This chapter discusses the earlier study on e-tourism conducted by different scholars, as well as the understanding of e-tourism ethics, elements that foster trust (particularly with regard to e-tourism ethics), e-tourist satisfaction (ETS), and the connection between e-visit intention and the chapter is structured as follows in detail:

2.1 Introduction

E-tourism ethics Concerns with the online retailer's website usually centre on the business's honesty, integrity, fairness, and secrecy in running the website to best serve customers' interests (Roman, 2007). While conceptual studies accounted for most of the early research on customers' views of the ethical behaviour of online retailers, more recent studies have improved our knowledge of the ethical concerns related to online purchasing (Teng & Cheng, 2021). For example, Roman (2007) developed a scale to measure customers' perceptions of an online retailer's honesty and responsibility during their dealings with them. Additional studies looked at the effects of perceived ethics on customer satisfaction and loyalty (Chonko et al., 2022), general expertise and e-word-of-mouth recommendations (Roman and Cuestas, 2008), and consumer trust (Ross, 2004). However, research on how e-consumers perceive the ethics of these companies has not addressed the topic of whether e-consumers' ethical concerns regarding e-retailers' websites influence their e-behavioural intentions. Since it is evident that there is a clear correlation between the sales success of online stores and the inclinations of consumers to return and make purchases, this link deserves attention in online commercial interactions.

Research on ethical marketing emerged in the late 1970s thanks to the seminal work of Bartels (1967), which provided the first explanation of factors influencing marketing ethics e-decision-making. Since then, the topic has seen a steady growth in contributions, suggesting that unethical marketing practices such dangerous products, dishonest pricing, and deceptive advertising are causing significant concern among the public (Xiang et al., 2020). But business practitioners didn't start realizing how important ethics are to marketing until the early 1980s, when a number of companies and professional associations began incorporating certain codes of ethics into their daily operations. The exponential development in scholarly interest in the topic is proof that many studies have been conducted on it (see, for example, reviews by Bae & Han, 2020; Bonsón Ponte et al., 2015a). The ethics of a retailer's website can be a strong indicator of its customers' trustworthiness (Bonsón Ponte et al., 2015). Customers think an online seller's website is reliable enough to use for commercial transactions when

they come across one.

Transaction security was the most commonly brought up ethical concern in relation to Internet marketing. The next three most often brought up ethical considerations were privacy, honesty/truthfulness, and illegal action (e.g., fraud). The focus of the (Bonsón Ponte et al., 2015c) study was German consumers' concerns over online privacy. Their findings suggest that attitudes toward Internet use and online behaviors are influenced by a variety of factors, including consumers' perceptions of privacy generally and the roles that firms and the government play in protecting consumer privacy. (Schuckert et al., 2015) showed that the three primary ethical issues related to the Internet are phishing, identity theft, and privacy. In their study of particular e-commerce ethics, Kracher and Corritore (2004) examined the key issues of access, intellectual property, e-privacy and informed consent, child safety, e-information security, and e-trust.

Virtuous online shopping environment (Zelenka et al., 2021). Security policies (Lauer and Deng, 2007), e-privacy and order fulfilment (Bart et al., 2005), system assurance (Teo and Liu, 2007), and structural assurance (i.e., customer perceptions of the safety of the e-environment) all have a significant impact on customers' trust in online retailing (Lai & Vinh, 2013).

Studies on ethics in traditional business have shown that morals and attitude are positively correlated. In traditional marketplaces, deceptive business tactics could potentially impact customers' impressions (Baki, 2020; Múgica & Berné, 2020). Similarly, in the online realm, users' perceptions of websites are influenced by order fulfilment, privacy, and security. Van Noort et al. (2008) claim that when websites offer safety advice, users form positive perceptions of them. As per the findings of Wolfinbarger and Gilly (2003) and Van Noort et al. (2008), Yoo and Donthu (2001) asserted that security is a critical element of a commercial website's quality that has the potential to impact consumer views. As a result, we think there is a favourable correlation between attitudes toward websites and the perceived ethics of the websites of online businesses.

The ethics of retailers' websites have a strong predictive power over consumers' e-trust in websites (Yang et al., 2009). When consumers come across an ethical online retail environment, they perceive supplier websites as trustworthy resources for their commercial transactions (Yang et al., 2009). E-security laws (Mgiba & Chilya, 2020a), e-privacy and order fulfillment (Bart et al., 2005), system assurance (Teo and Liu, 2007), and structural assurance (i.e., the consumer's perception of the safety of the online environment) (McKnight et al., 2002) all have a significant impact on customers' e-trust when they shop online.

Research on ethics in conventional commerce revealed a favourable relationship between morality and mindset. For instance, misleading business practices might affect customers' perceptions in

conventional marketplaces (Jehn and Scott, 2008). Wolfinbarger and Gilly (2003) discovered that in an online environment, order fulfilment, privacy, and security affect users' perceptions of websites. According to VanNoort et al. (2008), when websites provide safety tips, people develop good opinions toward them. In keeping with the conclusions of Wolfinbarger and Gilly (2003) and Van Noort et al. (2008), Yoo and Donthu (2001) stated that one of the most crucial aspects of a commercial website's quality that can affect consumer perceptions is security. Therefore, we believe that attitudes toward websites and the perceived ethics of online retailers' websites are positively correlated.

Oorni and Klein (2003) conducted two tests to assess how consumers in the travel and tourism business searched online and through traditional channels. They looked at how consumer search in the travel and tourism sector was impacted by Internet-based electronic markets. They identified the factors that drive customer search in traditional markets and how they apply to online marketplaces. They went on to explain that it appears to be harder than previously thought to find potential suppliers and appropriate products in electronic travel markets. Even so, if the necessary information sources are found, the information can be obtained rapidly. Finding potential sellers online who have appropriate offerings appears to be less effective than anticipated. They noted search obstacles, and the respondents ranked the lack of information, difficulty finding potential sellers, annoyance from technological issues, and poor site design as the top search obstacles.

According to Sahadev and Islam (2005), the global tourist industry has seen a sharp increase in the usage of the internet for customer communication and transaction. Additionally, internet usage differs greatly between nations and even within a single nation among various businesses.

In their 2009 study, Tejada and Linan examined the main international variables influencing the dynamics of supply and demand in the travel and tourism sector. They mentioned how the Internet and falling airfare prices have an impact on this industry's supply side.

Conversely, variables associated with increased demand include changing lifestyles, rising incomes, and the emergence of new tourist destinations. They came to the conclusion that the tourism sector is dealing with a number of fresh difficulties, including fierce rivalry and rising expenses. Only by restructuring the entire value chain and providing a high-quality, significantly more valuable service bundle will the issue be fixed.

According to Qirici, Theodhori, and Elmazi (2011), information technology is crucial in light of shifting customer demands and how to adapt by providing relevant items to the intended markets. Businesses in the tourism industry were able to become more adaptable, interactive, efficient, and

competitive thanks to the internet. How to transition their businesses from the old economy to the new one is a crucial concern for all tourism-related businesses. They identified that it ought to be applied in a way that adds value.

Morrison et al. (2001) created and evaluated prediction models for the chance of making online travel reservations and for making recurrent online travel reservations. The percentage of Americans who made travel reservations online rose by more than 80% in 1999. He identified observers and non-observers among the online travelers. After deciding on a trip itinerary, some lookers become bookers while the others are offline bookers. The majority of those who make reservations do so for hotels as well as travel tickets. They don't plan for additional services till they are at ease.

2.2 E-Tourist satisfaction

Since the main goal of tourism stakeholders is to assess the effectiveness and suitability of tourism products in terms of the amenities and services that together offer travelers unforgettable travel experiences, e-tourist satisfaction is recognized as one of the most important sources of destination services competitive advantage (Mgiba & Chiliya, 2020b). It is said to be one of the key components in gaining a competitive advantage, a distinctive image, and successfully marketing destinations as it affects the choice of destination, consumption of tourism products and e-services, intention to make an e-revisit, long-term relationships, and destination reputation (Metin Kozak & (Pappas, 2017; Zhao & Peng, 2019) E-tourist satisfaction is influenced by the interaction between travelers' pre-travel expectations, which are predicated on prior knowledge and preconceived notions of the destination, and their post-travel experiences, which are an evaluation and outcome of their experiences there (Neal & Gursoy, 2008; Yuksel, Yuksel, & Bilim, 2010). It is a feeling induced by the cognitive and emotive components of travel-related activities in addition to an overall assessment of the various characteristics and aspects of the location visited (X. Wang, Zhang, Gu, & Zhen, 2009). The evaluation of emotions has consistently used the concept of consumer satisfaction throughout history (Hunt, 1977). Oliver (1981) defined contentment as a psychological state that results from the perception of Expectations and the customer's previous sentiments on the consuming experience are combined. According to Rust & Oliver (1994), it represents the extent to which a customer feels that owning or using a service elicits happy sensations. Oliver (1997) further reduced the definition to clarify that e-customer satisfaction is the customer's assessment of the fulfilled the state and their response to it.

According to Kotler (2000), if person's feelings of happiness or discontent stemming from evaluating a product's e-perceived performance against their expectations are known as e-

satisfaction. Wangenheim (2003) further defined e-customer satisfaction as the difference between the e-customer's perceived and expected performance over the course of their engagement with the business. E-Customer satisfaction, according to Barnes et al. (2004), is the general opinion—positive or negative—about the net value of the services obtained from the e-service provider.

“Chang et al. 2009” claim that when a consumer compares their perceived performance to what was expected of them, they are responding psychologically to past experiences.

Transaction-specific pleasure and cumulative outcome, or overall satisfaction, are the two primary types of satisfaction, according to Shankar et al. (2003). While overall e- satisfaction is the outcome of e-returning customers to the firm, transaction specific pleasure is the emotional reaction to performance on particular elements of a e-service interaction. Because of this, if a customer makes a single purchase on a website, website satisfaction is deemed transaction specific in an online setting. On the other hand, if clients keep using the same service provider, it will be seen as an indication of their general pleasure.

2.3 E-Revisit Intentions

In a more competitive global tourism industry with new destinations, returning online visitors can offer popular tourist sites an advantage (Abou-Shouk et al., 2018). Return customers are a reliable source of income for a location and also give free advertising in the form of recommendations from friends and family (Lau & McKercher, 2004; M. Oppermann, 2000; Zhang, Fu, Cai, & Lu, 2014). Finding the components that support the intention to revisit ethical service is crucial to encouraging follow-up visits. This improves the factors influencing this variable, which raises the probability of repeat visits. The decision to return to a location is viewed as a complex one that considers a number of connected aspects (such as satisfaction with the stay, tourist motivations, and prior experience of the place) in the tourism literature where this issue has been examined. In 2018 Perovic and colleagues; Zhang and colleagues. Del Bosque and San Martn (2008) identified two extensively studied markers of destination e-loyalty: the inclination to revisit and the frequency of return trips to a familiar place.

Tourist satisfaction with their stay, unique reasons for choosing the site, and tourist attachment to it, which can be gauged by the frequency of return trips, are the main factors influencing a declared intention to return, according to Rasoolimanesh et al. (2019). It is common knowledge that providing excellent customer service and guaranteeing customer happiness are critical to the tourism industry's success (Stevens, Knutson, & Patton, 1995). Tourist satisfaction and first-rate services foster long-lasting relationships with visitors, which fosters destination loyalty (An et al., 2019).

Many studies on consumers' intentions to revisit a location or, in our case, make repeat purchases have concentrated on the variables influencing this decision. Perceived quality, a positive prior experience, a previous return visit, and the motivations behind visitors' behavior are the criteria that are most frequently mentioned. Numerous studies have examined the correlations between quality, satisfaction, prior experience, and loyalty using structural equation modeling (Baker & Crompton, 2000; Chen & Chen, 2010; Cronin & Taylor, 1992; González, Comesaa, & Brea, 2007; Yoon & Uysal, 2005). Marketing literature has demonstrated that behavior following a transaction is influenced by customer satisfaction (Anderson & Sullivan, 1993; M.K. Brady, Cronin,

(Brand and Oliver, 2002; 1980) Contrary to popular belief, customer satisfaction is not directly related to quality; rather, it is a result of perceived quality and can result in actions such as referrals or planned follow-up visits (Michael K. Brady & Robertson, 2001). Thus, for local tourist businesses, visitor satisfaction has emerged as a critical metric (M. Kozak, 2001; Metin Kozak & Rimmington, 2000).

Previous research has shown that different site characteristics impact overall satisfaction to varying degrees (Alegre & Cladera, 2006). As a result, it makes sense to characterize visitors' pleasure with a location as a multifaceted term that depends on how they perceive various features of the site. One can affect the grounds for a visitor's satisfaction as well as their inclination to come back. Many academics have looked into the possible impact of incentives related to travel on vacation satisfaction. Travel incentives may directly impact the desire to e-return, according to research by (Appiah-Adu et al., 2000; Hui et al., 2007; M. Oppermann, 2000; Quintal & Polczynski, 2010; X. Wang et al., 2009; Yoon & Uysal, 2005). Their findings support the idea, especially when it comes to push incentives and reasons that are more directly associated with emotional or internal characteristics. Research has indicated that an individual's inclination to revisit a location may be influenced by the number of previous visits made there. Numerous researchers have found that e-visitors who visit a site more often than first-timers have a higher likelihood of returning (M. Kozak, 2001; M. Oppermann, 2000; Martin Oppermann, 1999; Yuksel et al., 2010). A dissatisfied visitor might visit the same location again because, as Martin Oppermann (1999),

Going back to a place that has been acknowledged to have issues is deemed to be less detrimental than going somewhere new that might be worse. There wouldn't be any demand-side motivation to innovate conventional holiday products in that scenario. Repetition would hinder efforts to modernize or broaden the tourism offer, which would further deteriorate a location, according to M. Oppermann (2000). Satisfaction with services rendered is a prerequisite for a location to

maintain its competitiveness. A location's e-image has a direct bearing on its e-perceived quality, e-contentment, e-intent to return, and desire to promote it to others (Michael K. Brady & Robertson, 2001; González et al., 2007). Returning guests will most likely have a more refined perspective on a location than do first-timers. As a result, the chance of expectations and experiences not matching up for follow-up visits is reduced (Perovic et al., 2018). Accordingly, if the number of previous visits influences the visitor's opinion of the site, contentment and the possibility that they would return will also be impacted (Quintal & Polczynski, 2010).

2.4 E -Tourism Ethics and Tourist Satisfaction relationship

The increasing prominence of the public sector and the volume of online communication between the public and the government raise significant questions about how public websites promote public accountability (Fleischer and Felsenstein 2004; Bélanger 2009; Kah, Lee, and Chung 2010; Zhao 2013). The public tourism sector's website offers helpful information about the difficulties in displaying products and services related to travel online, as well as suggestions for creating web apps that facilitate better travel planning (Han and Mills 2006; Li and Wang 2011). Politically mandated targets for electronic access to public services are also necessary for practitioners and policy makers involved in the design, development, and management of public websites.

Because of this, the website is a vital resource for information about the nation's online services and the quality of the website's design for tourists as well as the tourism sector at large. One example is a government-updated e-tourism website with two primary sections: information about upcoming travel and places that are highlighted (Kim and Fesenmaier 2008; Lepp, Gibson, and Lane 2011). Visitors can also use popular travel forums to post opinions and organize their travels online. As a result, users of the website can use it to learn from other tourists. From the perspective of end-user satisfaction (EUS), a website should become more customer-oriented, and great websites need to be able to provide consumers with prompt service.

Furthermore, due to the abundance of information available on the Internet and the growing significance of doing an online search, understanding the e-tourism business is essential for successful online marketing (Shanshan, Law, and Buhalis 2008). The semantic representation of the e-tourism domain in relation to the information travelers express through search engine queries and the content available on e-tourism websites is the main focus of this work. The public sector website provides valuable insights into the challenges associated with online travel-related product and service display, along with best practices for developing web-based apps that improve travel planning.

Due in large part to Bartels' groundbreaking work (1967), which offered the first conceptualization of factors influencing marketing ethics decision-making, research on ethical marketing initially emerged in the late 1960s. Contributions to the topic have increased dramatically since then, indicating the public's growing concern over unethical marketing tactics such as hazardous products, misleading pricing, and misleading advertising. However, until a number of businesses and professional associations started implementing specific codes of ethics into their day-to-day operations in the early 1980s, business practitioners were unaware of how crucial ethics are to marketing. There has been a lot of work done on the topic, which is reflected in the exponential rise in scholarly interest (see, for instance, reviews by Kim et al. (2010) and Schlegelmilch and Oberseder (2010)).

Most research has assumed that the impacts of relationship marketing on outcomes are fully moderated by one or more relational characteristics, such as trust, commitment, contentment, and/or relationship quality. In order to achieve this, the foundational research on relationship marketing by Palmatier et al. (2006), the introduction of relationship quality by Crosby et al. (1990), and Morgan and Hunt's (1994) key mediating variable hypothesis are all examined. The most typical results anticipated from relationship quality initiatives are increased customer loyalty and repurchase intention (Palmatier et al. 2006).

2.5 Relationship between E-Tourist Satisfaction and E-Revisit Intention

Throughout history, the idea of customer satisfaction has been regularly employed to assess emotions (Hunt, 1977). Oliver (1981) claims that the customer's past feelings over the recent interaction are what led to the psychological state of satisfaction. As public sector becomes more popular and public-government communication via the Internet increases, a critical question is how much public websites promote public accountability (Fleischer and Felsenstein 2004; Bélanger 2009; Kah, Lee, and Chung 2010; Zhao 2013). The public tourism sector's website offers helpful information about the difficulties in displaying products and services related to travel online, as well as suggestions for creating web apps that facilitate better travel planning (Han and Mills 2006; Li and Wang 2011). Politically mandated objectives for electronic access to public services are also necessary for practitioners and policy makers involved in the planning, creation, and management of public websites.

Because of this, the website is an essential source of information for travelers and the general tourism industry regarding the country's online services and the caliber of the website's design. Kim and Fesenmaier (2008) and Lepp, Gibson, and Lane (2011) cite two examples of government-updated e-tourism websites that have two major themes: featured places and impending tourism

information. In addition, visitors can make plans for their trips online and post comments on popular travel forums. Consequently, visitors to the website can utilize it to gain knowledge from other travelers. A website should become more customer-oriented from the standpoint of end-user satisfaction (EUS), and excellent websites must be able to offer users quick service.

Furthermore, knowing the e-tourism industry is crucial for effective online marketing because of the wealth of information available on the Internet and the increasing significance of conducting an online search (Shanshan, Law, and Buhalis 2008). The primary focus of this work is the semantic representation of the e-tourism domain with respect to the data travelers express through search engine queries and the content offered on e-tourism websites. The public sector website offers helpful insights into the difficulties involved in displaying goods and services linked to travel online, as well as best practices for creating web-based applications that facilitate better trip planning.

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2.6 Relationship between E-Tourism ethics, E-Tourist Satisfaction and E-Revisit Intention

Evaluating emotions has long been done using the concept of e-customer satisfaction (Hunt, 1977). Oliver (1981) described contentment as a mental state that arises from the combination of the consumer's expectations and past experiences with the experience of consuming. It's the extent to

which a customer feels that owning or using a service produces pleasant feelings, according to Rust & Oliver (1994). To further on the definition of the term, Oliver (1997) argued that the level of e-customer satisfaction is determined by the e-customer's assessment of the fulfilled condition and their response to it.

E-satisfaction, according to Kotler (2000), is a person's degree of contentment or discontent after evaluating how well a product performs in relation to their expectations. Wangenheim (2003) further defines customer satisfaction as the difference between the client's perceived and expected performance over the course of their business engagement. Barnes et al. (2004) defined customer satisfaction as the general assessment—whether favourable or unfavourable—of the net value of the services received from the provider.

According to Chang et al. (2009), consumers are unconsciously reacting to past experiences when they contrast their e-perceived performance with what was anticipated of them.

The two main types of e-satisfaction are transaction-specific pleasure and cumulative outcome, or overall satisfaction (Shankara et al., 2003). While customers' emotional reactions to certain aspects of a service encounter are what constitute transaction specific pleasure, overall happiness stems from customers coming back to the business. Because of this, if a customer makes a single purchase on a website, website satisfaction is seen as transaction specific in an online setting. On the other hand, if clients stick with the same service provider, it will be seen as an indication of their general pleasure.

Oliver (1997) and Taylor & Baker (1994) discovered a strong correlation between customer happiness and service quality despite the distinctions between the two ideas. The claim of Parasuraman et al. (1985, 1988, 1992) that providing excellent customer service is a prerequisite for customer satisfaction reinforced the viewpoint.

Although the two notions are not the same, Oliver (1997) and Taylor & Baker (1994) discovered a strong correlation between service quality and customer satisfaction. The belief was reinforced by the claim made by Parasuraman et al. (1985, 1988, 1992) that providing excellent customer service is a prerequisite for customer satisfaction.

Researchers Flavian et al. (2006) found that users' opinions on accessibility have an impact on their website loyalty. The study's findings supported the theory that people will stick with a website longer if they believe it to be beneficial and that their faith in it grows. Improved usability also improved user satisfaction and website loyalty. Additionally, the degree to which customers are satisfied with the website has an impact on user trust.

Bauernfeind and Zins (2006) looked at recommender systems in particular to see how consumers' online experiences affect their future usage. They came to the conclusion that building trust is the key to achieving high website satisfaction levels, which in turn boost word-of-mouth recommendations and customer loyalty. Building trust is an issue that each website and travel information provider needs to address on its own; they can't rely on users becoming more and more accustomed to using the internet. Views on online shopping can be categorized based on risk reduction, trendiness, convenience, and flexibility.

According to Brown et al. (2007), consumers' concerns over their privacy are growing as more ICTs are used to improve customer connections. According to research, this can negatively impact the customer's inclination to make an online purchase. Researchers have focused on three areas: mistakes, invasions of privacy, and unapproved secondary uses of data. The study's findings indicate that while customers do have privacy worries, their inclination to make purchases from travel websites is not significantly impacted by these reservations.

Wen (2010) used a structural equation model to examine the impacts of traveller intents, website design quality, and trust on online purchases of travel-related commodities. The survey's findings indicate that the three main factors that people take into account when assessing a website's design are the information quality, system quality, and service quality. The results also indicated that a customer's propensity to make an online purchase was influenced by the purpose of their search, the efficacy of a website's design, and their degree of trust.

Heskett (2008) defined the service profit chain and stressed that customer loyalty is the main engine of growth and profit. Customer satisfaction is strongly influenced by the quality of services that are rendered to customers, and it is substantially connected with customer loyalty. As a result, providing services to clients increases their satisfaction, loyalty, and likelihood of returning. The majority of businesses have discovered that their most devoted clients—the top 20% of all clients—not only generate all of the income but also make up for any losses brought on by providing less devoted clientele.

Lertwarinawit and Gulid (2011) have found a high positive correlation between brand trust, service quality, and consumer satisfaction. The benefits of behavioural loyalty in terms of value, satisfaction, and brand trust were also emphasized. Four hundred foreign tourists participated in the study, and structural equation modelling was used to analyse the data. One important finding was that the relationship between value, satisfaction, brand trust, and service quality is not moderated by a country's level of development.

According to Walsh, Lynch, and Harrington (2011), total firm-level innovation has a greater impact on the long-term profitability of the tourism business. They made a distinction between inventiveness and innovativeness, concluding that the latter gives a company a transient competitive advantage because it is simple for rivals to copy. But in order to encourage such behaviour at the corporate level, innovativeness is an underlying capability structure that is deliberately cultivated through organizational route dependencies. Travel agencies engage in creative behaviour when they adapt their procedures to meet the evolving needs of their clientele.

Phelan (2011) investigated the impact of webpage heuristics on the probability of a purchase. The study's findings showed a strong correlation between visual attractiveness on websites and reservations. It was found that the factors that most affected the site's influence and appeal were its images, ease of use, neatness/unclutteredness, plainness/boringness, and these four attributes. If this research had been done, hotels might have witnessed an increase in customer satisfaction and an increased return on investment.

Bedi and Banati (2006) emphasized the growing tendency of web usage in the travel and tourism sector. The primary focus of their research was developing dependable and user-friendly websites to draw in and keep visitors. Three airline websites are analysed to look at the relationship between user trust and website usability. The study looked at a lot of different things, like colour schemes, scrolling on the page, link names and descriptions, search functions, online booking, seat availability, and customisation. They came to the conclusion that usage would boost user happiness and ultimately use intention.

Chen (2006) created a model that illustrates how a number of variables affect consumers' trust in online travel agencies. After conducting an empirical investigation, he found that six variables affect consumers' total trust in an online travel website: the website's reputation, features, service quality, consumer education level, perception of the risk connected with online purchase, and overall customer contentment.

Swan et al. (1988) investigated the concept of trust in relation to sales of industrial products. By applying the trust components technique to evaluate trust, a salesman can grow essential components that the consumer would consider "trustworthy". They concluded that the expected components of trust—reliability, honesty, accountability, and likeability—have a major impact on overall trust. They came to the conclusion that trust is a crucial component of the industrial selling process.

Cazier et al. looked at the effect of value congruence on the development of e-business trust (2007).

The findings show that value congruence has a substantial impact on consumers' readiness to divulge personal information and level of trust in businesses.

internet trust is a critical factor that determines whether many internet businesses succeed or fail, according to Lauer and Deng (2007). Customers may enjoy a private and safe online shopping experience when they make purchases on trustworthy websites. Additionally, it could boost customer loyalty, allay consumer fears regarding the loss, theft, or illegal use of personal information, and assist businesses in forging enduring bonds with their clients in order to grow their market share and earnings.

In conclusion, when customers start to trust an online travel service, their happiness levels rise and they become more devoted to it. They also encourage others to take concerted action. Scholars studying e-tourist satisfaction and e-revisit intention have focused on this topic over the last 20 years. The complexity of the tourist industry has forced marketers to expand the range of tactics in their toolbox in order to draw in and keep consumers. In order to locate and carry out pertinent studies on visitor satisfaction, academics studying tourism today must concentrate more on the market due to the changing nature of the tourism industry. In actuality, an essential part of contemporary hospitality research is the E-Tourist satisfaction and E-Revisit intention study. Study by Abdullah & Lui (2018); Hanafiah et al. (2019); Hasan et al. (2017); Herle (2019); Julaimi & Talib (2016); Ozdemir et al. (2012); Peng et al. (2011); Ragavan et al. (2014); Ramesh & Jaunky (2020); Ramseook-Munhurrun et al. (2015); Ramukumba (2018); Sukiman et al. (2013). Many scholars have shown in recent years how important it is for travelers to leave a destination feeling content and with plans to return. Reviewing earlier studies on visitor satisfaction and intention to return from various angles is therefore crucial.

Kozak and Rimmington (1999) present a research technique that involves the collection of both quantitative (hard data) and qualitative (soft data) data in order to create competitiveness sets for foreign tourism destinations. The results are based on an investigation of British travelers who spent the summer of 1998 in Turkey. It was demonstrated that Turkey and Mediterranean resorts directly compete for summertime visitors. The destination features of the competitive set are praised and criticized by the sample population, which is recorded and used to analyse comparable competitive situations.

Kozak & Rimmington (2000) examined the impact of each geographical quality, both individually and collectively, on tourists' satisfaction levels and intentions to suggest and return in a different study. A single instrument was distributed to each of the four distinct tourist groups (n = 1872) who were traveling to Mugla, Turkey, and Mallorca, Spain. Three groups of visitors were

identified: German tourists (n = 467) in Mugla; British tourists (n = 465) in Mallorca; and German tourists (n = 429) in Mallorca. The results indicate that depending on the customer group and destination, an attribute's effect on overall visitor contentment, recommendation intention, and willingness to return differs.

Similarly, Yuksel (2001) proposed that somewhat variable vacation location characteristics influence the goal and level of satisfaction of both first-time and returning visitor groups. Both first-time and returning tourists frequently cite safety, friendliness, food quality, and lodging when deciding whether or not to return, but they also take into account a number of additional services.

In a similar vein, Rittichainuwat et al. (2002) examined the degree of satisfaction that foreign tourists had with their visit to Thailand. They tried to find out if, when it came to travel satisfaction, visitors with different demographic profiles felt significantly different, if first-time versus repeat visitors felt significantly different, and how those travelers were affected by travel satisfaction. Data was gathered using an online survey's exit questionnaire. The target audience was made up of international passengers checking into flights from Bangkok International Airport to thirteen different destinations. 590 foreign visitors were randomly selected using a three-stage sample technique that included proportionate stratified, cluster, and systematic random selection. The collected data were evaluated using ANOVA, logistic regression, exploratory factor analysis, independent sample mean t-test, and descriptive statistics. The study's conclusions demonstrated that travelers' degrees of satisfaction with their trips differed greatly depending on their demographics and whether they were first-time versus repeat visitors. It also shown how travelers' pleasure during a trip affects their propensity to return to Thailand.

Similarly, Fyall et al. (2003) looked at the chances and difficulties destination managers face when trying to foster customer loyalty and repeat business in a product category that is widely thought to be extremely complicated, distributed, and challenging to manage. The extent to which relationship marketing has been applied in Barbados and Stockholm—two radically different places—was also examined in this study. The study comes to the conclusion that while there is a drive for increased interorganizational collaboration, the characteristics of the destination product make it more difficult to develop relationships with tourists and reduce the significance and worth of such activities.

Furthermore, Kozak et al. (2004) found that first-time and repeat visitors to a location have different travel experiences. This study's main objective was to determine how prior visits to a tourist location affected visitors' evaluations of the place's pleasure, loyalty, and attractiveness. Research at Calpe, a well-liked vacation spot in Spain, involved 806 tourists. The study's findings

indicate that visitors' propensity to go back is strongly impacted by the quantity and quality of their prior travel experiences.

Cole & Scott (2004) contend that a continuous or sequential travel experience is necessary to comprehend bliss. The four main stages of this experience were found to be performance quality, experience quality, overall satisfaction, and revisit intents. Using information from a survey of visitors visiting Northeast Ohio, the mediating role of experience quality was also looked into. The results demonstrate that visitor experiences are cumulative, meaning that excellent performance breeds happiness and a desire to return, which in turn breeds high-quality experiences. Moreover, experience quality acts as a full mediator in the association between overall enjoyment and performance quality. As a result, marketers want to highlight the benefits that visitors might anticipate from the attraction, or the experience quality dimensions.

In contrast, Kozak et al. (2005) examined the ways in which travellers' prior experiences with a location shape their assessments of its attraction, loyalty, and level of satisfaction. An empirical study is conducted at Calpe, a popular tourist destination in Spain, with 806 tourists. The study's conclusions show how visitors' satisfaction levels and how often they have visited in the past significantly affect their likelihood of returning.

Similarly, Yoon & Uysal (2005) investigated the causal links between destination loyalty, satisfaction, and push and pull motives as well as an integrated approach to understanding tourist motivation. The study model uses a structural equation modelling technique to look into the pertinent connections between the structures. Thus, in order to foster positive post-purchase traveller behaviour and maintain destination competitiveness, destination administrators should aim for improved visitor satisfaction levels.

Yu & Goulden (2006), therefore, looked at how foreign visitors had experienced Mongolia over the course of the preceding ten years and evaluated their experiences in terms of facilities, services, expense, and attractions. This study surveyed 530 visitors who arrived by plane to determine the demographics of foreign tourists from four regions: Europe, the United States, Japan, and other Asia/Pacific countries. Finding geographic parallels and variances involved comparing and evaluating the satisfaction ratings of foreign visitors from these four distinct places.

González et al. (2007) continued by stating that there is still a dearth of study on the topic, despite the significance of consumer behaviour intentions in the relationship between service quality and customer satisfaction. They create a model to show how perceptions of service quality and customer satisfaction affect behavioural intentions. The approach that has been suggested provides

multiple suitable measures for a customer survey that is conducted by spa resorts. The findings clearly show how customer happiness and service quality affect behaviour intentions in the travel and tourism sector.

With a focus on the Turkish Cappadocia region, Tosun et al. (2007) investigates how tourists see the local shopping culture, staff service quality, product value and reliability, physical shop characteristics, payment methods, and other company qualities. Visitors who went on guided tours of the region were handed a survey form. The results showed that the respondents' viewpoints were divided on a variety of store- and shopping-related topics. The results suggest that in order for Native Americans to continue making and selling genuine handicrafts and mementos, they should be provided with financial and educational support. This will enhance the shopping experiences of tourists and boost the benefits of tourism to the community's economy. This is seen essential to attain the ultimate objective of sustained tourism growth, enhanced tourist satisfaction, and increased economic advantages for the local economy.

From this vantage point, Hui et al. (2007) used a conceptual model that included ideas from the Expectancy Disconfirmation Paradigm to investigate the satisfaction of different visitor groups. A structured questionnaire was distributed to 424 departing passengers from Changi International Airport in Singapore. The split continents of Oceania, Asia, Europe, and North America have all been the focus of numerous analyses. The study included perceptions-only and disconfirmation models, both of which consistently shown that "price" had no effect on total satisfaction ratings across all tourism categories. "Accommodation and Food" has a major impact on North Americans' overall sense of contentment. For tourists from Oceania, "culture" meant something different from "attractions" for visitors from Europe and Asia. Nothing separated the travelers from one another. Every traveller will eventually return to Singapore and suggest it to their friends and family, it was also discovered.

According to Marin & Taberner (2008), some unpleasant or unsatisfactory experiences that travelers may have need to be evaluated within a specific evaluative framework. In order to achieve this, they talk about how the concepts and measures of happiness and holiday fulfilment may contrast or complement one another. They use a sample of 2,423 beachgoers to investigate the two facets of assessment. They also ascertain how the travellers' assessments of happiness and discontent influence their overall level of contentment and probability of going back to the destination. According to the findings, visitors are much less likely to go back to a location if they have unfavourable opinions about over-commercialization, crowding, and environmental degradation.

Moreover, Chi & Qu (2008) found an integrated approach to understanding destination loyalty by analyzing the theoretical and empirical data on the causal relationships among destination image, tourist attribute, overall satisfaction, and destination loyalty. A research approach was proposed along with the creation of seven hypotheses. The popular vacation spot of Eureka Springs, Arkansas, is where the empirical data was collected. A total of 345 questionnaires were returned; the data were assessed using structural equation modeling (SEM). The results show that overall satisfaction and attribute satisfaction were direct antecedents of overall satisfaction, that attribute satisfaction was directly impacted by destination image, and that both overall and attribute satisfaction had a positive impact on destination loyalty.

Expectations are defined by Rust & Oliver (1994) as the extent to which a client feels that owning or using a service produces good feelings. Oliver (1997) further on the definition of the term and said that customer satisfaction is determined by the customer's assessment of the satisfied condition and their response to it.

According to Kotler (2000), satisfaction is the degree of contentment or discontent a person feels after evaluating how well a product performs in relation to their expectations. Wangenheim (2003) further defines customer satisfaction as the difference between the client's perceived and expected performance over the course of their business engagement. Barnes et al. (2004) defined customer satisfaction as the general assessment—whether favourable or unfavourable—of the net value of the services received from the provider.

According to Chang et al. (2009), consumers are unconsciously reacting to past experiences when they contrast their perceived performance with what was expected of them. The two fundamental types of happiness are cumulative outcome, or overall satisfaction, and transaction-specific pleasure (Shankara et al., 2003). While customers' emotional reactions to certain aspects of a service encounter are what constitute transaction specific pleasure, overall happiness stems from customers coming back to the business. Because of this, if a customer makes a single purchase on a website, website satisfaction is seen as transaction specific in an online setting. On the other hand, if clients stick with the same service provider, it will be seen as an indication of their general pleasure.

Oliver (1997) and Taylor & Baker (1994) discovered a strong correlation between customer happiness and service quality despite the distinctions between the two ideas. The concept was reinforced by the claim made by Parasuraman et al. (1985, 1988, 1992) that extraordinary customer service is necessary to satisfy satisfied consumers.

Huh and Shin (2009) looked into customer trust on direct-to-consumer (DTC) websites and found that customers' propensities to visit or return to DTC websites were positively correlated with consumer trust.

Researchers Flavian et al. (2006) discovered that consumers' perceptions of accessibility affect how loyal they are to the websites they visit. The results of the study confirmed the hypothesis that users will become more devoted to a website when they feel that a system is helpful and that their faith in it increases. Additionally, enhanced usability raised website loyalty and increased user pleasure. Additionally, user trust is somewhat influenced by how satisfied customers are with the website.

Bauernfeind and Zins (2006) investigated how users' online experiences impact their future usage with a particular focus on recommender systems. They concluded that trust is the most important factor in reaching a high level of website satisfaction, which in turn increases word-of-mouth referrals and loyalty. The issue of building trust must be handled by each website and travel information provider independently; they cannot rely on increasing levels of familiarity and extensive internet access. Attitudes regarding internet buying can be grouped according to trendiness, convenience, flexibility, and risk reduction.

As more ICTs are utilized to enhance customer connections, consumers' concerns about their privacy are increasing, according to Brown et al. (2007). Research indicates that this may have a detrimental effect on the customer's propensity to make an online purchase. Three areas have drawn the attention of researchers: errors, privacy violations, and unauthorized secondary uses of data. The study's conclusions show that although consumers do have privacy concerns, these reservations do not greatly affect their propensity to make purchases from travel websites.

Wen (2010) investigated the effects of traveler intents, website design quality, and trust on online purchases of travel-related items using a structural equation model. The information quality, system quality, and service quality are the three primary elements that people consider when evaluating a website's design, according to the survey's results. The findings also showed that the effectiveness of a website's design, a customer's level of trust, and the reason for their search all had an impact on their intention to make an online purchase.

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had an impact on their intention to make an online purchase.

According to Lertwarinawit and Gulid (2011), customer satisfaction, service quality, and brand trust are all strongly positively correlated. They also stressed the advantages of behavioural loyalty in terms of value, satisfaction, and brand trust. The study comprised 400 foreign visitors, and the data were analysed using structural equation modelling. One significant conclusion was that there is no country-specific moderation in the link between value, satisfaction, brand trust, and service quality.

Walsh, Lynch, and Harrington (2011) propose that the long-term profitability of a tourism industry is more significantly influenced by overall firm-level innovation. They distinguished between inventiveness and innovativeness, coming to the conclusion that the latter provides a business with a fleeting competitive advantage due to its ease of replication by competitors. However, innovativeness is an underlying capability structure that is purposefully developed through organizational route dependencies in order to promote such behaviour at the corporate level. By definition, creative behaviour is when travel companies modify their processes to satisfy changing customer needs.

Phelan (2011) looked into how webpage heuristics affected the likelihood of a purchase. The study's conclusions demonstrated a significant relationship between website visual appeal and booking decisions. It was discovered that photos, ease of use, neatness/unclutteredness, plainness/boringness, and these four characteristics had the greatest influence on the influence and attraction of the site. Hotels might have seen higher customer satisfaction and improved return on investment if this research had been conducted.

The increasing trend of web usage in the travel and tourist industry was highlighted by Bedi and Banati (2006). Their research focused mostly on creating trustworthy and easy-to-use websites in order to attract and retain customers. An analysis is conducted on three airline websites to examine the connection between website usability and user trust. This study examined a wide range of elements, including personalization, online booking, search tools, link names and descriptions, colour scheme, and page scrolling. They concluded that using would increase the satisfaction of the user and, in the end, the intention to use.

Chen (2006) developed a model that shows how several factors influence customers' confidence in online travel firms. Following an empirical analysis, he discovered that six factors—the website's reputation, features, service quality, consumer education level, perception of the risk associated with online purchasing, and overall customer satisfaction—influence consumers' overall trust in an online travel website.

Swan et al. (1988) examined the idea of trust in connection with industrial product sales. A salesperson may cultivate necessary components that the buyer would deem "trustworthy" by using the trust components technique to assess trust. They came to the conclusion that general trust is significantly influenced by the predicted elements of trust: dependability, honesty, responsibility, and likeability. They concluded that a key element of the industrial selling process is trust.

The impact of value congruence on the growth of e-business trust was examined by Cazier et al. (2007). The results demonstrate that consumers' willingness to provide personal information and degree of confidence in organizations are significantly influenced by value congruence.

Lauer and Deng (2007) noted that online trust is a crucial difference that influences the success or failure of many online enterprises. When customers shop on reliable websites, they may have a private and secure online experience. It may also reduce consumer concerns about the loss, theft, or unauthorized use of their personal information, increase customer loyalty, and help companies build long-lasting relationships with their customers while increasing their market share and profits. In conclusion, when customers start to trust an online travel service, their happiness levels rise and they become more devoted to it. They also encourage others to take concerted action. Scholars studying e-tourist satisfaction and e-revisit intention have focused on this topic over the last 20 years. Because the tourist industry is growing increasingly complex, marketers need to expand their toolkit of approaches to draw in and keep consumers. In order to locate and carry out pertinent studies on visitor satisfaction, academics studying tourism today must concentrate more on the market due to the changing nature of the tourism industry. In actuality, an essential part of contemporary hospitality research is the E-Tourist satisfaction and E-Revisit intention study. Study by Abdullah & Lui (2018); Hanafiah et al. (2019); Hasan et al. (2017); Herle (2019); Julaimi & Talib (2016); Ozdemir et al. (2012); Peng et al. (2011); Ragavan et al. (2014); Ramesh & Jaunky (2020); Ramseook-Munhurrun et al. (2015); Ramukumba (2018); Sukiman et al. (2013). Many scholars have shown in recent years how important it is for travelers to leave a destination feeling content and with plans to return. Reviewing earlier studies on visitor satisfaction and intention to return from various angles is therefore crucial.

Kozak and Rimmington (1999) present a research technique that involves the collection of both quantitative (hard data) and qualitative (soft data) data in order to create competitiveness sets for foreign tourism destinations. The results are based on an investigation of British travelers who spent the summer of 1998 in Turkey. It was demonstrated that Turkey and Mediterranean resorts directly compete for summertime visitors. The destination features of the competitive set are

praised and criticized by the sample population, which is recorded and used to analyze comparable competitive situations.

Kozak & Rimmington (2000) examined the impact of each geographical quality, both individually and collectively, on tourists' satisfaction levels and intentions to suggest and return in a different study. A single instrument was distributed to each of the four distinct tourist groups (n = 1872) who were traveling to Mugla, Turkey, and Mallorca, Spain. Three groups of visitors were identified: German tourists (n = 467) in Mugla; British tourists (n = 465) in Mallorca; and German tourists (n = 429) in Mallorca. The results indicate that depending on the customer group and destination, an attribute's effect on overall visitor contentment, recommendation intention, and willingness to return differs.

Similarly, Yuksel (2001) proposed that somewhat variable vacation location characteristics influence the goal and level of satisfaction of both first-time and returning visitor groups. Both first-time and returning tourists frequently cite safety, friendliness, food quality, and lodging when deciding whether or not to return, but they also take into account a number of other services.

In a similar line, Rittichainuwat et al. (2002) looked at how happy foreign visitors were with their trip to Thailand. They made an effort to ascertain whether travelers with various demographic profiles experienced significantly different levels of travel satisfaction, whether first-time versus repeat visitors experienced significantly different levels of travel satisfaction, and how those travelers were impacted by travel satisfaction. An online survey's exit questionnaire was used to collect data. The target population consisted of foreign travelers checking into flights to thirteen different destinations out of Bangkok International Airport. A three-stage sample technique comprising proportionate stratified, cluster, and systematic random selection was used to randomly choose 590 foreign visitors. ANOVA, logistic regression, exploratory factor analysis, independent sample mean t-test, and descriptive statistics were used to assess the gathered data. The study's findings showed that travelers with different demographic characteristics and first-time vs repeat visitors had significantly different levels of enjoyment with their travels. Furthermore, it illustrated the influence of enjoyment during travel on tourists' likelihood of visiting Thailand again.

Similarly, Fyall et al. (2003) looked at the chances and difficulties destination managers face when trying to foster customer loyalty and repeat business in a product category that is widely thought to be extremely complicated, distributed, and challenging to manage. The extent to which relationship marketing has been applied in Barbados and Stockholm—two radically different places—was also examined in this study. The study comes to the conclusion that while there is a drive for increased interorganizational collaboration, the characteristics of the destination product

make it more difficult to establish rapport with guests and diminish the significance and worth of such initiatives.

Furthermore, Kozak et al. (2004) found that first-time and repeat visitors to a location have different travel experiences. This study's main objective was to determine how prior visits to a tourist location affected visitors' evaluations of the place's pleasure, loyalty, and attractiveness. Research at Calpe, a well-liked vacation spot in Spain, involved 806 tourists. The study's findings indicate that visitors' propensity to go back is strongly impacted by the quantity and quality of their prior travel experiences.

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Asia/Pacific countries. Finding geographic parallels and variances involved comparing and evaluating the satisfaction ratings of foreign visitors from these four distinct places.

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Tosun et al. (2007) examines how visitors perceive the local shopping culture, staff service quality, product value and reliability, physical shop characteristics, payment methods, and other firm attributes with an emphasis on the Turkish Cappadocia region. A questionnaire for a survey was made and given to visitors who were on guided tours of the area. The findings demonstrated that the respondents' opinions varied on a wide range of store and shopping-related issues. According to the findings, it is recommended that native people receive financial and educational assistance to enable them to continue creating and offering authentic handicrafts and keepsakes. This would improve visitor shopping experiences and increase the positive effects of tourism on the local economy. This is considered necessary to achieve the ultimate goal of continued tourism expansion, as well as improved visitor happiness and more economic benefits for the local economy.

From this vantage point, Hui et al. (2007) examined the satisfaction of various visitor groups using a conceptual model that contained concepts from the Expectancy Disconfirmation Paradigm. 424 leaving passengers from Changi International Airport in Singapore were given a structured questionnaire. The divided continents of North America, Europe, Asia, and Oceania have all been the subject of several analysis. Perceptions-only and disconfirmation models were included in the study, and both models consistently shown that "price" had no bearing on overall satisfaction ratings for all tourist groups. The general sense of contentment among North Americans was significantly influenced by "Accommodation and Food." "Attractions" meant something to visitors from Europe and Asia, whereas "culture" meant something different to those from Oceania. All of the travelers were separated by nothing. It was also found that every visitor will eventually return to Singapore and recommend it to their friends and relatives.

Certain negative or unsatisfactory experiences that travelers may have need to be interpreted within a certain evaluative framework, claim Marin & Taberner (2008). They discuss how the

ideas and metrics of happiness and vacation fulfilment may complement or differ from one another in order to accomplish this. They examine the two aspects of assessment using a sample of 2,423 beachgoers. Additionally, they determine how travellers' overall contentment and likelihood of returning to the destination are affected by their evaluations of satisfaction and discontent. The results indicate that tourists are far less likely to return to a place if they have negative perceptions regarding over-commercialization, crowding, and environmental deterioration.

Furthermore, by analysing the theoretical and empirical data on the causal links among destination image, tourist attribute, overall satisfaction, and destination loyalty, Chi & Qu (2008) discovered an integrated way to understanding destination loyalty. Seven hypotheses were created and a study methodology was suggested. The empirical data was gathered in Eureka Springs, Arkansas, a well-known vacation destination. 345 questionnaires were returned in total, and structural equation modelling (SEM) was used to evaluate the data. The findings demonstrate that destination loyalty was positively impacted by both attribute and overall satisfaction, that overall satisfaction and attribute satisfaction were direct antecedents of overall satisfaction, and that attribute satisfaction was directly impacted by destination image.

Similarly, Meng et al. (2008) investigated the relationship between motivation, performance, and enjoyment during travel as well as the importance of destination attributes. Traveler pleasure with a destination is said to be primarily influenced by three factors: travel motivation, performance, and attribute importance. This study was carried out at a nature-based resort in southeast Virginia, a popular short-term family vacation spot. The dimensions of the destination qualities on performance and relevance, as well as the motivations for tourists, were ascertained through the application of factor analysis. In the regression analysis, the composite determined components served as markers for gauging overall visitor happiness. The findings demonstrated that, although food and location have a big impact on satisfaction, warm, attentive service and the quality of the lodging are what really matter when it comes to overall happiness. Travel purpose, namely "family/friend togetherness," accounts for its influence on total guest satisfaction at a resort, even if it is not a statistically significant factor.

Similar to this, Lee (2009) examines wetlands tourism in Cigu, Sihcao, and Haomeiliao in southwest Taiwan through a behavioural model that takes into account variables such as destination image, attitude, motivation, satisfaction, and future behaviour. Empirical research indicates that destination image affects satisfaction directly and influences behaviour in the future indirectly. Traveler motivation affects future behaviour directly and attitude indirectly, while attitude affects future behaviour directly and satisfaction indirectly. Within this behavioural model,

traveller satisfaction was demonstrated to be a strong mediating variable that significantly influenced future behaviour.

Similarly, Alegre & Cladera (2009) looked at the factors that influence travellers' inclinations to go back, focusing on the number of previous visits and the importance of satisfaction. Customer satisfaction needs to be the primary criterion in order to ensure that there is a motivation to develop the product. A secondary goal was to investigate how the degree of enjoyment associated with certain qualities of a place influences total contentment. A structural equation model (SEM) was employed to ascertain the results. Ordinal variables are used by several of the model's variables. As a result, tetrachoric, polychoric, and polyserial correlations were found and used as structural equation modelling inputs. The intention to return is positively impacted by both satisfaction and the quantity of previous visits. That being said, the most important factor is pleasure. Overall pleasure is influenced differently depending on how satisfied one is with various features of the area.

Furthermore, Wang et al. (2009) introduced a tourist satisfaction model for a destination using Guilin, China, as a case study. They investigated the factors that affect tourist satisfaction later on, such as complaints from travelers and visitor loyalty, as well as the factors that influence it initially, such as expectations from travelers, the destination's image, perceived quality, and perceived value. The tourist satisfaction model, which includes expectations from visitors, perceptions of the location, e-perceived quality, and e-perceived value as significant antecedents of tourist satisfaction, is supported by results from structural equation modeling. E-loyalty is positively impacted by visitor contentment, whereas visitor complaints are negatively impacted by it.

Moreover, Dmitrović et al. (2009) created a model of visitor satisfaction at the destination level that might serve as the basis for a quick, user-friendly, economical, and worldwide measurement instrument. Using the corpus of prior theoretical and empirical research conducted in the tourism and marketing areas, the conceptual model was developed. The model has eight latent components, with tourist satisfaction being the main one. The examination of the antecedents of customer satisfaction—quality, image, value, costs, and risks—provides insights into the mechanisms underpinning the growth of satisfaction, while the end constructs—complaint behaviour and loyalty—showcase the implications of (dis)satisfaction.

Furthermore, Alegre & Garau (2010) looked into how visitors' overall pleasure and propensity to return to the place were affected by evaluations based on contentment and discontent. 2423 vacationers from the Balearic Island of Mjoria took part in the study. The results showed that

although evaluations based on dissatisfaction affect travellers' overall satisfaction, their absolute influence is quite little.

Quintal & Polczynski (2010) also conducted research to examine a number of factors influencing tourists' intents to visit Western Australia again. A questionnaire was sent to 228 respondents using a convenience sample. The study discovered that whereas satisfaction with the destination's attractiveness, quality, and value all positively influenced these parameters, perceived risk had no effect on contentment or inclination to return.

In a similar vein, fabkar et al. (2010) examined the complex relationships that exist between the intentions of visitors' behaviour, perceived quality, satisfaction, and destination attributes. The structural model was tested on a sample of 1056 tourists in four well-known tourist destinations in Slovenia. According to the empirical result, the perception of tourists is influenced by the destination's features and has a positive correlation with both visitor satisfaction and behavioural intentions. Additionally, the relationship between behavioural intentions and satisfaction was discovered.

In light of this, Da Costa Mendes et al. (2010) investigated the connections between sociodemographic characteristics and the motivations for travel, as well as between destination loyalty and satisfaction. This study focuses on a small region of Portugal's Algarve that is a popular tourist destination and uses data from a survey of tourists from various nations taken during the peak travel season. Using structural equation modeling, we determine the reasons for visitor dissatisfaction and the relationship between visitor destination loyalty and degrees of happiness with the tourism experience. Next, a more detailed analysis of the relationship between destination loyalty and satisfaction is conducted by determining which tourist groups have a higher or lower correlation. An examination of different groups is used to accomplish this. As a result, destination marketers looking to offer more specialized and effective marketing strategies can benefit from this data.

Consequently, Chen et al. (2011) assessed visitor satisfaction and its connections to service quality using a hierarchical model that includes four primary determinants and eight related sub-dimensions. A structured questionnaire was administered to a sample of 616 tourists who were departing Kinmen Airport after they had visited Kinmen National Park. Several studies were used to look into travellers' satisfaction with the four main e-service quality indicators as well as their willingness to recommend and return. As a result, a strong and positive correlation has been shown time and time again between visitor satisfaction and service quality.

Comparably, Lee et al. (2011) recommended studying the causal connections between visitor motivation, expectations, and e-quality and e-satisfaction in relation to Chinese tourists' customer loyalty in the Republic of Korea. The practical method was used by 513 tourists in total. The results demonstrated that there is a positive association between and satisfaction, even though visitor motivation has a favourable effect on visitors' perceived quality, which in turn has a positive impact on satisfaction. Conversely, the perceived experiential quality of the tour was negatively impacted by the expectations of the tourists.

In a similar vein, Peng et al. (2011) developed a model of mobile tourist commerce and looked into the relationships between visitor happiness, service quality, trust, and loyalty. A sample of 291 tourists in Guilin, China, had the structural model tested. The empirical study found that visitor satisfaction is positively connected with both behavioural and attitudinal visitor loyalty, and that visitor satisfaction is influenced by the quality of technology and its functionalities. Furthermore, it was confirmed that visitor enjoyment and visitor trust are related.

Chi (2012) has examined the ways in which loyalties are established by both first-time and repeat visitors. A multiple group analysis using LISREL was conducted using data from a well-known tourist destination in the southern United States. The findings demonstrated that the relationship between tourist satisfaction and destination loyalty was mediated by previous experiences, and that returning and loyal tourists expressed higher levels of satisfaction with their destinations than did first-time visitors. Thus, compared to returning consumers, first-time customers' satisfaction was a more important component in developing loyalty.

Maroofi and Dehghan (2012) proposed a hybrid approach that examines theoretical and empirical data related to the relationship between destination reflectivity, visitor quality, overall happiness, and destination loyalty in order to better understand destination loyalty. Seven hypotheses were improved in the proposed research strategy. At a tourist area in western Iran, the data became peaceful. 345 questionnaires were returned in total, and structural equation modeling (SEM) was used to evaluate the data. The findings show that locations have a direct effect on quality satisfaction. The degree of quality satisfaction and the destination's reflection were significantly connected with overall happiness, and this was directly correlated with destination loyalty.

Oliver (1997) and Taylor & Baker (1994) discovered a strong correlation between customer happiness and service quality despite the distinctions between the two ideas. The concept was reinforced by the claim made by Parasuraman et al. (1985, 1988, 1992) that extraordinary customer service is necessary to satisfy satisfied consumers.

Similarly, Jamaludin et al. (2012) investigated the relevant causal relationships among the motivations for travel, the information sources consulted, the destination's perception, and the contentment and allegiance of travelers. The PLUS highway users who were stopped at many rest areas in Perak were asked to complete structured questionnaires. 241 functional and comprehensive questionnaires were returned. When utilizing the structural equation model to analyse the data, all of the parameters were estimated using the maximum likelihood method. Empirical research findings indicate that destination image building enhances tourist enjoyment, which in turn boosts destination loyalty.

Accordingly, Ozdemir et al. (2012) investigated the relationships among visitor satisfaction, loyalty, and profile. Based on theoretical and empirical information from the relevant literature, three theories were developed and investigated. An analysis of the survey data, which included 10,393 foreign tourists to Antalya, was conducted using the independent sample t test, ANOVA, and chi-square test. The study's findings demonstrated a strong relationship between visitor pleasure, loyalty, and profile.

Çoban (2012) examined the impact of the destination vision on loyalty and happiness in a similar manner. The effect of both on the cognitive and affective picture of the destination as well as the loyalty and satisfaction components were investigated. In total, 170 guests who travelled to Cappadocia are included in the survey. The data were analysed using factor analysis and regression analysis. Six variables make up the cognitive image, according to the results of the factor analysis. According to a regression analysis, contentment is influenced by both cognitive and emotional image. The ability to draw tourists and the availability of tourist-friendly substructures are the most crucial elements. Similar effects of emotional image on contentment are seen. This is a part of the intricate interaction between the allure of tourism and visitor satisfaction and loyalty. Loyalty is impacted by customer satisfaction levels.

In a similar spirit, Haque & Khan (2013) suggested factors that affect travellers' loyalty in terms of the destinations they choose to visit. Multiple regression analysis was performed to ascertain the relationship between the variables. The results showed a positive correlation between the image, perceived value, and service quality of Malaysian tourism attractions and visitor loyalty. Analyse significant factors influencing visitor satisfaction to create marketing efforts that will draw tourists to Malaysia.

In addition, Kim et al. (2013) investigated and established a theoretical connection between destination image, service quality, and perceived value. Additionally, they carried out empirical experiments to evaluate the hypotheses that may influence tourists' pleasure, which in turn

influences their propensity to return and refer others to the location. The results of the empirical investigation demonstrated that destination image affects perceived value and service quality. The findings also demonstrated that perceived value has a major influence on satisfaction and loyalty.

Furthermore, Canny (2013) attempted to investigate the relationship between visitor satisfaction and the five facets of service quality. Since many natural tourism attractions are believed to employ visitor happiness as a significant predictor of future behaviour, the second purpose of this study was to examine the relationship between visitor happiness and future behavioural intentions. This experiment was evaluated and analysed using SERVQUAL and multiple regression analysis. Field research was conducted at the Borobudur temple in Magelang, Central Java, Indonesia. The model was assessed using data collected from 200 domestic local tourists. The study's findings showed a significant positive relationship between satisfied customers and high-quality service. The study did, however, also demonstrate a positive correlation between visitor satisfaction and future behavioural intentions.

Sukiman et al. (2013) investigated how satisfied both domestic and international travelers were with their vacations in Pahang, Malaysia. In order to evaluate the gap between visitor expectations and experiences, the Holiday Satisfaction Model (HOLSAT), which is broken down into six categories—lodging, food/meal, tourist attractions, accommodations, and 47 positive and negative criteria—was used in this study. The data came from a study that was done in 2010 with 259 residents and 389 tourists from outside Pahang. The data were analysed using matrix representations of the mean expectations, mean experience, and mean difference between experience and expectation scores. A two-dimensional map representing positive and negative qualities was created by charting the mean scores of anticipations versus experience. The results provide an indication of the level of satisfaction among domestic tourists to Pahang's tourism stakeholders and advocate for improved plans for the state's future tourism growth.

In a similar vein, Khan et al. (2013) found significant variables that influence tourists' contentment in Malaysia's Islamic tourism destinations. This study is required to obtain a deeper understanding of Muslim tourists' satisfaction in Malaysian Islamic tourism destinations from a number of aspects. Islamic destination marketers can enhance their marketing strategies by determining the factors that impact the satisfaction of Muslim tourists. To determine how the variables related to one another, multiple regression analysis was performed. The findings indicate that visitor satisfaction at Malaysian Islamic tourism sites is positively connected with the establishment's reputation, religious motivation, and level of service.

Moreover, Correia et al. (2013) examined the connection between the push and pull satisfaction concept and a one-dimensional satisfaction metric. The factor structure that is constructed includes push and pull satisfaction variables that are related to overall satisfaction. Lisbon, one of the most significant cities in European culture, was the location of the empirical investigation. The total degree of satisfaction appears to be a reflection of the tourists' perceptions of the push and pull components of satisfaction. Furthermore, the findings show that delight originated from being able to utilize the necessities and taking in the social and cultural uniqueness of a location.

Chang, Backman, and Huang (2014) also investigated the relationships that exist between the motivation, experience, and perceived value of travelers and their intentions to return to creative tourism locations. The empirical study was conducted at three popular creative tourist destinations: Meinong, Shuili, and Yingge, which are located in the north, middle, and south of Taiwan, respectively. Self-administrated surveys were given to participants who were systematically recruited at the research locations' main entrance. A total of 417 surveys were collected. The results indicated that the on-site tourism experience was the most significant antecedent of the intention to repeat innovative tourist destinations based on the magnitude of the standardized coefficient. The small individual diversity of perceived value and incentive components was not statistically significant in explaining recurrence intentions.

Similarly, Ragavan et al. (2014) looked into the relationship between destination-related factors and visitor satisfaction. Using a sample of 140 international visitors departing Kuala Lumpur, Malaysia, the effects of travel attributes on satisfaction as well as the moderating effect of demographic factors on the relationship between travel attributes and tourist satisfaction were investigated. Partial least squares (PLS), a variance-based structural equation model, was used to evaluate the data. The trip attributes demonstrated a strong prediction capacity, which could account for variances in the endogenous variable, visitor satisfaction. Every demographic component examined had an impact on the relationship between visitor satisfaction and at least one of the trip's dimensions.

Similar to this, Rajaratnam et al. (2014) looked into the relationship between travellers' satisfaction and the quality of services they received in rural tourism locations, as well as the impact of previous experiences. Data from 309 valid surveys were analysed using variance-based Partial Least Squares-Structural Equation Modelling (PLS-SEM). Perceived service quality has a strong beneficial impact on travellers' happiness. Moreover, past experience moderates the relationship between satisfaction and perceived service quality.

The direct and indirect effects of destination image on tourists' behaviour, such as expectations, perceived quality, perceived value, satisfaction, and loyalty, are also covered by Khasimah Aliman et al. (2014). Using 500 targeted samples, the study was carried out in Langkawi Island, a popular tourist destination in Malaysia. Structured surveys were provided to visitors conveniently, and 482 valid responses were examined. According to regression study, tourist expectations, perceived value, perceived quality, satisfaction, and loyalty are all positively impacted by destination image. Moreover, contentment functions as a total mediator in the connection between e-loyalty and e-destination image.

Thus, in Bandung, Indonesia, Pratminingsih (2014) looked into how the destination's motive and image affected tourist satisfaction and intention to return. The main information was supplied by 268 visitors using a convenience sample technique. The study discovered that motivation and destination image had a significant impact on visitor satisfaction, which in turn affected the chance of a return visit. Among other service elements, novelty, relaxation, psychological need, prestige, and human relaxation are likely to have a favourable impact on overall satisfaction.

As a result, Ngoc & Trinh (2015) conducted research to ascertain the crucial factors affecting travellers' satisfaction and likelihood of returning to Vietnam. A quantitative approach method was used, with a sample size of 301 leisure visits. The results demonstrated that, although safety and security have a major detrimental effect on travellers' intentions to return, there is a significant positive correlation that can result in increased intentions to return between the natural and cultural environment, cost, infrastructure, accessibility, and destination satisfaction.

Similar to this, Rajaratnam et al. (2015) investigated the direct influence of travellers' behavioural intentions based on how well they thought their destination was going as well as the indirect influence through satisfaction. The study's sample consisted of 334 tourists, and data was collected in Malaysia using a survey technique. A construct was formed by combining eight different factors: information, security, hygienic practices, value for money, hospitality, accessibility, logistics, amenities, and core tourism experience.

In a similar vein, Ramseook et al. (2015) used empirical testing to investigate the relationship between perceived value and destination image as well as the elements that are probably going to influence tourist enjoyment, which influences visitor loyalty. Using the corpus of prior theoretical and empirical research conducted in the tourism and marketing areas, the conceptual model was developed. The famed tourist island of Mauritius is where the empirical data was collected. After 370 questionnaires were returned, the data were assessed using structural equation modeling (SEM). The study found that visitor loyalty is influenced by visitor pleasure.

Accordingly, Huang et al. (2015) looked into the relationships that existed between image congruence, visitor satisfaction, and the intention to return after traveling for a long time. The results show that both affective image congruence (AIC) and cognitive image congruence (CIC) have a favourable effect on visitor satisfaction and propensity to return in the setting of marathon tourism. The results also demonstrate that behavioural and demographic characteristics have a significant impact on the propensity to return, and that previous marathon travel experiences regulate the relationship between image congruence and visitor happiness.

Analogously, Hultman et al. (2015) examined the relationships among tourist satisfaction, destination personality, and tourist-destination identification; additionally, they examined the extent to which these variables impact positive word-of-mouth and propensities to revisit. Using structural equation modeling, the study examines data from 490 Taiwanese consumers who report on their most recent vacation destinations. They found that visitor pleasure drives identification and word-of-mouth, and identification improves these intentions. They also found that the personality of the destination promotes visitor satisfaction, identification of the tourist destination, positive word-of-mouth, and plans to return.

Cong (2016) also examined the connection between the quality of the destination, visitor satisfaction, and inclination to return. First, they looked into whether and to what degree travellers' intentions to recommend a certain tourist spot differed from their intentions to visit that same place again. Subsequently, they investigated and evaluated a formative model that describes how different aspects of the location's perceived quality influence the overall enjoyment, the intention to return, and the intention to recommend, as well as whether or not these impacts are equally strong and intense. Finally, they looked into whether a formative model could more accurately predict a visitor's pleasure and loyalty than a general reflecting model that just took into account perceived destination quality. The results of analysing data from 912 domestic visitors in Vietnam using structural equation modeling, where the dependent variables are the intention to recommend/worth-of-mouth and the desire to revisit, support most of the expected correlations. Furthermore, they see destination quality as a five-dimensional formative construct.

Furthermore, Ali et al. (2016) investigated the elements and consequences of creative visitors' experiences. By examining the impact of creative tourists' experiences on their recollections, satisfaction levels, and behavioural intentions, this study seeks to close this research gap. 296 imaginative travelers who were lodged at specific resort hotels in the Malaysian states of Terengganu and Kedah were selected through the use of purposeful sampling. The study found that the creative tourist experience consists of five elements: education, personal engagement,

escape and recognition, peace of mind, and interactivity. The experiences of creative visitors are an excellent predictor of their recollections, contentment, and behaviour in the future, according to the results of structural equation modeling. The suggested model and findings have a great deal to offer researchers and practitioners in comprehending the notion of creative-tourist experience and its complex linkages with memory, satisfaction, and behavioural goals.

Additionally, Julaimi & Talib (2016) found that, despite the paucity of research on the topic, there seems to be a considerable correlation between tourists' inclinations to return to the same destinations and their prior travel experiences. They also suggested that products associated with a country's tourism industry may be understood to influence the perceptions of tourists after their actual visit, and that tourists who are satisfied with their travel experiences tend to be more devoted to a particular destination. It has also been acknowledged that the perception that passengers have of a destination affects their subjective perceptions, subsequent actions, and choice of destination.

Chiu, Zeng, and Cheng (2016) investigated the relationship between visitor loyalty and satisfaction levels and destination image from both cognitive and emotive perspectives. Convenience sampling was used as the data collection technique. The on-the-spot survey involved Chinese tourists who visited popular tourist destinations in Seoul. The findings demonstrated a clear correlation between the cognitive and emotive images, hence validating the destination image production process. Satisfaction was positively impacted by both emotive and cognitive representations, and satisfaction was a powerful indicator of visitor loyalty. Furthermore, research demonstrated a clear relationship between visitors' loyalty and the place's emotive image. While cognitive image and loyalty did not directly correlate, the researchers discovered that emotive image and satisfaction did have an indirect impact on tourist loyalty.

Similar to this, Prayag et al. (2017) carries out an empirical test of an integrative model that links visitors' perceived overall image with their emotional experiences, satisfaction, and intention to recommend. To assess the model, information obtained from domestic tourists visiting Sardinia, Italy, was employed. The results show that visitors' subjective assessments of their overall enjoyment and perception are shaped by their emotional experiences. The overall image also has a beneficial effect on visitor satisfaction and propensity to suggest.

Similarly, Antón et al. (2017) investigated the impact of previous tourist experiences (level of satisfaction and intensity of visit) on the intention to return and refer people to the place, both linearly and non-linearly. The intensity-loyalty and satisfaction-loyalty relationships are considered to be moderated by both external and internal influences. The attraction of the location is one example of these extrinsic factors. A survey of 687 visitors to a Spanish UNESCO World

Heritage Site revealed that visitor satisfaction has a non-linear effect on their intention to return. Visits that cost money and effort also have a positive impact on the intention to return when the traveller has an internal motivation, but a negative impact when it has an external one.

Chen et al. (2017) found that cultivating a destination's brand loyalty is contingent upon consumer satisfaction. However, giving visitors consistently great travel experiences and increasing their intention to return remains a challenge for many international tourism locations, including Myanmar. A survey involving 465 foreign visitors to Myanmar was conducted. The results imply that visitor happiness can be increased by flow and need satisfaction. Perceived travel risks might negatively impact the enjoyment of a vacation.

As a result, Hasan et al. (2017) proposed that a visitor's perception of the degree of danger at a site is one of the important factors determining their decision to return. Despite the topic's popularity in the travel literature, not many research have attempted to concentrate on the effects of visitors' perceptions of danger on their inclinations to return. Furthermore, there is currently no theoretical framework in the literature that explains how visitor satisfaction, attitude toward revisiting, and intention to return affect perceptions of risk. This paper offers a critical analysis of the influence of visitor risk perceptions in tourism research, given the research gap in this field. It accomplishes this by giving a background description, summarizing advancements, developing a cohesive conceptual framework, evaluating theoretical assertions and methodological issues, and offering suggestions for fresh subjects and lines of inquiry.

However, Waheed & Hassan (2017) found that the only variables that significantly and favourably affect tourists' happiness with their trip are those that are functional or emotional in nature. Social values have a positive and considerable impact on tourism revision intentions. They also discovered that visitors' intentions to return were directly and significantly impacted by their level of satisfaction. Reviews are directly influenced by social value and satisfaction, whereas revisits are indirectly mediated by these two factors.

Perovic et al. (2018) further argue that visitor satisfaction plays a big part in deciding whether or not visitors would return. Using data from the Guest Survey 2010 survey, structural equation modeling was used to determine the impact of tangible and intangible components on tourist satisfaction and intention to return to Montenegro. The results, which were obtained from a sample of 740 visitors, demonstrate that both tangible and intangible elements raise visitor happiness, which in turn influences the probability that a visitor will come again.

In addition, Kim (2018) builds a theoretical model of the influence of memorable tourism experiences (MTEs) on behavioural intentions by analysing the structural relationships between destination images (DI), tourist satisfaction, revisit intention, and word-of-mouth (WOM) publicity. The results show that MTEs, through DI and visitor satisfaction, influence future behavioural intentions both directly and indirectly. Moreover, the most important element affecting behavioural intentions is shown to be MTEs.

Additionally, Abdullah & Lui (2018) conducted research to determine the probability of foreign visitors coming back to Malaysia and then examined several predictors, including food image, destination image, and the quality of service offered by accommodation and transportation, in connection to the degree of satisfaction with their visit. As part of a deductive procedure in the Kuala Lumpur area, 200 foreign tourists were handed questionnaires, and SPSS was used to examine the results. The findings of the regression analysis demonstrated that the four antecedents only partially explained the difference in tourists' happiness, with hotel service quality and convenience of transportation following as the two most significant predictors after destination image. The perception of food and the level of satisfaction among tourists did not significantly correlate. As was to be predicted, satisfaction had an impact on their intention to return.

Parallel to this, Suhartanto et al. (2018) examine the characteristics of culinary souvenirs and evaluate how they affect guest pleasure and behaviour intentions. The components of food mementos are identified using exploratory factor analysis, and the association between these components and post-purchase intents and tourist pleasure is assessed using multiple regressions. The information was supplied by 252 domestic tourists in the Indonesian city of Bandung. Five elements were shown to be necessary for food keepsakes as a result of the factor study: taste/value, food quality, authenticity, brand and packaging, and personality. In addition to behavioural goals, distinctiveness, authenticity, flavor, and value are the primary factors that determine enjoyment of food mementos in general. Furthermore, this study shows that visitors' pleasure of the gastronomic mementos is a significant element affecting their level of happiness with the site.

In a similar spirit, Hanafiah et al. (2019) investigated how travelers' satisfaction and devotion to Pangkor Island were influenced by their experiences there. In this study, convenience sampling was used to gather survey data from Pangkor Island guests who arrived on their own schedule. Partial least squares structural equation modeling (PLS-SEM) was used to analyze the data. According to the structural model evaluation, Pangkor Island's natural beauty, local customs, destination value, safety, and cleanliness all have an impact on visitors' satisfaction and destination

loyalty. This study discovered a link between visitors' satisfaction and their loyalty to a place and local customs, safety, cleanliness, and destination value.

Furthermore, the relationship between travellers' desire to return and their level of satisfaction with airport services at a destination is examined by Seetanah et al. (2020). The impact that travellers' overall contentment with a location has on their behavioural intentions has been the subject of much theoretical and empirical research; nevertheless, the role that travellers' satisfaction with airport services plays has not gotten as much attention as it should. Because an airport encounter is sometimes a visitor's first and only opportunity to engage with a new nation, researchers have discovered that encounters with airport services are critical. As such, the current study focuses on assessing the level of satisfaction that visitors to Mauritius report feeling and how this affects their desire to behave. As part of the study's data collection approach, 1,721 tourists were given self-administered questionnaires at the SSR airport in Mauritius. The influence of airport service satisfaction on revisit intention is tested while controlling for other variables using a multinomial profit analysis. To identify significant features of airport services, an exploratory factor analysis is performed. It's interesting to note that the likelihood of repeat business appears to be influenced by the airport's quality.

In a similar vein, Biswas et al. (2020) investigates the connections between foreign tourists' satisfaction with their stay in the United Arab Emirates, degree of commitment to their trip, and intention to return, along with the moderating effect of environmental turbulence. The experiences of particular foreign tourists to Dubai, Abu Dhabi, and Fujairah—the three major UAE cities—were examined using a quantitative methodology. 413 valid surveys were collected and analysed with success using the drop-off and collect technique survey. Multiple regression path analysis results demonstrate that visitors' satisfaction with UAE tourism offerings raises their likelihood of returning and enhances their commitment to the trip. This essay also shows how visitor pleasure negatively moderates the impact of visitors' willingness to return due to the disturbance in the Arab environment. Both industry practitioners and the United Arab Emirates' tourism regulators will find great value in this research. The United Arab Emirates needs to continue improving the quality of its tourism-related products and services while also reducing the negative effects on the environment if it hopes to discourage visitors from coming here in the future.

In conclusion, tourists' levels of e-satisfaction increase and they start to trust e-tourism, leading to a stronger sense of e-revisit intention. They also encourage others to act in unison at the same time.

2.6 Factors Leading towards Overall E -Tourism Ethics E-Tourist Satisfaction and E-Revisit Intention

The elements influencing overall E tourism, or ethics tourism, as determined by this study are derived from previous studies. The seven variables that were utilized to classify user satisfaction were e-privacy, e-security, e-non-deception, e-reliability, e-perceived ease of use, e-perceived risk, and e-information quality. These factors for overall e-satisfaction and e-revisit intention were selected because they are most commonly cited in the literature on tourism. 2020 Chang (2009), Yang (2009), Wang (2009) S. Román (2007), Mahadin, B., Akroush, M. N., and Bata, H. Wolf, M., Lunsford, D., and Limbu, Y. B. (2012); Mahadin, B., Akroush, M. N., and Bata, H. A. T. T. Wong (2020). Wang Yao-Hua, Chang Hsin Hsin, and Yang Wen-Ying (2020). The section below covers the previous research on these variables.

2.6.1 E-Privacy

Diverse academic disciplines have examined how modern privacy is defined and applied in various contexts within society (Burgoon 1982; Nissenbaum 2010; Saetra 2020; Solove 2008; Stone et al. 1983; Zuboff 2015). The history of privacy in culture is extensive (Aries, Duby, and Veyne 1987; Westin 1967). The notion that privacy should be protected unites these differing viewpoints. Information privacy, social privacy (in conventional families, for example), and physical privacy (in overcrowded jails, for example) are all under risk. Information privacy is the capacity to limit access to any personally identifiable data about oneself, such as address and sexual preferences (Bélanger and Crossler, 2011). Protecting personally identifiable information is our primary concern when it comes to data that is available online. This covers information exchanged via websites for public administration, medical management, e-commerce, and a variety of other channels, as well as social networking sites like Facebook, WhatsApp, and others.

The European Commission (2017) coined the term "e-privacy" to describe privacy concerns related to digital data and communication systems, such as social networking sites (SNS) and online platforms. As was previously said, there are several ways that e-privacy might be abused. These include identity theft, unlicensed commercial usage, improper use of social media, and cyber attacks. Moreover, others argue that consumers of digital services need to see data as a kind of payment because of the monetary value that the digital economy places on personal information (Elvy 2017). Many consumers might not be aware of this use of personal data, or if they are, they might not fully understand the implications of disclosing private information for a benefit and the intricacies of data usage (Nissenbaum, 2019).

Saetra (2020) contends that privacy is a communal value that is best understood without reference

to individualism. According to Nissenbaum (2011, 2019), what is deemed private information and what may or may not be made publicly available are greatly influenced by the context of data sharing. Depending on the circumstances, a number of regulations and standards may apply while handling sensitive information. In the business world, information sharing is governed by rules that differ greatly from those in the health sector, where consumers are generally willing to give personal information to their physicians because they trust them. We'll use the contextual technique to find relevant situational aspects, such privacy issues. We are interested in knowing what fears customers have regarding privacy, in particular concerns about improper use of personal data. It should go without saying that individuals should be concerned about their privacy, want to protect the private of critical information, and be aware of who may access their personal information.

Several investigations have shown a mismatch between expressed worries and real actions, which gave rise to the concept referred to as the "privacy paradox." Put another way, most people don't act in a way that adequately protects their privacy, even though they show a high level of concern and a willingness to protect their data when asked (Acquisti, Brandimarte, and Loewenstein 2015; Ayres-Pereira et al. 2022; Brandimarte Acquisti, and Loewenstein 2013; Kokolakis 2017; Spiekermann, Grossklags, and Berendt 2001). According to the reasoning, the paradox disappears when the behavior and goal are equally accurate and when the link between conduct and attitudes is investigated within a suitable framework, such the planned behavior theory developed by Dienlin and Trepte (2015). A specific scenario provides information on the type of private data involved, potential misuse, etc. People may therefore be conscious of their right to privacy in some circumstances and concerned about it in others, depending on the circumstances (Nissenbaum 2010, 2019). Lack of a sound theoretical definition of e-privacy that is accurate enough to extract real-world events and application settings might be one reasonable explanation for the ambiguous study results. In Westin's words (1967), individuals are free to choose "when, how, and to what extent information about them is communicated to others." Most attempts to define e-privacy start with this definition.

2.6.2 E-security

Hartono et al. (2014) categorized and characterized the characteristics of perceived security by looking at the four basic components—non-repudiation, secrecy, integrity, and availability—that were found in several earlier research. Extensive research in the fields of information systems and related sciences (e.g., computer science) has led to the development of definitions of perceived security (see, for example, Salisbury et al., 2001; Cheng, Lam, & Yeung, 2006; Chellappa &

Pavlou, 2002; Fang et al., 2006; Yousafzai, Pallister & Foxhall, 2009; Kim, Tao, Shin, & Kim, 2010).

For these investigations, the literature on security-related topics—including perceived and real security—has also been reviewed. The study's findings show that initially, confidentiality, honesty, and availability were often employed. The 2007 research by Gurbani and McGee states that the perceived security architecture now includes non-repudiation, authentication, access restrictions, protected communication, and privacy. Azizi and Javidani (2010) make the assumption that the main issue with e-commerce security is the protection of financial information, such as credit card numbers or online bank account passwords. Online transactions are safe, according to Chellappa and Pavlou (2002), if data is not lost in transit or read and altered without authority. According to Kurt and Hacıoglu (2010), users view online safety as an ethical duty and expect internet service providers to protect the personal data they provide.

Numerous studies, including one done in 2007 by Siponen and Oinas-Kukkonen, have demonstrated how frequently the term "security" is used. Some have used the concept more exactly and rigidly, though. By understanding the definition and applications of technical safety, authentication, and encryption, or by utilizing internal or external components that Journal of Accounting and Investment, 2021 | 108 offer confidentiality assurance, such as anonymity, security declaration, and privacy policy solution, some studies have used appropriate security measures as a different technology. This implies that two other essential security measures are confidentiality and privacy, which go beyond the general concept of "security." Additionally, Chellappa and Pavlou (2002) investigated how consumers' perspectives influenced their comprehension of technology security, encryption, authentication, and protection, among other subjects.

Kim et al. (2010) looked at how customers' views of overall security were impacted by their opinions of technical protection websites and security guarantees. Six criteria were employed by Belanger, Hiller, and Smith (2002) to evaluate how trustworthy consumers saw the vendor: privacy, availability, non-repudiation, secrecy, integrity, and authentication. It was shown that when it comes to establishing confidence about their purpose to utilize websites, customers place a higher value on security than other factors. Studies on the perceived security component and a range of literature sources indicate that consumer perceptions of security and confidentiality requirements, such as third-party assurances and security/privacy statements, differ greatly.

According to Guo et al. (2012), a website's security and privacy measures include its capacity to prevent unauthorized use or exposure of users' personal information during electronic transactions.

They also demonstrate the extent to which consumers think that utilizing a website for business won't result in inaccurate bills or financial losses (Ponte et al., 2015). Online customers depend on this aspect of the website since security and privacy issues are critical to establishing confidence in online transactions and/or websites, which in turn promotes consumer pleasure (Kim et al., 2011).

Among other things, trust is greatly impacted by security, and trust positively impacts the willingness to complete another online transaction (Wang et al., 2015). Guo et al. (2012) separate the field of security into two different domains: one for data and transaction security and the other for user authentication. As the number of people utilizing the internet rises, so does their susceptibility to security risks including identity theft and other forms of fraudulent activity (Malhotra et al., 2004). While Jeon and Jeong (2017) contend that security affects how well online booking websites are rated for their service, Wang et al. (2015) contend that security influences online booking intents. Security has an impact on client e-satisfaction and purchase intention on hotel and travel agency websites, according to research by Ali (2016) and Leung et al. (2016).

2.6.3 E--Non-deception

The buyer's perception of non-deception is the conviction that an online service provider won't employ dishonest tactics to persuade customers to acquire products or services (Limbu et al. 2011). This dimension is less concerned with the online service provider's real dishonesty and more with the buyer's opinion of the provider's deceptive and misleading activities. Previous studies on misleading advertising have been concentrated on identifying the precise claims that cause consumers to make poor decisions and the effects those decisions have on online sales.

An Empirical Analysis of How Ethics Affect Customer Loyalty and Intentions to Repurchase 395
123 customer attitudes and planned behaviors show that consumers are becoming less trusting of misleading advertising (Darke and Ritchie 2007). Deceptive marketing strategies lower customer happiness and trust, according to a number of studies (Ingram et al. 2005; Ramsey et al. 2007; Riquelme and Roman 2014; Agag and El-Masry 2016b; Agag and Elbeltagi 2014). We forecast lower-quality connections in a business-to-business setting since customers would believe the internet service provider is operating dishonestly.

2.6.5 E-Reliability

Because it is necessary for successful online transactions (Mayayise and Osunmakinde, 2014; Kim et al., 2016; Kim et al., 2018), reliability, or the credibility of online vendors, has gained prominence in the hospitality context (e.g., Agag and El-Masry, 2016a; Gregori et al., 2014; Su et

al., 2017; Kim et al., 2018). But at the moment, it's among the biggest problems that suppliers are dealing with (Hu et al., 2010; Alharbi et al., 2013; Ouyang et al., 2017). A growing number of individuals are now interested in adopting a third-party Web Assurance Seal Service (WASS) to alleviate customers' apprehensions about making transactions online, particularly in regards to verifying the authenticity of a website. This should be particularly noted by customers who have never purchased from the seller before or who have only made online transactions (Sharma and Lijuan, 2014; Salehan et al., 2015; Mousavizadeh et al., 2016; Mohseni et al., 2018; Ozkara et al., 2017).

Web seals offer an impartial, independent evaluation of a seller's or company's honesty and dependability, which allays buyers' concerns about doing business online (Kim et al., 2016; Lang et al., 2017; Van Baal, 2015). Kim et al. (2016) and Lang et al. (2017) claim that WASS is important since it increases consumer trust in online merchants and verifies e-transactions. Customers may feel more sure that vendors will uphold their side of the bargain when they use web seal services like VeriSign, Web Trust, Trust E, and BBB Online (Kim et al., 2016; Kim et al., 2008; Wang et al., 2018).

Studies on the impact of online assurance seals on trust and purchase intentions have also been conducted (Kim et al., 2016; Ponte et al., 2015). Web assurance seals have been connected to customer trust in the e-commerce and hotel industries (Zhang, 2005; Kim et al., 2016; Win green et al., 2018; Liu et al., 2018). Nonetheless, little study has been done on how web assurance seals impact different online consumer issues in the hotel and e-commerce sectors. This study demonstrates how web assurance seals, which rate websites according to their perceived value, reliability, and trustworthiness, affect users' intentions to make online hotel reservations. The study also examines the possibility that habit might mediate the link between intentions to book hotels online, perceived trust, and perceived value of websites.

2.6.6 E-perceived ease of use

Perceived ease of use, according to Tandon et al. (2016), is the degree to which a technology or system may be easily comprehended, learned, and used with minimal mental or physical effort on the side of the user. Online merchants should consider usability, perception, help, and ease of navigation while designing their online buying platforms. It is claimed that a major factor propelling the expansion of online shopping is usability. You must have both a product search and product information if you want to receive positive feedback from online shops. When consumers are not inconvenienced by the process of searching for products and information, their level of satisfaction with their purchases can increase.

Perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" by Farooq et al. (2023). The idea of "ease"—"liberation from suffering and major exertion"—helps to highlight this (Basheer, Farooq, Hassan, et al., 2023b). Widespread adoption of new innovations and technology is also essential.

According to Irfan et al. (2022), a system that is easier for users to use would yield larger advantages. In 2005, Cheong and Park carried out study in Korea. An analysis is conducted on the viability of mobile internet uptake in Korea. Based on 1279 respondents, the study's outcomes demonstrate that perceived simplicity of use has a favourable influence on perceived usefulness (Allameh et al., 2015a). The same result also occurs in the USA. Park and Chen watched a sample of medical professionals to examine the adoption of creative smartphone usage (Allameh et al., 2015b). Perceived usefulness was positively impacted by perceived ease of use. Moreover, research looking at the connection between reported ease of use and perceived benefit has revealed a strong link. Teo et al. examined in research the factors that influence people's adoption and use of information technology in both their personal and professional life. Alcántara-Pilar et al. (2018) A five-point Likert scale was used to collect responses from 250 pre-service teachers in Singapore and Malaysia who participated in an online survey. There were 175 females and 75 males, and 245 females and 62 males, respectively.

Further supporting perceived value and ease of use are findings from a research by Lin and Chang. They look into how self-service technology (SST) is being adopted. "A person will perceive SSTs as more advantageous if they think they are straightforward to use," according to the findings (Goo et al., 2022)." A research on the acceptability of blended e-learning systems (BELSS) found that nurses are more likely to utilize a BELS if they feel it would improve their learning outcomes, which makes sense given that nurses often have busy schedules.

2.6.6 E-Perceived risk

According to risk theory, some options, like gambling or taking a given course of action, have inherent dangers that are best categorized based on risk. Additionally, there is a correlation between an option's return dispersion and risk. (Polatsek & Tversky, 1970). Additionally, according to Dowling and Staelin (1994), risk is the consumer's impression of the unpredictability and unfavourable outcomes of making a purchase of an item or service. "Financial, physical, psychological, satisfaction, social, and time risks" is the definition of perceived risk associated with travel (Roehl & Fesenmaier, 1992, p. 18). Particularly, it has been discovered that judgments about international travel locations are directly influenced by perceptions of the risk of terrorism (Rehm et al., 2015). Moreover, it has been found that people's decisions to steer clear of foreign

travel locations are more influenced by attitudes regarding safety and perceptions of risk than by the possibility of ever visiting those places.

Research has demonstrated the value of two theoretical pillars in evaluating risk perceptions: the theory of planned behaviour (TPB) and the MGB (Ajzen, 1991). Tourism researchers have investigated how perceived risk functions in risk management by using the TPB to predict travellers' decision-making processes (Amaro & Duarte, 2016; Gstaettner, Rodger, & Lee, 2017; Quintal, Lee, & Soutar, 2010). Quintal et al. (2010), for example, found that whereas perceived threat had a substantial influence on the perceptions of Koreans and Japanese people about visiting Australia, Chinese people's opinions did not seem to be affected.

Research has shown that the perceived risk of Portuguese and English Internet users is negatively correlated with the products and services they buy online (Amaro & Duarte, 2016). Gstaettner et al. (2017) state that the TPB is especially helpful in revealing significant information on the contextual and individual components of visitor behaviour in risky circumstances. Additionally, the sharing economy's acceptance in tourism contexts and information searches has been explained by the EMGB's application of risk theory (Yi et al., 2020; Taylor, 2007). Research by Aliperti, Rizzi, and Frey (2018) and Mizrachi & Fuchs (2016) shows that the tourist sector gains from perceived risk associated with recovery campaign measures. It is also advantageous to lower hazards using social media before a trip.

Using the TPB as a conceptual framework, Gstaettner et al. (2017) discovered that three separate factors—attitude, subjective norm, and perceived behavioural control—influence visitor behaviour. Furthermore, it has been discovered that perceived risks act as a mediating factor in attitudes toward marketing related to tourism and catastrophes (Aliperti et al., 2018). Additionally, as decision-making complexity (particularly in travel and tourism) has been shown to be notably high when facing perceived dangers and crises, it has been proposed that these levels be included in decision-making models for tourists (Olmedo & Mateos, 2015; Pappas, 2018, 2019). Research has looked at perceived risk in relation to a few risk variables, including room sharing (Yi et al., 2020), overseas travel (Sonmez & Graefe, 1998a), and leisure travel (Roehl & Fesenmaier, 1992). However, research on the many aspects of risk has not paid much attention to how foreign tourists behave during protests, especially when it comes to the possibility of meddling. To close this gap, the study takes perceived risks into account as a formative second-order component. Four sub-constructs comprise perceived risks: money, privacy, performance, and bodily hazard. It is also necessary for forecasting events connected to protests. Furthermore, it is expected that under the proposed EMGB framework, behaviors linked to perceived risks would function as moderators.

Many research works, such as a meta-analysis by Armitage & Conner, 2001; Hoogland & Boomsma, 1998a; Noh, 2022, have demonstrated that the most significant psychological condition that adversely affects a person's e-commerce behaviour is perceived risk. But the majority of earlier research was carried out in wealthy nations (Kye et al., 2021b; Singh et al., 2023) In developing nations like India, especially those with collectivistic traditions, there is a widespread misperception that new technologies are harmful. People in risk-averse nations like India embrace innovations slowly because of this. According to e-commerce research, companies should prioritize reducing risks above advantages when building their online presence to persuade these customers to make transactions online (S. M. Park & Kim, 2022b). It has been discovered that e-commerce scholars are uninformed about the barriers preventing underdeveloped nations from using e-commerce technologies (Um et al., 2022). Furthermore, relatively little research that considers the different components of perception has been conducted, despite significant emphasis on the significance of accounting for its multidimensionality. (Sachs & Monaco, 2023) There is no discernible relationship between behavioural intention, or BI, and perceived risk in collectivistic countries, according to research that assumes perceived risk is a unidimensional construct. These investigations came to the conclusion that in order to have a better understanding, the risk construct has to be further examined.

2.6.7 E-Information Quality

Park et al. (2007) and Wen (2012) define information quality as the extent to which a website can serve as a reliable source of information and assist a user in obtaining comprehensive, accurate, and up-to-date information. According to Perdue (2012), website material has to be current, pertinent, and include links to other websites that readers could find interesting. It ought to reply to user inquiries as well. When the great majority of the evidence is in Favor of something, persuasion can be successful in influencing someone's behaviour or attitude. To empower travelers to make their own judgments, travel websites should include thorough, precise, and extensive information on the destination (Lexhagen, 2010; Wu, 2013; Gao and Bai, 2014). It is critical to evaluate how web-based consumer purchase decision systems support or interfere with consumers' decision-making processes (Yoo et al., 2016). Put another way, because it eliminates the need for users to visit other websites, a website with outstanding content can help users form opinions with less cognitive effort. When provided with assistance in making travel-related decisions, customers who receive high-quality information tend to be happier and more productive. Additionally, some research has looked at how information is found and distributed online, specifically focusing on the functions of social media, travel blogs, and photographic websites (Yet al., 2016; Tandon et

al., 2017; Buhalis and Law, 2008). They have come to the conclusion that passengers require access to a variety of independent, unbiased, quick, and trustworthy information in order to evaluate and select a location. As such, the content's quality has a significant impact on how happy e-tourists are.

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Customer satisfaction rises and customer loyalty falls when consumer sovereignty is violated. One of the international businesses is tourism. Tourism, being a global sector, connects widely distributed producers with widely separated customers. Its physical and virtual networks enable international travel and bring individuals from all backgrounds and lifestyles together (Werthner & Klein, 1999). Tourism consists of both physical and intangible elements; intangible services must be of higher quality because they are impacted by tourists' opinions. 17. The internet is currently one of the most significant avenues for the dissemination of products and services connected to travel. Electronic tourism, or electronic tourism, is one kind of online trade. It includes electronic data updates, distribution management, e-marketing (online marketing), online

transactions, electronic data transfer, automated inventory of utilized management systems, and automated data collecting, according to Sion Beatrice and Cezar Mihlcescu (2013).

The success of an internet business is largely dependent on its cost-effectiveness, speed of communication, and global accessibility (Scottish Parliament, 2002). Axinte (2009) defines e-tourism as a subset of electronic commerce activities that include an increasing number of local, national, and worldwide travel agencies as well as tourism-related enterprises that offer travel services through online transactions. According to Buhalis (2004), "E-Tourist reflects the digitalization of all processes and value chains in the tourism, travel, hotel, and catering industries." It maximizes the tourist organization's efficacy and efficiency at the tactical level by utilizing ITs and e-commerce. The value chain of the tourist sector, strategic alliances with all stakeholders, and all business procedures are e-Tourist evolutionists from a strategic standpoint. A review of the research indicates that one of the key factors affecting travellers' loyalty is "tourist satisfaction" (Baker and Crompton, 2000; Chi and Qu, 2008; Yoon and Uysal, 2005). Numerous studies have discovered a substantial correlation between tourists' pleasure and their loyalty to a location. According to research, happy travelers are more likely to visit the same place again and tell their friends and family about how wonderful their experience was (Chi and Qu, 2008; Opperman, 2000; Yoon and Uysal, 2005). The abundance of studies on the effects of other factors, such traveller behaviour and mode of transportation, on tourist satisfaction is not surprising. These days, it is not surprising that there is a wealth of studies linking visitor pleasure to other characteristics including travel desire, behaviour, and destination loyalty. Tourist satisfaction and destination loyalty are probably influenced by a wider range of characteristics than those examined in the few previous studies that have examined these connections. A review of related research indicates that "travel experience" is one of the key factors determining tourists' satisfaction and loyalty to their location (Alexandris, Kouthouris and Meligdis, 2006; Kim and Brown, 2012). Most people believe that the happiness of travelers is a product of their post-trip psychological states (Baker and Crompton, 2000). According to Kim and Brown (2012), vacationers who had a great time are more likely to be satisfied with their trip and go back to the same place again. We may thus conclude that, in addition to being content, visitors who enjoy the amenities and location of their vacation are also more likely to recommend it to others and to go back to the same place. However, individuals who have studied marketing ethics haven't always made the connection between the concepts and methods and the travel industry.

According to Wheeler (1995), the business division that is most commonly accused of unethical behaviour is marketing. This has to do with cross-border marketing initiatives, when different

publics' needs are taken into account. This makes marketers more susceptible to criticism, especially since their activities are noticeably more visible than those of other professions.

Dubinsky and Loken (1989) and Chonko and Hunt (1985) established the relationship between marketing professionals and other participants in the trade process and marketing ethics. In the marketing profession, disagreement and moral dilemmas arise from a lack of reciprocity between the parties involved. According to Davis (1992), a common subject in ethics and marketing is the idea of truth, more especially, the separation between consumer and scientific reality in product claims. Not every transgression of marketing ethics is ethically reprehensible. One of the most successful marketing strategies that has been widely used in most sectors, including the travel and tourism sector, is cultivating customer loyalty to increase the number of repeat consumers (Showkat et al., 2021; Yoon and Uysal, 2005). Citing Fornell and Wernerfelt (1987), Chi and Qu (2008) assert that it is widely held that keeping existing customers is less expensive than obtaining new ones. In the tourist sector, "destination loyalty" is a common term used to describe customer loyalty.

Tourism may be viewed as a good (or place) that can be suggested to others and resold through visits, as Yoon and Uysal (2005) point out. Revenue from post-purchase behaviour, or destination loyalty, is generated by the tourism industry. Understanding the concept of destination loyalty (repeat visits) requires examining the reasons that cause passengers to become committed to a certain site.

E-tourism is defined by Neidhardt and Werthner (2018: 1) as the design, development, application, and usage of IT/e-commerce solutions, as well as the research of the consequences of relevant technical/economic processes and market structures on the travel and tourist industry. This claim is a precise summary of the current research streams on the subject, particularly those that have been published in the *Information Technology & Tourism* magazine, according to Buhalis and Law (2008) and Wang et al. (2010). At first, the notion that information technology is a "solution" encourages a certain instrumental view of technology as a business tool. Second, it gives macro- and micro-level perspectives more weight than macro-level issues like governance and the institutions that support, regulate, and advance certain technologies.

Werthner et al. (2015) have already critiqued this, emphasizing the importance of studying e-Tourism at all five levels, from the individual to concerns pertaining to sustainability and ethics in politics and policy. Thirdly, this term emphasizes how conventional paradigms, as opposed to post-digital, humanist paradigms, have provided a solid foundation for e-tourism study up to this point. Rather of considering individuals as fully integrated members of both real and virtual groups

and places, individuals are categorized and analysed as customers, consumers, or providers of data. Organizations that provide and employ technology, for example, are frequently keen to engage in e-Tourism because they see themselves as recipients of technological "solutions". Technology is either taken for granted or is perceived as something that has to be developed; it is not questioned. The dynamic subject of e-tourism research continues to attract the interest of computer scientists and engineers looking for new applications, in addition to having an influence on traditional tourist studies. However, recent review studies confirm that the technologies under investigation are continually evolving.

The advancement of Information and Communication Technologies (ICTs) has significantly impacted the tourism industry, giving rise to e-tourism. This shift has brought about ethical considerations essential for fostering customer satisfaction and encouraging revisit intentions. This literature review examines the relationship between e-tourism ethics, e-satisfaction, and e-revisit intention. E-tourism ethics encompass principles that guide the online behavior of tourism businesses. Buhalis and Law (2008) emphasize the importance of maintaining ethical standards in data privacy, transparent information, and fair marketing practices. Cheng et al. (2019) highlight that protecting tourists' personal and financial information is crucial for building trust.

Pizam (2006) discusses the broader implications of ethical conduct, suggesting that businesses that prioritize ethics are more likely to gain customer loyalty. Ethical practices ensure that customers feel respected and valued, which is essential in a competitive digital marketplace. E-satisfaction refers to the contentment of customers with their online experience. According to Oliver (1980), satisfaction is a fulfillment response, integral to customer loyalty. Law, Qi, and Buhalis (2010) identify website usability, information quality, transaction security, and customer service as key determinants of e-satisfaction.

Kim, Kim, and Han (2007) argue that user-friendly websites significantly enhance customer satisfaction. Gretzel and Yoo (2008) add that accurate and detailed information builds customer trust. Wang and Emurian (2005) stress the importance of secure transactions in maintaining customer confidence, while Harris and Goode (2004) emphasize the role of effective customer service in resolving issues and ensuring satisfaction. Research shows a strong correlation between ethical practices and e-satisfaction. Choi and La (2013) found that customers who perceive businesses as ethical are more likely to be satisfied with their online experience. Chen and Tsai (2007) suggest that ethical conduct reduces uncertainty and perceived risks, leading to higher

satisfaction levels. Yoon, Uysal, and Lee (2015) support these findings, indicating that ethical practices enhance a business's image and, consequently, customer satisfaction. Ethical behavior in providing transparent information and secure transactions fosters trust and satisfaction among customers.

E-revisit intention is a customer's willingness to return to a website for future transactions. Zeithaml, Berry, and Parasuraman (1996) highlight that satisfaction drives repeat purchase behavior. Huang and Hsu (2009) found that trust is a significant predictor of e-revisit intention, as it reduces perceived risks. Sweeney and Soutar (2001) argue that perceived value also influences e-revisit intention, with customers more likely to return if they perceive high value. Ethical practices in e-tourism positively impact e-revisit intention. Martínez and del Bosque (2013) found that ethical behavior fosters trust, encouraging repeat business. Kim, Ferrin, and Rao (2008) suggest that protecting customer data and providing transparent information increase trust and reduce perceived risks, leading to higher revisit intentions.

Gulati, Bristow, and Dou (2003) argue that ethical conduct builds a positive reputation, which is crucial for attracting repeat customers. Ethical practices create an environment where customers feel secure and valued, promoting long-term loyalty. E-tourism ethics are integral to achieving e-satisfaction and e-revisit intention. Ethical practices such as data privacy, truthful marketing, and fair treatment of customers build trust and reduce perceived risks, enhancing customer satisfaction. Satisfied customers are more likely to exhibit revisit intentions, fostering long-term loyalty and repeat business. As e-tourism continues to grow, prioritizing ethical conduct will be essential for maintaining customer trust and achieving sustainable success.

2.7 Research Gap

A recurring topic in almost all of the above listed study is the importance of e-tourism ethics, e-satisfaction, and e-revisit intentions. Examining the traits that impact ethical conduct is not a novel idea in tourism studies. Some research suggests that the number of previous visits predicts the chance of a return (Mazurky, 1989; Court and Lupton, 1997; Petrick et al., 2001). In addition to familiarity, it is thought that a visitor's overall satisfaction with a place also predicts the likelihood that they would return (Oh, 1999; Kozak and Rimmington, 2000; Bowen, 2001; Bigné and Andreu, 2004; Alexandros and Shabbar, 2005; Bigné et al., 2005). More investigation yields more comprehensive frameworks. In Bigné et al. (2001), e-wom, e-satisfaction, and perceived quality are included as explanatory variables in their model of e-return intentions to the destination

services.

Yoon and Uysal (2005) use the idea of e-tourist satisfaction as a bridge between travelers' allegiances and motivations. Um et al. (2006) created a revisiting intentions model in which the idea of satisfaction is taken into account as a moderator variable between perceived risk, perceived quality of service, and perceived ease of use, as well as a predictor of returning intentions. More complex models offer a better understanding of visitor behavior because they can integrate more factors and their interactions. But before putting more effective marketing strategies into action, it's important to find out if destination models account for the visitor's distinctive characteristics (Woodside and Lysonski, 1989; Um and Crompton, 1990). The basic characteristics (socio-demographic and destination elements) of the more likely to be devoted and pleased visitors do not alter, even with the adoption of more precise models.

After conducting a comprehensive review of the literature, it was found that while many topics pertaining to the growth, marketing, and promotion of tourism have been studied in both domestic and international contexts, there aren't many that address the problems and solutions related to e-tourist satisfaction with e-services and e-facilities. The current study was motivated by a gap in the literature concerning the measuring of visitor e-satisfaction levels after the inclusion of new services and facilities. Furthermore, the investigator could not locate any empirical research that was pertinent to the satisfaction of e-tourists and their intention to return. This study, in contrast to others, actually tries to determine which e-services, amenities, and ethical conundrums are the finest available now. People no longer want to be sold to or persuaded by marketing and advertising; instead, they want to see the difference for themselves. Thus, in order to achieve high levels of e-tourist satisfaction, research into providing better e-services and amenities through cutting-edge tourism infrastructure is essential and has to be addressed as soon as practicable. As the previous discussion illustrated, scholars have examined the ways in which e-tourism ethics and several other factors impact e-satisfaction. The several structures that have been the focus of numerous research are not used consistently. Additionally, not every essential attribute has been fully examined in a single research. Put another way, no thorough research has attempted to analyze the nature of their interaction in the context of India by combining all of the necessary elements into a single model. Moreover, the statistical methods employed to confirm the correlations between the variables are simple in the Indian setting. In tourist research, sophisticated statistical techniques like structural equation modeling (SEM) have not been applied. Moreover, there is a need for more study because the outcomes of earlier studies are contradictory. This work is beneficial since it closes this research gap. This research establishes a causal relationship between this idea and e-satisfaction and e-revisit intention by integrating results from past

investigations on e-tourism and ethics. It is evident that a great deal of study has been done on these subjects in several countries across the world. Nonetheless, there was very little study that was especially concerned with the Indian environment, especially when it came to Indian tourism. The current study, "Effects of E-Tourism Ethics on E-Tourist Satisfaction and E-Revisit Intention: A Service Marketing Perspective," therefore focuses on tourism in India.

2.8 Summary of the chapter: The current chapter has supplied extensive knowledge that may be used to scan the existing literature in terms of several characteristics like as e-satisfaction and e-revisit intention. In the following chapter, numerous relationships and mental models were studied. The next chapter will discuss the overview of e tourism and its platforms.

CHAPTER-3

E- Tourism – An Indian Perspective

This chapter presents an outline of the online e- tourism industry in Indian context. An overview of the Indian online travel sector is provided in this chapter. The chapter opens with an overview of the rapidly growing e-tourism sector in India, and then it discusses related studies that have been done. Additionally, a peek at the websites of several online travel agencies is provided to explore the different aspects chosen for analysis. The chapter is structured as follows in depth.

3.1 E-TOURISM IN INDIA

One of the developing industries in India is e-tourism. They changed the tradition of people planning their own trips. About three-quarters of India's total e-commerce market share is made up of digital tourism. It demonstrates the significance of this emerging industry. An enormous number of people have signed up to participate since it was introduced in India in 2005 and receive the benefits. The market for this industry is expanding, and competitors are finding it more difficult to gain market share because of the fierce competition. Consequently, companies face pressure to retain clients and earn their esteem through superior performance. The research was conducted using people who plan their travels using online travel agents as participants in this study. Van Riel et al. (2001) state that customers assess e-services according to their effectiveness and outcomes. The majority of research has been done in the west (countries other than India), with very few studies being done in the Indian environment. Järvenpää et al. (1999) assert that promoting electronic customer transactions requires confidence. He underlined that cultural differences may affect consumers' presumptions about what makes an internet retailer trustworthy, which may have an effect on the foundations of consumer trust. Indian culture and psychology are very different from other cultures, thus it's likely that their perspectives on trust will be different as well. Online trust is a strong starting point for companies looking to expand into the virtual world. For companies that operate online, internet trust is essential because a lack of it can propagate inaccurate or partial information, reduce customer loyalty, and push customers to competitor brands. Thus, winning the clients' trust becomes essential for the business.

Thus, this study's primary objectives are to define and comprehend the nature of the relationship between e-tourism ethics, e-tourist satisfaction, and e-revisit intention, as well as to identify the ethical qualities of online businesses, especially those in the travel and tourism industry.

3.2 STUDIES IN INDIAN CONTEXT

A study by Khare and Khare (2010) found a strong correlation between the service attributes of

travel websites and customer satisfaction. That is to say, the degree to which customers are satisfied with an online travel website is determined by its informative, appealing, and engaging features. Additionally, the survey shows that even while it can be challenging to determine what level of trust a customer has, they would still prefer to deal with a service provider they trust. They suggested that websites be made more user-friendly and that instructions be made plain and simple to follow.

Website trust is one of the primary obstacles to online purchases, according to Ganguly et al. (2011). Upon examining the primary determinants of client trust in online travel portals, they concluded that Indian consumers place the highest importance on privacy, security, communication, and self-efficacy. The customer should never be asked for unnecessary personal information throughout the transaction. By expediting online transactions, the websites ought to provide a real-time online buying experience. Indian clients also desire quicker and more direct communication from travel portal service providers.

Younger generations, professionals or those still in the workforce, postgraduates, and those with greater earnings are among those who prefer to purchase online, according to Banerjee and Banerjee (2012). They discovered six crucial elements that influence consumers' trust in online retailers. Among its constituents are integrity, security, and privacy; helpful information; usability; online design; and word-of-mouth. They advised online shops to have a clear return policy, to be transparent and honest, and to let customers file complaints and provide feedback. Companies ought to give thorough descriptions of their offerings and satisfy certain requests in compliance with their guidelines. The websites should be simple for customers to navigate and visually appealing so that they can draw in visitors.

According to Sinha and Kim's (2012) research, retail enterprises need to make an effort to foster trust and reduce risk. Store managers could use deals, discounts, and advertisements that are only available online to entice people, as Indian consumers are still accustomed to buying in physical stores. In line with previous research, it demonstrated the website's high degree of usability. In their 2013 study, Kaur and Madan emphasized the importance of trust in the online setting. They discovered a number of elements that contribute to website trust-building. Several factors include the product description, "about us" page, purchase tracking, "contact us" page, terms and conditions, customer reviews on the main page, secure connection, download speed, special discounts, previous experience, and pop-up advertisements. They also include of the website's general look and feel, brand familiarity, navigation, and third-party trust seals.

Thamizhvanan, A. and Xavier, M. J. (2013) found that a customer's propensity for impulsive buys, their degree of online trust, and their prior online shopping experiences all had a major impact on their intention to make a purchase. Additionally, it was demonstrated that men were more likely than women to plan to shop online. Furthermore, rather than focusing on brand or quality, Indian online customers usually look for discounts and great value pricing offerings. It was recommended that internet merchants concentrate more on building online credibility and capitalize on Indian customers' propensity for impulsive purchases.

Five crucial variables were identified by Jain et al. (2013) after doing study to determine the characteristics influencing the acceptability of e-tourism: utility, economy, reliability, efficiency, and security. They recommended that clients should have no trouble organizing tours online at any time, provided the website is user-friendly. They contend that because internet services draw large numbers of users, their marketing expenses are reduced. Websites need to be updated frequently in order to provide users with correct and up-to-date information. In a different study, Sahney et al. (2013) discovered that Indian customers' propensity to make online reservations is significantly influenced by attributes linked to online trust.

Phuong (2010) did a survey to find out how happy travelers were with Vietnam's e-tourism industry. The study's findings indicate that the factors that most affect e-satisfaction are site layout and usability. It was also discovered that the degree of online happiness is not significantly impacted by the perception of increased product knowledge and availability. Actually, the primary determinants of e-satisfaction are these two criteria combined.

According to a 2013 Alagha poll, simplicity is the factor that has the biggest impact on users' satisfaction with online services. Then, website design, accessibility, and specialization have a big impact on user pleasure. Thus, convenience and competence can be considered the two primary driving forces of e-tourism. Website designs need to be updated in order to make them faster and more user-friendly. Time efficiency, cost effectiveness, and the freedom to buy whenever and whenever are a few elements that might improve consumer convenience. Customers still prefer making their own travel arrangements in large part because websites do not offer all-inclusive packages or special deals like travel companies do.

According to Cho & Park (2001), a number of factors are used to gauge customer satisfaction, including delivery time, accuracy, expenses, the range of credit cards accepted, the variety of

payment options, the calibre of product information, site design, ease of use, and the appropriate information provided upon delivery. Additionally, Schaupp & Belanger (2005) pointed out that it is critical to provide a tracking number and expedite delivery times because electronic transactions take place and the consumer can only receive the product after placing the order. Convenience in shopping has been shown to be more significant than value and price comparison.

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Research on e-satisfaction in the hotel sector has been conducted by Cyr (2008). He looked at three distinct website design segments as he investigated the connections between religion and fulfilment with loyalty in the context of many cultures: information, navigation, and design in virtual spaces

As a result, the studies highlighted how crucial user-friendliness is for websites. People enjoy perusing websites with lots of lovely selections, clear, intelligible content, and instructional features. This research study looked at key website features that Indian visitors to e-tourism enterprises evaluated in an attempt to increase the number of online reservations.

3.3 OVERVIEW OF INDIAN E-TOURISM COMPANIES' WEBSITE

The top e- tourism websites in india are Yatra, MakeMyTrip, Travel Guru, Clear Trip, Gobibo, IRCTC, Indian rail data, Travelocity, and other prominent Indian companies are involved in this market. Here's a quick rundown of a few Indian internet travel businesses:

The most well-known of them all is Indian Railway Catering and Tourism Corporation Limited, or IRCTC. IRCTC was founded in 2002 and has been operating ever since. Despite occasionally experiencing extremely slow processing, the website is recommended due to its simplicity, ease of use, and user-friendliness. As time has gone on, IRCTC has added a number of new capabilities, such as the ability to book hotels, partnerships with OYO, and Amazon shopping (Fig. 5.1). Additionally, there is a cancellation option available, which keeps clients interested. As a result,

the website is performing better while taking client requests and record-breaking booking numbers into account.



Fig. 3.1 IRCTC

Soure: <https://www.irctc.co.in/nget/train-search>

Yatra.com is the next in the series. Yatra.com started out with just three users in 2006 and grew to over 700 by 2008. It had 100% YoY growth within the first two years of its existence. It gradually improved consumer accessibility by opening premium retail locations known as Yatra Holiday Lounges, which assist with vacation planning. Given its potential, this company has to focus more on keeping clients, particularly those from other industry titans in the online travel space like Make My Trip. Yatra.com has made an effort to make their website more visually appealing by emphasizing customization options and exclusive deals (Figs. 3.2 & 3.3). Customers are presented with a number of alternatives here, such as the kind of vacation they are actually planning. And then, as soon as you visit the page again, you see other offers related to it.

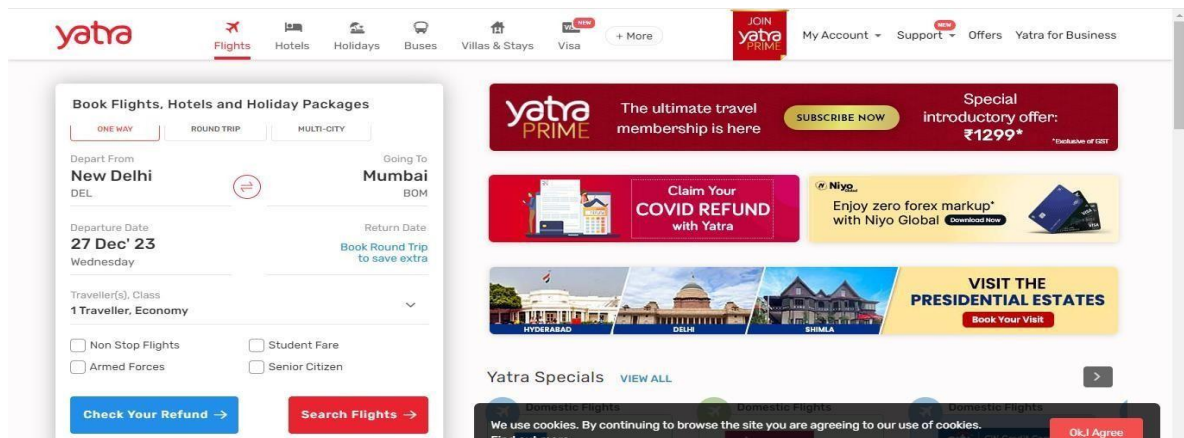


Fig. 3.2 Yatra.com

Source: <https://www.yatra.com/>

In addition, the business emphasizes price competitiveness, which is another aspect of consumer trust that was covered in the research. The website offers both the option of traveling within budget and a personalized tour package, as shown in Fig. 3.2. Offering Indian customers this option is primarily about providing them "value for money."

Since starting business in 2005, Make My Trip has led the Indian online travel sector by providing Indian tourists with online airline tickets. The company added hotel reservations and vacation packages to its list of offerings in 2010. The website is quite easy to use, even for inexperienced users, as seen in Figure 3.3



Fig. 3.3 MakeMyTrip

Source: <https://www.makemytrip.com/>

Deals that the company offers are one motivational factor that is readily apparent on the portal (Fig. 3.3). The promotional bargains are also divided into three categories, as the Make My Trip website makes evident: Discounts (available exclusively to app users), Hot bargains, and Last-Minute Deals. The goal of these categories is to get customers' attention right away.

The portal provides comprehensive details on the business, its website, its product offerings, and its partner programs. In addition to the services, MakeMyTrip emphasizes price competitiveness by guaranteeing the greatest deals in comparison to other businesses in the same industry. You can visit the website at any moment to see the progress of your refund and the availability of your flight. Additionally, it appears to be simple to communicate with the staff through this site. Once the customer logs into the site, he can also handle the booking independently. As a result, the company has addressed the majority of the topics that ought to be on the website, according to the literature. The company has been able to capture up to 47% of the market share by fostering trust among its clients. The year 2006 saw the birth of Clear trip. Operating under the tagline "Making Travel Simple," Clear trip offers its clients simple booking processes in addition to practical travel advice. The website's ease of use and simplicity are evident at a cursory glance. Another column emphasizes the bargains section as well. It suggests that offering promotional bargains is always a key component in drawing in customers (Fig. 3.3).

Travel guru began focusing on hotels after its founding in 2005, and it currently focuses in hotel reservations and business trip preparation. Travel guru was purchased by Travelocity in August 2009. Later, in June 2012, Yatra.com acquired Travel guru from Travelocity. The website has several significant features that can inspire its users, and it is fairly appealing As previously said, Travelguru prioritizes the greatest hotel deals (Fig. 3.4) because that is its primary focus.

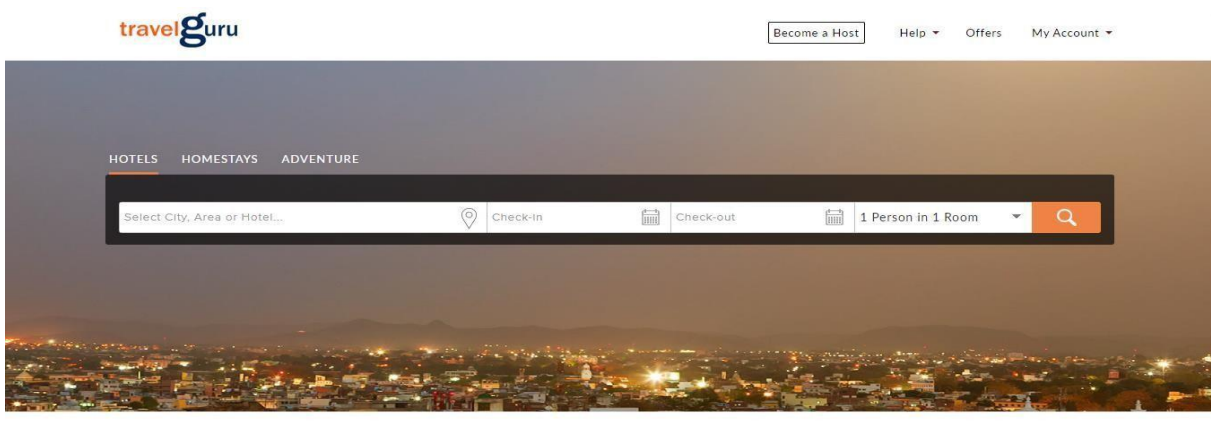


Fig. 3.4 S of Travelguru Source:

<https://www.travelguru.com/>

Travel guru showcases different destinations to appeal to different demographics by utilizing stunning photographs at competitive costs. (Fig.3.4).

As Fig. 3.4 illustrates, Travelguru draws in customers by providing an answer to the key query, "Why book with Travelguru? That is to say, the business is emphasizing information sharing with

its clientele. Additionally, their strong participation on social media shows that they are quite responsive. They provide you tailored offers or deals after tracking the kinds of searches a consumer makes on their website (Fig. 3.4).

Goibibo, a potentially profitable commercial endeavour, began operations in 2009. In addition to being easy to use, the website lets travelers search and purchase products from a variety of categories. It also provides a "GoCash" feature for rapid refunds. (Fig.3.5).

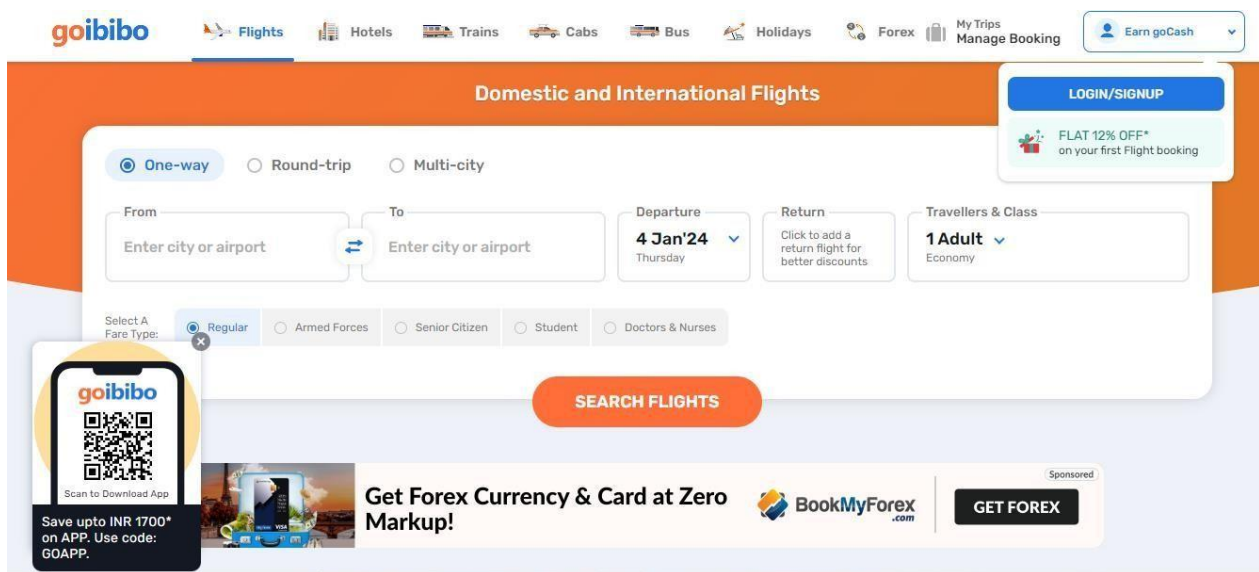


Fig. 3.5 of Goibibo

Source: <https://www.booking.com/flights/index.en-gb.html>

Additionally, Goibibo provides customer bookings with customisation tools (Figs. 3.5 &3.6). The client is free to organize his own trip, and the business will design the itinerary according to his preferences at a fair price.

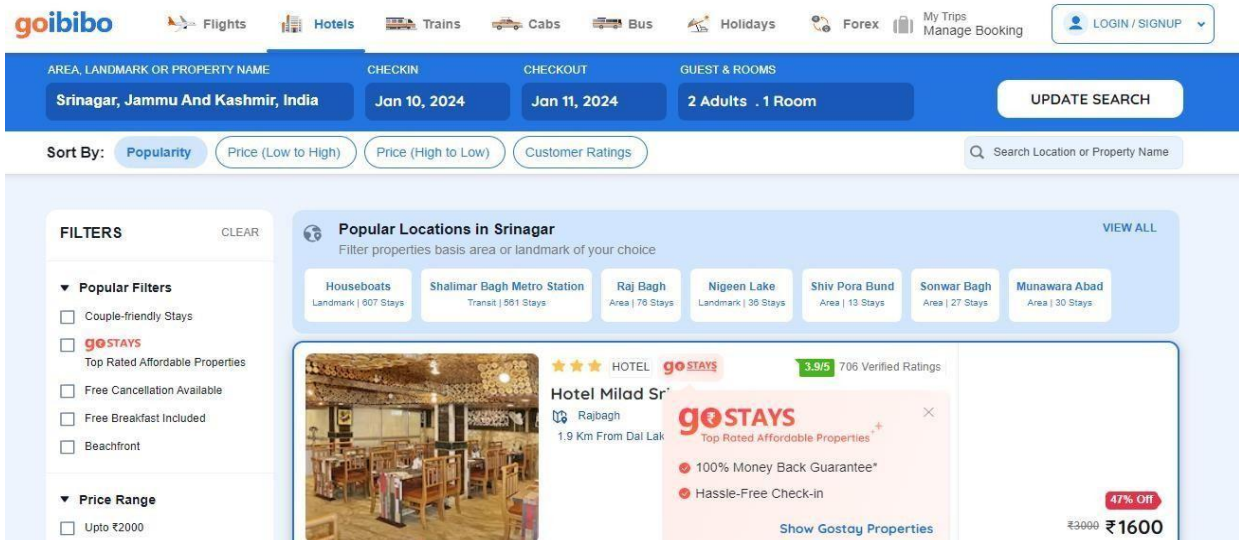


Fig. 3.6 of Goibibo

Source: <https://www.booking.com/flights/index.en-gb.html>

For client bookings, Goibibo also provides customisation tools (Fig. 3.6) The client has complete control over how his vacation is organized, and the business will design the trip around his preferences at a fair price.

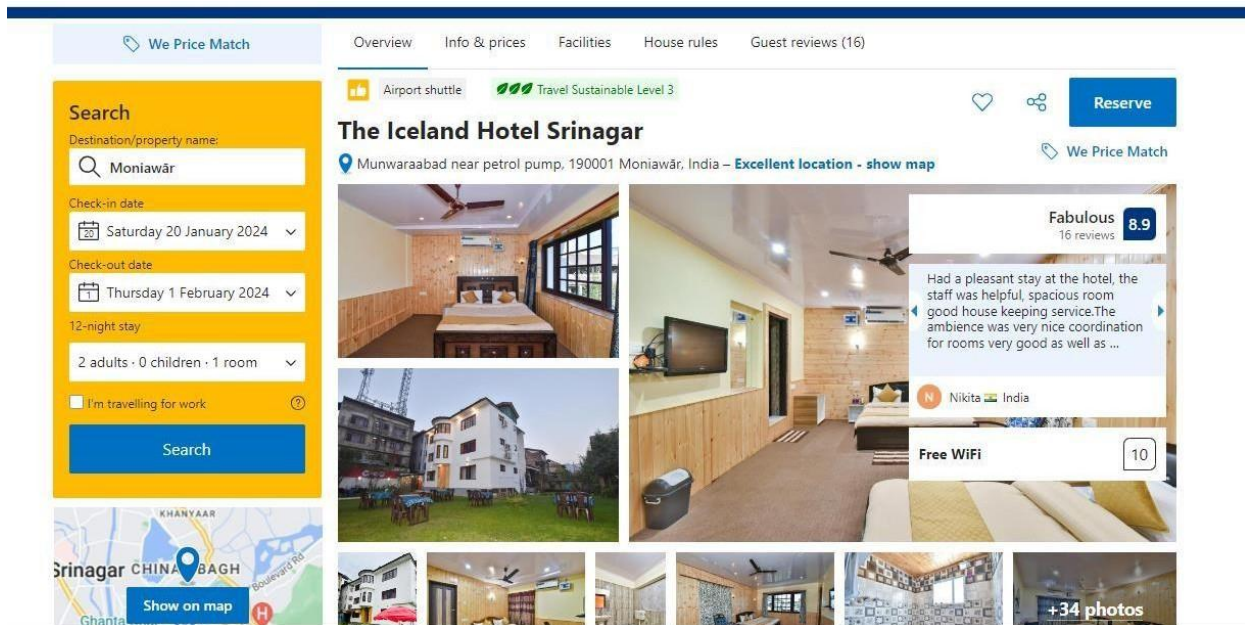


Fig. 3.7

Source: https://www.makemytrip.com/hotels/the_iceland_hotel_srinagar-details-srinagar.html

When using trip sharing services, it is crucial to protect the privacy of your personal information. It is crucial to exercise caution and take preventative measures to safeguard your sensitive data

when utilizing travel-related platforms, whether you are using them for lodging reservations, ride-sharing, or other purposes. These are some essential factors to improve your security when disclosing trip information (Fig 3.7).

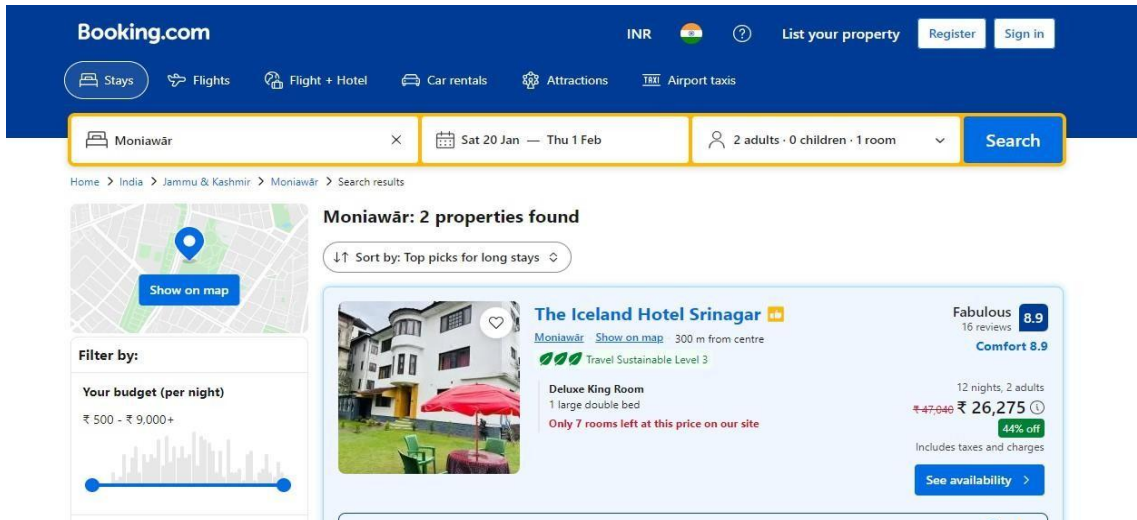


Fig. 3.8

Source: https://www.makemytrip.com/hotels/the_iceland_hotel_srinagar-details-srinagar.html

Establishing trust is essential to a safe and satisfying online shopping experience. When making an online purchase, keep the following things in mind to prevent fraud, deceit, or falling for false advertising. Deals that look too good to be true should be avoided. Check product descriptions and photographs for accuracy by comparing them to reviews or other reliable sources. Should the visuals seem cliched or unreal, it can indicate dishonest business methods (Fig 3.8)

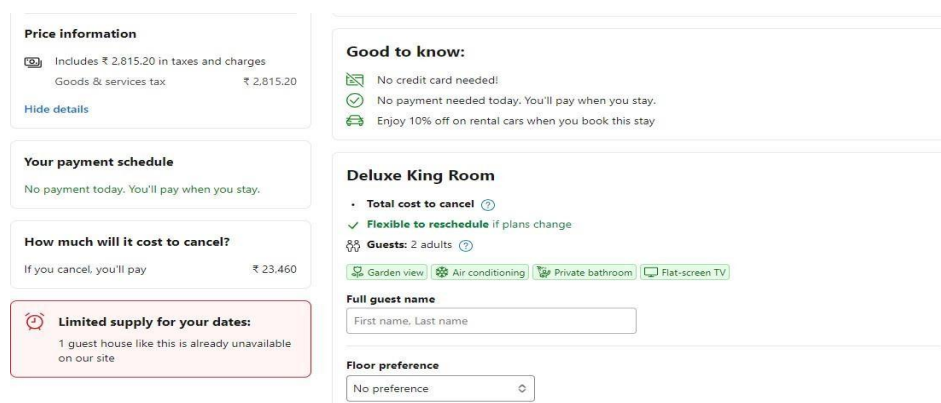


Fig. 3.8

Source: https://www.makemytrip.com/hotels/the_iceland_hotel_srinagar-details-srinagar.html

Make use of safe payment options, such credit cards or reliable internet payment processors. Steer clear of sending private financial information across unprotected channels. Secure payment gateways are a common feature of trustworthy sites that guard your financial information (Fig.3.8)

3.4 Summary of the chapter; The present chapter has provided an array of information regarding the viewpoint on e-tourism, the notion of digital tourism, and the applications of e-tourism platforms. Consequently, as a result, the next chapter will discuss the methodology used to conduct the research.

Chapter 4

RESEARCH METHODOLOGY

4.1 Chapter Introduction

The broad research approach used for the study is the main emphasis of this chapter. The research design and philosophical underpinnings used for the current investigation are presented in this chapter. This chapter covers the hypotheses developed for the current study. There includes a description of the survey tool and a discussion of how the survey questions were created. A detailed discussion of the data collection instrument has also been provided, including information on the components of the questionnaire that were created specifically for this project. It also provides details on the section of the questionnaire that was taken from earlier research. A detailed explanation of the measuring model, reliability, and validity measures has also been provided. This section includes a description of the statistical tools used for the analysis as well as a presentation of the data gathering methods (data collection, sample size, and sampling process).

4.2 Research Framework

The current study investigated a proposed structural model (Figure 4.1) of Effect of e-tourism ethics on e-tourist satisfaction and e-revisit intention, and it addressed the proposed research questions. The study questions are designed to determine the elements of E-tourism ethics. to

assess E-tourism ethics perceptions, and to determine the impact of E-tourism ethics on tourists' satisfaction and intent to return. And 'perceptual disparities for demographic variables in the context of the suggested model are various elements.

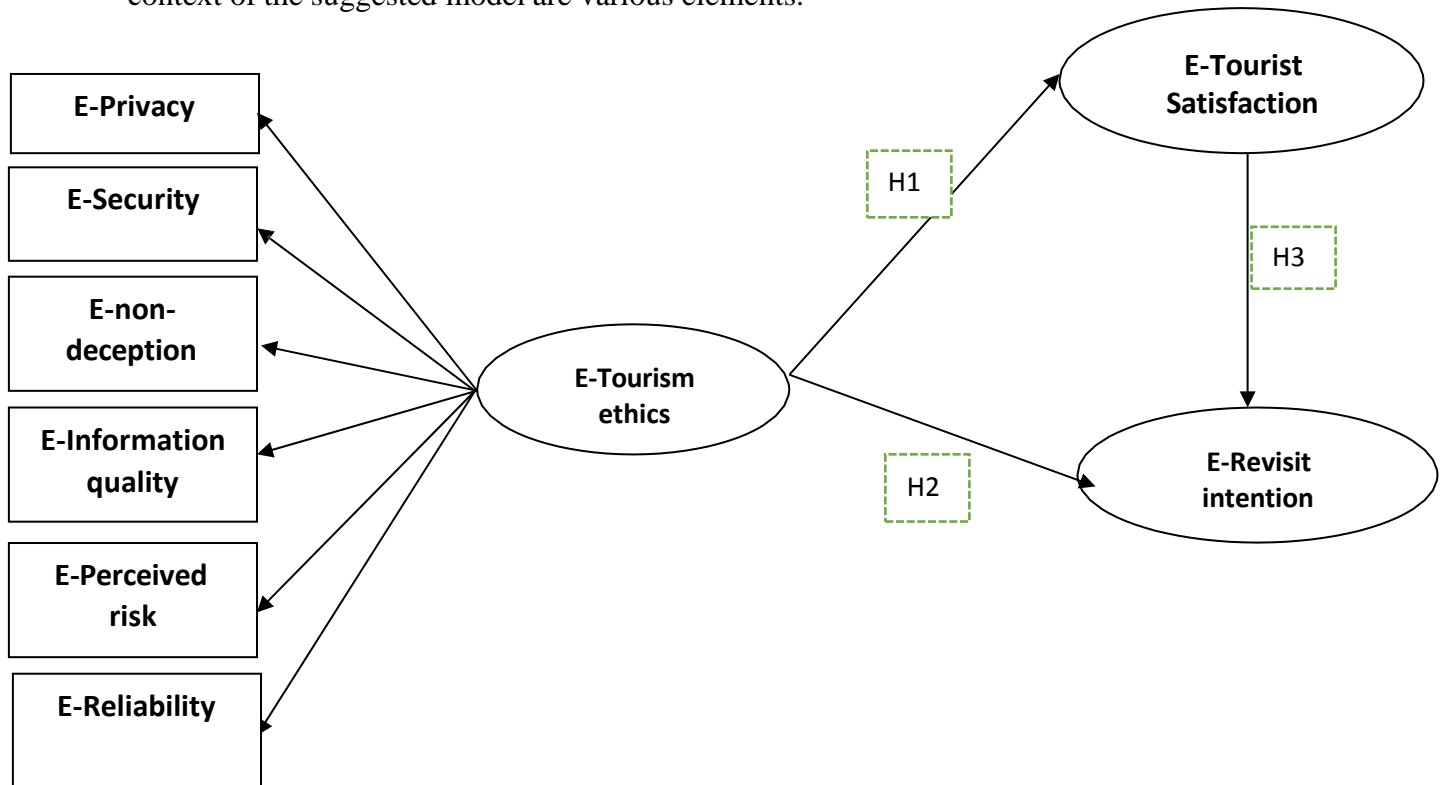


Figure 4.1 Research Framework

To achieve the research study's objectives, a thorough review of the existing relevant literature was conducted, followed by the development of a theoretical structural model that integrates principles from the main constructs of E-tourism ethics, e-tourism satisfaction, and e-revisit intention, as shown in (Figure 4.1).

In this structural model, the ultimate dependent or endogenous component is technological advancement, which has permanently revolutionized the tourism sector, resulting in the emergence of e-tourism, a subfield of tourism that incorporates the use of electronic and digital technologies. Among the several technological advancements that have transformed e-Tourism, one of the most promising relationships with the potential to further transform the e- sector is ethics. It requires that everyone working in the tourism industry follow its rules and contribute to the long-term development of the industry. Many ethical aspects, including as privacy, security, truthfulness, information quality, perceived ease of use, perceived risk, ethics, and dependability, have previously been thoroughly researched in the literature.

As a result, the structural model employed in this study was empirically tested for its ability to discover structural links between exogenous and endogenous constructs. The structural model explicitly examined the impact of the exogenous components of e-tourism ethics on e-tourist

satisfaction and e-revisit intention. In addition, the structural model empirically explored the impact of e-tourism ethics on e-tourist satisfaction and e-revisit intention. The following part will go over the research hypothesis for this study in further depth.

4.3 Research Questions

The research study would ask some questions related to e-tourism ethics e-tourist satisfaction and e-revisit intention.

1. What are the primary e-tourism ethical factors that have a big impact on e-tourist satisfaction and e-visit intentions?
2. What are the differences in the ways that various demographic groups evaluate the ethics, satisfaction, and inclinations to revisit of e-tourism?
3. How much and what kind of influence does e-tourism ethics have on travellers' intents to return and experience e-satisfaction?

4.4 Research objectives

1. To identify the factors of E-tourism ethics that influence e- tourists' satisfaction and e-revisit intentions
2. To measure perception of tourists about E- tourism ethics, satisfaction and revisit intentions
3. To determine the effect of E- tourism ethics on tourists' e-satisfaction and e- revisit intentions
4. To study tourists' perceptual differences for demographic variables in the context of different factors of the proposed model.
5. To provide suggestions and recommendations for tourism industry and its decision-makers for enhancing tourism strategies that affect tourists' decisions

4.5 Research Hypotheses

In consonance with the above-stated objectives of the study, the following hypotheses are proposed:

Hypothesis 1: - H1: E-tourism ethics significantly and positively influences the e-tourist satisfaction.

H1a: E-Privacy significantly and positively influences e-tourist satisfaction

H1b: E-Security significantly and positively influences e-tourist satisfaction

H1c: E-Non-Deception significantly and positively influences e-tourist satisfaction

H1d: E-Information Quality significantly and positively influences e-tourist satisfaction.

H1e: E-Perceived Ease of Use significantly and positively influences e-tourist satisfaction.

H1f: E-Perceived Risk significantly and negatively influences e-tourist satisfaction.

H1g: E-Ethics significantly and positively influences e-tourist satisfaction.

H1h: E-Reliability significantly and positively influences e-tourist satisfaction.

Hypothesis 2: H2: E-tourism ethics significantly and positively influences the tourist e-revisit intentions.

H2a: E-Privacy significantly and positively influences tourist e-revisit intentions.

H2b E-Security significantly and positively influences tourist e-revisit intentions.

H2c: E-Non-Deception significantly and positively influences tourist e-revisit intentions.

H2d: E-Information Quality significantly and positively influences tourist e-revisit intentions.

H2e: E-Perceived Ease of Use significantly and positively influences tourist e-revisit intentions.

H2f: E-Perceived Risk significantly and negatively influences tourist e-revisit intentions.

H2g: E-Ethics significantly and positively influences tourist e-revisit intentions.

H2h: E-Reliability significantly and positively influences tourist e-revisit intentions.

Hypothesis 3: -H3: There is a significant difference among tourists 'perception towards E-Revisit Intention E -Tourist Satisfaction across demographic variables

4.6 Research Design scope and Potential Limitations in Sample Size

A research design, which includes a number of methods to help with study operationalization, is essentially the architecture of any research project. Put another way, it can be thought of as a guide or plan for the procedures involved in collecting, analyzing, and interpreting data in order to produce the intended outcomes (Malhotra & Dash, 2015; Zikmund et al., 2016). Five steps make up a typical research design: identifying the required data, developing the research instrument, deciding on the sampling strategy, designing the various phases of the research (including explicitly exploratory, descriptive, and causal forms), and finally carrying out

accurate data analysis. Two basic categories of research designs are exploratory and conclusive. Conclusive research aims to test specific ideas, characterize specific phenomena, and investigate specific links. This necessitates precise specification of the required information. Compared to exploratory research, conclusive research is usually more formal and structured. Large, representative samples serve as its foundation, and quantitative analysis is applied to the collected data (Malhotra & Dash, 2015; Zikmund et al., 2016).

The current study has the qualities of both conclusive and exploratory research, and it could be viewed as a hybrid of the two. The study's initial phase was exploratory in character. The current study's initial phase was researching the ethical aspects of e-tourism that affect Indian tourists' happiness and desire to return. The relationship between the variables that were found was studied in the second phase, which was descriptive and causal in character. As a result, the second phase of the investigation was conclusive and utilized single cross-sectional data production (Malhotra & Dash, 2015; Zikmund et al., 2016). It gauges visitors' perceptions of the ethics, contentment, and intents to return of e-tourism. Data was gathered from travelers who have utilized electronic platforms for travel-related purposes. We sampled travelers from the Kashmir Valley tourism area. Researchers, travel agents, and tourism industry officials will find the proposed study to be insightful and helpful in evaluating the issues surrounding decision-making, strategy formulation, and ethical considerations in the tourism sector. While the study aims to provide comprehensive insights into the relationship between e-tourism ethics, e-satisfaction, and e-revisit intention, it is important to acknowledge potential limitations related to the sample size and representativeness of the data collected. These limitations could impact the generalizability of the study's findings.

Sample Size

The study utilized a sample size of 520 valid responses, which, although substantial, may still present certain limitations:

1. **Generalizability:** A sample size of 520, while statistically significant, may not fully capture the diversity of the entire population of e-tourists. This could limit the extent to which the findings can be generalized to broader populations. The study's conclusions might be more applicable to similar demographic or geographic segments rather than universally applicable across all e-tourists.

2. **Sampling Bias:** The sample was drawn from tourists who visited the state of Jammu and Kashmir and used electronic platforms for travel-related purposes. This specific focus may introduce sampling bias, as the findings might reflect the experiences and perceptions of tourists

from this particular region more than those from other areas.

3. **Subgroup Analysis:** The ability to conduct detailed subgroup analyses (e.g., based on age, gender, or other demographic variables) might be limited. Smaller subgroups within the sample may not provide sufficient power to detect significant differences or trends, thus constraining the depth of the analysis.

Representativeness

The representativeness of the sample is crucial for ensuring that the study's findings are applicable to the broader population of e-tourists:

1. **Demographic Representation:** The study sample consisted of a higher proportion of female respondents (60.2%) compared to male respondents (39.8%). This imbalance could affect the representativeness of the findings, particularly if gender influences perceptions of e-tourism ethics, satisfaction, and revisit intentions.

2. **Geographic Limitations:** The sample was geographically limited to tourists visiting Jammu and Kashmir. Tourists' experiences and perceptions in this region might differ significantly from those in other regions or countries, thus limiting the geographical generalizability of the findings.

3. **Cultural Differences:** The cultural context in Jammu and Kashmir might influence tourists' ethical perceptions and behaviors differently compared to other cultural settings. This cultural specificity could affect the applicability of the study's findings to tourists from different cultural backgrounds.

Mitigating the Limitations

Despite these limitations, several measures were taken to enhance the robustness and relevance of the findings:

1. **Diverse Data Collection:** Efforts were made to collect data from a diverse group of tourists, including varying ages, education levels, and travel experiences, to improve the representativeness of the sample.

2. **Statistical Adjustments:** Statistical techniques such as weighting and stratification were considered to adjust for any imbalances in the sample and to ensure that the findings are more reflective of the broader population.

3. **Validation Through Literature:** The findings were cross-validated with existing

literature on e-tourism ethics, satisfaction, and revisit intentions to ensure consistency and reliability.

While the study provides valuable insights into the impact of e-tourism ethics on e-satisfaction and e-revisit intentions, it is essential to consider the potential limitations related to sample size and representativeness. Recognizing these limitations allows for a more nuanced interpretation of the findings and underscores the need for further research to validate and expand upon these results in different contexts and with larger, more diverse samples.

4.6.1 Sources and Nature of information

Both primary and secondary sources were employed in the study to get the data needed to address the research challenge. Primary data was collected through self-developed questionnaires from tourists who visited the state of Jammu and Kashmir. Secondary data information has been collected “Journal of Hospitality Marketing and Management, Journal of Marketing, the Annals of Tourism Research, Tourism Management, Journal of business ethics Tourism Review International, the International Journal of Contemporary Hospitality Management, the Journal of Travel Research, the Journal of the American Academy of Business, the Journal of Travel and Tourism Marketing, the Journal of Quality Assurance in Hospitality, the Journal of Retailing, Leisure Sciences, the Journal of Travel and Tourism Analysis, and the Journal of Business Research” are among the journals from which secondary information has been gathered.

4.6.2 Measures and Variables

A methodical approach has been adopted the development of the research instrument (questionnaire). A questionnaire is a type of research tool used to collect data from participants. It consists of a list of questions together with other prompts. A formalized framework of a series of questions and scales intended to produce primary raw data is also recognized as a questionnaire. In order to design a questionnaire, pre-existing scale measurements must be taken and formatted into a comprehensive tool for interacting with respondents and gathering unprocessed data (Joseph F. Hair, Black, Babin, & Anderson, 2009). According to Saunders, Lewis, and Thornhill (2009), primary data must be gathered especially for the research endeavor in order to fully address the study issue. It is the researcher's collection of fresh, first-hand data (Hair, Celsi, Money, Samouel, & Page, 2015).

On the subject of this study first, the pool of items, a number of interesting constructs (such as e-Tourism ethics, e-Tourist satisfaction, and e-revisit intention) were found in the literature. After the item pool was reviewed, it was further debated with academic and industry professionals

to create a pool of objects relevant to the current study. To complete the first set of study items, this pool of items underwent expert review and was then subjected to content validity testing.

4.7 Scale Adaptation and Construct Specification

Establishing a thorough and varied translation of the instrument for usage in the target nation is the aim of this first stage in the instrument adaptation process. After this crucial initial step is finished, the adaptation process entails at least three more steps: (a) pilot testing the instrument; (b) validating the adapted instrument's scores both within the target country and between the target and source countries; and (c) creating standards for the adapted instrument's use within the intended use country.³ A brief description of these three last phases is now provided.

4.7.1 Final Operationalization and Content Validity

One of the key components of adapting the scale is content validity. Regarding the representativeness and comprehensiveness of the scale items, it represents the subjective judgment of the subject matter experts (Delgado-Rico, Carretero-Dios, & Ruch, 2012; Haynes, Richard, & Kubany, 1995; Hinkin, 1995; Polit & Beck, 2006; Yaghmale, 2003). It involves closely examining the items that have been sampled for an instrument to check for ambiguity, redundancy, clarity, relevance, and sufficiency. Subject matter experts strongly agree that the instrument sufficiently samples the research domain and that the sample of items chosen to represent the underlying construct is appropriate, clear, sufficient, and relevant for the intended assessment purpose (Lawshe, 1975; Beck & Gable, 2001; Mastaglia, Toye, & Kristjanson, 2003; Wynd & Schmidt, 2003).

By getting the opinions of 5 Travel agency owners and 5 Managers of hotels and twelve academic specialists, including the Deputy- Director of Advertisement and promotions Jammu and Kashmir tourism development corporation. The content validity of the various scales that were prompted has been investigated. The academic experts were all from the tourism and travel management fields, as well as research. High-ranking hotel managers in North India are examples of practitioners in management. After being personally contacted, each reviewer was asked to do the following: (i) critically assess the appropriateness, representativeness, and thoroughness of the items sampled for the instrument; and (ii) recommend any necessary changes to the operationalization as provided. Experts were given a brief explanation of the construct in addition to its operationalization.

Although no significant errors were found during this procedure, a few experts did propose

a few modest adjustments to the wording and phrasing of a few things. These recommendations were duly taken into account. Below is the final operationalization of the different constructs:

4.7.2 Pre-Testing

Pre-testing is necessary to ensure that respondents understand the questions as intended and that they are not unclear (Sekaran, 2003). Pre-testing reduces bias by finding and fixing instrument problems before delivering the instrument to respondents verbally or through a questionnaire (Sekaran, 2003). Pre-testing for the current study was conducted on a sample of five respondents (Willis, 2005). Pre-testing made sure that all of the questions were comprehended by the respondents and that the questions were correctly worded and sequenced (Kumar, Talib & Ramayah, 2013).

4.7.3 Pilot study

The degree of flexibility a scale allows participants to indicate whether they agree or disagree with a given scale item influences how well an instrument captures the true score of the underlying measure (Obermiller & Spangenberg, 1998; Shimp & Sharma, 1987). Scaling is the process of defining a continuum that objects to be measured are to be placed on. According to Desselle (2005) and Spector (2015), it provides correspondence rules, or a particular value on a scale that corresponds to the true value of an idea. Creating a mechanism for numbering items that represents a respondent's general viewpoint about a certain phenomenon is the aim of scaling.

When representing the presence or absence of an attribute in a population or sample, dichotomous response categories can be employed. It was found that dichotomous scaling procedures, like "agree or disagree," were unable to capture the diversity of the underlying construct in the current study. Consequently, to precisely quantify the numerous constructs of interest, a five-point Likert-type scale has been used, where 5 represents strongly agree and 1 represents strongly disagree. Suggestions are kept in an open-ended. For the current study to measure e-tourism ethics, scales were designed on the basis of the feedback obtained in the qualitative research and by adapting instruments used in previous studies (Mahadin, et al., 2020; Chang, 2009; Román, 2007; Wong, A. T. T, 2020; Limbu, Y. B., Wolf, 2020; Hsin Hsin Chang et al., 2020; Ku, E. C., & Chen, C. D. (2015) Cenfetelli, R. T., Benbasat, I., & Al-Natour, S. (2008).

The study of reliability looks at how comparable measurements consistently provide comparable results (Rosenthal & Rosnow, 1984). To assess the dependability of the tool, Cronbach's alpha was employed. Pilot Study comprising 100 tourists from various tourist places was carried out on a sample. This pre-test gave us a chance to locate and fix the instrument. Cronbach's alpha for each of the constructs was higher than the suggested threshold value of

0.70, according to the overall internal consistency assessment (Nunnally, 1978; Cronbach, 1951). As a result, the instrument was completed, and the table below displays the reliability test results are shown in the below table

Table 4.1: Reliability analysis

Variable	No. of items	Cronbach Alpha
e-Privacy	05	.949
e-Security	05	.878
e-non-deception	05	.829
e-Information quality	05	.926
e-Perceived ease of use	05	.938
e-Perceived risk	03	.771
e-Ethics	03	.771
e-Reliability	04	.890
e-Revisit intention	04	.909
e-Tourist Satisfaction	05	.848

4.8 Exploratory Factor analysis

The basic goal of exploratory factor analysis is to define the underlying structure among the variables in the analysis. It's a multivariate statistical approach for condensing information from a large number of variables into a smaller number of subsets or factors. It is a multivariate statistical method that helps reduce the amount of data from many variables to a smaller number of factors or subsets. In statistical analysis, it also serves as a basis for multiple regression analysis and structural equation modeling (Cooper & Schindler, 2003; Field, 2005; Hair, Black, Babin, Anderson, & Tatham, 2006). Factor analysis is a multivariate technique that determines the dimensions of the first recorded scale measurements by utilizing a hierarchical structure of invisible latent variables, or factors (Field, 2005). The elements of the original scale ought to be connected and metric. The components are listed in decreasing order of significance based on how much each one contributes to the explanation of the overall variance of the scale. The number count and interpretation of the components are the main objectives of the analysis.

With exploratory factor analysis (EFA), construct validity in the Indian context was ensured. The linked items were combined into distinct factors using exploratory factor analysis with the main component technique and varimax rotation, which also helped identify the sub-dimensions of the

underlying construct. Varimax uses an oblique rotation that makes it possible to correlate suggested factors. It is hypothesized that in the current study scenario, several aspects of visitor pleasure and intentions to return may be related.

4.8.1 Scale purification of E -tourism ethics, e-Tourist Satisfaction and e- Revisit Intention

Exploratory factor analysis (EFA) was utilized to assess the construct validity of the scale in the Indian setting. Using principal component analysis with varimax rotation and Kaiser Normalization to remove cross-loadings, only factor loadings of 0.5 or above were considered. (Field, 2005; Malhotra et al., 2012) All factors had Eigenvalues >1 , and all items had factor loadings >0.5 . The number of items was reduced from thirty-three to thirty one when cross-loaded items were removed, even though the majority of the items had strong loadings on their intended variables. Two items under the scale of Perceived risk, " authenticity and dependability of the data offered on websites for e-tourism," coded as "PR_4 and PR_5," one item under the factor of infrastructure & accessibility, were removed due to poor factor loading below the 0.5 threshold (Field, 2005; Malhotra et al., 2012). Eight underlying components were identified by exploratory factor analysis from the rotational factor matrix (Table 4.2).

<i>Factors</i>	<i>Item code</i>	<i>Factor loading</i>	<i>Eigen value</i>	<i>Variance explained %</i>	<i>Cronbach's A</i>
<i>e-Privacy:</i>					
<i>I am anxious that the tourism product website collects too much personal information from me</i>	<i>PRV1</i>	<i>0.831</i>	<i>2.82</i>	<i>9.01</i>	<i>0.881</i>
<i>I am concerned that the tourism product website will use my personal information for other purposes without my authorization</i>	<i>PRV4</i>	<i>0.820</i>			
<i>I am worried that the tourism product website will share my personal information with other entities</i>	<i>PRV5</i>	<i>0.816</i>			
<i>I am afraid that unauthorized persons (i.e. hackers) have access to my personal information.</i>	<i>PRV2</i>	<i>0.799</i>			
<i>e-Security:</i>					
<i>The tourism product website implements security measures to protect users</i>	<i>SEC_1</i>	<i>.808</i>	<i>2.75</i>	<i>8.87</i>	<i>0.826</i>
<i>I feel secure about the electronic payment system of the tourism product website</i>	<i>SEC_2</i>	<i>.798</i>			
<i>I feel safe in making transactions on this website</i>	<i>SEC_3</i>	<i>.681</i>			
<i>The site displays the terms and conditions of the online transactions before the purchase has taken place</i>	<i>SEC_5</i>	<i>.856</i>			
<i>e-Non deception:</i>					

<i>The tourism product website exaggerates the benefits and characteristics of its offerings</i>	<i>ND_1</i>	<i>.762</i>	<i>3.28</i>	<i>10.6</i>	<i>0.904</i>
<i>The tourism product website takes advantage of less experienced consumers to make them purchase</i>	<i>ND_2</i>	<i>.852</i>			
<i>The tourism product website attempts to persuade you to buy things that you do not need</i>	<i>ND_3</i>	<i>.805</i>			
<i>The tourism product website uses misleading tactics to convince tourists to buy its products</i>	<i>ND_5</i>	<i>.797</i>			
<i>e-Reliability</i>					
<i>The price shown on the tourism product website is the actual amount billed</i>	<i>REL_1</i>	<i>.829</i>			
<i>You get what you ordered from the tourism product website</i>	<i>REL_2</i>	<i>.891</i>			
<i>The products I looked at were available on the tourism product website</i>	<i>REL_3</i>	<i>.898</i>	<i>3.43</i>	<i>11.0</i>	<i>0.932</i>
<i>The product is delivered by the time promised by the tourism product website</i>	<i>REL_4</i>	<i>.897</i>			
<i>e-Perceived ease of use</i>					
<i>Learning to operate a tourism product website is easy</i>	<i>PEU_1</i>	<i>.774</i>			
<i>A tourism product website is flexible to interact with</i>	<i>PEU_2</i>	<i>.762</i>			
<i>My interaction with a tourism product website is clear and understandable</i>	<i>PEU_3</i>	<i>.728</i>	<i>2.69</i>	<i>8.68</i>	<i>0.767</i>

<i>My interaction with a tourism product website is clear and understandable</i>	<i>PEU_4</i>	.656			
<i>A tourism product website is easy to use</i>	<i>PEU_5</i>	.650			
<i>e-Perceived risk</i>					
<i>I do not perceive any risk by sharing my personal information concerning using a tourism product website</i>	<i>PR_2</i>	.833	2.01	6.50	0.787
<i>I believe that advanced technology can certainly provide the desired security for my information using a tourism product website</i>	<i>PR_3</i>	.756			
<i>I do not think that my information will get stolen whenever I using a tourism product website through online</i>	<i>PR_1</i>	.556			
<i>e-Information quality</i>					
<i>The tourism product website provides accurate information about the tourism product that I want to purchase</i>	<i>IQ_6</i>	.834	2.82	9.10	0.825
<i>The tourism product website provides sufficient information when I try to make a transaction</i>	<i>IQ_3</i>	.822			
<i>The information provided by the tourism product website is clear for me to make a purchase</i>	<i>IQ_1</i>	.815			
<i>The tourism product website provides up-to-date information</i>	<i>IQ_2</i>	.519			
<i>e-Ethics</i>					
<i>In general, the tourism product website is fair</i>	<i>ET_1</i>	.867			

<i>I consider that the tourism product website follows a moral code of conduct</i>	<i>ET_2</i>	.859	2.40	7.74	0.847
<i>Overall, I consider that the tourism product website to be ethical in its dealing with consumers</i>	<i>ET_3</i>	.857			

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	15304.236
	df	595
	Sig.	.000

Table 4.3 KMO and Bartlett's Test

The next stage was to evaluate the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy to see if the sample for the pilot study was adequate. The samples with high KMO values, or those with values between 0.5 and 1.0, are thought to be more suitable (Malhotra & Dash, 2015; Zikmund et al., 2016). For the current study, the KMO value was found to be within the acceptable range as shown in table 3.1. Bartlett's Test of Sphericity (BTS) was performed to analyse the correlation between the variables, and the significant BTS values (0.005) revealed that the variables were not strongly associated (Malhotra & Dash, 2015; Zikmund et al., 2016). The components that did not contribute to the factor structure were then removed. The importance of factor loadings and communality determines whether to keep or remove an item from the scale.

Component	Table 4.4 Total variance explained				
	Total	% of Variance	Cumulative %	Total	% of Variance
1	7.508	21.452	21.452	7.508	21.452
2	5.955	17.014	38.467	5.955	17.014
3	3.289	9.397	47.863	3.289	9.397
4	3.171	9.059	56.922	3.171	9.059
5	2.646	7.561	64.483	2.646	7.561

6	2.064	5.896	70.379	2.064	5.896
7	1.530	4.372	74.752	1.530	4.372
8	1.288	3.679	78.431	1.288	3.679
9	.502	1.434	79.865		
10	.482	1.376	81.241		
11	.442	1.264	82.504		
12	.422	1.205	83.709		
13	.396	1.131	84.841		
14	.391	1.118	85.959		
15	.374	1.068	87.027		
16	.358	1.022	88.049		
17	.347	.991	89.040		
18	.336	.959	89.998		
19	.302	.864	90.862		
20	.296	.846	91.708		
21	.288	.823	92.531		
22	.273	.781	93.312		
23	.267	.762	94.074		
24	.262	.747	94.822		
25	.248	.710	95.531		
26	.240	.686	96.218		
27	.219	.626	96.844		
28	.208	.595	97.439		
29	.205	.585	98.025		
30	.184	.524	98.549		
31	.174	.497	99.046		
32	.149	.425	99.471		
33	.120	.342	99.813		
34	.037	.105	99.918		
35	.029	.082	100.000		

It has been advised that the value of each item should be more than 0.5 (table 4.2) for communality, which is defined as the variance of a variable in relation to other variables on the scale. Eigen

values explain the amount of variance, and the factors with Eigen values more than 1.0 are often kept (Malhotra & Dash, 2015; Zikmund et al., 2016). Thus, six constructs were identified based on eigen value exceeding the threshold level of 1.0 (table 4.2 and figure 4.1). Similarly, the total variance explained by the scale was found to be 67.03% as shown in table 4.4

Table 4.5 Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
EPV5	.936							
EPV1	.930							
EPV3	.882							
EPV2	.845							
EPV4	.826							
EPE3		.915						
EPE5		.911						
EPE1		.869						
EPE2		.852						
EPE4		.839						
EIQ4			.917					
EIQ2			.912					
EIQ5			.875					
EIQ3			.871					
EIQ1			.830					
ESE2				.840				
ESE5				.814				
ESE3				.810				
ESE1				.799				
ESE4				.793				
EN1					.844			
EN4					.829			
EN2					.818			
EN5					.810			
EN3					.786			

ER3						.894		
ER4						.887		
ER2						.876		
ER1						.843		
EE3							.854	
EE2							.849	
EE1							.837	
EPR3								.817
EPR1								.796
EPR2								.766

4.9 Data examination

After data collection, the data was carefully assessed, and then the data was edited in SPSS version 23.0. This process allowed for the use of the right tools to generate precise and pertinent study results. We first used a number of SPSS tests and tools to determine the normality of the data in order to obtain appropriately distributed data and identify outliers or disengaged responses. Many underlying assumptions underlie statistical processes, one of which is that a random variable should be regularly distributed. Therefore, before employing any strategy, we first made sure that the data set was accurately described by a normal distribution.

4.9.1 Data Analysis

The data underwent a comprehensive analysis employing various techniques, including univariate, bivariate, and multivariate approaches. ‘Descriptive Statistics were employed to explore fundamental characteristics within the sample data. Exploratory factor analysis was utilized to examine the dimensionality of constructs. Confirmatory factor analysis, employing maximum likelihood criteria, was employed for the assessment and validation of diverse constructs. Structural equation modeling was utilized to gauge the impact of interdependent variables. Demographic analyses involved the use of independent sample t-tests and one-way ANOVA. To conduct advanced data analysis, the software programs SPSS 20.0, AMOS 23.0, and Microsoft Excel were utilized’

This chapter covered the research questions, study objectives, hypotheses, and research design strategy used in this investigation. Additionally, it provides instructions on how to operationalize

the different study variables. The execution mechanism for the survey and the sampling strategy for the study were also covered in this chapter. Thus, the approach employed to carry out this study serves as the chapter's conclusion. The data analysis and interpretation will be presented in the upcoming chapter.

Chapter 5

Data Analysis and Interpretation

5.1 Introduction:

In the previous chapter a detailed research design, approach and methodology has been presented. The present chapter presented empirical findings in tabulated and graphical form. The chapter interprets results of the findings after the application of appropriate statistical tools and techniques. In this chapter, the results of this study are provided in three sections. First, preliminary data analysis is presented including data screening and frequencies by using (SPSS) software. Second, reliability of each of the factors and variables are assessed. Third, the hypotheses for this study are tested.

5.2 Data Examination and Preparation

In order to facilitate the analysis of the data collected, certain assumptions necessary for data analysis were examined to determine their relevance to the present study. These assumptions are data screening, normality, linearity, and multicollinearity.

5.3 Data Screening

The process of data screening is an essential initial step that must be undertaken prior to engaging in subsequent multivariate analysis. The process of data screening is conducted in order to identify the presence of missing values, unengaged responses, or outliers (Gaskin, 2017). Consequently, the Statistical Package for the Social Sciences (SPSS) version 20.00 was employed to conduct a comprehensive screening of the entire dataset. This screening involved the utilization of a frequency test, which revealed no instances of outliers. Given that the data was gathered using a five-point Likert scale, the likelihood of outliers was minimized. The process of identifying outliers involved the computation of Z-scores for each item. It was determined that all Z-scores fell within the permissible range of ± 3.29 , as advised by Tabachnick and Fidell (2013). When encountering questionnaires with missing values, the decision was made to exclude these questionnaires entirely from the statistical analysis. The unengaged responses were determined by doing visual inspections and utilizing the zero/lesser standard deviation technique in Microsoft Excel. Therefore, unengaged responses that were observed in 15 instances were removed. After removing missing responses, outliers, and unengaged responses, a total of 520 valid responses were retained for subsequent analysis.

5.4 Normality Tests (Skewness and Kurtosis)

In order to evaluate the degree of deviation from normality in the data, skewness values were calculated. Box plots were utilized in this study to visually inspect and identify outliers within the dataset, offering a clear representation of the distribution of data points for each variable. The box plot displays the median, quartiles, and potential outliers by summarizing key descriptive statistics in a compact format. Each box plot contains a box that represents the interquartile range (IQR), with the line inside the box indicating the median value. The "whiskers" extend to the smallest and largest values within 1.5 times the IQR, while points outside this range are flagged as potential outliers.

In the analysis, box plots were generated for key variables such as e-tourism ethics, e-satisfaction, and e-revisit intention. These plots revealed the presence of several data points that fell beyond the whiskers, indicating potential outliers. For instance, the box plot for e-tourism ethics showed a generally symmetrical distribution with a few extreme values on the higher end, suggesting the presence of respondents who rated the ethics of e-tourism significantly higher than the majority. Similarly, the box plots for e-satisfaction and e-revisit intention displayed a number of outliers, which were meticulously examined. By identifying these outliers, further analysis could determine whether these points were due to data entry errors or represented legitimate but extreme perceptions within the sample.

The use of box plots in this study not only helped in the initial identification of outliers but also provided a comprehensive overview of the data distribution. This visual method complemented statistical techniques such as Z-score analysis and frequency tests, enhancing the robustness of the outlier detection process. By addressing these outliers appropriately, either through exclusion or transformation, the integrity and reliability of the dataset were maintained. This ensured that the subsequent analyses, including normality tests, reliability assessments, and structural equation modeling, were based on a dataset that accurately represented the underlying population trends, leading to more valid and reliable conclusions.

The boxplot results depicted in Figure 4.1 demonstrate that the three variables, namely E-Tourism Ethics, E-Satisfaction, and E-Revisit Intention, have a normal distribution. The magnitudes of the skewness and kurtosis values for all the variables examined in this study fell within the permissible range of ± 1.96 , as specified by Bulmer (1979). The test results are displayed in Table 4.1, indicating that all Skewness and Kurtosis values fell within the

specified range, indicating that the data at hand exhibited a normal distribution. Hence, the presence of non-normality in the univariate data, as indicated by measures of skewness and kurtosis, did not pose a concern.

5.5 Skewness and Kurtosis Results

Table 5.1:				
Variable	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
E- Tourism Ethics	-.156	.107	.267	.214
E-Satisfaction	-.282	.107	-.610	.214
E -Revisit Intention	-.253	.107	-.625	.214

5.6 Linearity

An essential assumption of structural equation modelling (SEM) is the presence of a linear association between the exogenous (independent) and endogenous (dependent) variables. The assumption of linearity was assessed by employing curve estimating techniques to examine the relationships in the study model. The data shown in Table 4.2 demonstrates that all associations exhibit a substantial linear association, which can be evaluated using Covariance-based Structural Equation Modelling (CB-SEM) through the utilisation of Amos software. This inference is supported by the F value above the critical value for linearity and the associated p-value being less than 0.05. Therefore, it can be concluded that the data satisfies the assumption of linearity.

Table 5.2: Linearity					
Equation	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.647	954.554	1	521	.000
Dependent variable: E-Tourist Satisfaction			Independent variable: E-Tourism Ethics		
	Model Summary				
	R Square	F	df1	df2	Sig.
Linear	.542	874.545	1	521	.000
Dependent variable: E- E -Revisit Intention			Independent variable: E-Tourism Ethics		

5.7 Multicollinearity

Multicollinearity refers to the degree of correlation observed between independent variables. The presence of high multicollinearity could result in distortions in the data and give rise to challenges in interpretation, as it may impede the accurate estimation of the real effect of a significant variable (Hair et al., 2010). The presence of multicollinearity can be assessed by examining tolerance and variance inflation factors (VIFs). According to previous research (Sarstedt et al., 2017; Wong, 2013), it is generally accepted that Variance Inflation Factor (VIF) values below 5 and tolerance levels over 0.2 indicate the absence of collinearity issues. Nevertheless, previous studies (Hair et al., 2010; Pallant, 2010) have suggested that the appropriate threshold values for the tolerance level and VIF should be greater than 0.1 and less than 10, respectively. The findings of this study suggest that there is no evidence of multicollinearity, as indicated by the tolerance values and all VIFs included in Tables (5.3 and Table 5.4), which meet the established requirements

Table:5.3: Multicollinearity Results		
Model	Collinearity Statistics	
	Tolerance	VIF
e-Privacy	.873	1.145
e-Security	.458	2.185
e-non-deception	.564	1.774
e-Information quality	.917	1.091
e-Perceived ease of use	.887	1.127
e-Perceived risk	.541	1.847
e-Ethics	.643	1.555
e-Reliability	.989	1.011
Dependent variable's-Revisit intention		

Table:5.4:Multicollinearity Results		
Model	Collinearity Statistics	
	Tolerance	VIF
e-Privacy	.873	1.145
e-Security	.458	2.185
e-non-deception	.564	1.774
e-Information quality	.917	1.091
e-Perceived ease of use	.887	1.127

e-Perceived risk	.541	1.847
e-Ethics	.643	1.555
e-Reliability	.989	1.011
Dependent variable: e-Tourist Satisfaction		

5.8 Demographic Characteristics of Respondents

		Frequency	Percent
Gender	Male	207	39.8
	Female	313	60.2
	Total	520	100.0

The table displays the distribution of gender within a sample of 520 individuals. It is evident that females constitute the majority at 60.2%, while males account for 39.8% of the total. **shows** distribution of gender.

		Frequency	Percent
Age	18-30 Years	132	25.4
	31-50 Years	257	49.4
	Above 50 Years	131	25.2
	Total	520	100.0

The table provides a clear representation of the age distribution within a population of 520 individuals. It shows that the largest age group is "31-50 Years," which makes up nearly half of the population, while the "18-30 Years" and "Above 50 Years" groups are roughly equal in size, each representing a quarter of the population.

		Frequency	Percent
Education	Graduate	157	30.2
	Post-graduate	270	51.9
	Doctorate	93	17.9
	Total	520	100.0

The data reveals that the majority of individuals in the group have a post-graduate degree, representing 51.9% of the total, which is the largest proportion. Graduate degree holders make up the second-largest group at 30.2%, while individuals with a Doctorate comprise the smallest group at 17.9% of the total population.

5.8.1 Descriptive Analysis of Measurement Scales

5.5: Descriptive statistics		
Note: The statements are measured on 5-point Likert scale where 1= Strongly Disagree and 5=strongly Agree		
Factors of E-Tourism Ethics	Mean	Standard deviation
e-Privacy		
I am concerned that the tourism website collects too much personal information from me	3.67	.943
I am concerned that the tourism website will use my personal information for other purposes without my authorization	3.74	.978
I am concerned that unauthorized persons (e.g., hackers) have access to my personal information	3.71	.969
I am concerned about the privacy of my personal information during a transaction	3.73	.979
I am concerned that the tourism will not sell my personal information to others personal information to others without my permission	3.70	.918
Overall Mean &Standard deviation	3.652	.892
e-Security		
The tourism website implements security measures to protect users	4.29	1.080
The tourism website usually ensures that transactional information is protected from accidentally being or destroyed during transmission on the internet	4.04	1.11
I feel secure about the electronic payment system of the tourism product website	3.97	1.13
The security policy is easy to understand	3.94	1.10
The site displays the terms and conditions of the online transactions before the purchase has taken place	4.00	1.06
Overall Mean &Standard deviation	3.916	.894
e-non-deception		
The tourism product website exaggerates the benefits and characteristics of its offerings	3.65	1.17
The tourism website takes advantage of less experienced consumers to make them purchase	3.54	1.35
The tourism website attempts to persuade you to buy things that you do not need	3.53	1.30
The tourism website is not entirely truthful about its offerings	3.58	1.26
The tourism website uses misleading tactics to convenience tourists to buy its products	3.57	1.17
Overall Mean &Standard deviation	3.400	.939
e-Information quality		
The tourism website provides accurate information about the tourism product that I want to purchase	3.94	1.06

The tourism website provides sufficient information when I try to make a transaction	3.93	1.09
The tourism website provides enough depth of information about its products	4.01	1.01
The information provided by the tourism website is helpful to me in purchasing tourism products	3.84	1.05
The tourism website provides up-to-date information	4.06	1.06
Overall Mean &Standard deviation	3.927	.960
e-Perceived ease of use		
Learning to operate a tourism product website is easy	3.69	1.16
A tourism website is flexible to interact with	3.71	1.15
My interaction with a tourism product website is clear and understandable	3.53	1.17
It is easy to become skilful at using a tourism website	3.65	1.18
A tourism website is easy to use	3.59	1.14
Overall Mean &Standard deviation	3.630	1.14
e-Perceived risk		
I do not perceive any risk in sharing my personal information concerning using a tourism website	3.56	1.18
I believe that advanced technology can certainly provide the desired security for my information using a tourism website	3.44	1.40
I do not think that my information will get stolen whenever I use a tourism product through online	3.52	1.31
Overall Mean &Standard deviation	3.374	.941
e-Ethics		
In general, the tourism website is fair	3.83	1.20
I consider that the tourism website follows a moral code of conduct	3.78	1.27
Overall, I consider that the tourism website to be ethical in \its dealing with consumers	3.74	1.15
Overall Mean &Standard deviation	3.353	.905
e-Reliability		
The price shown on the tourism website is the actual amount billed	3.68	1.39
You get what you ordered from the tourism product website	3.48	1.29
The products I looked at were available on the tourism website	3.43	1.23
The product is delivered by the time promised by the tourism website	3.39	1.29
Overall Mean &Standard deviation	3.133	1.02
e-Tourist satisfaction		
I am pleased with my overall experience of tourism products/ services website purchases	3.57	1.23
I am satisfied with the pre-purchase experience of tourism websites e.g. (consumer education, product service, quality of information about products, product companion)	3.54	1.34

I am convinced with the purchase experience of tourism website (e.g. ordering, payments, procedure)	3.45	1.15
I am delight with the post purchase experience of tourism website (customer support, handling of returns, refunds and delivery care	3.48	1.25
My choice to purchase from tourism website was a wise decision	3.61	1.41
Overall Mean &Standard deviation	3.346	.993
e-Revisit intention		
I am willing to re-visit for repurchase within the tourism website	3.94	.926
I am likely to re-visit the tourism website to search for travel information in future	3.85	1.01
I am encouraged re-visit the tourism website as a channel for buying travel products in the future	3.94	.975
I intend to purchase through tourism website in the near future	3.85	1.00
Overall Mean &Standard deviation	3.795	.980

The provided data represents the results of a survey on various factors related to e-tourism ethics and customer satisfaction.

E-Privacy: This factor assesses tourists' concerns regarding the privacy of their personal information on tourism websites. The mean scores for each statement range from 3.67 to 3.74, indicating a moderate level of concern. The overall mean for e-Privacy is 3.652 with a standard deviation of 0.892, suggesting that privacy concerns are not extremely high among users.

E-Security: Tourists generally seem to have a positive perception of the security measures implemented on tourism websites. The mean scores range from 3.94 to 4.29, with the highest score indicating that users feel the website takes measures to protect their information. The overall mean for e-Security is 3.916 with a standard deviation of 0.894.

E-non-deception: Tourists have moderate concerns about the honesty and transparency of tourism websites. The mean scores for statements in this category range from 3.53 to 3.65. The overall mean for e-non-deception is 3.400 with a standard deviation of 0.939, indicating that users are somewhat skeptical about deceptive practices.

E-Information Quality: Tourists generally find the information provided by tourism websites to be accurate and helpful. Mean scores range from 3.84 to 4.06. The overall mean for e-Information Quality is 3.927 with a standard deviation of 0.960, suggesting that users are satisfied with the quality of information.

E-Perceived Ease of Use: Tourists have a moderately positive perception of the ease of using

tourism websites. Mean scores range from 3.53 to 3.71. The overall mean for e-Perceived Ease of Use is 3.630 with a standard deviation of 1.14, indicating that users find these websites somewhat user-friendly.

E-Perceived Risk: Tourists have moderate concerns about the security of their personal information when using tourism websites. Mean scores range from 3.44 to 3.56. The overall mean for e-Perceived Risk is 3.374 with a standard deviation of 0.941, suggesting that users do have some perceived risks associated with using these websites.

E-Ethics: Tourists generally perceive tourism websites as being fair and ethical. Mean scores range from 3.74 to 3.83. The overall mean for e-Ethics is 3.353 with a standard deviation of 0.905, indicating a positive perception of ethical conduct.

E-Reliability: Tourists have moderate perceptions of the reliability of tourism websites. Mean scores range from 3.39 to 3.68. The overall mean for e-Reliability is 3.133 with a standard deviation of 1.02, indicating that users have some reservations about reliability.

E-Tourist Satisfaction: Tourists express moderate levels of satisfaction with various aspects of their experience on tourism websites. The mean scores range from 3.45 to 3.61. The overall mean for e-Tourist Satisfaction is 3.346 with a standard deviation of 0.993, suggesting that users are generally satisfied with their experiences.

E-Revisit Intention: Tourists express a willingness to revisit and use tourism websites for future travel-related activities. Mean scores range from 3.85 to 3.94, indicating a positive intention to return. The overall mean for e-Revisit Intention is 3.795 with a standard deviation of 0.980, suggesting that users are likely to revisit these websites.

5.9 Measurement Model

A measurement model with 10 first-order constructs (viz. e-Privacy, e-Security; e-non-deception; e-Information quality; e-Perceived ease of use; e-Perceived risk; e-Ethics; e-Reliability; e-Tourist satisfaction; e-Revisit intention) was tested through confirmatory factor analysis. The model evaluation criterion employed includes both Absolute Fit Indices (the chi square statistic = 172.776, with the degree of freedom 115 at Probability level= .000 ($P < 0.05$) CMIN/DF= 1.502; Goodness of fit indices (GFI) = 0.953; Adjusted Goodness of fit indices (AGFI) = .938; Incremental Fit Indices (IFI) = 0.989; Comparative Fit Index (CFI)= 0.989; Tucker Lewis Index (TLI)= 0.987; Root Mean Square Residual (RMR)= 0.035 and Root Mean Square Error Approximation (RMSEA)= 0.046. The results of the CFA indicate that the data fits the model very well.

The table 4.6 depicts that the values of Composite Reliability (CR) are higher than the threshold value of 0.60 (Koufteros, 1999), which reconfirms the convergent validity (internal consistency of variables). Besides the CR values, the values of the average variance extracted (AVE) were also higher than the suggested threshold value of 0.50 (Fornell and Larcker, 1981). These results verify the convergent validity of the dimensions measured. Furthermore, we examined the constructs' discriminant validity by examining the square of all the pairs of correlations with AVE values. "The values of the square root of the AVE were higher than the values of the correlation coefficients" (Fornell and Larcker, 1981), presenting hereby the proof for discriminant validity. Table 4.7 show discriminant validity results.

Table 5.6: Results of the Overall Measurement Model					
Construct	Item	Factor Loading	Significance	CR (above 0.7)	AVE (above 0.5)
e-Privacy	EPV5	.981	***	0.933	0.778
	EPV1	.976	***		
	EPV3	.865	***		
	EPV2	.791	***		
	EPV4	.732	***		
	ESEC2	.830	***		
e-Security	ESEC5	.812	***	0.953	0.803
	ESEC3	.871	***		
	ESEC1	.813	***		
	ESEC4	.830	***		
e-non-deception	END1	.833	***	0.943	0.806
	END2	.797	***		
	END4	.841	***		
	END5	.852	***		
	END3	.767	***		
e-Information Quality	EIQ4	.934	***	0.764	0.522
	EIQ2	.907	***		
	EIQ5	.861	***		
	EIQ3	.838	***		
	EIQ1	.771	***		
e-Perceived ease of use	EPEU3	.982	***	0.951	0.796
	EPEU5	.980	***		
	EPEU1	.763	***		
	EPEU2	.747	***		
	EPEU4	.739	***		
e-Perceived Risk	EPR3	.770	***	0.910	0.717
	EPR1	.849	***		
	EPR2	.760	***		

e-Ethics	EE3	.834	***	0.917	0.796
	EE2	.876	***		
	EE1	.838	***		
e-Reliability	ER3	.871	***	0.934	0.712
	ER4	.856	***		
	ER2	.833	***		
	ER1	.766	***		
e-Tourist Satisfaction	ETS2	.890	***	0.949	0.788
	ETS1	.837	***		
	ETS3	.847	***		
	ETS5	.763	***		
	ETS4	.823	***		
e-Revisit Intention	ERI2	.990	***	0.911	0.726
	ERI4	.979	***		
	ERI1	.703	***		
	ERI3	.666	***		

Figure: 5.1 Measurement model

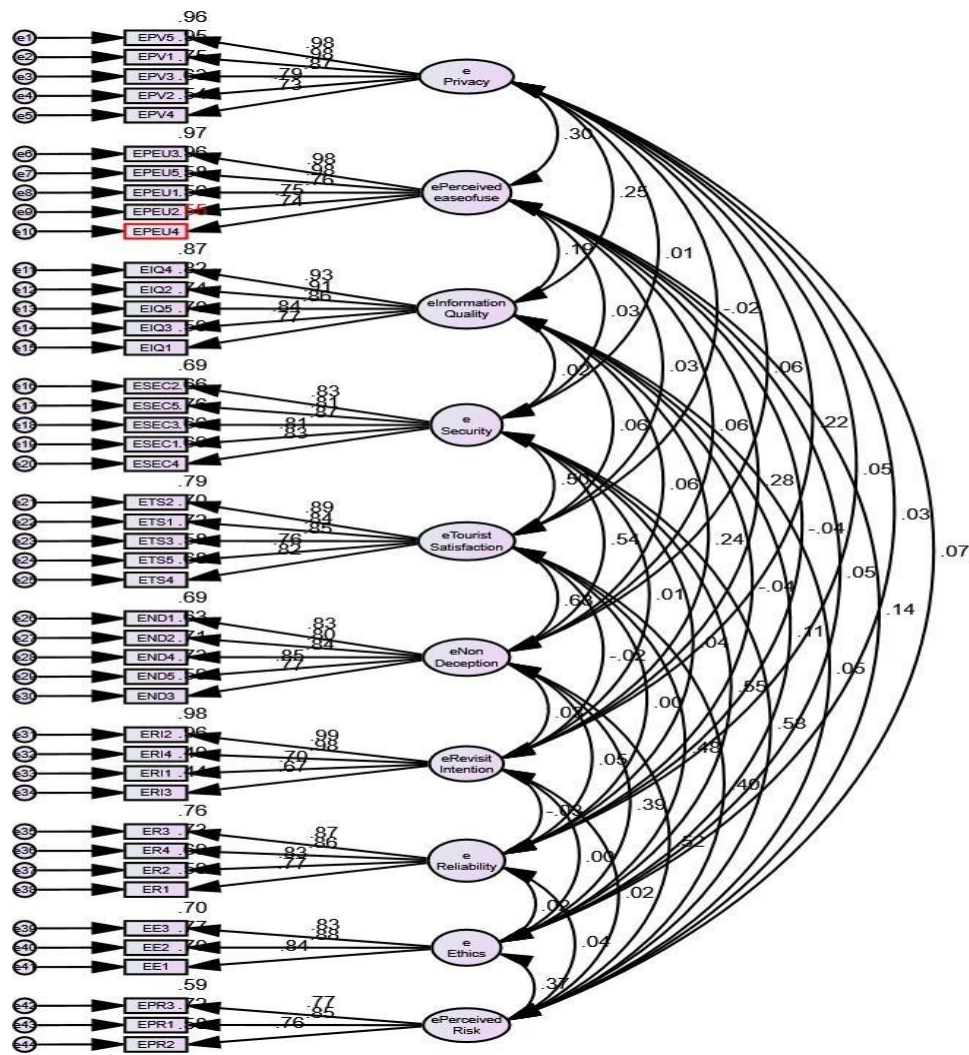


Figure: 5.1 Measurement model

5.7 Hypotheses Testing

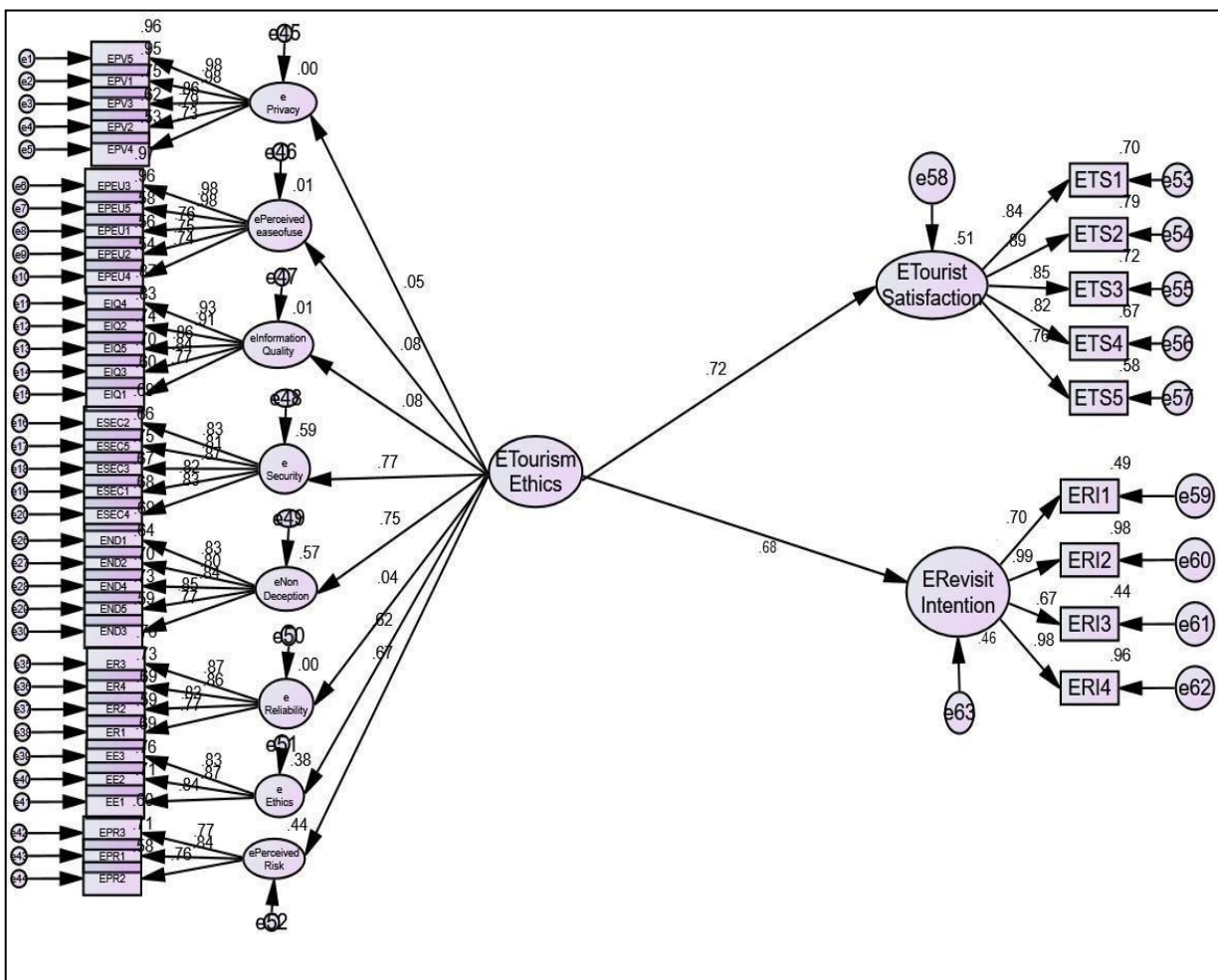
After confirmatory factor analysis, the next step is to test the hypotheses. The proposed hypotheses were tested through SEM by using the software of AMOS. The findings of the study showed that of E-Tourism Ethics leads to E-tourist Satisfaction ($\beta= 0.51$; $p < 0.05$). The study also explored the effect of E-Tourism Ethics factors on E-tourist Satisfaction. The results are as e-Privacy leads to e-tourist Satisfaction ($\beta= 0.37$; $p < 0.05$); e-Security leads to e-tourist Satisfaction ($\beta= 0.31$; $p < 0.05$); e-Information Quality leads to e-tourist Satisfaction ($\beta= 0.26$; $p < 0.05$); e-Reliability to e-tourist Satisfaction ($\beta= 0.18$; $p < 0.05$); e- Ethics leads to e-tourist Satisfaction ($\beta = 0.17$; $p < 0.05$); e-Non-Deception leads to e-tourist Satisfaction ($\beta= 0.21$; $p < 0.05$); e-Perceived ease of use leads to e-tourist Satisfaction ($\beta= 0.13$; $p < 0.05$); e-Perceived Risk leads to e-tourist Satisfaction ($\beta= 0.23$; $p < 0.05$). Besides, the study findings revealed a significant positive relation between E-

Tourism Ethics and E-Revisit Intention ($\beta = 0.68$; $p < 0.05$). The study also explored the effect of E-Tourism Ethics factors on E-Revisit Intention. The results are as e-Privacy leads to E-Revisit Intention ($\beta = 0.28$; $p < 0.05$); e-Security leads to E-Revisit Intention ($\beta = 0.27$; $p < 0.05$); e-Information Quality leads to E-Revisit Intention ($\beta = 0.23$; $p < 0.05$); e-Reliability to E-Revisit Intention ($\beta = 0.28$; $p < 0.05$); e- Ethics leads to E-Revisit Intention ($\beta = 0.32$; $p < 0.05$); e-Non-Deception leads to E-Revisit Intention ($\beta = 0.15$; $p < 0.05$); e-Perceived ease of use leads to E-Revisit Intention ($\beta = 0.19$; $p < 0.05$) and-Perceived Risk leads to E-Revisit Intention ($\beta = 0.25$; $p < 0.05$). Thus, the findings of the investigation supported hypotheses H3, H3a, H3b, H3c,H3d,H3e,H3f,H3g and H3h; H4, H4a, H4b, H4c,H4d,H4e,H4f,H4g,and H4h were supported. The hypotheses results are summarized in Table 6, while the results of structural equation modelling and the path coefficient are shown in figure 2 and figure 3.

Table 5.7: Hypotheses Testing Results					
Hypotheses			Estimate	P-Value	Results
H3	E-Tourism Ethics	E- Tourist Satisfaction	0.72	***	Supported
H3a	E-privacy	E- Tourist Satisfaction	0.37	***	Supported
H3b	E-Security	E- Tourist Satisfaction	0.31	***	Supported
H3c	E-Information Quality	E- Tourist Satisfaction	0.26	***	Supported
H3d	E-Reliability	E- Tourist Satisfaction	0.18	***	Supported
H3e	E- Ethics	E- Tourist Satisfaction	0.17	***	Supported
H3f	E- Non Deception	E- Tourist Satisfaction	0.21	***	Supported
H3g	E- Perceived ease of use	E- Tourist Satisfaction	0.13	***	Supported
H3h	E- Perceived Risk	E- Tourist Satisfaction	0.23	***	Supported
H4	E-Tourism Ethics	E- Revisit Intention	0.68	***	Supported
H4a	E-privacy	E- Revisit Intention	0.28	***	Supported

H4b	E-Security	→	E- Revisit Intention	0.27	***	Supported
H4c	E-Information Quality	→	E- Revisit Intention	0.23	***	Supported
H4d	E-Reliability	→	E- Revisit Intention	0.28	***	Supported
H4e	E- Ethics	→	E- Revisit Intention	0.32	***	Supported
H4f	E- Non Deception	→	E- Revisit Intention	0.15	***	Supported
H4g	E- Perceived ease of use	→	E- Revisit Intention	0.19	***	Supported
H4h	E- Perceived Risk	→	E- Revisit Intention	0.25	***	Supported

Figure 5.2: Structural equation modelling I



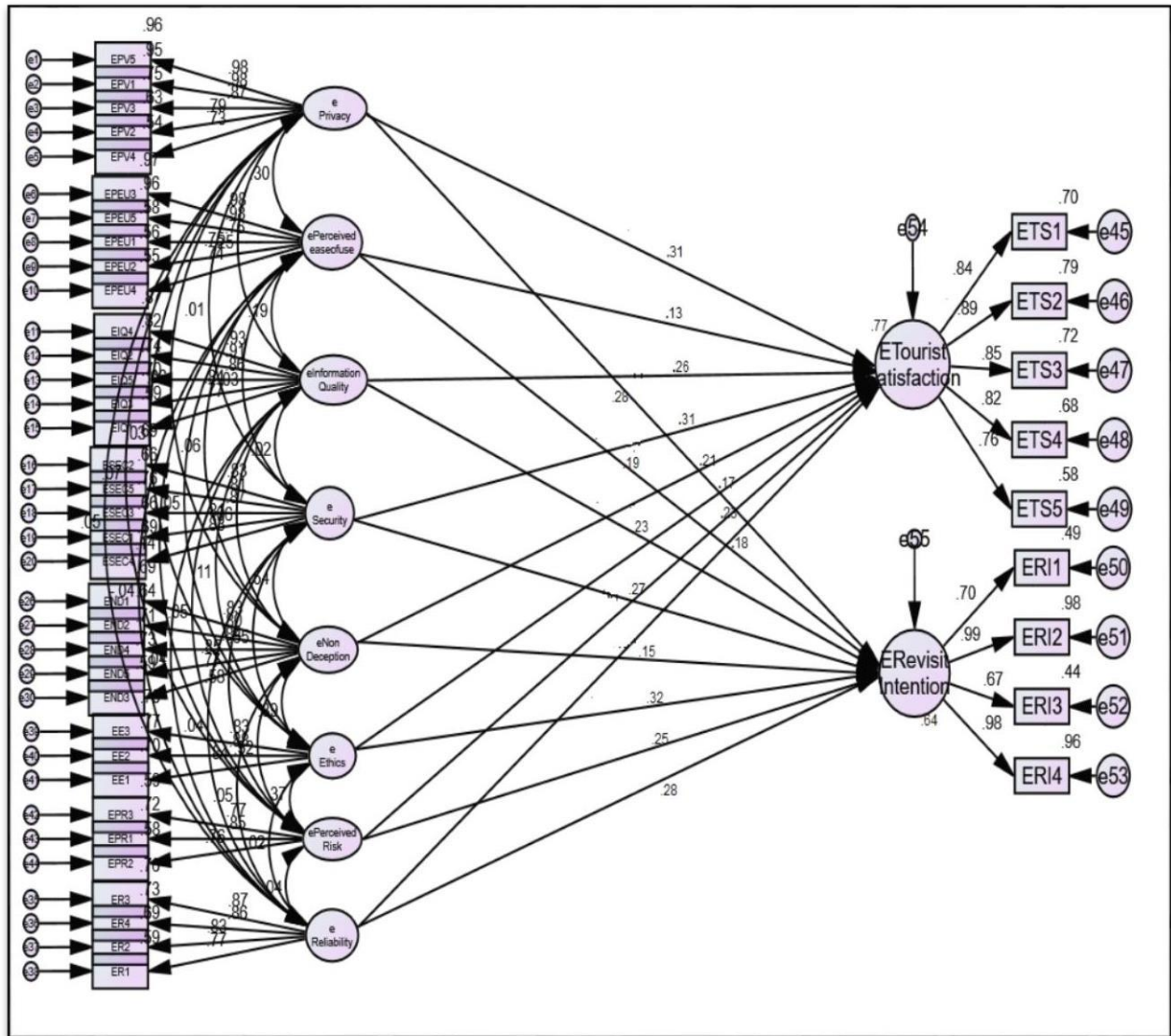


Figure 5.3: SEM Model II

				Levene's Test for Equality of Variances		t-test for Equality of Means		
Variable	Gender	N	Mean	F	Sig.	t	df	Sig. (2-tailed)
E Revisit Intention	Male	298	3.799	.373	.542	.114	521	.909
	Female	225	3.789			.114	481.197	.909
	Male	298	3.422			2.001	521	.046

E Tourist Satisfaction	Female	225	3.247	10.239	.001	1.977	458.936	.049
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The table presents the results of Levene's test for equality of variances and the t-test for equality of means for two variables, "E Revisit Intention" and "E Tourist Satisfaction," categorized by gender. For "E Revisit Intention," the Levene's test indicates no significant difference in variances between male and female groups ($F = 0.373$, $p = 0.542$), suggesting equal variances. The t-test for means also reveals no statistically significant difference in mean scores ($t = 0.114$, $p = 0.909$) between genders. In contrast, for "E Tourist Satisfaction," the Levene's test shows significant variance inequality ($F = 10.239$, $p = 0.001$), implying different variances between male and female groups. The t-test for means indicates a statistically significant difference in mean scores ($t = 2.001$, $p = 0.046$) for "E Tourist Satisfaction" between genders. Therefore, while there is no gender-based difference in "E Revisit Intention," distinctions exist in "E Tourist Satisfaction," with unequal variances and significantly different means between male and female groups.

Table 5.8: Descriptive statistics and ANOVA for E-Tourist Satisfaction					Test of Homogeneity of Variances		ANOVA	
Demographic Variable	Categories	N	Mean	Std. Deviation	Levene Statistic	Sig.	F	Sig.
Age	18-30 Years	273	3.378	.980	.986	.374	.507	.602
	31-50 Years	233	3.300	1.01				
	Above 50 Years	17	3.463	.934				
Education	Graduate	290	3.415	.954	4.736	.009	1.554	.212
	Post-graduate	218	3.258	1.04				
	Doctorate	15	3.306	.963				

Table 5.14 presents descriptive statistics and the outcomes of the analysis of variance (ANOVA) for the variable "E-Tourist Satisfaction," categorized by demographic variables such as age and education. The test of homogeneity of variances (Levene's test) reveals that, for age groups (18-30 years, 31-50 years, and above 50 years), there are no significant differences in variances, indicating equal variances within each group. The ANOVA results for age groups show no significant differences in mean scores, suggesting that "E-Tourist Satisfaction" is consistent across

different age categories. However, in terms of education levels (Graduate, Post-graduate, and Doctorate), the Levene's test indicates a significant difference in variances for the "Graduate" category. Despite this, the ANOVA results for education levels do not show any significant differences in mean scores. In summary, while age does not influence "E-Tourist Satisfaction," there is a variance difference in the "Graduate" education category that does not translate into a significant difference in mean scores.

Table 5.9: Descriptive statistics and ANOVA for E-Revisit Intention					Test of Homogeneity of Variances		ANOVA	
Demographic Variable	Categories	N	Mean	Std. Deviation	Levene Statistic	Sig.	F	Sig.
Age	18-30 Years	273	3.773	.979	1.109	.331	.248	.781
	31-50 Years	233	3.810	.969				
	Above 50 Years	17	3.927	1.18				
Education	Graduate	290	3.805	.975	.218	.804	.481	.619
	Post-graduate	218	3.798	.982				
	Doctorate	15	3.551	1.09				

Table 5.15 presents descriptive statistics and the outcomes of the analysis of variance (ANOVA) for the variable "E-Revisit Intention," categorized by age and education. The test of homogeneity of variances (Levene's test) indicates that, for both age groups (18-30 years, 31-50 years, and above 50 years) and education levels (Graduate, Post-graduate, and Doctorate), there are no significant differences in variances, signifying equal variances within each group. The ANOVA results corroborate these findings, revealing no significant differences in mean scores across age categories and education levels for "E-Revisit Intention." This suggests a consistent pattern of intentions to revisit, irrespective of age or education level, with individuals demonstrating similar levels of intent to revisit tourist destinations.

5.10 Summary of the chapter As a result, this chapter finishes with the presentation of demographic data of respondents, as well as descriptive statistics of the research model's variables. This chapter also employs structural equation modeling to validate the proposed relationship between the variables. The study findings in the context of resident demographics suggested that resident demographics play no impact in determining resident attitude. The following chapter will go over the finding's summary, the study's implications, the study's limitations, and the scope for further research.

Chapter 06

Discussion and Conclusion

The data analysis results were given in the previous chapter. This chapter serves as a summary of the research's conclusions. The study came to its conclusions after subjecting the data to a variety of statistical tools, techniques, and testing. Actually, the conclusions were contrasted with the theories and assessments of earlier research. Following that, some conclusions on the interrelationship and intricacy of the issues under investigation were developed. The pertinent findings were presented using the results of statistical facts. Lastly, this chapter discusses the study's shortcomings as well as potential directions for further research.

6.1 Summary of Findings

The study explores the critical role that e-tourism ethics play in the internet tourism industry and finds a strong and favourable correlation between e-tourist satisfaction and e-visit intention. Significant aspects that shape tourist satisfaction and the chance of revisiting include e-Privacy, e-Security, e-Information Quality, e-Reliability, e-Ethics, e-non-deception, e-Perceived Ease of Use, and e-Perceived Risk.

1. The study finds several aspects of e-tourism ethics that have an impact on total e-tourist satisfaction. The benefits of e-Privacy are consistent with the larger focus on protecting user privacy when interacting online.
2. In a similar vein, the correlation between e-Security and contentment supports the widely accepted theory that safe online spaces have a beneficial impact on user satisfaction. Research showing how important accurate and trustworthy information is for online consumer satisfaction is consistent with the positive correlation between e-Information Quality and contentment.
3. The results show a high positive correlation between E-Tourism Ethics and E-Revisit Intention. The characteristics that affect satisfaction also have a strong correlation with revisit intentions, demonstrating the ongoing influence of ethical considerations on both dimensions.
4. The deleterious effect of e-non-deception on e-revisit intention is consistent with previous studies highlighting the negative consequences of deceptive practices on trust, which is a critical component of e-revisit intention.
5. The ramifications of the study are both theoretical and practical. By emphasizing the crucial significance of e-tourism ethics and encouraging more research to hone and broaden theoretical frameworks, it advances theory.

6. It is advisable for e-tourism platforms to give ethical considerations top priority when it comes to design, communication, and risk reduction techniques.
7. While age and education have a minimal impact on visitor satisfaction and intentions to return, gender disparities show that there is a continuous willingness to return.
8. The thorough results offer a useful platform for the incorporation and advancement of moral issues in the e-tourism sector, encouraging long-term expansion and satisfying user experiences.

6.2 Discussion

The research findings indicate a significant and positive relationship between E-Tourism Ethics and both E-tourist Satisfaction and E-Revisit Intention. This underscores the critical importance of ethical considerations in the realm of online tourism, emphasizing their substantial impact on user satisfaction and the likelihood of revisiting e-tourism platforms. Notably, the study delved into specific dimensions of E-Tourism Ethics and their individual effects on these outcomes.

In examining E-tourist Satisfaction, the study identified several key factors within E-Tourism Ethics that significantly contribute to overall satisfaction. The positive impact of e-Privacy on E-tourist Satisfaction aligns with existing literature that emphasizes the importance of safeguarding user privacy in online interactions (Mahadin, B., Akroush, M. N., & Bata, H. (2020)). Similarly, the association between e-Security and E-tourist Satisfaction corroborates findings in the broader e-commerce context, where secure online environments positively influence user satisfaction (Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009)). The positive relationship between e-Information Quality and E-tourist Satisfaction is consistent with research emphasizing the significance of accurate and reliable information for online consumer satisfaction (Román, S. (2007)). Additionally, the study's findings on e-Reliability, e-Ethics, e-non-deception, e-Perceived ease of use, and e-Perceived Risk align with established principles in the literature surrounding trust, reliability, ethical considerations, usability, and risk perception in online environments (Limbu, Y. B., Wolf, M., & Lunsford, D. (2012)).

Furthermore, the investigation into E-Revisit Intention revealed a strong positive association with E-Tourism Ethics. The factors influencing e-Revisit Intention closely mirrored those impacting E-tourist Satisfaction, indicating a consistent effect of ethical considerations on both satisfaction and the intention to revisit. The study's findings on e-non-deception align with research that underscores the negative impact of deceptive practices on trust, which, in turn, influences users' intentions to revisit (Wong, A. T. T. (2020)). Similarly, the positive effect of e-Perceived ease of

use on E-Revisit Intention resonates with the well-established notion that user-friendly interfaces positively influence users' intentions to revisit online platforms (Cenfetelli, R. T., Benbasat, I., & Al-Natour, S. (2008)). The study's identification of a positive relationship between e-Perceived Risk and E-Revisit Intention is consistent with previous research indicating that minimizing perceived risks positively influences users' intentions to revisit online platforms (Wong, A. T. T. (2020)).

In summary, the research contributes significantly to the understanding of the pivotal role played by E-Tourism Ethics in shaping E-tourist Satisfaction and E-Revisit Intention. The identified factors within E-Tourism Ethics not only align with the findings of this study but also find support in previous academic research, providing a comprehensive and well-supported foundation for the implications and applications of ethical considerations in the context of online tourism.

Implications and suggestions

The research findings on the strong positive relationship between E-Tourism Ethics, E-tourist Satisfaction, and E-Revisit Intention have several important implications for both academic research and the practical management of e-tourism platforms.

6.3 Academic Implications:

1. **Theoretical Advancements:** The study contributes to the existing theoretical framework by highlighting the pivotal role of E-Tourism Ethics in influencing user satisfaction and the intention to revisit. Future research can build upon these findings to further refine and expand the theoretical underpinnings of ethical considerations in online tourism.
2. **Ethical Considerations in Online Contexts:** Scholars and researchers in the fields of e-commerce, information systems, and tourism can benefit from a more nuanced understanding of specific dimensions of E-Tourism Ethics and their individual impacts. This can lead to the development of more targeted and effective models for assessing and enhancing ethical practices in online tourism.

6.4 Practical Implications:

1. **Platform Design and Management:** E-tourism platforms should prioritize the integration of robust e-Privacy measures, e-Security protocols, and mechanisms for ensuring e-Information Quality. Attention to e-Reliability, e-Ethics, and e-non-deception is crucial for building and maintaining trust, a cornerstone of customer satisfaction.

2. **User-Friendly Interfaces:** Recognizing the positive impact of e-Perceived ease of use on both E-tourist Satisfaction and E-Revisit Intention, platform designers should focus on creating user-friendly interfaces. Intuitive navigation and seamless interactions contribute not only to immediate satisfaction but also to the likelihood of users returning.
3. **Communication of Ethical Practices:** E-tourism platforms should transparently communicate their ethical practices to users. Promoting ethical standards, such as non-deceptive practices and protection of user privacy, can enhance customer trust and satisfaction, potentially leading to increased revisit Intention.
4. **Risk Mitigation Strategies:** Acknowledging the significance of e-Perceived Risk, e-tourism platforms should implement strategies to mitigate perceived risks. Providing clear information, secure payment gateways, and transparent policies can contribute to reducing users' concerns and positively influencing their intentions to revisit.
5. **Continuous Monitoring and Improvement:** Regular assessments of E-Tourism Ethics factors and their impact on user satisfaction and revisit Intentions should be conducted. Continuous monitoring allows for timely adjustments and improvements in ethical practices, ensuring alignment with evolving user expectations and industry standards.

In conclusion, the study's implications underscore the importance of prioritizing E-Tourism Ethics for both academic research and practical applications in the e-tourism industry. By integrating and promoting ethical considerations, platforms can not only enhance user satisfaction but also foster long-term relationships with visitors, ultimately contributing to the sustainable growth of the online tourism sector.

6.5 Gender Differences in "E-Revisit Intention" and "E-Tourist Satisfaction":

"E -Revisit Intention":

The absence of significant differences in variances and means between male and female groups for "E Revisit Intention" suggests that gender is not a significant factor influencing the intention to revisit tourist destinations. This finding is noteworthy, as it indicates a level of consistency in the desire to revisit across gender groups.

"E -Tourist Satisfaction":

In contrast, the significant difference in variances and means for "E Tourist Satisfaction" between male and female groups implies that gender plays a role in shaping tourist satisfaction. The unequal

variances suggest that the satisfaction levels of male and female tourists exhibit more variability. The significant difference in means further emphasizes that there is a tangible distinction in satisfaction levels between the two genders.

6.6 Age and Education Influence on "E-Tourist Satisfaction" and "E-Revisit Intention":

"E-Tourist Satisfaction":

- **Age Groups:**
 - Homogeneous variances and non-significant differences in mean across age groups for "E-Tourist Satisfaction" indicate that satisfaction levels remain consistent regardless of age. This suggests that factors influencing tourist satisfaction might be independent of age-related demographics.
- **Education Levels:**
 - While there's a significant difference in variances for the "Graduate" category, the lack of a significant difference in means suggests that, despite varied satisfaction variances among education levels, these differences don't translate into distinct satisfaction levels. This raises questions about the nature of the variance and whether it has practical significance.

"E-Revisit Intention":

- **Age Groups and Education Levels:**
 - Similar to "E-Tourist Satisfaction," "E-Revisit Intention" shows homogeneous variances and non-significant differences in means across age and education categories. This indicates a consistent pattern of the intention to revisit tourist destinations, irrespective of age or education level.

6.8 Limitations and Scope for Future Research

1. The study's conclusions may not be as applicable to a larger population because they are based on a particular setting or subset of online travel platforms. To improve the findings' generalizability, more study on various geographic regions, cultural contexts, and e-tourism platform kinds might be conducted.

2. Using a cross-sectional approach, the study captures an instantaneous picture of the relationship between e-tourism ethics, e-tourist satisfaction, and e-visit intention. In order to account for possible changes in user behaviour and to offer a more dynamic knowledge of how these factors vary over time, longitudinal studies may be useful.
3. Response bias may arise from participants giving socially acceptable answers when survey methodology is relied upon. In order to corroborate and supplement survey results, future study could make use of a variety of data collection techniques, including observations, behavioural analytics, and interviews.
4. While the study takes age, gender, and education into account as demographic characteristics, E-Tourism Ethics, satisfaction, and plans to revisit could also be influenced by other socioeconomic and cultural factors. Examining a wider variety of demographic factors may yield a more thorough comprehension of the intricate relationship between ethics and user conduct.
5. User tastes and habits may be impacted by the quick growth of technology. The results of the study can become old if technology develops further. In order to maintain the relevance and application of research findings to the current technology landscape, future research should be continuously adapting to technological advances.
6. A more complex view could be provided by investigating additional demographic factors and the effects of developing technologies on e-tourism ethics. Furthermore, real-world applications can be guided by examining the efficaciousness and practical execution of global ethical norms in the tourism business. The conversation about ethical issues in internet tourism will continue to grow as a result of longitudinal research monitoring changes in the business and behavioural metrics.

6.9 Summary of chapter

This chapter presents insightful information that will be helpful in developing strategies for ethical tourism, especially in the context of the worldwide internet tourism industry. Major findings and their consequences for tourism marketers and policy makers are the main topics of

discussion, with an emphasis on the E-Tourism Ethics framework. Understanding customer happiness in the context of internet tourism is greatly advanced by this study.

After acknowledging the study's shortcomings, the chapter concludes with suggestions for further research. The guidelines support more study that broadens the focus, takes into account various settings, and examines the changing dynamics of online tourism ethics while acknowledging the context-specific nature of the findings. Ensuring sustainable growth and excellent user experiences in the global online tourism sector is the overarching goal by contributing to the ongoing improvement of tourism strategies in accordance with ethical principles.

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APPENDICES

APPENDIX – I

Respected

Sir / Ma'am,

Sincere Greetings!

I am **Shakeel Basheer** pursuing Ph.D. at Department of Tourism Management And Airlines, Lovely professional university Jalandhar Punjab. Respectfully ask you to take a few minutes out from your busy schedules to complete an online survey. This questionnaire is part of the doctoral-level research study by answering this survey questionnaire you are supporting my research and contributing to the pursuit of knowledge. I recognize the value of your time, and sincerely appreciate your efforts for unbiased responses. Filling out this questionnaire will take less than five minutes of your time. Individual responses are anonymous and all data will be held in confidence and secrecy.

Your cooperation in filling out this questionnaire will be deeply appreciated.

Thanks & Regards,

PART – I

DEMOGRAPHIC PROFILE OF THE RESPONDENT

1. Gender

(a) Male (b) Female

2. Age

(a) 18-25 (b) 26-35 (c) 36-45 (d) 46 years and above

3. Monthly Family Income

(a) Up to 30,000 (b) 30001-50,000 (c) 50000 and above

PART – II

Statements	ITEM CODE	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
E-Privacy						
I am concerned that the tourism product website collects too much personal information from me	PRV_1					
I am concerned that the tourism product website will use my personal information for other purposes without my authorization	PRV_2					
I am concerned the tourism product website will not share my personal information with other entities	PRV_3					
I am concerned that unauthorized persons (i.e. hackers) have access to my personal information	PRV_4					
I am concerned about the privacy of my personal information during a transaction	PRV_5					
I am concerned that the tourism product will not sell my personal information to others personal information to others without my permission	PRV_6					
E-Security						
The tourism product website usually ensures that transactional information is protected from accidentally being altered or destroyed during transmission on the internet	SEC_2					
I feel secure about the electronic payment system of the tourism product website	SEC_3					
I am willing to use my credit card on this website to make a purchase	SEC_4					
I feel safe in making transactions on this website	SEC_5					
The site displays the terms and conditions of the online transactions before the purchase has taken place	SEC_6					
E-Information quality						
The tourism product website provides accurate information about the tourism product that I want to purchase	IQ_1					

The tourism product website provides sufficient information when I try to make a transaction	IQ_2					
The tourism product website provides enough depth of information about its products	IQ_3					
The information provided by the tourism product website is helpful to me in purchasing tourism products.	IQ_4					
The information provided by the tourism product website is clear for me to make a purchase	IQ_5					
The tourism product website provides up-to-date information	IQ_6					
E-Perceived ease of use						
Learning to operate a tourism product website is easy	PEU_1					
A tourism product website is flexible to interact with	PEU_2					
My interaction with a tourism product website is clear and understandable	PEU_3					
It is easy to become skillful at using a tourism product website	PEU_4					
A tourism product website is easy to use	PEU_5					
E-Perceived risk						
I do not perceive any risk by sharing my personal information concerning using a tourism product website	PR_1					
I believe that advanced technology can certainly provide the desired security for my information using a tourism product website	PR_2					
I do not think that my information will get stolen whenever I using a tourism product website through online	PR_3					
E-Ethics						
In general, the tourism product website is fair	ET_1					
I consider that the tourism product website follows a moral code of conduct	ET_2					
Overall, I consider that the tourism product website to be ethical in its dealing with consumers	ET_3					
E-Reliability						
The price shown on the tourism product website is the actual amount billed	RL_1					
You get what you ordered from the tourism product website	RL_2					

The products I looked at were available on the tourism product website	RL_3					
The product is delivered by the time promised by the tourism product website	RL_4					
E-Tourist satisfaction						
I am pleased with my overall experience of tourism products/ services website purchases	TS_1					
I am satisfied with the pre-purchase experience of tourism product websites e.g. (consumer education, product service, quality of information about products, product companion)	TS_2					
I am convinced with the purchase experience of tourism product website (e.g., ordering, payments, procedure)	TS_3					
I am delighted with the post purchase experience of tourism product website (customer support, handling of returns, refunds and delivery care)	TS_4					
My choice to purchase from tourism product website was a wise decision	TS_5					
E-Revisit intention						
I am willing to re-visit the tourism product website to search for travel information in future	RI_1					
I am likely to re-visit the tourism product website to search for travel information in future	RI_2					
I am encouraged re-visit the tourism product website as a channel for buying travel products in the future	RI_3					
I intend to purchase through tourism product website in the near future	RI-4					

Statements	sources
e-Privacy	
I am concerned that the tourism website collects too much personal information from me	Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travellers' to Jordan. International Journal of Web Based Communities, 16(1), 4-33.
I am concerned that the tourism website will use my personal information for other purposes without my authorization	
I am concerned the tourism website will not share my personal information with other entities	

I am concerned that unauthorized persons (e.g hackers) have access to my personal information	
I am concerned about the privacy of my personal information during a transaction	
I am concerned that the tourism will not sell my personal information to others personal information to others without my permission	
e-Security	
The tourism website implements security measures to protect users	Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived
The tourism website usually ensures that transactional information is protected from accidentally being or destroyed during transmission on the internet	value. Total quality management, 20(4), 423-443.
I feel secure about the electronic payment system of the tourism product website	
I am willing to use my credit card on this website to make a purchase	
I feel safe in making transactions on this website	
The security policy is easy to understand	
The site displays the terms and conditions of the online transactions before the purchase has taken place	
e-Non-deception	
The tourism product website exaggerates the benefits and characteristics of its offerings	Román, S. (2007). The ethics of online retailing: a scale development and validation from the consumers' perspective. Journal of Business Ethics, 72, 131-148.
The tourism website takes advantage of less experienced consumers to make them purchase	
The tourism website attempts to persuade you to buy things that you do not need	
The tourism website is not entirely truthful about its offerings	
The tourism website uses misleading tactics to convince tourists to buy its products	
e-Information quality	
The tourism website provides accurate information about the tourism product that I want to purchase	Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travellers' to Jordan. International Journal of Web Based Communities, 16(1), 4-33.
The tourism website provides sufficient information when I try to make a transaction	
The tourism website provides enough depth of information about its products	
The information provided by the tourism website is helpful to me in purchasing tourism products	
The information provided by the tourism website is clear for me to make a purchase	
The tourism website provides up-to-date information	
e-Perceived ease of use	

Learning to operate a tourism product website is easy	Wong, A. T. T. (2020). E-TOURISM: HOW CUSTOMERS' INTENTION TO USE BE AFFECTED?. Academy of Marketing Studies Journal, 24(4), 1-19.
A tourism website is flexible to interact with	
My interaction with a tourism product website is clear and understandable	
It is easy to become skilful at using a tourism website	
A tourism website is easy to use	
e-Perceived risk	
I do not perceive any risk in sharing my personal information concerning using a tourism website	
I believe that advanced technology can certainly provide the desired security for my information using a tourism website	
I do not think that my information will get stolen whenever I use a tourism product through online	
e-Ethics	Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. Journal of Research in Interactive Marketing.
In general, the tourism website is fair	
I consider that the tourism website follows a moral code of conduct	
Overall, I consider that the tourism website to be ethical in its dealing with consumers	
e-Reliability	
The price shown on the tourism website is the actual amount billed	The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value Authors Hsin HsinChang , Yao-Hua Wang & Wen-Ying Yang https://doi.org/10.1080/14783360902781923
You get what you ordered from the tourism product website	
The products I looked at were available on the tourism website	
The product is delivered by the time promised by the tourism website	
e-Tourist satisfaction	
I am pleased with my overall experience of tourism products/ services website purchases	Ku, E. C., & Chen, C. D. (2015). Cultivating travellers' revisit intention to e-tourism service: the moderating effect of website interactivity. Behaviour & Information Technology, 34(5), 465-478.
I am satisfied with the pre-purchase experience of tourism websites e.g. (consumer education, product service, quality of information about products, product companion)	
I am convinced with the purchase experience of tourism website (e.g. ordering, payments, procedure)	
I am delight with the post purchase experience of tourism website (customer support, handling of returns, refunds and delivery care)	
My choice to purchase from tourism website was a wise decision	
e-Revisit intention	
I am willing to re-visit for repurchase within the tourism website	
I am likely to re-visit the tourism website to search for travel information in future	Cenfetelli, R. T., Benbasat, I., & Al-Natour, S.

I am encouraged re-visit the tourism website as a channel for buying travel products in the future	(2008). Addressing the what and how of online services: Positioning supporting-services functionality and service quality for business-to-consumer success. Information systems research, 19(2), 161-181.
I intend to purchase through tourism website in the near future	

These items were graded on a five-point Likert scale, with 1 being strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree.

LIST OF PUBLICATIONS

1. Green marketing practices and green consumer behaviour: Demographic differences among young consumers

Danish Mehraj, Ishtiaq Hussain Qureshi, Shakeel Basheer, Viqar u Nissa

2. Tourist Satisfaction and Revisit Intention: literature review and future research agenda Journal of Tourism, Heritage & Services Marketing (JTHSM) Shakeel Basheer Dr. Sandeep Kumar Walia

3. Exploring the Metaverse: The Future of Tourism Through AI and Virtual Reality [igi-global.com/book/influencer-marketing-applications-within-metaverse/316462](https://www.igi-global.com/book/influencer-marketing-applications-within-metaverse/316462) Shakeel Basheer, Sandeep Walia, Sheezan Farooq, Mushtaq Ahmad Shah, Faizan Ashraf Mir <https://www.igi-global.com>.

4. Understanding Attitudes of Kashmir Valley Residents towards Tourism Development: A SEM Study Int. J. of Work Innovation <https://www.inderscience.com/jhome.php?jcode=ijwi> Shakeel Basheer, Mr. Younis Malik, Dr. Vikram Jit Singh.

5. Exploring the Impact of E-Tourism on Tourist Satisfaction: A Confirmatory Factor Analysis and Structural Equation Modelling Approach Int. J. of Business and Emerging. <https://www.inderscience.com/jhome.php?jcode=ijbem> Shakeel Basheer Dr. Sandeep Kumar Walia, Dr. MUDASIR AHMAD MIR, Associate Prof. Gul Erkol Bayram, Prof. Dr. Marco Valeri

6. Talent Management Practices and the Motivation of Female Employees of Five-Star Hotels in Antalya, Turkey Int. J. of Tourism Policy <https://www.inderscience.com/jhome.php?jcode=ijtp> Jeetesh Kumar, Associate Prof. Gul Erkol Bayram, Shakeel Basheer, Dr. Marco Valeri,

7. Tourist Satisfaction and Revisit Intention: literature review and future research agenda, Journal of Tourism, Heritage & Services Marketing https://www.jthsm.gr/?page_id=4 Shakeel Basheer, Dr. Danish Mehraj, Dr. Sandeep Kumar Walia, Associate Prof. Gul Erkol Bayram, Prof. Dr. Marco Valeri

8. Tourism, the Metaverse, artificial intelligence, and travel: Striking a Balance Between Innovation and Concerns. Journal of Social Responsibility, Tourism and Hospitality (JSRTH) Sheezan Farooq, Shakeel Basheer, Murtaza Ahmad Reshi

9. Factors affecting entrepreneurial intention for sustainable tourism among the students of higher education institutions Cogent Business & Management (OABM2256484) <https://www.tandfonline.com/journals/oabm20> Dr Danish Mehraj, Shakeel Basheer, Dr Asif Shah

10. Augmented Reality and Virtual Reality in Cultural Heritage Tourism Enhancing Visitor Experiences, to Exploring Culture and Heritage Through Experience Tourism. <https://www.igi-global.com> Shakeel Basheer, Dr. Sandeep Walia, Sheezan Farooq,

11. Exploring the Intersection of Tourism, Artificial Intelligence, and Travel: The Rise of the Metaverse and Its Implications. <https://www.emeraldgroupublishing.com/ublish-with-us/author->

policies/publishing-permissions Shakeel Basheer, Dr. Sandeep Walia, Dr. Danish Mehraj, Sheezan Farooq, Murtaza Ahmad Reshi

12. Balancing Innovation and Concerns: The Impact of AI and the Metaverse on Tourism. <https://www.elsevier.com/en-in/about> Shakeel Basheer, Dr. Sandeep Walia, Sheezan Farooq, Murtaza Reshi

13. Using Influencer Marketing as a Digital Business Strategy. <https://www.igi-global.com> Shakeel Basheer, Dr. Sandeep Walia, Sheezan Farooq, Murtaza Reshi

14. “An Analysis of the Bibliometric Network on the Impact of Digital Business on Tourism” (JSRTH-2023-1619)

Shakeel Basheer Journal of Social Responsibility, Tourism and Hospitality (JSRTH)

15. Adapting to a New Reality via Digital Innovation Consumer Opinions on the Service Economy (Manuscript No: JMC-2023-1199 Shakeel Basheer Journal of Multidisciplinary Cases (JMC)

16. Evaluating E-Tourism through Bibliometrics: Materials and Emerging Research Trends Manuscript ID 1380311 Shakeel Basheer, Sheezan Farooq, Murtaza Reshi Journal of Tourismology,

17. Community Attachment, Tourist Contact, and Resident Attitudes toward Tourism Development of Kashmir Valley Shakeel Basheer, Sandeep Walia Tourism: An International Interdisciplinary Journal,

INTERNATIONAL CONFERENCES ATTENDED

1. **9th** ANNUAL CONFERENCE OF EURO ASIA TOURISM

2. **4th** International Conference on Sustainable Developmental Goals and Management Practices

3. **2nd** International Conference “Changes and Perspectives of Tourism in a Reshaped World” Vilnius, Lithuania

4. International Conference on Rethinking Tourism to Strive for Sustainable and Community-Induced Growth

5. International Conference on Business Management and Data Analytics University of Kashmir

6. International conference on sustainable energy sources, technologies and systems 2023 (ICSESTS-2023)

7. International Symposium on Empowering Women for Inclusive Growth and Sustainable Development 2023

8. International Conference on Sustainable Developmental Goals and Management Practices in Tourism & Hospitality.

9. **3rd** International Conference on Social and Educational Sciences Istanbul University 2023

WORKSHOPS ATTENDED

1. “6th International Workshop on Research and Methodology WORAM 6.0 -2022”
Organized by: Eudoxia
2. Research Centre and Eudoxia Research University - USA Attended UGC sponsored National 10 days offline Workshop (STP) on the theme Research Methodology: A March towards creating Research Culture held Aligarh Muslim University.
3. Attended, 7 days Offline workshop on quantitate data analysis at IHM Srinagar
4. Attended 10 days statistical software’s workshop - Sponsored University grant
5. Commission at Aligarh Muslim university at Department of Management Studies and statistics.
6. CGS Online Training Programme on Research Methodology in Social Sciences at Jindal School of International Affairs (JSIA) O.P. Jindal G