



Beyond Travel Motivation: Exploring the Effect of Satisfaction, Eudaimonic Well-being and Intimacy on Destination Loyalty

Para além da motivação para viajar: explorando o efeito da satisfação, do bem-estar eudaimónico e da intimidade na fidelidade ao destino

Mohamed Abou-Shouk 

College of Arts, Humanities and Social Sciences, University of Al Dhaid, UAE.
Faculty of Tourism and Hotels, Fayoum University, Egypt, maboushouk@uodh.ac.ae

Sayed Darwish Elgarhy 

Tourism Studies and Research Consultant, Center of Poll & Measuring, Riyadh, Saudi Arabia.
Higher Institute of Tourism and Hotels, King Marriott, Alexandria, Egypt, sd1118@fayoum.edu.eg

Saleh Muhammad Zeki Mahmood Al-Leheabi 

College of Arts, Humanities, and Social Sciences, University of Sharjah, UAE, smahmood@sharjah.ac.ae

Ashraf Gareb

Faculty of Tourism and Hotels, Fayoum University, Egypt, asg02@fayoum.edu.eg

Received: 24.02.2025; Revisions required: 07.07.2025; Accepted: 14.10.2025

Abstract

Using the SOR paradigm, the current study aims to explore the direct effect of travel motivation on tourist satisfaction and eudaimonic well-being, as well as the indirect effect on destination loyalty, considering the moderating impact of intimacy. Based on 524 survey responses of tourists who visited Egypt and the UAE, the PLS-SEM was used for data analysis. It is revealed that travel motivation predicts tourists' satisfaction and eudaimonic well-being aspects, while the latter contribute to destination loyalty. Furthermore, it is revealed that intimacy has a significant moderating effect on the interactive relationships between satisfaction, eudaimonic well-being, and destination loyalty. Findings are of great value to travel planners, marketers, tour operators, and travel agencies in tailoring their travel packages and planning their marketing activities to focus on the meaningful experiences of travellers, thereby enhancing their destination loyalty. This study employs a multi-group analysis to highlight the differences in tourist perceptions of Egypt and the UAE regarding the study's variables.

Keywords: Motivation, eudaimonic well-being, loyalty, satisfaction, intimacy, SOR.

Resumo

Utilizando o paradigma SOR, o presente estudo visa explorar o efeito direto da motivação de viagem na satisfação do turista e no bem-estar eudaimónico, bem como o efeito indireto na fidelidade ao destino, considerando o impacto moderador da intimidade. Com base em 524 inquéritos a turistas que visitaram o Egito e os Emirados Árabes Unidos, foi utilizado PLS-SEM para a análise dos dados. Os dados mostram que a motivação para viajar prediz a satisfação dos turistas e os aspetos do bem-estar eudaimónico, enquanto estes contribuem para a fidelidade ao destino. Além disso, existe um efeito moderador significativo da intimidade nas relações interativas entre satisfação, bem-estar eudaimónico e fidelidade ao destino. As conclusões são relevantes para planeadores de viagens, profissionais de marketing, operadores turísticos e agências de viagens na personalização dos seus pacotes de viagem e no planeamento das suas atividades de marketing, para proporcionarem experiências significativas para os viajantes, e aumentarem a sua fidelidade ao destino. Este estudo realiza uma análise multigrupo para destacar as diferenças nas percepções dos turistas sobre o Egito e os EAU em relação às variáveis do estudo.

Palavras-chave: Motivação, bem-estar eudaimónico, lealdade, satisfação, intimidade, SOR.

1. Introduction

The fierce competition among travel agencies to sell tourism destinations has prompted them to enhance their services in order to achieve tourist satisfaction (TS) (Elgarhy & Abou-Shouk, 2022). Park et al. (2019) define TS as emotional and cognitive responses toward a service that result from the fulfilment of a travel motivation. Travel motivation is a combination of needs and desires that influence the propensity to travel for tourism (Correia et al., 2013). It is a complex phenomenon since travellers in their visits respond to intrinsic cultural and socio-psychological needs. Cultural motives include visiting landscape, beaches, recreational areas, cultural attractions, seeking novelty, education and hospitality (Al-Okaily et al., 2023; Jönsson & Devonish, 2008), while socio-psychological motives include social interaction, learning, nostalgia, excitement, adventure, and visiting friends and relatives (Gnoth, 1997; Mohsin et al., 2017).

According to Al-Okaily et al. (2023), travel motivation is a significant contributor to tourist eudaimonic well-being (EWB). EWB refers to the process of attaining optimal psychological functioning and personal fulfilment (Lengieza et al., 2019). Tourists' EWB experiences positively affect both their satisfaction and loyalty. These experiences are correlated with recommendations made by travellers to return to the destination (Lee & Jeong, 2021; Tsai, 2021). EWB is therefore considered a key driver in enhancing tourist



satisfaction (TS) (Bagheri et al., 2023) and destination loyalty (DL) (Al-Okaily et al., 2023). Consequently, satisfied travellers are likely to recommend the destination to friends and members of their social network upon returning home (Meng & Han, 2018). Pestana et al. (2020) describe revisit intention as the tourist's motivation to experience the destination again in subsequent trips.

Hence, a thorough investigation of travel motivation and EWB in literature studies reveals that integrating these concepts (i.e., travel motivations and EWB) improves TS and DL. For example, López-Guzmán et al. (2017) and Tang et al. (2022) found that travel motivation is a predictor of TS, while Saari et al. (2023) and Pomfret (2021) identified it as one important factor contributing to EWB. Bagheri et al. (2023), Al-Okaily et al. (2023), and Lee (2024) found that EWB significantly contributes to TS and DL levels. Sangpikul (2018) and Vassiliadis et al. (2021) found that TS is significantly contributing to DL. However, few studies have comprehensively measured these interactive relationships, particularly within cross-cultural or multi-destination contexts. Furthermore, while TS and DL have been widely studied, the role of travel motivations in developing EWB remains underexplored. These gaps are especially evident in comparative studies between culturally distinct destinations, such as Egypt and the UAE.

Moreover, the associations among TS, EWB, and DL are influenced by additional moderating variables. Mansour (2021) confirmed the moderating effect of intimacy, demonstrating that a higher level of intimacy will result in a positive relationship between TS and DL. Wu et al. (2021) define intimacy as the degree of familiarity between customers and service providers. Once a business establishes a solid relationship based on trust, satisfaction, loyalty, and commitment, intimacy is formed (Lin et al., 2019). Trauer and Ryan (2005) and Coffey et al. (2024) claim that destination intimacy improves physical, mental, and emotional well-being, which in turn enhances tourist well-being and increases loyalty behaviours. Thus, this study integrates the moderation effect of intimacy on the relationships between TS, EWB, and DL. This effect could increase the power of association between TS, EWB and DL.

This study aims to investigate the direct effect of travel motivation on TS and EWB, as well as the indirect effect on DL. It measures the interactive relationships among travel motivation, TS, EWB, and DL and examines the moderating role of intimacy on the relationship between the latter variables (i.e., TS, EWB, and DL). This study offers practical implications that can assist marketing organisations, destination management, travel planners, policymakers, travel agents, and tourism service providers in emphasising the emotional fulfilment of the destination in their travel packages and services.

2. Literature review and hypotheses

Stimulus–Organism–Response Framework

The SOR model emphasises that a stimulus can arouse an anticipated response via an organism's inner mechanisms (Kim et al., 2018). This model highlights the organism's response to a stimulus, emphasising human dynamics (Lyu et al., 2021). The notion of stimulus and response is a component of both the behaviour and the environment (Pereira et al., 2023). An individual's psychological and emotional stability is affected by sudden changes in the tourism environment, which in turn will encourage changes in their behaviour (Karahan, 2025; Vatankhah et al., 2024). A stimulus is an external force that affects an individual's mental state (Fan et al., 2023). An organism is an internal process that occurs between a person's external stimulus and their eventual action, reaction, or response (Şahin & Kılıçlar, 2023). This study frames travel motivation as a stimulus. Relatedly, both tourist satisfaction (TS) and eudaimonic well-being (EWB) reflect the realisation of human potential, fostering personal growth and reinforcing psychological resources that support goal attainment—thereby offering insights into consumers' psychological and behavioural processes (Fan et al., 2023). TS, EWB, are examples of psychological rewards resulting from travel motivation (Fan et al., 2023; Mutanga et al., 2017). As for intimacy as an organism, it is an emotional state developed through interaction with a destination. Zheng et al. (2024) define intimacy as a sense of place-belonging to a destination. Cho (2021) sees intimacy as a form of place attachment that impacts TS and DL. Furthermore, previous studies have employed place attachment as a predictor of DL (Yuksel et al., 2010; Prayag & Ryan, 2011; Wang et al., 2023; Abou-Shouk et al., 2018). As a moderator, Cho (2021) found that the level of tourist intimacy with a destination would strengthen their satisfaction and loyalty to that destination. Balroo (2023) and Coffey et al. (2024) claim that intimacy is an accumulative emotion formed over time, increasing loyalty to a relationship and its destination.

Travel motivation and TS

Motivation is the psychological needs and wants that influence, integrate, and direct a person's behaviour and activities (Mutanga et al., 2017; Uysal & Hagan, 1993). The concept originates from the notion of "motives," or inner mental states that prompt action (Gnoth, 1997; Mohsin et al., 2017). In the tourism context, motivation is a combination of needs and desires that influence travel behaviour (Correia et al., 2013). While extant studies (i.e., Crompton, 1979; Gnoth, 1997; Hsu & Huang, 2008; Mohsin et al., 2017; Uysal & Jurowski, 1994) have provided widely accepted definitions of travel motivation, there remains an ongoing debate about the relative influence of intrinsic (push) versus extrinsic (pull) factors. Intrinsic motivation (i.e., push factors) is a behaviour triggered through internal incentives that promote intrinsic happiness, which drives behaviour through rest, relaxation, social interaction,



learning, nostalgia, health and fitness, excitement, adventure, and visiting friends and relatives (Crompton, 1979; Gnoth, 1997; Mohsin et al., 2017). The pull factors are extrinsic motivations centred on destination attractiveness (i.e., climate, landscape, beaches, recreational areas, cultural attractions, hospitality, facilities, and perceptions and expectations) (Hsu & Huang, 2008; Jönsson & Devonish, 2008; Uysal & Jurowski, 1994).

Based on the arguments above, the reasons behind travellers' motivation include the attractiveness of the destination, which encompasses both push and pull factors affecting tourists' behaviour (Correia et al., 2013; Parreira et al., 2021). Furthermore, travel motivation acts as an enabler of tourist satisfaction (TS), which is shaped by push and pull factors (Dunn Ross & Iso-Ahola, 1991) and reflects the fulfilment of tourists' desires and needs (Yoon and Uysal, 2005). Existing studies have shown that travel motivation enhances TS (Albayrak & Caber, 2018; Dunn, Ross, & Iso-Ahola, 1991; Lee & Hsu, 2013; López-Guzmán et al., 2017; Tang et al., 2022). Despite the simple, direct impact of travel motivation on TS in prior studies, the current study looks at the dynamic role of travel motivation on post-travel behaviour (i.e., tourist satisfaction and well-being). Hence, the first hypothesis is formulated:

H1. Travel motivation is predicting TS

Travel motivation, EWB, and TS

Travel motivation is also increasingly recognised as a key driver of tourists' EWB (Pomfret, 2021; Schwartz & Wrzesniewski, 2016). Originally, well-being refers to psychological flourishing and happiness in the context of positive psychology research (Ryan & Deci, 2001). It is a multifaceted concept that relates to social, emotional, physical, and environmental aspects (Vada et al., 2019a). Comprehending human well-being has drawn scholars' attention to the tourism environment (Pomfret, 2021). Fan et al. (2023) state that well-being consists of hedonic and eudaimonic aspects. Hedonic is associated with a visitor's subjective happiness, life satisfaction, enjoyment, comfort, and pleasure (Huta & Waterman, 2014; Rahmani et al., 2018), emphasising short-term positive emotions, as a result of enjoyable experiences (Al-Okaily et al., 2023), concentrating on one's satisfaction with life (Saari et al., 2023). In contrast, eudaimonic is associated with the importance of the tourist experience to achieving ideal psychological functions (Lengieza et al., 2019). Eudaimonia is a state of worthwhile and meaningful actions or activities characterised by several key features, including full engagement, autonomy, vitality, personal development, self-growth, and authenticity (Filep et al., 2022; Huta & Waterman, 2014; Rahmani et al., 2018). A travel agent can sustain long-term relationships with tourists if they can develop the concept of EWB (Lengieza et al., 2019). Critically, although studies of Al-Okaily et al. (2023), Saari et al. (2023), and Pomfret (2021) suggest a relationship between travel motivation and EWB, this connection remains theoretically underdeveloped and empirically fragmented. Addressing this gap, the current study seeks to examine how push and pull travel motivations influence EWB, thereby offering a more integrated understanding of the psychological benefits of tourism and proposing the following hypothesis:

H2. Travel motivation is significantly affecting tourist EWB

While engaging in specified activities, travellers tend to be satisfied with their holiday if they have meaningful experiences (Lee & Jeong, 2021). From this perspective, the EWB is positioned not only as an outcome of travel but also as a key antecedent of TS (Al-Okaily et al., 2023; Chen et al., 2016). However, this relationship remains theoretically nuanced. Despite the validation of prior studies (Bagheri et al., 2023; Park & Ahn, 2022; Tsai, 2021) that have established a positive link between EWB and TS, there remains a need to empirically examine this relationship to provide a robust exploration of how EWB affects TS. Thus, H3 is formulated:

H3. EWB is affecting TS

TS and DL

Based on Eid et al. (2019), TS is visitors' overall evaluation of their most recent experience with a tourism service. It is known as a response of travellers (Bagheri et al., 2023; Kim et al., 2009). Overall, TS refers to the degree of pleasure felt due to the tour's ability to satisfy one's desires, needs, and expectations (Choo et al., 2016). Travel research indicates that tourists' actual experiences with specific destination services are what ultimately determine their level of loyalty (Elgarhy & Abou-Shouk, 2022). Specifically, tourists feel satisfied and loyal when their cognitive and emotional needs are met (Al-Okaily et al., 2023). Consequently, satisfaction is typically comprehended to arise from a positive fit between the expectations and services rendered to visitors (Sangpikul, 2018).

On the other hand, TS is a fundamental aspect of effective destination marketing, as it influences the decision to select a destination (Yoon & Uysal, 2005). Whereas revisit intention is a significant consideration for policymakers, destination marketing managers, travel planners, travel agencies, and tour operators (Chen et al., 2021), it is revealed that TS is an enabler factor for revisiting a destination (Kurniawan et al., 2023; Onat & Güneren, 2024). Tourism research has found that TS has a significant impact on DL (Bagheri et al., 2023), with a particular focus on revisit intentions to destinations (Choo et al., 2016; Kurniawan et al., 2023; Park et al., 2019; Vassiliadis et al., 2021). However, despite some scholars argue that satisfaction is a necessary enabler for loyalty, some others believe that it is not sufficient alone, and that factors such as destination image, perceived value, or emotional attachment could play mediating or moderating roles in this relationship



(Sangpikul, 2018; Yoon & Uysal, 2005), there is a wide acceptance in tourism research that TS is a predictor of DL. Accordingly, the fourth hypothesis is developed:

H4. TS is predicting DL

EWB, and destination loyalty

EWB has emerged as a significant determinant of destination loyalty (DL) in recent tourism research. According to Tsai (2021) and Al-Okaily et al. (2023), the positive EWB significantly contributes to a greater level of DL. Typically, key performance indicators for gauging EWB and visitor loyalty are the behavioural reactions of visitors towards a destination (Bagheri et al., 2023). However, EWB could indirectly affect DL through TS, where tourists' positive emotions (i.e., true happiness) about their experiences are more likely to increase their satisfaction and behavioural intentions to return to the destination (Fu & Wang, 2021). It is arguable that when travellers experience a state of EWB, it has a positive effect on their satisfaction and loyalty to the destination (Lee & Jeong, 2021; Tsai, 2021).

Further studies reveal a direct effect of EWB on DL (i.e., Fan et al., 2023; Lengieza et al., 2019; Ritpanitchajchaval et al., 2023). For example, when travellers have a positive previous experience with EWB and travel, they are more likely to return to that destination. Revisitation could be a direct input from travellers to the tourism sector (Pestana et al., 2020). Tourism research indicates that EWB has a strong influence on DL (Al-Okaily et al., 2023; Bagheri et al., 2023; Tsai, 2021) and emphasises tourist revisit intention (Chen et al., 2021; Lee, 2024; Reitsamer & Brunner-Sperdin, 2015; Vada et al., 2019b). The present study explores the depth of the relationship between EWB and DL. Accordingly, the fifth hypothesis is formulated:

H5. EWB affects tourist loyalty towards destinations

The moderation of destination intimacy

The relationship between TS, EWB, and DL is complex and may require further exploration to examine the effects of specific mediators and moderators (Sangpikul, 2018; Yoon & Uysal, 2005). Despite the growing attention, intimacy remains an underexplored moderator in tourism behaviour models. Intimacy refers to the closeness, bonding, and emotional connectivity that create the experience of warmth (Bügel et al., 2011). Tourism intimacy concerns the sense of place-based belonging tourists encounter through their interactions in their destination (Zheng et al., 2024), as a close physical, mental, and social association (Trauer & Ryan, 2005), including their personal relationships, post-vacation passion, and TS (Coffey et al., 2024). Empirical research by Zheng et al. (2024) and Simoni (2014) revealed that travellers with a deep emotional attachment to a specific destination are more likely to have positive experiences and feelings about the destination and feel satisfied with it. It is anticipated that a visitor's level of intimacy with the destination will positively impact their satisfaction and desire to revisit (Cho, 2021). Visitors feel attached to a place when they are highly satisfied with it; thus, the attachment feeling towards a destination increases the intimacy level towards it (Zheng et al., 2024).

Intimacy is a reliable indicator of the quality of the product-service provider relationship (Shafiee et al., 2020). It is a reciprocal relationship that fosters a feeling of belonging (Garrouch & Ghali, 2023; Shafiee et al., 2020). Furthermore, intimacy is the sentimental and intimate connection travellers have with a place, frequently due to favourable experiences (Zheng et al., 2024). A visitor's intention to return to a destination increases when they have an emotional bond with the place and feel place-attached (Wang et al., 2023). According to Ananda and Abrian (2024), revisit intention is a facet of loyalty behaviours. The emotions of intimacy that accumulate over time contribute to revisit intention and the formation of long-term relationships with destinations (i.e., loyalty) (Balroo, 2023; Cho, 2021; Coffey et al., 2024; Wang et al., 2023). According to Zheng et al. (2024), intimacy is a significant enabler of revisit intention.

On the other hand, tourism destinations are adopting an intimacy strategy to tailor their services to meet more precise customer needs, which is expected to lead to long-term loyalty (Bügel et al., 2011). Building on that, tourism, hospitality, and travel firms strive to meet customers' real needs and expectations through positive customer communication and intimacy strategies (Can et al., 2022; Lin et al., 2019; Yim et al., 2008). Prior studies by Yim et al. (2008), Åkesson (2022), Mulia et al. (2021), and Tabrani et al. (2018) found a positive link between intimacy and loyalty. Mansour (2021) supported the moderating effect of intimacy, demonstrating that a higher level of intimacy will result in a positive relationship between satisfaction and loyalty. Thus, this study posits intimacy as a key moderating variable, intensifying the effects of both TS and EWB on DL:

H6. Intimacy moderates the link between TS and DL.

H7. Intimacy moderates the link between tourist EWB and DL.

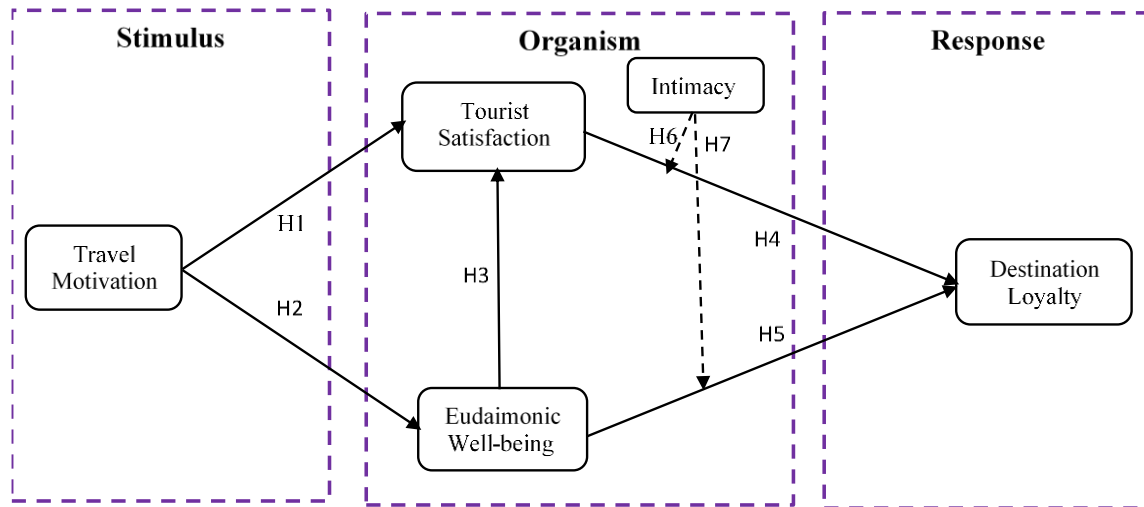
Research framework

This section is often considered the most important part of a research paper because it most effectively demonstrates your ability. Adapting the SOR framework, the interactions between tourist motivations, satisfaction, EWB, and loyalty in literature models were partially integrated to develop a cohesive framework to measure the interactive effect of these concepts on DL (Al-Okaily et al., 2023; Tsai, 2021; Yoon & Uysal, 2005). Based on the theoretical base of the SOR paradigm, frequently used in travel and tourism



research (Fan et al., 2023; Pereira et al., 2023; Şahin & Kılıçlar, 2023; Vatankhah et al., 2024). The current study applies tourist motivation as a stimulus, with TS, tourist EWB, and intimacy as variables, and DL as a response (Figure 1).

Figure1. The research conceptual model



3. Research method

Measures

Five variables were adapted and combined from previous research. Six items were used to evaluate travel motivation (Albayrak & Caber, 2018; Al-Okaily et al., 2023; Ryan & Glendon, 1998). EWB is measured by eight items (Fan et al., 2023; Wang et al., 2021). TS was assessed through five items (Bagheri et al., 2023; Eid et al., 2019; Elgarhy & Mohamed, 2023), while DL is measured by three items (Elgarhy & Abou-Shouk, 2022; Bagheri et al., 2023; Kurniawan et al., 2023). Finally, intimacy was measured using five items (Balaji et al., 2016; Bügel et al., 2011; Yim et al., 2008). Each attribute is assessed using a five-point agree-disagree scale. To address validity concerns, the questionnaire was piloted among 50 tourists; their feedback was revised and considered for the final version. Academics proficient in Arabic and English created and designed the survey initially, then translated it and made revisions in both languages. Next, a comparison was made between the original and translated texts. The two versions did not differ significantly from one another.

Sampling, data collection and analysis

Data are gathered from visitors to Egypt and UAE tourism destinations between May and September 2024. Out of 360 questionnaires distributed to visitors in Egypt, 320 valid surveys were returned, while 204 out of 250 forms were returned from visitors to the UAE destination. Both online and offline surveys were conducted to collect data from target respondents conveniently in museums, heritage and archaeological sites, hotels, and other tourist attractions with the help of friends and acquaintances in these tourist settings. Informed consent was obtained from all participants before they participated in the study. The collected responses are analysed using PLS-SEM via WarpPLS software. PLS-SEM is an advanced technique for analysing complex models that include mediations and moderations, and is frequently used in tourism research (Abou-Shouk et al., 2024b; Abou-Shouk et al., 2021; Abou-Shouk & Eraqi, 2015; Abou-Shouk et al., 2023; Abou-Shouk et al., 2024a; Salah & Abou-Shouk, 2020). The scale's construct validity is estimated using the AVEs ≥ 0.50 rule, and estimates of ≥ 0.7 are considered to guarantee reliability.

Table 1 shows that 57.7% of respondents are females, while 42.3% are males. Of the respondents, 38.2% are aged between 26 and 35 years, 22.8% are between 36 and 45 years, 19.1% are between 18 and 25 years, 12.9% are between 46 and 55 years, and 7% are 56 years or older. Additionally, 65.6% of respondents are single, 32.2% are married, and 2.2% are divorced. Regarding education, 49.1% hold a high school degree, 37.5% have completed a university bachelor's degree, and 13.4% have a postgraduate qualification. Regarding the annual income, 43.6% earn less than \$25,000, 33.8% earn between \$25,001 and \$50,000, 13.2% earn between \$50,001 and \$75,000, 6.4% earn between \$75,001 and \$100,000, and 3% \$100,001 and above. As for the trip purpose, 40.1% of respondents visited cultural and heritage sites, 37.7% travelled for leisure and holidays, 12.3% travelled for business, and 9.9% visited friends and relatives. For travel patterns, 28.2% of respondents prefer to travel alone, 35.8% travel with friends, 18.9% travel with family, and 17.1% travel in an organised tour. Regarding the number of visits, 55.2% of respondents travel once a year, 29.9% travel twice a year, 9% travel three times a year, and 5.9% travel more than three times a year. Finally, regarding the length of stay, 38.2% of the respondents stayed between 1 and 2 days, 22.8% stayed between 3 and 4 days, 19.1% stayed between 5 and 6 days, and 7% stayed for seven days or more.



Table 1. Demographic data

| Demographics | Respondent's profile | (%) | Demographics | Respondent's profile | (%) |
|------------------------|----------------------|------|------------------|------------------------------------|-------|
| Gender | Male | 57.7 | Trip purpose | Business | 12.3 |
| | Female | 42.3 | | Leisure/holidays | 37.7 |
| Age | 18 - 25 | 19.1 | | VFR | 9.9 |
| | 26 - 35 | 38.2 | | Visiting cultural & heritage sites | 40.1 |
| | 36 - 45 | 22.8 | | Travel composition | Alone |
| | 46 - 55 | 12.9 | Family members | | 18.9 |
| | 56 and above | 7.0 | Friends | | 35.8 |
| Marital status | Single | 65.6 | Organized tour | | 17.1 |
| | Married | 32.2 | Number of visits | Once | 55.2 |
| | Divorced | 2.2 | | Twice | 29.9 |
| Educational background | High School | 49.1 | | 3 times | 9.0 |
| | Bachelor | 37.5 | | More than 3 times | 5.9 |
| | Postgraduate | 13.4 | Length of stay | 1 – 2 days | 6.3 |
| Annual income | Below 25.000 \$ | 43.6 | | 3 – 4 days | 11.9 |
| | 25.001 – 50.000 \$ | 33.8 | | 5 – 6 days | 33.1 |
| | 50.001 – 75.000 \$ | 13.2 | | 7 days or more | 48.7 |
| | 75.001 – 100.000 \$ | 6.4 | | | |
| | Above 100.000 \$ | 3.0 | | | |

4. Research findings

The measurement model

Findings revealed AVE values for all dimensions greater than 0.50, indicating that convergent validity exists (Table 2). Cronbach's alpha and composite reliability values exceed the threshold of 0.7, and thus the scale is reliable. The VIF values of all dimensions display values less than 3, which means there are no serious multicollinearity problems.

Table 2: validity and reliability of the scale

| Indicators | Loading |
|---|---------|
| <i>Travel motivation: CR=0.908, CA=0.878, AVE=0.623, VIF=2.485</i> | |
| To uncover new places | 0.820 |
| To grow my knowledge | 0.816 |
| To be with others | 0.769 |
| To enhance my imagination | 0.847 |
| To acquire a sense of belonging | 0.744 |
| To challenge my capabilities | 0.733 |
| <i>TS: CR=0.934, CA=0.911, AVE=0.739, VIF=3.169</i> | |
| The destination meets my needs | 0.805 |
| I made a wise decision by choosing to travel to this destination. | 0.874 |
| I believe that making a purchase of this destination tour was the right choice | 0.872 |
| I would say that I have enjoyed experiencing this destination | 0.877 |
| Overall, I am satisfied with visiting the destination | 0.867 |
| <i>EWB: CR=0.939, CA=0.925, AVE=0.657, VIF=3.113</i> | |
| EWB helps me develop independence and self-determination | 0.838 |
| EWB helps me establish relationships that are satisfying, trustworthy, and warm with others | 0.792 |
| EWB helps me have a positive view of myself | 0.820 |
| EWB helps me believe that the past and present have significance | 0.825 |
| EWB helps me grow greatly as an individual | 0.853 |
| EWB helps me feel a sense of competence and mastery in environmental management | 0.840 |
| EWB helps me increase my overall life satisfaction | 0.774 |
| EWB helps me contribute to my overall happiness | 0.732 |
| <i>DL: CR=0.909, CA=0.849, AVE=0.769, VIF=3.176</i> | |
| I would speak positively about the destination | 0.823 |
| I would encourage friends and relatives to visit the destination | 0.912 |
| I would revisit the destination in the future | 0.893 |
| <i>Intimacy: CR=0.962, CA=0.951, AVE=0.836, VIF=1.314</i> | |
| I enjoy my experience at this destination. | 0.911 |
| I have a warm and comfortable feeling when visiting this destination | 0.940 |
| I experience great happiness with visiting this destination | 0.941 |
| I get the impression that this destination genuinely cares about my intimacy | 0.886 |
| I feel like this destination has a deep understanding of who I am | 0.892 |

Note: CA; Cronbach's alpha, CR: composite reliability.



The discriminant validity of the scale is confirmed as the square root of AVEs for all constructs exceeds the inter-construct correlations (Table 3).

Table 3. The square root of AVEs and inter-variable correlations

| Constructs | TM | TS | EWB | DL | IN |
|------------|---------|---------|---------|---------|---------|
| TM | (0.789) | | | | |
| TS | 0.651 | (0.860) | | | |
| EWB | 0.751 | 0.786 | (0.810) | | |
| DL | 0.687 | 0.781 | 0.792 | (0.877) | |
| IN | 0.143 | 0.189 | 0.178 | 0.157 | (0.914) |

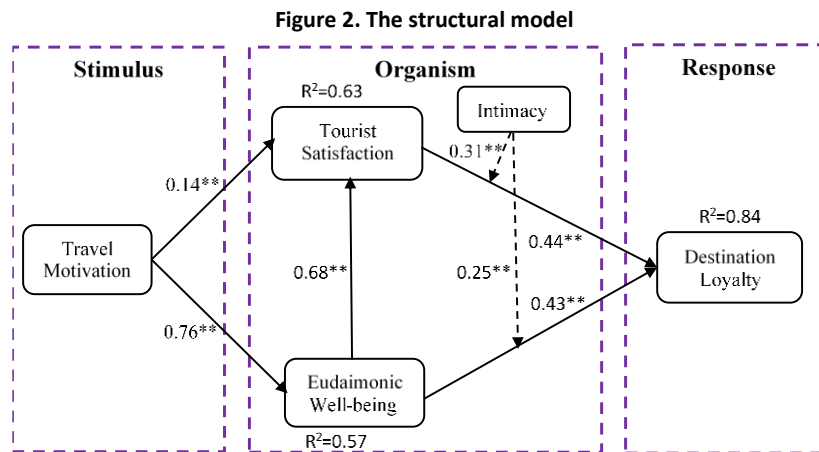
The discriminant validity of the scale is further confirmed through the HTMT values, which are all less than the cutoff of 0.90 (Table 4).

Table 4. HTMT2 ratios

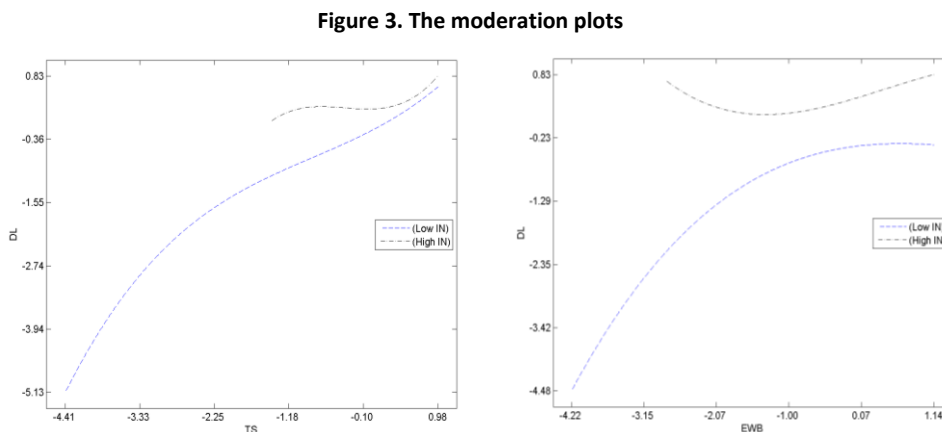
| Constructs | TM | TS | EWB | DL |
|------------|-------|-------|-------|-------|
| TS | 0.730 | | | |
| EWB | 0.839 | 0.854 | | |
| DL | 0.800 | 0.871 | 0.868 | |
| IN | 0.174 | 0.191 | 0.170 | 0.168 |

The structural model

Figure 2 illustrates the causal relationships between the research latent variables. It is revealed that travel motivations significantly influence TS ($\beta = 0.14, p < 0.01, H1$) and EWB ($\beta = 0.76, p < 0.01, H2$). It accounts for 57% of the variation in the EWB. This means that travel motivation has a large effect on the EWB. Additionally, it is revealed that TS is predicted by EWB ($\beta = 0.68, p < 0.01, H3$). The two constructs, travel motivation and EWB, explain 63% of the variance in TS. Furthermore, DL is significantly influenced by TS ($\beta = 0.44, p < 0.01, H4$) and EWB ($\beta = 0.43, p < 0.01, H5$). TS and EWB explain 84% of the variance in DL. Additionally, intimacy moderates the relationships between TS and DL ($\beta = 0.31, p < 0.01, H6$) and between EWB and DL ($\beta = 0.25, p < 0.01, H7$).



Regarding the moderation effect, Figure 3 shows that intimacy strengthens the relationship between TS, EWB, and DL, supporting H6 and H7. The moderation plot indicates that intimacy significantly moderates the effect of TS and EWB on DL. Specifically, the relationships between TS and EWB and DL are stronger when tourists report high levels of intimacy with the destination.





Multi-group analysis

This study compares the perceptions of visitors to Egypt and the UAE. Multi-group analysis is used to highlight the variations between the two categories of visitors (Table 5). The results highlight the significant differences in the perceptions of the two visited countries. These differences may be attributed to the distinct tourism offerings, cultural contexts, and branding strategies of each destination. For example, Egypt's heritage and cultural tourism appeal may foster deeper emotional and identity-based connections (eudaimonic well-being). At the same time, the UAE's focus on luxury, innovation, and entertainment may drive hedonic motivations and immediate satisfaction. Recognising these variances is crucial for destination management organisations and policymakers, as it enables them to develop targeted marketing strategies, tailor visitor experiences, and design policies that align with the unique expectations of their respective tourist segments.

Table 5. Multi-group analysis according to the visitor's country

| Samples | Egypt-UAE | | |
|--|-----------|----------|--------|
| | Paths | Std. Er. | Sig. |
| Travel motivation → TS | 0.16-0.19 | 0.088 | 0.016 |
| Travel motivation → EWB | 0.73-0.77 | 0.079 | <0.001 |
| EWB → TS | 0.66-0.72 | 0.080 | <0.001 |
| TS → DL | 0.18-0.89 | 0.084 | <0.001 |
| EWB → DL | 0.80-0.20 | 0.083 | 0.008 |
| Intimacy moderation (satisfaction-loyalty) | 0.31-0.15 | 0.087 | 0.042 |
| Intimacy moderation (EWB-loyalty) | 0.26-0.15 | 0.081 | 0.032 |

5. Discussion of findings

Given the intense competition among destinations to enhance TS and EWB, Egypt and the UAE strategically differentiate themselves by capitalising on tourists' travel motivations to cultivate a favourable destination image. However, existing research reveals a notable gap in understanding the extent to which travel motivations contribute to the development of positive TS and EWB. The current study aimed to quantify and investigate the effect of travel motivation on tourists' satisfaction, EWB, and DL when visiting Egypt and the UAE, considering the moderating role of intimacy.

In this respect, an integrated structured model is developed based on the SOR framework to measure the interactions between tourist motivations, TS, EWB, and DL. Travel planners, policymakers, legislators, travel agents, and tourism service providers increasingly aim to enhance their marketing effectiveness by improving the quality and diversity of tourist experiences offered, thereby fostering DL. Such improvement may help motivate tourists and improve their EWB, TS, and DL.

The findings show that travel motivation ($\beta = 0.76$) is a very important factor in increasing tourists' potential EWB, followed by TS ($\beta = 0.14$). Meanwhile, tourists' EWB ($\beta = 0.68$) emerges as a significant predictor of TS. Additionally, tourist satisfaction (TS) significantly contributes to enhancing potential tourists' DL, followed by EWB ($\beta=0.25$). On the other hand, intimacy enhances potential tourists' decision-making indirectly by positively influencing their trust in the service (TS, $\beta=0.31$) and emotional well-being (EBW, $\beta=0.25$).

These findings align with the assumptions of the SOR paradigm, as commonly applied in tourism research, including the work of Fan et al. (2023); Pereira et al. (2023); Şahin and Kılıçlar (2023); and Vatankhah et al. (2024), who assert that when travel motivation is conceptualised as a stimulus—characterised by high expectations related to needs and desires—it influences tourists' propensity to engage in travel behaviour, thereby enhancing tourism-related outcomes. Consequently, destination marketers, policymakers, and trip planners can leverage this understanding to refine their marketing and planning strategies, ultimately strengthening DL as the response.

When tourists have strong motivations to travel, these motivations reflect high expectations and a need to satisfy personal desires. As a result, they activate internal cognitive and emotional processes which increase the likelihood of actual travel behaviour and positively influence post-travel outcomes. Such outcomes include TS and EWB, which affect a tourist's intention to revisit a destination and recommend it to others. If tourists' motivations are effectively triggered and satisfied, their emotional and psychological connection to the destination strengthens, leading to greater loyalty.

To enhance destination performance, trip planners should identify and leverage factors that influence tourists' propensity to travel, particularly those associated with push and pull motivations. Pull factors—representing extrinsic motivations such as the appeal of cultural attractions, scenic landscapes, beaches, and recreational areas—play a critical role in destination choice. Likewise, push factors—reflecting intrinsic motivations such as the desire for rest, relaxation, social interaction, and nostalgia—should also be considered when designing tourism experiences. This result is concurrent with prior research by Albayrak and Caber (2018), López-Guzmán et al. (2017), Tang et al. (2022), and Al-Okaily et al. (2023), who found that travel motivation is a significant contributor to TS.



Additionally, the results display a strong correlation between travel motives and EWB. This suggests that travel motivation serves as a primary driver of tourist behaviour and acts as a significant contributor to overall well-being. This reinforces the idea that tourism is not merely a leisure activity but also a meaningful avenue for psychological enrichment. Specifically, when novel and purposeful travel motives drive individuals, they are more likely to engage in experiences that foster their EWB.

This result highlights the importance of designing travel experiences that extend beyond mere entertainment to foster deeper psychological engagement and fulfilment. Trip planners and destination marketers should innovatively utilise EWB and deploy strategies that emphasise eudaimonia and the tourist experience to achieve optimal psychological functioning, including vitality, autonomy, personal development, self-growth, and authenticity. These findings align with those of Al-Okaily et al. (2023), Saari et al. (2023), and Pomfret (2021), who have validated the correlation between travel motivation and tourist EWB. This suggests that tourists driven by novel motivations are likely to experience psychological benefits through their engagement with the destination.

The findings show a direct relationship between EWB and TS (Al-Okaily et al., 2023). This suggests that engaging in meaningful and purposeful activities at a destination contributes to a successful eudaimonic experience. This experience promotes deeper psychological functioning and enhances one's overall life satisfaction and happiness.

Engagement in specific types of activities and varying levels of involvement can significantly contribute to a meaningful eudaimonic experience. Such engagement fosters independence, self-determination, and the formation of satisfying, trusting, and emotionally warm connections with others—factors that enhance overall life satisfaction and happiness. Participating in destination-based activities further promotes psychological functioning. Consequently, EWB emerges as a key antecedent of enhanced TS. Positive responses toward the destination, along with the fulfilment of expectations, strengthen the intention to revisit and generate favourable word-of-mouth. This conclusion is supported by recent studies that have validated the positive relationship between tourists' EWB and TS (i.e., Bagheri et al., 2023; Park & Ahn, 2022; Tsai, 2021).

Additionally, the results showed a strong correlation between TS and DL (Bagheri et al., 2023). DL is a critical outcome variable for tourism stakeholders, particularly marketing managers and travel planners, as it reflects tourists' long-term commitment and emotional attachment to a destination. TS is an enabler factor of DL. When tourists are satisfied with their overall experience, they are more likely to develop trust, emotional intimacy, and a high perceived value toward the destination. Accordingly, satisfied tourists are more likely to recommend the destination to others—including friends and relatives—revisit it in future travel plans, and express favourable opinions about their experience. This finding aligns with the results of Park et al. (2019), Vassiliadis et al. (2021), and Kurniawan et al. (2023), who confirmed the crucial connection between TS and DL.

Furthermore, it is revealed that if respondents believe the services offered promote EWB, they may eventually become devoted customers. This reinforces our findings, indicating that higher levels of tourists' EWB are associated with stronger behavioural responses. Positive emotional experiences not only enhance TS but also strengthen behavioural intentions, such as the desire to revisit and increased loyalty toward the destination. This result is consistent with previous findings of Al-Okaily et al. (2023), Bagheri et al. (2023), and Tsai (2021), who highlighted the strong connection between tourist EWB and DL.

Finally, this study measures the moderating effect of intimacy on the link between TS, EWB, and DL. The findings show that intimacy strengthens the impact of TS and EWB on DL. The sense of intimacy contributes to memorable vacation experiences, fosters personal relationships, and leads to greater post-trip passion, satisfaction, and loyalty. It fosters a sense of place-based belonging among travellers, emerging through their physical, mental, and social interactions with the destination, and resulting in unique vacation experiences, meaningful personal connections, heightened post-vacation passion, and greater satisfaction. This result is also supported by Mansour (2021) and Åkesson (2022), who demonstrate that a greater level of intimacy is associated with a positive relationship between TS, EWB, and DL. To enhance potential TS and encourage return intentions, travel agencies and destination marketers should implement innovative strategies that foster a sense of intimacy among tourists and highlight their role in cultivating deep emotional bonds with the destination. In doing so, feelings of attachment are likely to strengthen tourists' perceived intimacy with the place. This is consistent with the results of Cho (2021), Wang et al. (2023), and Zheng et al. (2024), who verified the strong correlation between travellers who have a deep emotional connection with a destination and their likelihood of having pleasant experiences and feelings about it, as well as the desire of revisitation, resulting in a sense of attachment and DL.

6. Conclusions and implications

The current study aims to investigate the influence of travel motivations on TS and EWB, and further examines the effects of TS and EWB on DL, incorporating intimacy as a moderating variable. Based on data collected from tourists visiting Egypt and the UAE, it is revealed that travel motivation is a primary predictor of both TS and EWB, while the latter constructs affect DL. It is found that intimacy positively moderates the relationships between TS and EWB, as well as between TS and DL. The integrated findings highlight that beyond surface-level enjoyment, tourists' deeper emotional and psychological engagement—particularly through intimacy—amplifies the effects of TS and EWB on their loyalty behaviour. This suggests that loyalty is not merely a function of



satisfaction or meaningful experiences alone, but also of the emotional closeness and sense of belonging cultivated during travel. Before delving into the theoretical and practical implications, it is important to note that this study contributes to a more nuanced understanding of how emotional connection can serve as a critical lever for destination loyalty.

Theoretical implications

Although previous studies have examined the relationships among travel motivation, TS, and EWB, the present research advances the literature by simultaneously assessing the influence of travel motivation on both TS and EWB, while also evaluating the impact of EWB on TS. Additionally, it explores the effects of TS and EWB on DL. This comprehensive model offers a nuanced understanding of the interactive causal relationships among travel motivation, TS, EWB, and DL. A key contribution of the study is the inclusion of intimacy as a moderating variable, assessing its role in strengthening the associations between TS, EWB, and DL. Grounded in the SOR paradigm, the study presents an integrated model that provides deeper insight into how these constructs interact to enhance DL, particularly in terms of revisitation intentions and positive word-of-mouth. Empirical validation was conducted using data from tourists visiting two leading Arab destinations: Egypt and the United Arab Emirates (UAE). Furthermore, multi-group analysis revealed variations in the strength of relationships across these two contexts, highlighting how each destination uniquely contributes to TS and the attainment of EWB.

Practical implications

The research model has revealed the significance of travel motives as an antecedent of TS and EWB. Travel motivation is a crucial factor for destination marketers, travel planners, tour operators, and travel agencies. Clearly identifying the travel motivation of tourists generates specific segments of travellers with different desires and needs. The clear definition of each segment enables the design of customised tourist activities and patterns that meet their needs, ultimately leading to an increase in their satisfaction level. Travel planners and marketers should conduct motivation-based market research to classify tourists into distinct segments—such as cultural seekers, wellness travellers, or adventure tourists. This enables the design of customised activities and travel experiences that align with each group's desires and expectations, ultimately increasing their satisfaction.

They will also benefit from these segments by building and addressing their marketing efforts to target specific segments and using suitable innovative means and channels of marketing to reach potential travellers. The EWB of tourists primarily refers to the meaningful experiences they achieve through their travel. This will not be achieved unless travel planners and marketers have a detailed understanding of travel motivation, enabling them to design these unique experiences. They need to develop meaning-centred experiences to enhance EWB.

Marketers must go beyond promoting superficial attractions. They should focus on crafting authentic, reflective, and transformative experiences (e.g., local cultural exchanges, heritage storytelling) that align with the specific motivations of their target segments. These experiences foster deeper emotional engagement and improve overall satisfaction.

They need to care about the marketing content and how it should focus on meanings and translate it into unique experiences to attract the target segment of travellers. They have to create emotionally resonant marketing content that emphasises the personal growth, emotional fulfilment, and purpose associated with the destination experience. Instead of generic promotion, content should illustrate how travel could appeal to their psychological and emotional expectations.

Furthermore, the findings indicate that EWB is a key determinant of TS. When marketers and travel planners address the psychological and emotional dimensions of the tourist experience—particularly by emphasising meaningful and fulfilling activities—tourists are more likely to experience a sense of satisfaction and perceive their travel goals as successfully achieved.

When tourists are satisfied and have meaningful experiences, they become more loyal to destinations; their likelihood of revisitation or recommending the destination to others increases. Marketers need to leverage post-trip reflections to build DL. Tourists who feel fulfilled and emotionally connected are more likely to revisit and recommend the destination. Marketers should collect and showcase testimonials, reviews, and emotional feedback that highlight how a trip enhanced visitors' life satisfaction or well-being. These narratives can serve as trustworthy branding assets, reinforcing the destination's image as meaningful and transformative.

Findings revealed that intimacy has a substantial impact on the relationships between TS and EWB, as well as DL. Marketers and travel planners should promote intimacy to strengthen loyalty intentions. Findings show that intimacy moderates the effect of TS and EWB on destination loyalty. Travel planners should emphasise this in both experience design and marketing. Strategies may include offering personalised guest services that demonstrate attentiveness and care, creating small-group experiences to foster deeper connections, and using language and imagery that convey emotional warmth and comfort. These psychological aspects help increase revisit intentions and repeat travel.



Limitations and future research

This study focused on travel motivation, TS, and EWB of tourists without providing a detailed classification of travel motivations and exploring how different types of motivation could improve TS and EWB levels. It has also not focused on the demographics of travellers and how they affect their DL. Future research is encouraged to investigate these limitations for a deeper understanding of their impact on TS and DL. A qualitative investigation is also required for a deeper understanding of the concept of the EWB of tourists, including how it is formed and how it affects other dimensions of the travel experience and DL. A further limitation is the use of convenience sampling, due to the difficulty of accessing tourists using probability sampling, which may affect the generalizability of the study's findings.

Credit author statement

All authors have contributed equally. All authors have read and agreed to the published version of the manuscript. As an alternative, you can mention the exact participation of each author in the research.

Declaration of competing interest: None

References

- Abou-Shouk, M., Elbaz, A., Al-Leheabi, S., Abuelenain, E. & Shabana, M. (2024a). Trusting ChatGPT Usage in Personalised Travel Planning: The Moderating Role of Privacy and Data Security. *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584241306346>
- Abou-Shouk, M., Elbaz, A. & Maher, A. (2021). Breaking the silence of travel agency employees: The moderating role of gender. *Tourism and Hospitality Research*, 21(4), 487-500. <https://doi.org/10.1177/1467358420988048>
- Abou-Shouk, M. & Eraqi, M. (2015). Perceived barriers to e-commerce adoption in SMEs in developing countries: The case of travel agents in Egypt. *International Journal of Services and Operations Management*, 21(3), 332-353. <https://doi.org/10.1504/IJSOM.2015.069652>
- Abou-Shouk, M., Zoair, N., El-Barbary, M. & Hewedi, M. (2018). Sense of place relationship with tourist satisfaction and intentional revisit: Evidence from Egypt. *International Journal of Tourism Research*, 20(2), 172-181. <https://doi.org/10.1002/itr.2170>
- Abou-Shouk, M., Zouair, N., Abdelhakim, A., Roshdy, H. & Abdel-Jalil, M. (2024b). The effect of immersive technologies on tourist satisfaction and loyalty: the mediating role of customer engagement and customer perceived value. *International Journal of Contemporary Hospitality Management*, 36, 3587-3606. <https://doi.org/10.1108/IJCHM-09-2023-1496>
- Abou-Shouk, M., Zouair, N., Hewedi, M. & Badr, R. (2023). Predictors of work intention in the tourism career: the moderating impact of cultural aspects. *Current Issues in Tourism*, 1-17. <https://doi.org/10.1080/13683500.2023.2286270>
- Åkesson, T. (2022). *Subgroups of customer intimacy and their influence on customer loyalty : A structural equation modeling approach*. Master of Science in Industrial Management and Engineering. Faculty of Engineering, Blekinge Institute of Technology, Karlskrona, Sweden.
- Al-Okaily, N., Alzboun, N., Alrawadieh, Z. & Slehat, M. (2023). The impact of eudaimonic well-being on experience and loyalty: a tourism context. *Journal of Services Marketing*, 37(2), 216-231. <https://doi.org/10.1108/JSM-08-2021-0282>
- Albayrak, T. & Caber, M. (2018). Examining the relationship between tourist motivation and satisfaction by two competing methods. *Tourism Management*, 69, 201-213. <https://doi.org/10.1016/j.tourman.2018.06.015>
- Ananda, F. & Abrian, Y. (2024). The moderating role of place attachment in the influence of destination image on revisit intention at lawang tourist destination in Agam district. *Jurnal Manajemen Pariwisata dan Perhotelan*, 2, 65-76.
- Bagheri, F., Guerreiro, M., Pinto, P. & Ghaderi, Z. (2023). From tourist experience to satisfaction and loyalty: exploring the role of a sense of well-being. *Journal of Travel Research* 63(8), 1989-2004. <https://doi.org/10.1177/00472875231201509>
- Balaji, M., Kumar Roy, S. & Kok Wei, K. (2016). Does relationship communication matter in B2C service relationships? *Journal of Services Marketing*, 30(2), 186-200. <https://doi.org/10.1108/JSM-08-2014-0290>
- Balroo, S. A. (2023). Role of hotel servicescape in satisfaction and revisit intention of consumers: familiarity as a moderator. *Journal of Economics, Management and Trade*, 29(11), 71-84. <https://doi.org/10.9734/JEMT/2023/v29i111163>
- Bügel, M. S., Verhoef, P. C. & Buunk, A. P. (2011). Customer intimacy and commitment to relationships with firms in five different sectors: Preliminary evidence. *Journal of Retailing and Consumer Services*, 18(4), 247-258. <https://doi.org/10.1016/j.jretconser.2010.11.005>
- Can, Ü., Okat, C. & Uçkan Çakır, M. (2022). The relationships between corporate social responsibility, customer intimacy and customer citizenship behavior in the restaurant industry. *International Journal of Contemporary Economics and Administrative Sciences*, 12(2), 643-673. <https://doi.org/10.5281/zenodo.7513012>
- Chen, C.-C., Huang, W.-J. & Petrick, J. (2016). Holiday recovery experiences, tourism satisfaction and life satisfaction – Is there a relationship? *Tourism Management*, 53, 140-147. <https://doi.org/10.1016/j.tourman.2015.09.016>
- Chen, C., Teng, Z., Lu, C., Hossain, M. & Fang, Y. (2021). Rethinking leisure tourism: from the perspective of tourist touch points and perceived well-being. *Sage Open*, 11(4), <https://doi.org/10.1177/21582440211059180>
- Cho, H. (2021). How nostalgia forges place attachment and revisit intention: a moderated mediation model. *Marketing Intelligence & Planning*, 39(6), 856-870. <https://doi.org/10.1108/MIP-01-2021-0012>
- Choo, H., Ahn, K. & F. Petrick, J. (2016). An integrated model of festival revisit intentions. Theory of planned behavior and festival quality/satisfaction. *International Journal of Contemporary Hospitality Management*, 28(4), 818-838. <https://doi.org/10.1108/IJCHM-09-2014-0448>
- Coffey, J., Shahvali, M., Kerstetter, D. & Aron, A. (2024). Couples vacations and romantic passion and intimacy. *Annals of Tourism Research Empirical Insights*, 5, 100121. <https://doi.org/10.1016/j.annale.2024.100121>



- Correia, A., Kozak, M. & Ferradeira, J. (2013). From tourist motivations to tourist satisfaction. *International Journal of Culture, Tourism and Hospitality Research*, 7, 411-424.
<https://doi.org/10.1108/IJCTHR-05-2012-0022>
- Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Dunn Ross, E. & Iso-Ahola, S. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18, 226-237.
[https://doi.org/10.1016/0160-7383\(91\)90006-W](https://doi.org/10.1016/0160-7383(91)90006-W)
- Eid, R., El-Kassrawy, Y. & Agag, G. (2019). Integrating destination attributes, political (in)stability, destination image, tourist satisfaction, and intention to recommend: a study of UAE. *Journal of Hospitality & Tourism Research*, 43, 839-866. <https://doi.org/10.1177/1096348019837750>
- Elgarhy, S. & Abou-Shouk, M. (2022). The influence of co-creation and subjective norms on customer loyalty: customer satisfaction as a mediator. *Journal of Quality Assurance in Hospitality & Tourism*, 25(5), 1-21. <https://doi.org/10.1080/1528008X.2022.2152920>
- Elgarhy, S. & Mohamed, L. (2023). The influences of services marketing mix (7ps) on loyalty, intentions, and profitability in the Egyptian travel agencies: the mediating role of customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 24(6), 782-805.
<https://doi.org/10.1080/1528008X.2022.2080148>
- Fan, Y., Isa, S., Yang, S. & Wen, J. (2023). Effects of the guest experience, well-being, and eWOM intention for resort hotels: A positive psychology perspective. *Journal of Hospitality and Tourism Management*, 56, 197-206. <https://doi.org/10.1016/j.jhtm.2023.06.014>
- Filep, S., Moyle, B. & Skavronskaya, L. 2022. Tourist well-being: re-thinking hedonic and eudaimonic dimensions. *Journal of Hospitality & Tourism Research*, 48, 184-193. <https://doi.org/10.1177/10963480221087964>
- Fu, Y.-K. & Wang, Y.-J. (2021). Experiential value influences authentic happiness and behavioural intention: lessons from Taiwan's tourism accommodation sector. *Tourism Review*, 76(1), 289-303. <https://doi.org/10.1108/TR-06-2019-0228>
- Garrouch, K. & Ghali, Z. (2023). On linking the perceived values of mobile shopping apps, customer well-being, and customer citizenship behavior: Moderating role of customer intimacy. *Journal of Retailing and Consumer Services*, 74, 103396. <https://doi.org/10.1016/j.jretconser.2023.103396>
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283-304. [https://doi.org/10.1016/S0160-7383\(97\)80002-3](https://doi.org/10.1016/S0160-7383(97)80002-3)
- Hsu, C. & Huang, S. (2008). Travel motivation: a critical review of the concept's development. *CABI*, 14-27.
<https://doi.org/10.1079/9781845933234.0000>
- Huta, V. & Waterman, A. (2014). Eudaimonia and its distinction from hedonia: developing a classification and terminology for understanding conceptual and operational definitions. *Journal of Happiness Studies*, 15, 1425-1456. <https://doi.org/10.1007/s10902-013-9485-0>
- Jönsson, C. & Devonish, D. (2008). Does nationality, gender, and age affect travel motivation? a case of visitors to The Caribbean Island of Barbados. *Journal of Travel & Tourism Marketing*, 25(3-4), 398-408. <https://doi.org/10.1080/10548400802508499>
- Karahan, M. O. (2025). How social media influencers shape online impulsive buying: the mediating role of parasocial interaction. *Tourism & Management Studies*, 21(1), 113-125. <https://doi.org/10.18089/tms.20250107>
- Kim, M., Lee, C.-K. & Jung, T. (2018). Exploring consumer behavior in virtual reality tourism using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59, 69-89. <https://doi.org/10.1177/0047287518818915>
- Kim, T., Kim, W. & Kim, H.-B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51-62. <https://doi.org/10.1016/j.tourman.2008.04.003>
- Kurniawan, G., Hurriyati, R., Disman & Dagustani, D. (2023). Intention to revisit the mountain destination based on risk perception through tourism experience and satisfaction. *International Journal of Professional Business Review*, 8, e02721.
- Lee, T. H. & Hsu, F. Y. (2013). Examining how attending motivation and satisfaction affects the loyalty for attendees at aboriginal festivals. *International Journal of Tourism Research*, 15(1), 18-34. <https://doi.org/10.1002/jtr.867>
- Lee, W. & Jeong, C. (2021). Distinctive roles of tourist eudaimonic and hedonic experiences on satisfaction and place attachment: Combined use of SEM and necessary condition analysis. *Journal of Hospitality and Tourism Management*, 47, 58-71. <https://doi.org/10.1016/j.jhtm.2021.02.012>
- Lee, Y.-J. (2024). Destination fascination, well-being, and the reasonable person model of behavioural intention in heritage tourism. *Current Issues in Tourism*, 27(2), 288-304. <https://doi.org/10.1080/13683500.2023.2178395>
- Lengieza, M., Hunt, C. & Swim, J. (2019). Measuring eudaimonic travel experiences. *Annals of Tourism Research*, 74, 195-197.
<https://doi.org/10.1016/j.annals.2018.05.002>
- Lin, H., Zhang, M., Gursoy, D. & Fu, X. (2019). Impact of tourist-to-tourist interaction on tourism experience: The mediating role of cohesion and intimacy. *Annals of Tourism Research*, 76, 153-167. <https://doi.org/10.1016/j.annals.2019.03.009>
- López-Guzmán, T., Uribe Lotero, C., Pérez Gálvez, J. & Ríos Rivera, I. (2017). Gastronomic festivals: attitude, motivation and satisfaction of the tourist. *British Food Journal*, 119(2), 267-283. <https://doi.org/10.1108/BFJ-06-2016-0246>
- Lyu, J., Huang, H. & Mao, Z. (2021). Middle-aged and older adults' preferences for long-stay tourism in rural China. *Journal of Destination Marketing & Management*, 19, 100552. <https://doi.org/10.1016/j.jidmm.2020.100552>
- Mansour, M. (2021). Factors propelling the use of Islamic banking services: the moderating role of customer intimacy. *International Journal of Business Excellence*, 23(1), 71-92. <https://doi.org/10.1504/IJBEX.2021.111912>
- Meng, B. & Han, H. (2018). Working-holiday tourism attributes and satisfaction in forming word-of-mouth and revisit intentions: Impact of quantity and quality of intergroup contact. *Journal of Destination Marketing & Management*, 9, 347-357. <https://doi.org/10.1016/j.jidmm.2018.03.009>
- Mohsin, A., Lengler, J. & Chaiya, P. (2017). Does travel interest mediate between motives and intention to travel? A case of young Asian travellers. *Journal of Hospitality and Tourism Management*, 31, 36-44. <https://doi.org/10.1016/j.jhtm.2016.08.003>
- Mulia, D., Usman, H. & Parwanto, N. (2021). The role of customer intimacy in increasing Islamic bank customer loyalty in using e-banking and m-banking. *Journal of Islamic Marketing*, 12(6), 1097-1123. <https://doi.org/10.1108/JIMA-09-2019-0190>



- Mutanga, C., Vengesayi, S., Chikuta, O., Muboko, N. & Gandiwa, E. (2017). Travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe. *Journal of Outdoor Recreation and Tourism*, 20, 1-18. <https://doi.org/10.1016/j.jort.2017.08.001>
- Onat, G., & Guneren, E. (2024). The mediator role of customer satisfaction in the effect of gastronomic image on behavioral intention. *Tourism & Management Studies*, 20(2), 39-54. <https://doi.org/10.18089/tms.20240204>
- Park, J.-Y., Bufquin, D. & Back, R. (2019). When do they become satiated? An examination of the relationships among winery tourists' satisfaction, repeat visits and revisit intentions. *Journal of Destination Marketing & Management*, 11, 231-239. <https://doi.org/10.1016/j.jdmm.2018.04.004>
- Park, S. & Ahn, D. (2022). Seeking pleasure or meaning? The different impacts of hedonic and eudaimonic tourism happiness on tourists' life satisfaction. *International Journal of Environmental Research and Public Health*, 19(3), 1162. <https://doi.org/10.3390/ijerph19031162>
- Parreira, A., Pestana, M.H., Santos, J.A.C. & Fernández-Gámez, M.A (2021). Senior tourists' motivations for visiting cultural destinations: a cluster approach. *Anatolia*, 32(4), 604-616. <https://doi.org/10.1080/13032917.2021.1999757>
- Pereira, M., De La Martinière Petroll, M., Soares, J., Matos, C. & Hernani-Merino, M. (2023). Impulse buying behaviour in omnichannel retail: an approach through the stimulus-organism-response theory. *International Journal of Retail & Distribution Management*, 51(1), 39-58. <https://doi.org/10.1108/IJRDM-09-2021-0394>
- Pestana, M., Parreira, A. & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination Marketing & Management*, 16, 100332. <https://doi.org/10.1016/j.jdmm.2018.12.006>
- Pomfret, G. (2021). Family adventure tourism: Towards hedonic and eudaimonic well-being. *Tourism Management Perspectives*, 39, 100852. <https://doi.org/10.1016/j.tmp.2021.100852>
- Prayag, G. & Ryan, C. (2011). Antecedents of tourists' loyalty to mauritius: the role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51, 342-356. <https://doi.org/10.1177/0047287511410321>
- Rahmani, K., Gnoth, J. & Mather, D. (2018). Hedonic and eudaimonic well-being: A psycholinguistic view. *Tourism Management*, 69, 155-166. <https://doi.org/10.1016/j.tourman.2018.06.008>
- Reitsamer, B. & Brunner-Sperdin, A. (2015). Tourist destination perception and well-being: What makes a destination attractive? *Journal of Vacation Marketing*, 23(1), 55-72. <https://doi.org/10.1177/1356766715615914>
- Ritpanitchajchaval, N., Ashton, A. & Apollo, M. (2023). Eudaimonic well-being development: Motives driving mountain-based adventure tourism. *Journal of Outdoor Recreation and Tourism*, 42, 100607. <https://doi.org/10.1016/j.jort.2023.100607>
- Ryan, C. & Glendon, I. (1998). Application of leisure motivation scale to tourism. *Annals of Tourism Research*, 25(1), 169-184. [https://doi.org/10.1016/S0160-7383\(97\)00066-2](https://doi.org/10.1016/S0160-7383(97)00066-2)
- Ryan, R. & Deci, E. (2001). On happiness and human potentials: a review of research on hedonic and eudaimonic well-being. *Annual Review of Psychology*, 52, 141-166. <https://doi.org/10.1146/annurev.psych.52.1.141>
- Saari, S., Grénman, M. & Varhelahti, M. (2023). The relationships between happiness, wellness tourist motivation, and tourism destination among Finnish wellness travellers: insights from the world's "happiest nation". *International Journal of Spa and Wellness*, 6(3), 305-328. <https://doi.org/10.1080/24721735.2023.2263310>
- Şahin, A. & Kılıçlar, A. (2023). The effect of tourists' gastronomic experience on emotional and cognitive evaluation: an application of SOR paradigm. *Journal of Hospitality and Tourism Insights*, 6, 595-612. <https://doi.org/10.1108/JHTI-09-2021-0253>
- Salah, M. & Abou-Shouk, M. (2020). The effect of customer relationship management practices on airline customer loyalty. *Journal of Tourism, Heritage & Services Marketing*, 5, 11-19. <http://dx.doi.org/10.5281/zenodo.3601669>
- Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12, 106-123. <https://doi.org/10.1108/IJCTHR-06-2017-0067>
- Schwartz, B. & Wrzesniewski, A. (2016). Internal motivation, instrumental motivation, and eudaimonia. In: VITERSØ, J. (ed.) *Handbook of Eudaimonic Well-Being*. Cham: Springer International Publishing.
- Shafiee, M., Tabaeian, R. & Khoshfetrat, A. (2020). Tourist engagement and citizenship behavior: The mediating role of relationship quality in the hotel industry. *Tourism and Hospitality Research*, 20, 481-492. <https://doi.org/10.1177/1467358420914373>
- Simoni, V. (2014). From tourist to person: the value of intimacy in touristic Cuba. *Journal of Tourism and Cultural Change*, 12(3), 280-292. <https://doi.org/10.1080/14766825.2014.934054>
- Tabrani, M., Amin, M. & Nizam, A. (2018). Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships. *International Journal of Bank Marketing*, 36(5), 823-848. <https://doi.org/10.1108/IJBM-03-2017-0054>
- Tang, H., Wang, R., Jin, X. & Zhang, Z. (2022). The Effects of Motivation, Destination Image and Satisfaction on Rural Tourism Tourists' Willingness to Revisit. *Sustainability*, 14(19) 11938. Available: <https://doi.org/10.3390/su141911938>.
- Trauer, B. & Ryan, C. (2005). Destination image, romance and place experience—an application of intimacy theory in tourism. *Tourism Management*, 26, 481-491. <https://doi.org/10.1016/j.tourman.2004.02.014>
- Tsai, S.-P. (2021). Driving destination loyalty via separate impact of hedonia and eudaimonia. *Current Issues in Tourism*, 24, 1048-1053. <https://doi.org/10.1080/13683500.2020.1763267>
- Uysal, M. & Hagan, L. (1993). y. *Encyclopedia of Hospitality and Tourism*, 21, 798-810.
- Uysal, M. & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21, 844-846. [https://doi.org/10.1016/0160-7383\(94\)90091-4](https://doi.org/10.1016/0160-7383(94)90091-4)
- Vada, S., Prentice, C. & Hsiao, A. (2019a). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, 47, 322-330. <https://doi.org/10.1016/j.jretconser.2018.12.007>
- Vada, S., Prentice, C. & Hsiao, A. (2019b). The role of positive psychology in tourists' behavioural intentions. *Journal of Retailing and Consumer Services*, 51, 293-303. <https://doi.org/10.1016/j.jretconser.2019.06.015>



- Vassiliadis, C., Mombeuil, C. & Fotiadis, A. (2021). Identifying service product features associated with visitor satisfaction and revisit intention: A focus on sports events. *Journal of Destination Marketing & Management*, 19, 100558. <https://doi.org/10.1016/j.idmm.2021.100558>
- Vatankhah, S., Sepehrmanesh, A., Zaeri, E. & Altinay, L. (2024). Environmental CSR, customer equity drivers, and travelers' critical outcomes: A Stimulus–Organism–Response Framework. *Journal of Hospitality & Tourism Research*, 48(4), 725-740. <https://doi.org/10.1177/10963480231156836>
- Wang, D., Shen, C.-C. & Liu, H.-L. (2023). Exploring the impact of group tourists' citizenship behavior on engagement: the intimacy as a mediating variable. *Sustainability*, 15(18), 13391. <https://doi.org/10.3390/su151813391>
- Wang, L., Hou, Y. & Chen, Z. (2021). Are rich and diverse emotions beneficial? The impact of emodiversity on tourists' experiences. *Journal of Travel Research*, 60(5), 1085-1103. <https://doi.org/10.1177/0047287520919521>
- Wu, H.-C., Chen, X. & Chang, Y.-Y. (2021). Structural relationships between psychosocial risk, relationship quality, need for cognition, and quarantine intentions: the case of the quarantine hotel. *Service Business*, 15, 587-611. <https://doi.org/10.1007/s11628-021-00454-9>
- Yim, C., Tse, D. & Chan, K. (2008). Strengthening customer loyalty through intimacy and passion: roles of customer–firm affection and customer–staff relationships in services. *Journal of Marketing Research*, 45(6), 741-756. <https://doi.org/10.1509/jmkr.45.6.741>
- Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yuksel, A., Yuksel, F. & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284. <https://doi.org/10.1016/j.tourman.2009.03.007>
- Zheng, H., Ahmad, M., Khan, A., Hanif, N. & Chaudhry, I. (2024). Tourist revisit intention: A focus on perceived service quality, place attachment, and tourist intimacy. *Social Behavior and Personality: An International Journal*, 52(4), 1-11. <https://doi.org/10.2224/sbp.12943>