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The Effect of Tourist Patients' Experience in Marketing the Medical Tourism:An Archetypal Analytical Investigation of Al-Kafeel Hospital in Holy Karbala

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Abstract

General Background: Medical tourism represents one of the fastest-growing segments of the global tourism industry, contributing significantly to national economies and healthcare service development. **Specific Background:** Within this sector, tourist patient experience shaped by service quality, tourism facilities, and medical services has become central to marketing strategies and destination competitiveness. **Knowledge Gap:** Despite extensive discussion on medical tourism attributes, limited empirical evidence clarifies which experiential factors most strongly determine tourist loyalty in emerging destinations such as Holy Karbala. **Aims:** This study investigates the determinants of tourist loyalty in medical tourism marketing, focusing on the roles of tourist satisfaction, service quality, facilities, and environmental security at Al-Kafeel Hospital. **Results:** Based on survey data from 580 foreign tourist patients analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), the findings reveal that tourist satisfaction is the strongest predictor of loyalty ($\beta = 0.50$; $f^2 = 0.30$), followed by service quality ($\beta = 0.35$; $f^2 = 0.18$) and facilities ($\beta = 0.28$). Environmental security shows no statistically significant relationship with loyalty ($p = 0.058$). The structural model demonstrates strong explanatory power ($R^2 = 0.65$), with confirmed reliability and convergent validity ($CR > 0.7$; $AVE > 0.5$). **Novelty:** The study provides an empirically validated structural model highlighting satisfaction as the central construct in medical tourism marketing within a Middle Eastern healthcare context. **Implications:** The results support prioritizing service quality improvement, facility development, and systematic satisfaction monitoring to strengthen patient retention and strategic marketing performance in medical tourism destinations.

Highlights:

- Patient contentment demonstrates the highest predictive value for repeat visitation and recommendation behavior.
- Healthcare and hospitality attributes contribute significantly to behavioral commitment.
- The structural model explains 65% of variance in patronage intention.

Keywords: Medical Tourism; Tourist Satisfaction; Tourist Loyalty; Service Quality; PLS-SEM

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Overview

The medical tourism can be considered as the most gainful field in current tourism since it is growing rapidly in addition to be having a substantial effect on the development of the economy of the most nations. Annually, it is increased as a growing degree (CAGR) of 23.03%, in which the market of the medical tourism is predictable to increase from its 2024 survey of US$84.92 billion to US$239.37 billion by 2029. In this case, the flea market is predictable to increase throughout the prediction era because of many reasons such as enhanced devotion to global value and facility ideals. So, the approachability of the most recent medicinal machineries, minor medicinal costs in rising countries, and advertising care for medicinal tourism [1]. In this case, the maximum of the medical tourist's bill cost in relation to the host town maybe ten times more than that of a fixed tourist, in accordance to the worldwide measurements. Likewise, the average and the exact ratio of these visitors coming back for precautionary carefulness or far along periods of healing treatment [2].

The matter of supporting the global medical tourism seems to be imperative, despite, manufacturing progress proposal that cannot be employed if customer contribution and familiarities that which maybe not occupied in interpretation within this extent. Such a fact sheds the light on how essential in this study the diverse aspects that the tourist's involvements in the field of healthcare services and how essential looking at particular for smoothing the progress of new structural movement zones. It is a vital to relate the medical tourism facilities as innovative properties that are distinctly achieved confidential healthcare governments' provided that constructions. This requires varying the present means for emerging and employing plans.

The familiarity and the experience of the tourist's patient as an independent response to every happenstance within the field of the industry to be called "the tourist patient's experience". Such a term refers to a widespread happenstance which might include numerous networks and comprises the stages of study, consumption, ingestion, and post-consumption or depletion knowledge. Contrastly, according to the field of medical tourism, tourist patients and their mates observe their knowledge as a production of the actual hospice residence [3].

The patient's experience is addressed by many notions that touch his job and position. In this study, progressive commercial consequences such as patient's gratification beside dependability may be successfully affected by the patients' experience [4]. This patient can be considered as the main support in relation to the marketing dimension depending on the marketing theories and concepts. Consequently, most of the governments, societies, and industries can make benefit from the contentment of the patients in time anguish due to their discontent. Generally, and currently, the importance of the patients' experience is developed to be a crucial apprehension for academics and marketing specialists [5]. Most understanding and experience deal with tow main dimensions that are the individual (subject) and impartial (objective) fundamentals, and so it is serious for investigators to realize both of them entirely. Thus, to tackle an understandable import of public's experience capabilities seems to be further essential than realizing genuineness. This fact is due to have the experience the rank of memorizing since most incidents are mirrored after taking existence more than imitating it while experiencing it [6]. According to this environment, experience can be uninterrupted

as a patient goes together along with the kind of instantaneous knowledge. So, these four major modules in the medical tourism that are existed figure, existed phase, lived space, and existed humanoid relations are combined together to consist the consistent entire [7].

As a prominent model in the field of medical tourism, AlKafeel Hospital in Holy Karbala that is related to Al-Abbas's (p) Holy Shrine as a private hospital that is the second contributor to the city's health environment in the holy city of Karbala. It is considered as one of the area's highest upcoming hospices according to "The Middle East Hospital Construction Exhibition and Conference" in UAE. Al Kafeel hospital is one of the five hospices among the hospitals in the Middle East as its receiving the certification of many formal health institutions in the world to be with blessing one of the most prominent health centers that helps Iraqi people and the foreign people to offer different health services. Al Kafeel hospital has built on a land of about 10,000 square meters. In which, about 5,000 square meters have separated away to be its building in addition to about 5,000 square meters for exterior facilities. The hospital is consisted of five floors with a secretive basement and its main building is involved from about 200 beds. As such, the study deals with fractional minimum tetragons fundamental equivalence sculpting (PLS-SEM) in order to scrutinize the effect of the patient's experience according to the field of the marketing medical tourism.

Principal inquiry for the study:

The main essentials that are persuading the experience of the patient tourists in the field of the medicinal tourism marketing?

Sub-questions for research:

1. What are the way in which the patient tourists' experiences affecting their faithfulness and appointments in the medical abilities?

2. How can the greatest excellence values of the services can affect the patients as a their quest for even though wandering for medicinal handling?

3. To which level that the patient tourist's anticipations and valuations in regard to the medical tourism experience is determined with the social and communal issues?

Principal Hypothesis:

According to the marketing medical tourism, the facility excellence's influences, the services of the patients, the ecological safety, as well as the contentment of the patients can be had a statistically important valuable influence on their dependability.
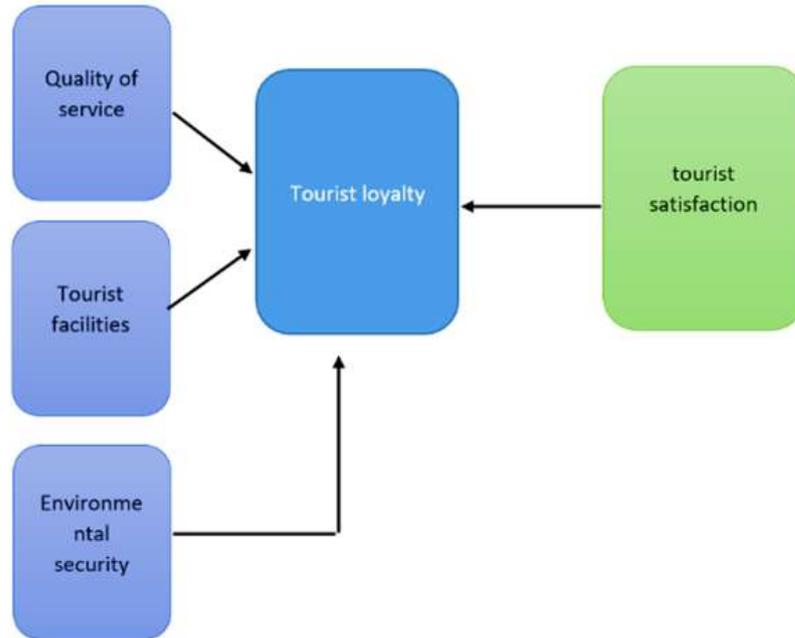
Sub-Hypotheses:

1. in this study, the quality and the kind of the health services in addition to the patient's reliability are absolutely connected in a statistically important technique.

2. The accessibility of the patients' services and their trustworthiness are absolutely connected in a statistically evocative mode.

3. as such, there is a statistically noteworthy confident association between reliability and tourist gratification.

Plan of study (created by the researcher)

Literature Review

In the marketing of the medical tourism, the idea of the patients' reaction to all the medical services is known as the patients' experience. The mental, emotive, physical, fleshly, with public reactions of the patients to the medical commercial can be involved in the general perception of their experience that may include a diversity of obtaining different medical systems. The idea of the patient tourists' experience is founded on the method which says that that the patient tourists are living a strong experience that is predisposed by the personal property and facilities, occasions, besides other communications which happen among the patients and the hospital at every touchpoint aforementioned to, through, and after the securing. So, such consequences in the medical progress of the essential minutes that comprise the patients' contact with the medical establishment [8].

Moreover, the patient tourists' experience of a medical production is an array of emotional state, opinions, and activities occur via various motivations which take place when the patients absorb in a definite marque either in a straight line or incidentally. The Operational occurrences can be recycled by marques as consumer touchpoints. The investigators become absorbed in such a matter because of the developing scope

of the computer-generated bazaar. So, currently, online marque involvement, or e-brand involvement, become a first-hand ground of the medical tourism study. The experience of the Online consumer, internet experience, network product involvement, online customer course experience, computer-generated experiential marketing, and online purchasing experience are some of the ideas that are connected with e-brand medical experience [3].

The researcher tries to put his finger on the difference between the brand-related motivations which can be produces via different means, such as supporting invention and facility data in trades and marketing, and further causes and participants just like news and material founded on the social media and this is what is called the "brand experiences". According to this concept, the patient tourists about this observation is affected by such a brand experience. The patient tourists look for the less and even the more even though they live according to the encouraging brand experience. Thus, such kind of brand as a positive on may aid the patients to feel extra self-assured and protected in themselves that supports the patients to shape tougher unions with the brand. Thus, the patient's feedbacks to brand-related motivations are induced by brand experience [9]

Consumers and brands can interact directly, such as when they buy products or services, or indirectly, such as through marketing and advertising. This means both users and non-users can engage with a brand. The personal and natural reactions of customers, triggered by varying levels of direct and indirect contact with brand-related stimuli, are called brand experience [4]. A brand offers both experiential and functional value based on consumer experience. Customer experience includes how customers affect non-consumers and their own purchasing and consumption experiences with the brand and the company. Today, consumers look for both the practical benefits a brand provides and the experiences related to it. Depending on how a consumer relates to their surroundings, this experience can occur in different areas, such as aesthetics, entertainment, information, or education. According to Prentice et al., brand experiences can manifest during service encounters as sensory experiences that is related to our senses, emotional experiences that is related to feelings), and behavioral experiences that is related to activities customers enjoy [4].

Such a concept is dealt with by Liu and colleagues in their study, "Exploring the Key Factors Influencing Health and Wellness Tourism and Their Relationship with Tourist Satisfaction and Loyalty in the Post-Covid-19 Era [10]: A Study of Emei City, A Chinese study scrutinized the influences manipulating tourist gratification and faithfulness in the domain of health and medical tourism sector marketing in Emei City, China, during the post-COVID-19 period.

So, the main objective in this study is to recognize such forces at work to improve the current destination managing. Furthermore, this study aims at identifying the crucial variables manipulating the gratification and faithfulness of visitors staying in Emei City.

Methodology: this study is built on the quantifiable investigation methodology that is assumed by means of a survey to gather information from visitors of Emei City. So, the key variables scrutinized comprised visitor conveyance, visitor fee, visitor incomes, visitor services, tourist facility excellence, medicinal

maintenance equal, and communal ecological guarantee. Organizational Equivalence Demonstrating (OED) is used to scrutinize the associations between these issues and visitor gratification and trustworthiness via visitor gratification performing as the arbitrating mutable regarding this research study.

Results: on the other hand, the results of this survey revealed that the patients' tourist transport, their fee, their services, their provision excellence, and social environmental reassurance have constructive and weighty impressions on patient tourist faithfulness. Additionally, all the ideas concerning the visitor transport, visitor fee, visitor means, and visitor facility excellence are established to be constructive impressions on visitor gratification. Likewise, tourist gratification involves a constructive association with their trustworthiness in the field of medical tourism field that is influenced in one time with COVID-19 epidemic. As such, the survey places the interest of the title role of visitor satisfaction in the relationship between tourism price and loyalty. Conclusion: This study offers valued data on the issues subsidizing to visitor gratification and trustworthiness in the health and wellness tourism sector in Emei City, especially in the context of the post-COVID-19 reclamation era. The funds offer innovative visions for upcoming study and applied commendations for vacation industry directors to upkeep the reclamation and expansion of the vacation industry area in Emei City, that eventually donates to local financial reclamation [10].

In 2024, and according to the dependence of Toni and his specialization, the aim of this study is to recognize the experiences of tourist patients' gratification in the field of the medical tourism (MT) via improving the literature review. Actually, this study offers a widespread analysis of preceding revisions related to the experiences of tourist patients' consummation in this field. On the other hand, the applied effects of such results seem to be essential and how these results help other academics understand the experiences of tourist patients' gratification as well as their prospective relations in the field of medical tourism marketing. This survey gives the chance to other upcoming studies in the field of the medical tourism business supporting by many academic fundamentals. From the first glance, this study is built on the previous studies as a literature review via fragmented information and broad variety of medicinal or healthiness vacation industry. Regarding these documents and data highpoint the conceptual modifications among diverse zones of other medication and the prospective influences which stimulus the tourist patients' gratification within this field [11].

According to "Patient satisfaction and patient loyalty in the medical tourism sector: a study based on trip attributes", Toni and colleagues tries to investigate the effect of medical tourism on the tourist patients' satisfaction and retention in medical tourism using partial least squares structural equation modeling (PLS-SEM) [12]. So, it aims to explore the effect of medical tourism on tourist patients' gratification and preservation in the field of the medical tourism by means of key facts composed via a survey from 402 external travelers staying in Kerala for medicinal cure. For instance, the Structural equation modeling (SEM), by Christian Ringel and his team, that is using Smart PLS 3.0 succeeds to scrutinize this information. Results: so, the fruits of this study display that the medical tourism qualities like the sequence of holidays, extent of

medical cure and leisureliness stage meaningfully touch the tourist patients' pleasure. In this way, tourist patients' pleasure considerably touches their preservation. As a result, the study highpoints the significance of medical tourism qualities regarding the patients' contentment. Thus, administrations and facility suppliers may additional improve the medicinal vacation industry industry by concentrating on medical tourism makings as they have a straight impression on persevering gratification [12].

According to the study that is achieved by Aljumah, he asserts that the field of medical tourism is developed and progressed rapidly because of its role in the life of people exactly in Malaysia [13]. In his study, the main objective is to scrutinize the facilitating influence of belief in worldwide tourist patients' gratification and trustworthiness. Additionally, it is focused on the consummation as a moderator among the kind of facility excellence and worldwide tourist patients' faithfulness in the field of medicinal tourism in Malaysia. It is produced a measureable analysis facts assembly instrument, distributing 640 studies for outside and international tourist patients in Malaysia. Actually, about 389 practical comebacks and reactions are in conclusion originate to be examined and so showed a reaction proportion of 60%. Such information is used the fractional minimum squares structural equation model (PLS-SEM). All in all, these results show that the kind of service excellence can be prominently interconnected with global patient faithfulness in Malaysia. Consummation is thus presented a constructive influence between facility excellence and faithfulness of external tourist patients. Finally, the study supports this philosophy by approving the features of the concept of "self-regulation of attitudes, intentions and behavior" connected to tourist patients' plan to visit more and form heavy-duty relations with Malaysian hospices [13].

In their study "Determinants of Foreign Patients' Loyalty of Medical Tourism in Malaysia: Trust and Perceived Value as Moderators" Aljumah and colleagues, show the core objective of their survey is to explore the effect of observed importance and dependence [14]. In the Milesian hospital's study, they gather their data of about 640 feedback form that are circulated to external tourist patients. Regarding these data, about 389 effective reactions are carefully chosen to be analyzed which embodies a comeback proportion of 60%. Such facts are investigated by using partial structural equation modeling (PLS-SEM) [14].

Techniques

Design of Research

Quantitative research has gained prominence across diverse disciplines, including the natural sciences, business, social sciences, and mathematics. Mohajan in this study, the researcher uses the quantitative method which is built on the economy of vacation industry [15]. For instance, in his survey, Moffat, states that surveys seem to be the vital one that using the study mechanisms via the communal disciplines to achieve the aims of the survey [16]. The study involves the contributor data such as gender, the level of learning level, the oldness assembly, tourism mode, official visit, the basis of data, the rank of service, companionship, the cause of the tourism, time and period of the travel as well as another interrelated invention. The investigator uses 3 to 5 point scale to measure all variables of reducing circulation favoritism. Meanwhile, a Likert scale was used to collect data across the questionnaires.

On the other hand, Dawes confirmed that the 5 point Likert scale bore meaningfully healthier outcomes than the 7 and 10 point Likert scales [17]. And so, such a study, chooses the 5 point Likert scale. As a comparison, about 384 people seem to be appropriate via such a study effort from the standpoint of Craigie and Morgan's board that places about 384 prototypes for being necessary while the tourists reach one million. In the situation of Karbala, it maybe 20 million visitors annually and about 15% of those tourists seem be tourist patients who stay in nursing home, including Al-Kafeel Professional Hospice.

Variable scopes

regarding this study, it involves 9 variables and the feedback form has 35 objects founded on its assumptions, all of them are recorded on a f5 point Likert scale from 1 (powerfully differ) to 5 (powerfully approve). The procedure   of   the study   is   shortened   in   Table 1.

Table 1 *Effects and Variables*

A variable	Symbol for an element	Measurement of elements	Citation
Travel and Transportation (A)	A1	It is easily accessible because of its position.	Anaya-Aguilar et al. [18], Robustin et al. [19], Virkar & Mallya [20], Chen & Petrick, [21]; Liberato et al., [22]
	A2	It is inexpensive to get to the location.	
	A3	There are several pleasant and varied modes of transportation available.	
Price of Tourism (B)	B1	The cost of experience programs is affordable.	Park et al., [23]; Castro et al., [24]; Wishara & Tambrin, [25]; Lee & Kim, [26]; Suanmali, [27]; Liberato et al., [22].
	B2	The cost of lodging is low.	
	B3	The cost of dining in restaurants is affordable.	
	B4	Low prices for shopping	
Resources for Tourism (C)	C1	It boasts a stunning natural setting and well-known tourist attractions.	Anaya-Aguilar et al. [18], Irma et al., [28]; Chia et al., [29]; Hekmat et al., [30]; Chen & Petrick, [21]; Lee & Kim, [26]; Dryglas & Salamaga, [31];
	C2	offers relaxing leisure activities that are healthful.	
	C3	It provides a range of gourmet, healthful food.	
	C4	It has a great local culture.	

	C_5	Numerous stores sell pleasant memories and presents.	
Facilities for Tourism （D）	D_1	offers parking garages.	Robustin et al. [19], Anaya-Aguilar et al. [32], Khairi & Darmawan [33], Liberato et al. [22], Ullah & Ahmad [34], and Chen & Petrick [21]
	D_2	offers hygienic and unique restrooms.	
	D_3	It offers first-rate and cozy lodging for visitors.	
Quality of Tourism Service (E)	E_1	top-notch entertainment offerings..	Robustin et al. [19], Nelloh et al. [35], Cham et al. [36], J.-H. Wang et al. [37], and Warangkana & Supawat [38]
	E_2	superior lodging services.	
	E_3	excellent services at restaurants.	
	E_4	Excellent taxi service.	
	E_5	Excellent efficiency and excellent service.	
Level of Medical Services(F)	F_1	Numerous hospitals are accessible.	(J. Wang et al., [37]; Lee & Kim, [26]; Ghasemi et al., [39]; Mandagi & Tappy, [40]
	F_2	The hospitals are well-regarded.	
	F_3	The hospitals are equipped with state-of-the-art machinery.	
	F_4	The medical center has a solid reputation, experience, and accreditation.	
Security of the Social Environment (G)	G_1	The city is seen well generally.	(J.-H. Wang and colleagues, [37]), (Orîndaru and colleagues, [41]), (Rehman and colleagues, [42]), (Cham and colleagues, [36], (Cruz-Milán, [43])
	G_2	Have a safe journey.	
	G_3	The location has good health and sanitation conditions.	
Evaluation of visitors' satisfaction (H)	H_1	The trip was as I expected.	(Mohammed et al.
	H_2	The trip is truly worth the money and effort.	
	H_3	Overall, I'm happy with the trip.	

Loyalty assessment of tourists (I)	I1	I will use the online platform to share my trip experiences..	(Obermann, .Uysal and Yun, [44]
	I2	I'm willing to use more medical items and services here.	
	I3	If I get the chance, I'll return there.	
	I4	I would recommend this institution to my friends and family.	
	I5	I start by looking at the destination when there are comparable travel destinations or items..	

Result and Discussion

THE Data Investigation

The Confirmatory Factor Analysis (CFA) is used in this study to assess the valuably power and Cronbach's Alpha to assess its reliability. According to The Confirmatory Factor Analysis CFA and Structural Equation Modeling (SEM), the study is being capable of assessing the level of how the minor issues can be considered the dependent variables as a study representation. Thus, Cronbach's alpha is used in the main reading to value its consistency and evaluation factor analysis (EFA) to scrutinize the strength of causes manipulating visitor contentment and trustworthiness [45][46][47].

Familiarity Examination Outcomes

Tarhini claims that to check up the familiarity in methodical text for endless information, skewness standards between -2.58 and 2.58 and kurtosis standards in the identical array are engaged into reason. For example, the table 2 explores the outcomes of the familiarity investigation showed for all variables and for each importance in the entire skewness arrays from 0 to 1, and the total information circulation diagram pleases the reading's necessities since it is sk to the accurate. The kurtosis values overall range from -1.17 to 0, demonstrating that for each investigation variable's information dissemination diagram is moderately flat, gathering the survey's necessities.

.

Table 2. *values of variance and kurtosis for every item (n = 580).*

Variables	N	Skewness	Normal Deviation	Kurtosis	Normal Deviation
Transport for Travel	580	0.53	0.10	-0.88	0.20
Cost of Travel	580	0.66	0.10	-0.85	0.20
Resources for Tourism	580	0.92	0.10	-0.46	0.20
Facilities for Tourism	580	0.45	0.10	-1.17	0.20
Quality of Tourism Services	580	0.70	0.10	-0.66	0.20
Level of Medical Services	580	0.88	0.10	-0.48	0.20
Security of the Social Environment	580	0.85	0.10	-0.49	0.20
Tourists' Contentment	580	0.58	0.10	-0.86	0.20
Tourists' Allegiance	580	0.92	0.10	-0.58	0.20

The Investigation of official scholarships' validity and reliability

Assessment of dependability

In 2016, Tarhini skewness standards between -2.58 and 2.58, beside kurtosis values in the identical diversity to be considerate while challenging for familiarity in academic text for incessant information. Regarding, table 2 shows the outcomes of the familiarity investigation showed for to each adaptable in this revision. All values in the whole skewness varieties from 0 to 1, and the general information delivery diagram mollifies the study's necessities since it is sk to the correct. The kurtosis standards general variety from -1.17 to 0, representing that all study variable's data dissemination illustration is reasonably level, discussion the servey's supplies.

Table 3. *values of variance and kurtosis for every item (n = 580).*

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Resources for Tourism	580	0.92	0.10	-0.46	0.20
Facilities for Tourism	580	0.45	0.10	-1.17	0.20
Quality of Tourism Services	580	0.70	0.10	-0.66	0.20
Level of Medical Services	580	0.88	0.10	-0.48	0.20
Security of the Social Environment	580	0.85	0.10	-0.49	0.20
Tourists' Contentment	580	0.58	0.10	-0.86	0.20
Tourists' Allegiance	580	0.92	0.10	-0.58	0.20

the analysis of official studies' cogency and trustworthiness

Assessment of dependability

the values of Cronbach's alpha method for the variables seem to be larger than 0.8, according to the dependability study results, representing good interior constancy of the survey and sensibly great reliability of the information.

Confirmation of rationality with Positive Factor Analysis

First, 27 items including 7 scopes of manipulating variables are exposed to a assenting factor analysis (CFA) using SMARTPLS software. The comebacks are:

regarding to these results, all of them indices contented the importance level, and the fit values (X^2/df = 1.38, RMRM = 0.02, RMSEA = 0.03, GFI = 0.95, NFI = 0.98, RFI = 0.97, IFI = 0.99, TLI = 0.99, and CFI = 0.99) were comparatively good.

Additionally, to show that all of the AVEs and CRs are above 0.7 and 0.8, correspondingly, the gathered information looks like resilient convergent rationality, the issue contents continuous effect and likewise displays that the typical factor contents constant for each dimension element is greater than 0.7, proposing that the rationality of the manipulating factors survey is reasonably respectable.

2. A confirmatory factor analysis (CFA) is achieved by means of SMARTPLS.

software on three tourist satisfaction factors, and the results were as follows: · The study's RMSEA value is 0.91. The fitting results show that all fitting indices satisfy the fitting criteria and that the fitting outcomes are generally good; RMR=0.00, GFI=1.00, NFI=1.00, IFI=1.00, and CFI=1.00. The fitting outcome of the entire model is unaffected even though the RMSEA value is below par because other fitting indications are good.

The factor load coefficient results show that all of the AVEs and CRs are above 0.8 and 0.9, respectively, indicating that the collected data has strong convergent validity, and that each item's factor load coefficient is higher than 0.80, indicating a reasonably high level of validity for the tourists' satisfaction survey.

Thirdly, five factors associated with the loyalty of tourists were subjected to a confirmatory factor analysis (CFA) using SMARTPLS software. The results from the approximation indicate that all of the approximation indices meet the approximation criterion, and the results are generally good (X2/df=0.50, RMR=0.00, RMSEA=0.00, GFI=1.00, NFI=1.00, RFI=1.00, IFI=1.00, TLI=1.00, and CFI=1.00).

In addition to showing that all AVEs and CRs are above 0.8 and 0.9, respectively, which indicates the collected data has robust convergent validity, the factor loading coefficient information shows that each item's factor loading coefficient exceeds 0.80, indicating the validity of the visitor loyalty survey is relatively strong.

Table 4. *The Explanation of the Path Coefficients*

	coefficient (β)	t-value	p-value	importance	Effects
Tourist Loyalty → Service Quality	0.35	4.20	0.000	Indeed.	Moderate
Facilities for Visitors → Loyalty of Visitors	0.28	3.80	0.001	Indeed.	Little
Loyalty of Tourists → Environmental Security	0.15	1.90	0.058	No	Weak
Tourist Loyalty → Tourist Satisfaction	0.50	6.10	0.000	Indeed.	Big

The following is shown in the above table: -Tourist pleasure has the biggest impact on loyalty (β = 0.50). -Facilities and service quality have a strong but less important impact. -Environmental safety can be eliminated from the model because it is not statistically significant.

Table 5. *Table of variables for validity and reliability (Measurement Model)*

A variable	α, or Cronbach's Alpha	Reliability Composite (CR)	AVE
Quality of Service	0.82	0.88	0.65
Facilities for Tourists	0.79	0.86	0.61
Travelers' Contentment	0.85	0.90	0.70

Visitor Loyalty	0.88	0.92	0.75

The results is showed in the previous table:

very variable is dependable (CR > 0.7 and α > 0.7).

Convergent validity is excellent (AVE > 0.5).

Table 6. *Prediction power (R2) and effect size (f2)*

The dependent variable	R²	Interpretation of R2	Interpretation of R2
Patronage of tourists	0.65	Strong Interpretation (65%)	Strong Interpretation (65%)
The route		f²	Interpretation of Impact
Satisfied tourists → Loyalty		0.30	Big
Quality of service → loyalty		0.18	Moderate

	Quality of Service	Facilities	Contentment	Faithfulness
Quality of Service	0.81	0.45	0.50	0.55
Facilities	0.45	0.78	0.40	0.48
Contentment	0.50	0.40	0.84	0.65
Faithfulness	0.55	0.48	0.65	0.87

regarding the results via a previous table, it is showed that:

-The AVE explanations, concerning the bold values on the diagonal, can be considered larger than the other associations, representing good discriminant validity.

Results and Recommendations:

One can find that the results of the practical and scientific side of the study is to invest the tourist patients' experiences and familiarities which can be talented by creating agendas of the adapting facilities to the favorites of visitors and cultivating real communiqué with visitors from corner to corner of numerous networks such as nifty uses, rapid comeback to objections. But, repeatedly calculating gratification maybe the greatest outcomes over the practice of momentary. So, the fast investigations after the official visit, through email or app, involving servant motivations to visitors gratification displays by provided that a 10% rebate via the afterward official visit for visitors who rate their involvement as 4 stars or upper; and by enlightening facility excellence (the medium-impact factor).

-to show and offer the reception employees exercise in responsive intellect and disaster organization.

-to define the reaction period necessities, like calling and addressing daily criticisms.

Therefore, the most of the prominent fundamentals that must not be ignored is (service organization) that can be upgraded by improving accessible registration raised area to lesser faults to offer the first-rate logistical facilities.

So, rising the booking degree by 15% in 6 months of putting the changes into place, the victory metric that is a vital element of assessing the importance of trustworthiness can rise the value of the businesses to the establishment.

Because of the arithmetical triviality (p = 0.058 > 0.05), the ecological safety mutable that its impact is weak becomes reconsidered and uninvolved from the faithfulness archetypal and not incorporated within the key advertising and marketing plans. On the other hand, it maybe prepared according to the minor variable that is directed to specific collections such as families.

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Conclusion

Depending on the arithmetical analysis of the study, the key element manipulating trustworthiness is tourist consummation towards the kind, quality, and excellence of the services to form the best and vital role in this field. Additionally, the marketing and processes sections should grind and work side by side and together for implementing these approvals, and the domino effect should be followed by means of strong enactment signs. Finally, the Smart PLS exemplary must be re-implemented afterwards a year to estimate the way of changing can be worked.

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