

**Effect of Destination Image on Revisit Intention and
Environmentally Responsible Behavior through
Tourist Satisfaction in Famagusta City of
North Cyprus**

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ABSTRACT

Nowadays, tourism academicians and other tourism sector's stakeholders mainly concern about how to decrease the adverse effects of tourism development on our planet. Therefore, the development of environmentally responsible behavior (ERB) among tourists becomes a vital issue for sustainable tourism development.

This thesis explores how destination image (DI) can affect revisit intention (RI) and environmentally responsible behavior (ERB) through tourist satisfaction. Famagusta city in Northern Cyprus is chosen as the research site because of its needs for destination image, repeat visitors, and environmentally responsible behaviors in the island as a destination. To achieve the current study's goal, a survey was conducted by distributing a questionnaire to tourists who are visiting the Famagusta city. The data collected from 200 participants were analyzed with SPSS and AMOS software.

The findings showed that components of destination image positively influenced satisfaction, revisit intention, and environmentally responsible behavior. Furthermore, it has been observed that the satisfaction mediated the influence of destination image on the two dependent variables whilst also having a direct effect on them. Moreover, the findings revealed several implications for developing environmentally responsible behavior among the local and international tourists and increasing the level of revisit intentions.

Keywords: Destination Image, Tourist Satisfaction, Environmentally Responsible Behavior, Revisit Intention, Northern Cyprus, Famagusta.

ÖZ

Günümüzde turizm akademisyenleri ve diğer turizm sektörü paydaşları, turizm gelişiminin gezegenimiz üzerindeki olumsuz etkilerinin nasıl azaltılacağı konusunda endişe duymaktadır. Bu nedenle, turistler arasında çevreye duyarlı davranışların geliştirilmesi sürdürülebilir turizm gelişimi için hayati bir konu haline gelmektedir.

Bu tez, destinasyon imajının turist memnuniyeti aracılığı ile yeniden ziyaret etme niyetini ve çevreye karşı sorumlu davranışı nasıl etkileyebileceğini araştırmaktadır. Kuzey Kıbrıs'taki Gazimağusa kenti, destinasyon imajına, tekrar gelen ziyaretçilere ve çevreye duyarlı davranışlara yönelik ihtiyaçları nedeniyle araştırma alanı olarak seçilmiştir. Çalışmanın amacına ulaşmak için Gazimağusa şehrini ziyaret eden turistlere bir anket dağıtılmış ve 200 katılımcıdan elde edilen veriler SPSS ve AMOS yazılımı ile analiz edilmiştir.

Bulgular, hedef imaj bileşenlerinin memnuniyeti, tekrar ziyaret etme niyetini ve çevreye karşı sorumlu davranışı olumlu etkilediğini göstermiştir. Ayrıca memnuniyet, destinasyon imajının iki bağımlı değişken üzerindeki etkisine aracılık ederken, aynı zamanda bunlar üzerinde doğrudan bir etkiye sahip olduğu görülmüştür. Ayrıca, yerel ve uluslararası turistler arasında çevreye karşı sorumlu davranışların nasıl geliştirileceğine ve yeniden ziyaret niyeti düzeyinin nasıl artırılacağına dair sonuçlar ortaya konmuştur.

Anahtar Kelimeler: Destinasyon İmajı, Turist Memnuniyeti, Çevreye Duyarlı Davranış, Tekrar Ziyaret Niyeti, Kuzey Kıbrıs, Gazimağusa

DEDICATION

I dedicate my dissertation work to my family and some friends. I especially thank my dear parents Mahtab Khatibi Taji for her emotional support and encouragement and for Mahmoud Ahmad Naseri for putting great pressure on my ears.

I also write this article to my sister Sahar, and my only brother, Sahand, never ceases to support me. I dedicate this work and appreciate the best people as the best cheerleaders of my life.

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Chapter 1

INTRODUCTION

Over the past two centuries, with the improvement of transportation infrastructures and communication lines, increasing the leisure time of the people, demand for tourism has faced increasing growth and international tourism has generated the most revenue for the national economy (Enright, & Newton, 2004; Rezapouraghdam, Behraves, Ari, & Doh, 2018). In accordance to this, today tourism industry has become the most profitable industry in the world economy, and after the petroleum industry, it is the most essential option for financial earnings around the world, so it is crucial to examine the factors that affect the tourism industry.

According to Mill and Morrison study, tourism is referred to as an activity that occurs during a tourist's journey (Mill & Morrison, 1985). This process involves the events such as travel planning, travel to the destination, residence, returns, and even memories of that journey. It also includes activities that tourists perform as part of a trip, such as buying different goods and interacting between the host and the guest in the destination. The experience of dangers and threats is abundant in tourism such as crime, political, social instability, and natural disasters. Therefore, the perceptions of tourists from the characteristics of the destination are considered to be the significant factors in choosing a destination of tourism. They can be managed in a better way that reduces their negative effects on tourism environment (Moutinho, & Vargas-Sanchez, 2018).

Tourist experiences form the core essence and the soul of the tourism and hospitality industry. With intensifying the level of competition in tourism industry, there is a call for recognizing that destination should create memorable image and tourism experience for visitors to improve the competitiveness advantages (Neuhofner, Buhalis, & Ladkin, 2012, 2015)

Destination image is generally defined to be an important construct which is affecting tourists' decision-making, tourists' destination choice, and future behaviors (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Zhang, Xu, Leung, & Cai, 2016). Specially, when the tourist destination is entire of a country, country and nation image has a significant impact on the perceived destination image and destination choice of international tourists, (Nadeau, Heslop, O'Reilly, & Luk, 2008)

According the previous literature, country image and destination image are remarked as imperative antecedents of future behaviors. However, there is a lack of study to examine the mechanism of how these constructs are influencing tourists' future behaviors and revisit intention and the model to explore the casual relationships (Agapito, Pinto, & Mendes, 2017; Kim & Ritchie, 2014; Kim et al., 2012; Zhang, & Buhalis, 2018). According to the previous studies about the effects of country image and behavior intentions (Carneiro & Faria, 2016; Kim et al., 2012; Lee, Ham, & Kim, 2015; Lee, Lee, & Lee, 2005; Lu, Chi, & Liu, 2015; Zhang et al., 2016), the current study is trying to fill the gap by exploring the relationship among destination image, satisfactory experience and future behaviors (e.g. revisit intention and environmental responsible behavior). In a way that if a tourist has impressive experience from the destination (such as natural sceneries, historical attractions or infrastructure), the more likely he/she feels satisfied, which in turn leads to higher level of concern about

environment or environmentally responsible behaviors and also revisit intention. Additionally, there is research calls for examine the different samples from different populations to explore the dimension of destination image on delighting the tourists, recommendations intentions and revisit intentions (Buhalis & Foerste, 2015, Zhang, & Buhalis, 2018). Therefore, I choose international tourists who are visiting Cyprus.

Tourism has been a major engine of growth for the Cyprus economy in the post-1974 period. The development of a tourism infrastructure in the difficult years after the invasion was instrumental in achieving the impressive economic turnaround of the late 1970s and early 1980s. (Ana, July, 2017). Accordingly, because of the deficiencies existing in past investigations with respect to the effect of measurements on satisfaction, and the contributing job of mental picture in assessing remote tourists in North Cyprus.

During past two decades public concern regarding the environment has increased and pressure service providers sectors and consumers to follow more environmentally responsible behaviors and friendly lifestyles.

Environmentally responsible behavior is reflected in an individual's environmental concern, assurance, and ecological knowledge (Cottrell & Graeme 1997). Iwata (2001) mentioned that the environmentally responsible behavior can be communicated through different forms of behavior (such as waste recycling and energy management). Environmentally responsible behavior can be classified into environmental engagement, no activist behaviors in the public scope, and private-sphere environmentalism (Stern, 2000). In the current study, we argue that the

environmentally responsible behaviors of tourists can be explained through level of satisfaction and their perception of the destination.

Many scholars have made effort to explore what underlies the environmental responsible behaviors (e.g. green consumer behavior), providing different models that explain how individuals' pro-environmental perceptions and attitudes can lead to particular actions and personal engagement (Bamberg and Moser, 2007; Chan, 2001; Chan and Lau, 2000; do Paço et al., 2013; Kim and Choi, 2005; Mostafa, 2007; Pagiaslis and Krontalis, 2014). Worth to mention that the current state of environment is globally serious problem and changes in people's lifestyles and behaviors are essential to prevent future deteriorations (Banerjee and McKeage, 1994).

There are models to explain the process by which environmental attitudes are translated into environmentally friendly behaviors. Such as cognitive-affect behavior model (CAB) (Holbrook, 1986; Solomon, 2011).

According to the cognitive-affect behavior model (CAB), decisions begin with cognitions "thoughts, personal beliefs, and perceptions, attitudes or meaning about a given object or issue", followed by affect "Emotions or feeling that individuals have with respect to an issue or object" and leading to behaviors "either intentions to act or actual actions" (Babin and Harris, 2010; Hu and Tsai, 2009; Solomon, 2011). The components of the hierarchy of effects (i.e. cognitions, affects, behaviors) can arrange in various orders and sequences, In current thesis, the sequence of the (CAB) was chosen for some reasons: According Babin and Harris, 2010, the cognitions, affects, behaviors (CAB) order is the most common sequence, in way that three elements are corresponding each other and flowing in the same directions. Moreover, this sequence

of components has been widely used in consumer persuasive hierarchy models (Vakratsas and Ambler, 1999).

Additionally, there are evidence to indicate the predictor role of attitude and effect on environmental behavior and examine the links between cognition, affect and behavior and how these components predict environmental responsible behavior (Biswas et al., 2000; Chan, 2001; Chan and Lau, 2000; Chan and Yam, 1995; Fraj and Martinez, 2007)

Therefore, in our thesis model, we propose that cognition affect with the latter affecting behavior, which means that tourists' attitudes or beliefs are likely to affect the concerns about the state of the environment, in turn, lead to pro-environmental behaviors. In other words, cognitive-affect behavior model (CAB), is applied to explain the mechanism between destination image and behaviors of tourists. Since, we propose that tourists' behaviors can be formed by their perception of destinations and level of their affective or emotions.

1.1 Aim and Objectives

The purpose of this study is the assessment of tourists' environmentally responsible behavior and revisit intention through their satisfaction after visiting North Cyprus by considering their destination image.

The thesis tests a model that measures the effect of Destination Image (DI) on Revisit Intention (RI) and Environmentally Responsible Behavior (ERB), through satisfaction (SAT) as a mediator. Data acquired from different type of visitors visited in North Cyprus.

1.2 Contributions of the Study

This study aims to contribute to the existing literature in the importance of tourists' satisfaction in influencing their behavior towards a destination. It stresses the importance of tourists' satisfaction in shaping their behavior and in stimulating revisit intentions. While other studies may have shown the effects of DI on RI and ERB, this study highlights the mediating influence of satisfaction between a destination image and the revisit intentions of tourists. Findings will help tourism managers take adequate steps in ensuring satisfaction of tourists.

1.3 Proposed Methodology

Reasonable methodology identifies with the advancement of coherent connections among factors (Neuman, 2006). As can be understood from the discussion above, we utilize quantitative approach in the thesis. Model development and testing hypothesizes require quantitative methodology, which is in line with other similar studies (Vaske & Kobrin, 2001; Um, Chon, & Ro, 2006; Chen, & Tsai, 2007).

Destination image (DI), satisfaction (SAT), revisit intention (RI), and environmentally responsible behavior (ERB) are the constructs used in this observed investigation. This thesis proposes that SAT mediates the relationship between DI and ERB and RI. That is, visitors who are faced with satisfaction experience (SAT) in turn leads to (RI) and (ERB).

1.4 Organization of the Study

A research model was developed as a context to examine the effects of the factors on environmentally responsible behavior (ERB) perceived by tourists and their revisit behavior. Data was collected through a questionnaire from international and local tourists who are visiting the North Cyprus. The survey intends to explore how

destination image (DI) can affect revisit intention (RI) and environmentally responsible behavior (ERB) through tourist satisfaction visiting the North Cyprus. All questionnaires had information about issues of confidentiality and anonymity. Authors utilized the SPSS and AMOS software to analyze the collected data. The items of the constructs were measured by using 5 and 7 point Likert scales. The proposed effects in the model were tested with regression analyses. To assess the significance of the mediation effects, a bias-corrected bootstrap confidence intervals (Hayes & Scharkow, 2013) of the estimate parameters were generated from a 5,000 resamples by using the unstandardized coefficient and standard errors.

Chapter 2

LITERATURE REVIEW

This chapter gives conceptual information about destination image, tourist satisfaction, revisit intention, and environmentally responsible behavior. This is followed by outcomes of RI and ERB. 'Cognitive, affective and behavior' (CAB) theory is also discussed and used to develop several relationships among study variables.

2.1 Destination Image

There are different perspectives for destination image in the literature (Tasci et al., 2007), since it is widely used in tourism context (Tasci & Gartner, 2007). The common expression of destination image, which have been used widely in the literature, is as perception and impression of individual that held about a destination (Crompton, 1979; Hahm, Tasci, & Terry, 2018). Destination image is known with affective, cognitive, and conative components (Gartner, 1994). According to Baloglu & McCleary (1999), destination image is composed of cognitive, affective, and the overall image perceived by the visitors. Different elements influence forming destination image such as the individual perception, news, information provided by the agents, and the interpretation of visitors who has perceived the destination experience of any particular region (Tasci, 2006; Tasci & Gartner, 2007; Tasci et al., 2007). Destination image is a dynamic construct, improvement, and development through the information and perceptions shapes the visitors image (Hahm, Tasci, & Terry, 2018).

As per Xia et al. (2009), destination image has been every now and again demonstrated to have direct impact on tourist's behavior, for example visitor desire and saw appreciation. The destination image is characterized as a person's psychological image of the information, emotions, and a general view of a particular destination. Truth be told, a few measurements identified with the visitor practices, for example, their desires and impression of significant worth, are molded by the image that they have from the destination (Chin and Qu, 2008).

Destination image is depicted too characterized topographical regions, for example, a nation, an island or a town (Hall, 2000). Afterward, the meaning of destination image grows to incorporate a perceptual idea the destination. It is an abstract translation of a spot by visitors relying upon their effort schedule, social foundation, the reason for visit, instructive level and past experience, and has six destination parts as follows (Buhalis, 2000): attractions (normal, man-made, fake reason assembled, legacy, extraordinary occasions), openness (whole transportation framework involving courses, terminals and vehicles, comforts (settlement and cooking offices, retailing, different vacationers administrations), exercises (all exercises accessible at the destination and what tourists will do during their visits) and support (administrations utilized by visitors, for example, banks, broadcast communications, post, newsagent, medical clinics, and so on).

Chi and Qu, (2008) suggest that a positive destination image will achieve tourist satisfaction and affects visitors social aims. This view upheld the thought proposed by Yu and Dean (2001) that opinions, satisfaction might be a main marker of direct than perceptual assessment, destination image. It is engaged by Baker and Crompton (2000) that tourism industry satisfaction is the energetic formal of visitors after initial to the

chance or experience. On the other hand, the passionate measurement connotes the person's attitudes toward the tourist destination. (Baloglu and Brinberg, 1997; Kim and Yoon, 2003).

On the whole, past discoveries have recommended that destination image is a direct Predecessor of satisfaction and accomplished an agreement that an increasingly good destination image is probably going to rapid a more significant level of tourists satisfaction (Chen and Phou, 2013; Chi and Qu, 2008; Prayag, 2009; Prayag and Ryan, 2012; Tasci and Gartner, 2007). In addition, Lee et al. (2005) expressed that people who saw a productive destination image would prompt a more significant satisfaction level and conduct expectation.

2.2 Tourist Satisfaction

The satisfaction of tourists from the experience of helpful and existential reality are strong indicators of their intention to revisit. . Yu and Dean (2001).The empirical results of the current study can be valuable for tourism industry actors to understand that the satisfaction of tourists enhances their revisit intention. Additionally, environmentally responsible behavior can affect tourism resources to be more tangible and accessible. (He et al., 2018).

Tourist satisfaction is essential to retain visitors. Therefore, decision makers need to be aware how to minimize adverse factors related to tourists' dissatisfaction and to enhance the factors such as destination image to improve the satisfaction level among the visitors that have been proved to be positively significant to retain revisit intention among local and international tourists (He et al., 2018).

The main aim of all kinds of marketing activities and initiatives in the tourism and hospitality industry is to achieve tourist satisfaction (Alanzeh et al., 2018). In destination marketing one of the critical success factors is tourist satisfaction, it is well known as a factor that significantly affects destination selection, expenditure, and intention to revisit (Yoon & Uysal, 2005). One of the main consequent results of service quality is tourist satisfaction (Chang, 2014). If the tourist perception's level is higher than their expectations about any kind of products or services they received, their level of satisfaction will be higher (Kuo et al., 2018).

Tourist satisfaction has been measured by the summation of tourist evaluation of destination attributes (Kozak & Rimmington, 2000; Kozak, 2003). This kind of satisfaction measurement can be regarded as an evaluation of the quality of destination performance, where tourists are satisfied not only with what they experience; that is, how they were treated and served at a destination (Um, Chon, & Ro, 2006), but also how they felt during the service encounter (Baker & Crompton, 2000).

Specifically, tourist satisfaction is made by the assessment of pre-travel wants and post-travel experiences (Chen and Chen, 2010). In simple words, when encounters of tourists contrasted and the longing achieves the conclusion of joy, the satisfaction is produced using the trade it is fathomed that satisfaction of tourists is realized by two unique estimations; Firstly, it is related to the pre-want for the visitors before the development; Secondly, it is demonstrated to the protection of the tourists on the conveyed organizations after the development reliant on the verifiable experiences. In different words, tourist satisfaction is lawfully affected by the visitors desires (Xia et al., 2009; and Song et al., 2011) and perceived value (Huang and Su, 2010; Chen and Chen, 2010; and Song et al., 2011).

Concentrates, for instance, Cronin and Taylor, (1992) and Kozak and Rimmington (2000) suggested that tourist satisfaction is a decent estimated of tourism destination to revisit to and recommend the destination to others.

2.3 Revisit Intention

The concept of revisit intention derives from behavioral intention. Oliver (1997) defines behavioral intention (e.g., repurchase and word-of-mouth intentions) as “a stated likelihood to engage in a behavior” (p. 28). From the view of leisure and recreation, behavioral intention is the intention of visitors to revisit within a year and their willingness to travel often to the destination (Baker & Crompton, 2000).

There are different behavioral intentions components. One of these components is revisit intention. Revisit intention can be distinct as the willingness of tourists or visitors to experience the same brand, place or destination in the prospect (Zeithaml, Berry & Parasuraman, 1996). Revisit intentions of tourists can be considered as cognitive components (Kim et al., 2013) such as value, quality, and image (Cheng & Lu, 2013; Molina et al., 2013). The cognitive components can be allied to other components such as affective components that can be described as satisfaction and pleasure (Tosun et al., 2015).

Revisit intention to a tourism destination has been defined as an individual's readiness or willingness to make a repeat visit to the same destination, providing the most correct estimate of a judgment to revisit, e.g. obtaining of a vacation package to the same destination (Han & Kim, 2010). Cole and Scott (2004) considered it to be the longing to visit, in a specific timeframe, a previous destination for a second time. As Um, Chon, and Ro (2006) argue “revisit intention has been regarded as an allowance of

satisfaction rather than a motivator of [the] revisit decision-making process". Numerous researchers have focused on factors that contribute to revisit intention (Alegre & Garau, 2011; Baloglu, 2000; Chen & Tsai, 2007), as it is better to attract visitors to come back than to look for new visitors (Um et al., 2006). For sample, Petrick, Morais, and Norman (2001) decided that intention to revisit a destination is subjective by the tourist's level of satisfaction, supposed value, and previous behavior. In a similar manner, there is evidence that the need for diversity and replacements, as tourists who seek originality tend not to revisit a destination (Assaker & Hallak, 2013; Assaker, Vinzi, & O'Connor, 2011; Barroso, Martin-Armario & Ruiz, 2007; Bigne, S Sanchez & Andreu, 2009).

Basically, the positive association among satisfaction and revisit intention to aim has been found in the tourism industry destination choice settings (Baker and Crompton, 2000; Kozak, 2001; Petrick, et al., 2001; Yuksel, 2001).). Several studies have also suggested that satisfied visitors tend to recommend a destination to other people (e.g., Kozak and Rimmington 2000; Yoon and Uysal 2005), which may mean that satisfied visitors hold positive attitudes toward the destination. Image is a compelling component in the basic leadership procedure of tourist destination decision (Mayo, 1975) and destination revisit intention of tourist (Öztürk and Qu, 2008). In other words, full of feeling segments picked up from encounters in a particular destination can be more important when considering tourism revisit intention than the destination itself (Gitelson and Crompton, 1984). In such manner, past experience has been seen as the best impact on "destination" revisit intention to expectations of tourists (Kaplanidou and Vogt, 2007; Petrick, Morais, and Norman, 2001).

Baloglu (2000) established that cognitive and affective evaluations interpreted a major share of the variability in visit intention in finding to travel motivation, amount of proposal, and types of information sources. Some academics found reliable results that cognitive and affective images have momentous effects on the over-all image, and intention to revisit and recommend (Baloglu & McCleary, 1999b; Qu, Kim, & Im, 2011; Wang & Hsu, 2010). However, Li et al. (2010) found that only the affective image exerts an impact on the purpose to revisit. Past research also found observed suggestion that destination image positively affects the perceived brilliance (Lee, Lee, & Lee, 2005) and satisfaction (Assaker, Vinzi, & O'Connor, 2011; Prayag, 2009). Assaker et al. (2011) noted that additionally to novelty-seeking and tourism satisfaction, destination image was also suggestively linked to revisiting intention. Concurring with the qualitative findings by Rittichainuwat and Chakraborty (2009), Assaker et al. (2011) found that tourist satisfaction is one of the utmost important variables encouragement direct revisit intention of travelers. They also institute that destination image encouragements revisit intention.

2.4 Environmentally Responsible Behavior

Environmentally Responsible Behavior (ERB) alludes to activities that reflect worries for the indigenous habitat by people or gatherings (Hungerford and Peyton, 1976) and approaches to present or address natural environment (Hsu and Roth, 1998; Huang and Yore, 2002; Hungerford and Volk, 1990; Marcinkowski, 1988; Sivek and Hungerford, 1989). Individuals with ERB attributes start practices that limit impacts on the regular environment (Kollmuss and Agyeman, 2002) and even perform activities that advantage the environment (Steg and Vlek, 2009).

Some researchers have suggested that outdoor recreation participation may increase tourists' ERB in appreciative outdoor recreation activities (Berns and Simpson, 2009; Thapa, 2010), which may improve the association among nature and ecological information and may promote tourists' ERB.

In the nature-based tourism situation, the natural environment provides tourists with the occasion to experience nature and increase environmental knowledge, which will affect their environmental behavior during their tourism experience (Ballantyne, Packer, & Falk, 2011; Ballantyne, Packer, & Sutherland, 2011; Duerden & Witt, 2010). Therefore, providing a memorable and educational experience to tourists is essential. Further, Hungerford and Volk (1990) see environmental education as another factor to impact environmental behavior, facing out that individual experience and contribution in the environment can encourage environmentally responsible behavior.

Environmentally responsible behaviors can be considered as concerns about the environment, commitment to the environment, and the knowledge of ecology (Cottrell & Graefe, 1997). The contributions of adopting environmentally responsible behaviors are protecting and conserving the natural resources and result in promoting the sustainable development of nature (Cottrell, 2003; Lee, 2011). Tourists' engagement in environmentally responsible behaviors happens when the tourist's concerns to avoid destruction to the environment while experiencing tourism (Chiu, Lee, & Chen, 2014; Su, & Swanson, 2017). Environmentally responsible behavior can be communicated through natural activism, non-activist behaviors in the public sphere, and private-sphere environmentalism (Stern, 2000), reflected in a variety of behaviors, including

waste reusing and vitality management(Iwata, 2001), esteeming the local culture, and lessening negative effects on the local environment (Lee&Lin, 2001).

Environmentally responsible behavior is a typical of individuals who are knowledgeable and disturbed about the environment and will, therefore, engage in behavior that would escape damage to the environment (Iwata, 2001; Mobley, Vagias, & DeWard, 2010).

Tourists can be environmentally responsible by enacting behaviors that decrease or maintain a strategic distance from demolition to the environment (Chiu, Lee, &Chen, 2014). As per Lee, Kim, Lee, and Li (2012), tourists display environmentally responsible behavior when they effort to limit conceivably unfriendly ecological impacts and give themselves environmental protection during their tourism experience.

To sum up the above discourse, destination image (value and quality) and satisfaction (positive feelings) of the destination can create more respect for the environment and lastly be reflected in tourists' environmentally responsible behavior (Ballantyne & Packer, 2011; Hughes, 2013).

2.5 Cognitive, Affective and Behavior (CAB) Theory

CAB is used in psychology and cognitive neuroscience to describe how cognitive processes are subjective by sentiment. (Hales, Stuart, Anderson, & Robinson, 2014).

The CAB standard is essentially compositional, with research focused on classifying personal characteristic mechanisms of intercultural capability. Several personal

characteristics are examined mainly through the lens of cognitive, affective, and behavioral (CAB) extents. (Vaske, & Kobrin, 2001).

According to the cognitive-affect behavior model (CAB), decisions begin with cognitions “thoughts, personal beliefs, and perceptions, attitudes or meaning about a given object or issue”, followed by affect “Emotions or feeling that individuals have with respect to an issue or object” and leading to behaviors “either intentions to act or actual actions” (Babin and Harris, 2010; Hu and Tsai, 2009; Solomon, 2011). The components of the hierarchy of effects (i.e. cognitions, affects, behaviors) can arrange in various orders and sequences, In current thesis, the sequence of the (CAB) was chosen for some reasons: According Babin and Harris, 2010, the cognitions, affects, behaviors (CAB) order is the most common sequence, in way that three elements are corresponding each other and flowing in the same directions. Moreover, this sequence of components has been widely used in consumer persuasive hierarchy models (Vakratsas and Ambler, 1999).

Additionally, there are evidence to indicate the predictor role of attitude and effect on environmental behavior and examine the links between cognition, affect and behavior and how these components predict environmental responsible behavior (Biswas et al., 2000; Chan, 2001; Chan and Lau, 2000; Chan and Yam, 1995; Fraj and Martinez, 2007)

Therefore, in our thesis model, we propose that cognition affect with the latter affecting behavior, which means that tourists’ attitudes or beliefs are likely to affect the concerns about the state of the environment, in turn, lead to pro-environmental behaviors. In other words, cognitive-affect behavior model (CAB), is applied to explain the

mechanism between destination image and behaviors of tourists. Since, we propose that tourists' behaviors can be formed by their perception of destinations and level of their affective or emotions.

The model is also reliable with the vital psychological process of human being, cognition-affection-intention (Lavidge and Steiner, 1961). Thereafter, many consumer behavior and tourist behavior scientists took the CAB model as their theoretical foundation (e.g. Baloglu&McCleary 1999; Hamidizadeh, Yazdani, Tabriz, &Latifi, 2012). Although some of the previous research suggest that rational country image and destination image have direct effects on revisit intention (Tan, in press; Tan &Wu, 2016), some others mentioned the effects are indirect (Castro, Armario, &Ruiz, 2007; Chi & Qu, 2008; Stylos, Bellou, Andronikidis, &Vassiliadis, 2017; Stylos et al., 2016); ZeugnerRoth&Žabkar,2015).(Rucker, Preacher, Tormala, andPetty, 2011) contend that mediation analysis should assess the extent and significance of unintended effects. Accordingly, when visitors find that the organization does not live up to its mission and is not devoted to service standards, they feel fatigued.

'Cognitive, affective and behavior' (CAB) theory can be used to develop the relationships in this thesis. There is previous empirical investigation has been considers destination image, of memorable tourism experiences (MTEs), revisit intention, as tourist outcomes. (Zhang & Buhalisc, 2018) That is, this study is considering the effect of RI and ERB through SAT.

The above mentioned relationships indicates that satisfaction can be considered as a mediator in predicting the revisit intention of destination and environmental behavior.

Chapter 3

RESEARCH MODEL AND HYPOTHESES

3.1 Research Model

The relationships to be confirmed in this observed investigation are shown in Figure 1. The effect of destination image on the revisit intention and ERB through the tourist satisfaction. This study uses the CAB theory process tenet that cognitive and affective patterns of individuals are likely to influence their behaviors or behavioral intentions. The theory underlines that the link from perceptions and cognitions to behavioral intentions follows a specific mechanism. The perceptions and cognitions first generate affective responses, which in turn trigger the behavior or intention. Destination image dimensions represents cognitive patterns, satisfaction represents cognitive and affective patterns, while ERB and revisit intentions represents behavioral intentions.

The control variables include age, gender, marital status, education level, income level, nationality, and occupation. Treating them as control variables is important, because they may depict significant relationships with study constructs and result in statistical confounds (e.g., Karatepe & Choubtarash, 2014; Karatepe & Uludag, 2008a; Suh et al., 2011).

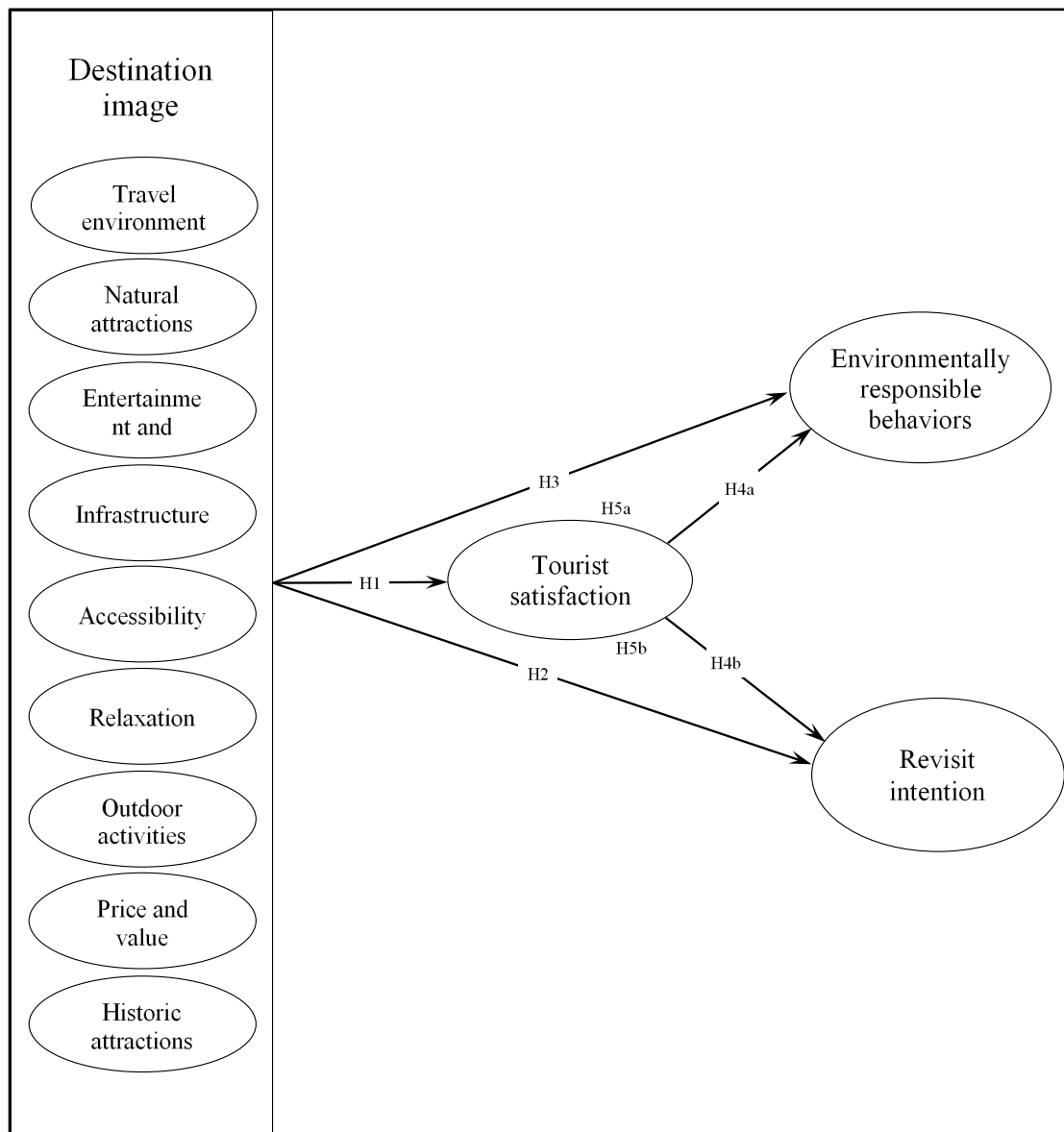


Figure 1: Research Model

3.2 Hypotheses

3.2.1 Destination Image and Tourist Satisfaction

Different studies proved that there is a significant relation between destination image and tourist satisfaction (Prayag & Ryan 2012; Prayag 2009; Chi & Qu 2008). Parra, Oblitas, & Lafuente (2016) found that cognitive destination image attributes ("Human ware" and "Hard ware" attributes) had positive effect on tourist satisfaction. In addition, Suhartanto, & Triyuni, (2016) revealed that, the Destination image of tourists

who were shopping for fashion products in Indonesia positively influenced their overall satisfaction. In line with these scholars, this study expect that destination image would be a significant predictor of tourist satisfaction. Thus we propose that:

H1. Destination image positively affects tourist satisfaction.

3.2.2 Destination Image and Revisit Intention

Previous studies proved that there is a significant relation between destination image and revisit intention. Loi, So, & Fong, (2017) suggested that destination image has positive impact on tourist revisit intention in Macau. In another study, Song, Kim, & Yim, (2017) highlighted that destination image (cognitive image and affective image) has a significant impact on revisit intention of golf tourists in China. Also, another outers, Stylos, Bellou, Andronikidis, & Vassiliadis, (2017) mentioned that holistic image (cognitive, affective, and conative destination image) has positive impact on revisit intention of tourists permanently residing in the UK.

H2. Destination image positively effects on revisit intention.

3.2.3 Destination Image and Environmentally Responsible Behavior

Chiu, Lee & Chen (2014) highlighted that destination image (cognitive and affective destination image) positively influences environmentally responsible behavior of National Scenic Area in Pingtung. In other study, Line, & Hanks, (2016) mentioned that destination image has positive impact on environment responsible behavior (Luxury Beliefs and Environmental Beliefs) on the intention to patronize green hotels.

H3. Destination image positively effects on environmentally responsible behavior.

3.2.4 Satisfaction, Environmentally Responsible Behavior and Revisit Intention

Various studies evidence that there is a significant relation between tourist satisfaction, environmentally responsible behavior and, revisit intention (negative and positive revisiting intention), Sadat, & Chang, (2016). Suggested that satisfaction has positively

impact on environmentally responsible behavior and revisit intention in Chiayi County, southern Taiwan. Other authors Castellanos-Verdugo, Vega-Vázquez, Oviedo-García, & Orgaz-Agüera, (2016) revealed that environmentally responsible behavior (attitude toward intention, eco-tourism knowledge) and revisit intention has a positive influence on Eco tourist satisfaction (tourist satisfaction) of Ecotourists on a visit to the Natural Park Saltos de la Damajagua. Thus we propose that:

H4a. Satisfaction positively effects on environmentally responsible behavior

H4b. Satisfaction positively effects on revisit intention.

3.2.5 The Mediating Effect of Tourist Satisfaction

According 'Cognitive, Affective and Behavior' (CAB) theory, individual's behaviors are affected by their cognitions or perception. The level of their emotions can trigger their behaviors. In our study we believe that visitors have their own understanding and perception regarding destination before and during their visit of the area of interest. The quality of their overall experience will trigger an affective and emotional state and level of satisfaction. Consequently, their level of (dis)satisfaction will determine their intention to revisit, or to engage in environmentally responsible behaviors. In the other words, visitors' behaviors can be altered through their level of satisfaction with the destination.

Additionally to above reasoning, the tourist satisfaction mediated the relationship between destination image and future behaviors especially when they perceived positive experience from visiting certain destination (Prayag, 2009). Baker and Crompton (2000) exerted tourist satisfaction as a variable to express the quality of experiences perceived by the tourists. Previous empirical studies have argued that tourist satisfaction can promote environmentally responsible behavior, and tourist satisfaction mediated the relationship between perceived value and environmentally

responsible behavior (Chiu et al., 2014). Therefore, satisfaction of tourist by experiencing destinations encourage them to be aware and take more pro-environmental behaviors, adopting pro-environmental behaviors can enhance the environmentally responsible behaviors among tourists (Chiu et al., 2014; Higham & Carr, 2002; Lee & Moscardo, 2005)

Different studies proved that there is a significant relation between destination image and tourist satisfaction (Prayag & Ryan 2012; Prayag 2009; Chi & Qu 2008). The existing destination image literature revealed an indirect effect of destination image on behavioral intentions, specifically through satisfaction among tourists (Kim 2018; Prayag & Ryan 2012; Assaker et al., 2011; Chi & Qu 2008). The positive relationship between image of destination, satisfaction of tourists, and the tourist loyalty have been proved (Chi & Qu, 2008). In addition, tourists' satisfaction have been used as mediator between destination image and loyalty of tourists (Assaker, Vinzi, & O'Connor, 2011). The preceding literature reports that destination image directly affects tourist satisfaction (C.-F. Chen & Phou, 2013).

Both direct and indirect influences of destination image on behavioral intentions are well established in the literature (Chi & Qu 2008; Deng & Li 2014; Prayag et al., 2017). The scholars revealed that destination image directly affects the tourist to have intention to revisit and also to recommend the destination to others (Hallmann et al. 2015; Kock, Josiassen, & Assaf, 2016). Hence, the following hypotheses was proposed based on CAB theory and the findings from the literature:

H5a: Tourist satisfaction mediates the relationship between the components of destination image and environmentally responsible behavior.

H5b: Tourist satisfaction mediates the relationship between the components of destination image and revisit intention.

Chapter 4

METHODOLOGY

This chapter indicates the methodological approach and conceptual model employed in current study, presents the sampling method, procedure, sample size, location of the study, data collection measurement, procedural of data analysis and statistical results.

The Mediterranean island of Cyprus, covering roughly 3,600 sq. miles (9251 sq. km.), lies around 65 km. south of Turkey and 95 km. west of Syria. It has three distinctive physiographic districts, the Kyrenia Mountains in the north, the Meseria Plains in the Center and the Trodos Mountains in the South-West, all of which possess practically 50% of the island. Perceptions have demonstrated that negative impacts of the travel industry are rising in certain parts of North Cyprus. Questions emerge about whether it is conceivable to continue creating the travel industry without negative effects on the world, continually remembering the unfriendly encounters of South Cyprus. Yoon, Y., & Uysal, M. (2005), Altinay, M., & Hussain, K. (2005).

Tourism in Cyprus occupies a dominant position in the economy. Moreover, it is the 40th most popular destination in the world. There has been an increase in visitor numbers to the TRNC, according to data from the Ministry of Tourism. Their figures show that 1,459,318 foreign national travelers arrived in North Cyprus during the last ten months. Out of which, 1,105,265 were Turkish citizens, 354,000 were of other foreign nationalities.

The data for this study were collected by a questionnaire from travelers in Famagusta city in Northern Cyprus. Northern Cyprus offers archeological and historical sites with natural beauty and warm sandy beaches. The pre-tested questionnaire was initially developed in one language: English. A total of two hundred and 18 questionnaires were distributed to the tourists visiting the Famagusta city.

To do as such, the scientists in this examination discovered Famagusta, known as a "student city" a productive setting that can give important data to meet the exploration point. By and large, this investigation adds to filling a gap in the literature; in other words, the assessment of local people's frames of mind towards the travel industry impacts in goals where the travel industry is new and has not gotten sufficient consideration (Sinclair-Maragh, Gursoy, and Vieregge, 2015). Famagusta city gets most of the instructive voyagers and is home to Eastern Mediterranean University, the most established and biggest advanced education foundation in North Cyprus (Gursoy, Kilic, Ozturen and Rezapouraghdam, 2017).

Therefore, due to the shortages existing in previous studies regarding the impact of destination image dimensions on satisfaction and the contributing role of mental image in evaluating foreign tourists in North Cyprus.

Figure 2 depicts a pictorial diagram regarding the relationship of the proposed study variables.

4.1 Choosing the Sample from Population

Since the researcher cannot ask all of the population in Cyprus to find out things about them; so there is need to sample the population and some of them are asked. The

method to apply for selecting the sample of individuals for generalization the current study's result is also important.

There are two major sampling techniques: probability sampling and non-probability sampling.

In probability sampling, there is possibility to specify the probability of a participant in the sample and let us to create a sample which is representative of the population of study's interest.

In non-probability sampling technique, random selection is not used. In this method some of units in the population may have a higher chance of being chosen and all units of the populations do not have same equal chance of participating. Examples of non-probability sampling techniques are snowball, convenience sampling, purposive, and quota (Greener, 2008). In convenience sampling, the sample is selected for ease or convenience rather than random sampling. This method is using mostly in short term and pilot studies due to lack of enough time to apply a probability sample. Therefore, the results cannot be generalized to the population (Greener, 2008).

4.2 Sampling and Procedure

To achieve the current study's goal, a survey was conducted by approaching tourists who are visiting the Famagusta city in North Cyprus.

The questionnaire was written in English and were distributed among Employees and asked the subjects from them directly. Self-report is a proper method for measuring the tourists' experience in Famagusta city. Participation was simultaneously asked from 218 random tourists.

At the end of the survey, the data from 18 participants were subsequently dropped because of careless, missing responses, and incomplete data. The final sample consisted of 200 valid responses from tourists, with the response rate of %91, and 218 were used for data analysis.

4.3 Measures

4.3.1 Destination Image

We measured DI with 37 items from Chen, C. F., & Tsai, D. (2007). An example item is “. Do you agree that Cyprus is a safe and secure environment?” Responses on five-point scales (from 1 =I strongly disagree to 5 = strongly agree). In Appendix 1, scale items are provided.

Mentioning to the estimation of Seaton & Bennett (1996), in this scholars, the destination image is defined as a set of knowledge and impressions sustain by local travelers of Bali, including information on (geography, population, infrastructure, climate, history, and culture), as well as assessment of the (attraction, security and so forth).

4.3.2 Tourist Satisfaction

We measured SAT with 4 items from Um, S., Chon, K., & Ro, Y. (2006). An example item is “I was satisfied with decision to visit of Cyprus”. Were recorded on five-point scales (from 1 =I strongly disagree to 5 = strongly agree).

4.3.3 Revisit Intention

We measured RI with four items from Um, S., Chon, K., & Ro, Y. (2006). An example item is “You desire to visit Cyprus in the next 2 years”. Were recorded on 7 point scales (from 1=extremely unlikely to 7= extremely likely).

4.3.4 Environmentally Responsible Behavior

We measured ERB with Seven items taken from Vaske, J. J., & Kobrin, K. C. (2001), were used to measure environmentally responsible behavior. An example item is “I tried to learn what I can do to help solve environmental issues”. Were recorded on a five-point scale (from 1= definitely no to 5= definitely yes).

4.4 Analytic Methods and Approaches

The present study has used a structural equation modeling with maximum-likelihood estimation utilizing IBM-SPSS AMOS v24 for data analysis in the study and measurement assessments. The combination of using SPSS and AMOS were established in previous studies (e.g. Wen. et al, 2018).

First of all, a frequency analysis was done to generate respondents’ profiles based on the following demographic characteristics: age, gender, marital status, education level, monthly income, nationality, and occupation.

Secondly, a descriptive analysis of the study variables was performed. The means (M) and also standard deviations (SD) of the different variables were reported in current work. For the bivariate correlation of the variables, the Pearson p-moment correlation analysis was applied. A preliminary analysis was run to examine the estimation regarding the normality of the data using the skewness. According to George and Mallery (2010), asymmetry and kurtosis coefficients between -2 and +2 confirm normality of data, and our test for normality satisfies this condition. This result implies that the data set of the current study was free from skewness and kurtosis problems.

Control variables such as demographic characteristics are variables that might have fierce interactions with the criterion or dependent variables.

Reliability “refer to the consistency of a measure, if a set of variables consistently load on same factor”. We test reliability of each factor by compute Cronbach’s alpha for estimating the internal consistency. Composite Reliability (CR) was also checked to examine the reliability of data set and internal consistency. The test of discriminant validity was conducted to check whether factors are distinct and uncorrelated; variables should firmly load on their own factor than to another factor. Kline (2005) stated through analyzing the correlation coefficients among measured constructs, discriminant validity could be noticed. CR of each latent variable must not be less than 0.60 (Bagozzi & Yi, 1988; Fornell & Larcker, 1981)

In the current study, Anderson and Gerbing’s (1988) Two-Step Approach was applied for assessing and examining the psychometric properties of the measures and test the structural model. Precisely, the first step included the analysis of convergent and discriminant validity. Convergent validity was evaluated by “measuring Average Extracted Variance by each latent variable”. For AVE assessment, the threshold is 0.50 (Fornell & Larcker, 1981). For convergent analysis, according Anderson and Gerbing, 1988, “each standardized loading should also be significant”. For analysis the discriminant validity, “all shared variances between pairs of latent variables should be lower than the average variance extracted by each latent variable” (Fornell & Larcker, 1981).

The second stage of the data analysis is to conduct and test of the structural model through Structural Equation Modeling (SEM), that the recommended minimum

sample is 200. Siddiqui, (2013). Hair, Black, Babin, and Anderson (2010) declare three different characteristics and features of structural equation models. Those characteristics mention “(a) estimation of multiple and interrelated dependence relationships, (b) an ability to represent unobserved concepts in these relationships and account for measurement error in the estimation process, and (c) defining a model to explain the entire set of relationships” (Hair et al., 2000, p. 635).

In this thesis the following fit statistics and indices is applied to examine the model fit for both measurement and structural models: “ χ^2/df ”, “CFI”, “IFI”, “TLI”, “SRMR”, and “RMSEA”. Kelloway (1998: 24-31) declares the below definitions for these fit statistics: “*Chi-square*: Since chi-square test is sensitive to large sample sizes (n 200)”, other fit statistics are to be taken into account. “*CFI-Comparative Fit Index*: The comparative fit index is based the non-central chi-square distribution”.

Convergent validity also was applied to examine if all variables within a single factor are highly correlated. All of the above mentioned analyses were conducted to establish convergent and discriminant validity of the items used in study.

Bootstrapping was conducted to determine the mediation effect, using 95% confidence interval level. According abundant previous studies (e.g., Shrout & Bolger, 2002; Preacher & Hayes, 2004; Rucker et al., 2011) bootstrapping technique is a compelling tool to test mediation effects in comparison to the Sobel test due to its ability of resampling the dataset with the aim of creating a confidence interval (CI). One of the main advantages of bootstrapping is the inference based on an estimate of the indirect effect itself, without any assumptions about the shape of sampling distribution of the

indirect effect (Hayes, 2013). Bootstrapping was used to examine the mediation effect in current study.

Chapter 5

RESULTS

5.1 Measurement Models

5.1.1 Destination Image

Consistent with the theoretical framework, we ran a preliminary confirmatory factor analysis (CFA) of the nine (9) dimensions of destination image. Three dimensions (Travel environment, Entertainment and events, and Historic attractions) did not emerge as satisfactory for at least two reasons: (1) their composite reliability (CR) and average variance extracted (AVE) scores were unsatisfactory, and (2) their respective indicators were either far below the recommended threshold or were statistically insignificant. Then we conducted a second round of CFA with the remaining six (06) dimensions. At this stage, few items were dropped due to unsatisfactory factor loadings (less than 0.50); precisely, three items of natural attractions (DIN5, DIN6, and DIN7), two (02) items of accessibility (DIA3 and DIA4), and one item of outdoor activities (DIO4).

The final 6-factor model after purification yielded a satisfactory fit to the data: χ^2 (137) = 273.884, χ^2/df = 1.99, CFI = 0.905, IFI = 0.907, TLI = 0.88, RMSEA = 0.071, SRMR = 0.065. The remaining items loadings were satisfactory and ranged between 0.591 and 0.861. All constructs' AVEs exceeded 0.50, except for Relaxation (0.476) and Infrastructures (0.496). Although these scores were below the recommended cutoff value, previous empirical literature (e.g. Hidayah Ibrahim, Suan, & Karatepe, 2019)

reported that a latent construct AVE can still be less than 0.50 insofar as its CR is satisfactory. Collectively, the results supported the achievement of convergent validity (Anderson & Gerbing, 1988; Hair, Black, Babin, & Anderson, 2010).

We assessed the discriminant validity with the Fornell and Larcker (1981) criterion. It posits that latent variable discriminant validity is achieved when the square root of the variable AVE is greater than the correlation of that variable with another one. In this study, the latent variables of the 6-factor model achieved satisfactory discriminant validity as all pairs of correlations were below each square root of AVEs. The constructs also met adequate reliability as they exceeded 0.70 (Fornell & Larcker, 1981). The CR scores ranged from 0.731 to 0.855.

Further, we tested the existence of a higher-order construct of destination image as conceptualized in the literature. The CFA results revealed that the AVE and CR of the second-order construct of destination image did not meet the required standard. The AVE was 0.289 and the CR was 0.694. Based on these premises, a higher-order construct of destination image was not retained for further analysis.

5.1.2 Overall Model

Satisfaction, Environmentally responsible behaviors (ERB), and Revisit intention were added to the previous 6-factor model to produce the final 9-factor measurement model. The correlated 9-factor model yielded an adequate fit to the data: $\chi^2(427) = 702.903$, $\chi^2/df = 1.646$, CFI = 0.919, IFI = 0.921, TLI = 0.906, RMSEA = 0.057, SRMR = 0.06. As reported in Table 2, the loadings of all indicators ranged from 0.594 to 0.961 and were all statistically significant. Only two items of ERB (ERB6 and ERB7) were dropped due to inadequate loading scores. The AVEs of satisfaction and Revisit intention were above 0.50 while that of ERB was 0.483. Although it was below 0.50,

the indicators loadings were significant and the CR quite satisfactory. Thus, convergence validity was supported.

Table 1: Respondents' Profile

Items	Mean	Frequency	Std. Deviation	Percentage
Age	2.46		0.722	
17 or under		7		3.5
18-24		112		59.5
25-34		65		92.0
35-44		14		99.0
44-54		2		100.0
Gender	1.32		0.489	
male		138		69.0
female		60		99.0
Marital Status	1.13		0.518	
single		182		91.0
married		14		98.0
Education level	3.18		1.165	
high school diploma		26		13.0
associate(2years)		10		18.0
bachelor(4years)		97		66.5
master		35		84.0
phd		32		
Income level	1.50		1.044	
less than 1000\$		145		72.9
between 1000-1500\$		33		89.4
1501\$-2000\$		7		93.0
2001\$-2500\$		4		95.0
more than 2500\$		9		99.5
Nationality				
Iranian		47		23.5
Turkish Cypriot		12		29.5
Arabian		5		32.0
Turkish		23		43.5
Nigerian		18		52.5
Other		95		100.0
Occupation				
student		169		84.5
bar tender		20		94.5
teacher		1		95.0

Table 2: Confirmatory Factor Analysis

	Estimate	t	AVE	CR	CA
Natural Attraction			0.551	0.829	0.822
DIN1	0.738	1			
DIN2	0.838	10.754			
DIN3	0.771	10.102			
DIN4	0.605	7.974			
DIN5	-				
DIN6	-				
DIN7	-				
Infrastructure			0.496	0.744	0.742
DII1	0.609	1			
DII2	0.82	7.406			
DII3	0.666	6.99			
Accessibility			0.73	0.842	0.826
DIA1	0.733	1			
DIA2	0.961	6.284			
DIA3	-				
DIA4	-				
Relaxation			0.475	0.73	0.732
DIR1	0.666	1			
DIR2	0.672	7.03			
DIR3	0.728	7.239			
Outdoor Activity			0.523	0.767	0.767
DIO1	0.745	1			
DIO2	0.735	8.528			
DIO3	0.687	8.179			
DIO4	-				
Price Value			0.597	0.855	0.852
DIP1	0.743	1			
DIP2	0.808	10.874			
DIP3	0.827	11.089			
DIP4	0.706	9.509			
Satisfaction			0.684	0.895	0.891
SAT1	0.887	1			
SAT2	0.899	17.936			
SAT3	0.835	15.653			
SAT4	0.665	10.838			
Environmentally Responsible Behaviors			0.483	0.823	0.806
ERB1	0.699	1			
ERB2	0.777	9.605			
ERB3	0.707	8.644			
ERB4	0.685	8.61			
ERB5	0.594	7.324			
ERB6	-				
ERB7	-				
Revisit Intention			0.812	0.945	0.944
RI1	0.912	1			
RI2	0.947	23.634			

RI3	0.903	20.711
RI4	0.838	17.238

Model fit: $\chi^2(427) = 702.903$, $\chi^2/df = 1.646$, CFI = 0.919, IFI = 0.921, TLI = 0.906, RMSEA = 0.057, SRMR = 0.06

Notes. (-) Drooped during CFA, AVE = Average variance extracted, CR = Composite reliability, CA Cronbach's alpha.

Moreover, the latent constructs met sufficient reliability and internal consistency, because their respective CR and Cronbach's alpha scores exceeded the recommended cutoff of 0.70 (Fornell & Larcker, 1981, Nunnally, 1978). For discriminant validity, the findings revealed that the square root values of each latent variable AVE were greater than the pairs of inter-construct correlations as displayed in Table 3. Thus, there was sufficient evidence for discriminant validity.

5.2 Test of Common Method Bias

Common method bias (CMB) arises when a single rater provides information pertaining to the predictors and criterion variables items, or does so at a single point in time (Podsakoff, MacKenzie, & Podsakoff, 2012). Such bias may inflate the true nature of the causal relationship investigated and mislead the researcher's interpretations. We performed the Harman's one factor test to control for the existence of CMB in this study. This test stipulates that the first factor must not explain more than 50% of the variance. The results showed (Appendix B) that nine (09) factors emerged explaining totally 69.44% of the variance, while the first emerging factor explained only 25.46% of the variance. Therefore, we could conclude that CMB did not pose a serious threat in this study.

Table 3: Descriptive Statistics, Correlations and Test of Discriminant Validity

	1	2	3	4	5	6	7	8	9
1. Natural Attraction	0.743								
2. Infrastructure	0.133	0.704							
3. Accessibility	0.133	0.239*	0.855						
4. Relaxation	0.363***	0.092	0.036	0.689					
5. Outdoor Activity	0.395***	0.380***	0.087	0.471***	0.723				
6. Price Value	0.265**	0.554***	0.367***	0.166†	0.309***	0.773			
7. Satisfaction	0.582***	0.358***	0.226**	0.472***	0.377***	0.445***	0.827		
8. Environmentally Responsible Behaviors	0.380***	0.237*	0.283**	0.349***	0.408***	0.109	0.488***	0.695	
9. Revisit Intention	0.508***	0.175*	0.076	0.385***	0.426***	0.293***	0.659***	0.363***	0.901
Mean	3.65	3.13	3.07	3.50	3.50	2.69	3.45	3.34	4.84
SD	0.789	0.951	0.900	0.791	0.916	1.001	1.022	0.868	1.681
Skewness	-0.647	-0.261	-0.410	-0.069	-0.821	0.252	-0.632	-0.329	-0.773

Notes. † p < 0.10, * p < 0.05, ** p < 0.01, *** p < 0.001. Square roots of AVEs are reported on the diagonal in bold.

5.3 Hypotheses Testing

We tested the normality of data with the skewness. In absolute terms, the values ranged from 0.069 to 0.821 (Table 3) and were considered adequate as they were below 3.00 (Kline, 2011). The structural model (Figure 2) was estimated based on the final measurement model (without Travel Environment, Entertainment and Events, and Historic Attractions) instead of the proposed conceptual model. The model had an acceptable fit to the data: Model fit: $\chi^2(428) = 702.934$, $\chi^2/df = 1.642$, CFI = 0.92, IFI = 0.921, TLI = 0.907, RMSEA = 0.057, SRMR = 0.058.

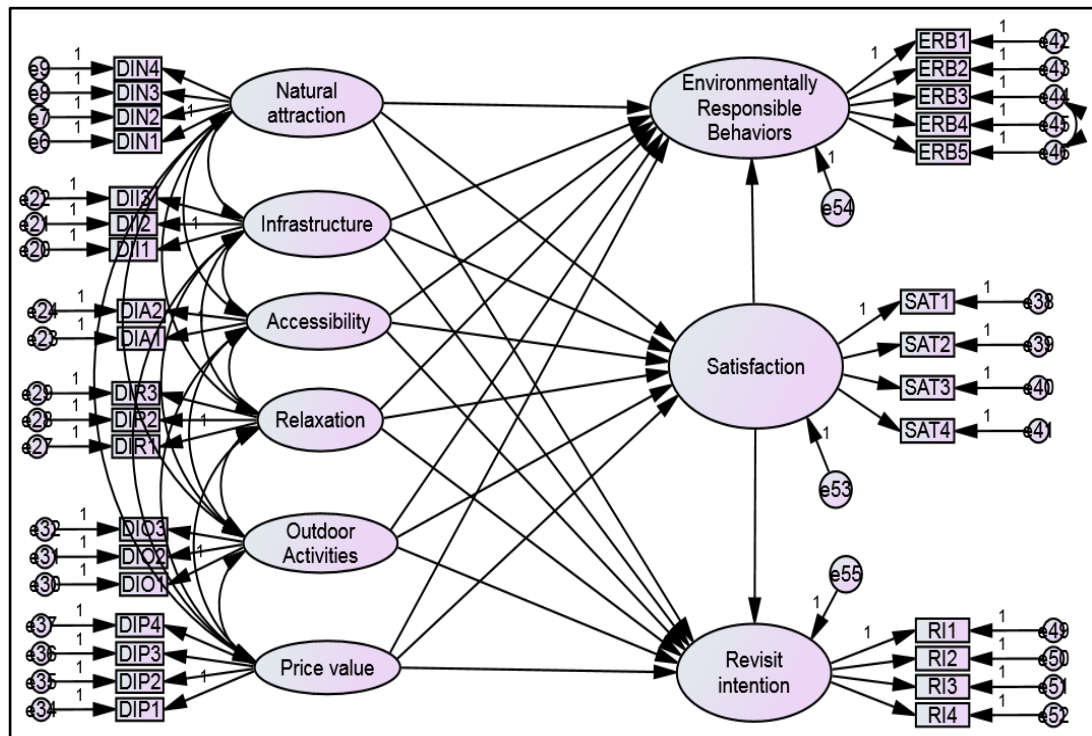


Figure 2: Structural Model

5.3.1 Direct Effects

Hypothesis 1 stated that Destination Image has a significant positive effect on tourist satisfaction. The results showed that only the paths of Natural Attraction ($\beta = 0.417$, $p < 0.001$), Infrastructure ($\beta = 0.184$, $p < 0.049$) Relaxation ($\beta = 0.299$, $p < 0.001$), and Price Value ($\beta = 0.182$, $p < 0.039$) on satisfaction were significant. As displayed in

Table DD. However, Accessibility ($\beta = 0.054$, *n.s.*) and Outdoor activity ($\beta = - 0.059$, *n.s.*) were not significant predictor of Satisfaction. Therefore, Hypothesis 1 was partially supported.

Hypothesis 2 proposed that Destination image would predict tourists revisit intentions. The results outlined that only Outdoor Activity ($\beta = 0.219$, $p < 0.017$) significantly predicted Revisit Intentions. Thus, Hypothesis 2 was also partially supported.

Table 4: Test of Direct Effects

			Coefficient	Standard Error	t-values	p-value
Natural Attraction	→	Satisfaction	0.417	0.125	5.192	***
Infrastructure	→	Satisfaction	0.184	0.144	1.971	0.049
Accessibility	→	Satisfaction	0.054	0.085	0.833	0.405
Relaxation	→	Satisfaction	0.299	0.149	3.334	***
Outdoor Activity	→	Satisfaction	-0.059	0.125	-0.637	0.524
Price Value	→	Satisfaction	0.182	0.106	2.068	0.039
Price Value	→	Revisit Intention	0.045	0.147	0.539	0.59
Outdoor Activity	→	Revisit Intention	0.219	0.178	2.394	0.017
Relaxation	→	Revisit Intention	-0.017	0.214	-0.189	0.85
Accessibility	→	Revisit Intention	-0.07	0.119	-1.111	0.266
Infrastructure	→	Revisit Intention	-0.13	0.205	-1.418	0.156
Natural Attraction	→	Revisit Intention	0.117	0.189	1.401	0.161
Natural Attraction	→	ERB	0.086	0.109	0.871	0.384
Infrastructure	→	ERB	0.113	0.118	1.054	0.292
Accessibility	→	ERB	0.255	0.073	3.262	0.001
Relaxation	→	ERB	0.069	0.124	0.653	0.514
Outdoor Activity	→	ERB	0.24	0.103	2.215	0.027
Price Value	→	ERB	-0.315	0.091	-2.979	0.003
Satisfaction	→	ERB	0.358	0.08	3.175	0.001
Satisfaction	→	Revisit Intention	0.558	0.139	5.802	***

Notes. ERB = Environmentally Responsible Behaviors. Path coefficients significant at $p < 0.05$, *** $p < 0.001$

Hypothesis 3 stated that destination image had a positive effect on environmentally responsible behaviors (ERB). The findings were mixed. First, Accessibility ($\beta = 0.255$, $p < 0.01$) and Outdoor Activity ($\beta = 0.24$, $p < 0.027$) had a significant positive effect on ERB. Price value had a significant, but instead negative effect on ERB ($\beta = -0.315$,

$p < 0.01$). The remaining dimensions did not have a significant effect on ERB as shown in Table 4.

Hypotheses 4a and 4b proposed that tourist satisfaction has a positive effect on ERB and Revisit Intentions respectively. The findings disclosed that satisfaction had a positive effect on ERB ($\beta = 0.358, p < 0.01$) and Revisit Intentions ($\beta = 0.558, p < 0.001$), all significant. Thus, Hypothesis 4a and 4b were fully supported.

5.3.2 Test of Mediating Effects

To test the hypothesized mediating effects, we follow the literature most recent recommendations on probing indirect effects (Hayes & Scharkow, 2013; Zhao, Lynch Jr, & Chen 2010). Among others, these scholars highlighted that the Baron and Kenny four-step approach and the Sobel test, which have been extensively used to test mediations, are not just obsolete, but also bear significant limitations. Instead, they proposed that to probe the significance of a mediation model, researchers should estimate a confidence interval of the indirect effect(s) from a bootstrap resampling. A confidence interval that does not contain 0 indicates the significance of the mediation. In this study, we used a 95% bias-corrected confidence interval (BC CI) from a bootstrap with 5,000 resamples test to ascertain the significance of the mediating effects in the structural model.

Hypothesis 5a proposed that Destination Image would indirectly predict Environmentally Responsible Behaviors via tourist satisfaction. As depicted in Table 5, satisfaction significantly mediated the indirect effects of Natural attraction ($ab = 0.149, SE_{boot} = 0.058, 95\% \text{ CI } [0.046 - 0.276]$), Relaxation ($ab = 0.107, SE_{boot} = 0.053, 95\% \text{ CI } [0.053 - 0.246]$), Price Value ($ab = 0.065, SE_{boot} = 0.045, 95\% \text{ CI } [0.000 - 0.184]$) and Infrastructure ($ab = 0.066, SE_{boot} = 0.045, 95\% \text{ CI } [0.002 - 0.194]$) on

Environmentally Responsible Behaviors. Due to the insignificant direct effect of Accessibility and Outdoor Activity on satisfaction, their respective indirect effects were not significant. Therefore, Hypothesis 5a was partially supported.

Finally, Hypothesis 5b proposed that Destination Image would indirectly predict Revisit Intention via tourist satisfaction. The findings revealed that satisfaction significantly mediated the indirect effects of Natural Attraction ($ab = 0.233$, $SE_{boot} = 0.076$, 95% CI [0.112 – 0.407]), Relaxation ($ab = 0.167$, $SE_{boot} = 0.08$, 95% CI [0.061 – 0.338]), Price Value ($ab = 0.101$, $SE_{boot} = 0.048$, 95% CI [0.000 – 0.231]) on Revisit Intention. Due to the insignificant direct effect of Infrastructure, Outdoor Activity, and Accessibility on satisfaction, their respective indirect effects were not significant. Therefore, Hypothesis 5b was partially supported.

Furthermore, the model explained 52 percent of the variance in satisfaction, 39.5 percent in ERB, and 49.9 percent in Revisit intention. None of the control variable had a significant effect on the criterion variables.

Table 5: Test of Mediation

<i>Indirect effects</i>	<i>Estimate</i>	95% BC Bootstrap		
		<i>SE_{Boot}</i>	LLCI	ULCI
NA → Satisfaction → ERB	0.149	0.058	0.048	0.276
NA → Satisfaction → Revisit Intention	0.233	0.076	0.112	0.407
Relaxation → Satisfaction → ERB	0.107	0.053	0.053	0.246
Relaxation → Satisfaction → Revisit Intention	0.167	0.08	0.061	0.338
Price Value → Satisfaction → ERB	0.065	0.045	0.000	0.184
Price Value → Satisfaction → Revisit Intention	0.101	0.048	0.000	0.231
Infrastructure → Satisfaction → ERB	0.066	0.045	0.002	0.194

Notes. 95% Bias corrected confidence interval bootstrap sample = 5,000, LL = lower bound, UL = upper bound. NA = natural attraction, ERB = environmentally responsible behaviors.

The summary of the hypotheses testing result are shown in Table 6.

Table 6: Summary of the Hypotheses Testing

Hypothesis	Statement	Decision
1	Destination image had a positive effect on tourist satisfaction.	Partially supported
2	Destination image had a positive effect on Revisit Intention.	Partially supported
3	Destination image had a positive effect on Environmentally Responsible Behaviors.	Partially supported
4a	Tourist satisfaction has a positive effect on Environmentally Responsible.	Fully supported
4b	Tourist satisfaction has a positive effect on Revisit Intentions.	Fully supported
5a	Satisfaction mediates the indirect effect of Destination Image on Environmentally Responsible Behaviors.	Partially supported
5b	Satisfaction mediates the indirect effect of Destination Image on Revisit Intention.	Partially supported

Chapter 6

CONCLUSION

This study set out to examine the effects of destination image and satisfaction on environmentally responsible behavior and revisit intention. The study also aimed to establish the mediating effects of tourist satisfaction on the relationship between the components of destination image and revisit intention as well as environmentally responsible behavior. This was in line with a number of studies that have proven relationships between tourist satisfaction and destination image (Prayag & Ryan 2012; Prayag 2009; Chi & Qu 2008); and have also shown the nature of indirect relationship between destination image and behavioral intentions through satisfaction (Kim 2018; Prayag & Ryan 2012; Assaker et al., 2011; Chi & Qu 2008).

6.1 Discussion and Implications

Based on the results of the analysis conducted for this study, it was discovered that most of the components of destination image i.e. natural attraction, infrastructure, relaxation and price value had significant effect on tourists' satisfaction. This is congruent with a number of studies that have established a significant relationship between destination image and overall satisfaction (Parra, Oblitas, & Lafuente, 2016; Suhartanto, & Triyuni, 2016, Prayag & Ryan 2012; Prayag 2009; Chi & Qu 2008). Although, two of the components of destination image i.e. accessibility and outdoor activity did not directly predict satisfaction. This may be because a good number of tourists as in the case of North Cyprus appear to be less interested in outdoor activities but place more value on attractiveness of the destination, avenues to relax, good

infrastructure and price for value. In the case of revisit intentions, only outdoor activity (component of destination image) significantly had an effect on revisit intention. While this may to some extent, agree with the work of Loi, So, & Fong, (2017) which opined that destination image influences tourists' satisfactions, the findings in this study could not fully support that.

The implication here for managers is pay more attention to infrastructure and tourist facilities while also ensuring that tourists are getting their money's worth. Adequate state of the art infrastructure should be put in place to make destination more attractive to tourists.

Furthermore, having examined the influence of destination image on ERB, the findings reveal an interesting outcome. Accessibility and outdoor activity positively influence how tourists behave in terms of environmentally responsible behavior. Interestingly, price value negatively influences tourists' behavior towards the environment. Although, generally Chiu, Lee & Chen (2014); Line, & Hanks, (2016) affirm that destination image does influence ERB, the implication of the finding in this study is that accessibility and outdoor activity are very important components in influencing ERB. The more accessible a destination is and laden with outdoor activities, the more tourists feel obligated to care for the environment and are committed to it. With regards to the price value, this may be as a result of dissatisfaction with perceived price value hence tourists not feeling committed to the destination.

This study was also able to establish that satisfaction plays an important role in influencing tourists' intention to visit again and their commitment to environmental responsibility. Previous studies (Sadat, & Chang, 2016; Castellanos-Verdugo, Vega-

Vázquez, Oviedo-García, & Orgaz-Agüera, 2016) have demonstrated this and this study agrees. The more satisfied tourists are with a destination the higher their desire to revisit and demonstrate environmental responsibility towards the destination.

In addition, the study found that satisfaction mediated the components of destination image on revisit intention and environmentally responsible behavior. This is in line with previous studies (Prayag, 2009; Chiu et al., 2014; Higham & Carr, 2002; Lee & Moscardo, 2005; Assaker, Vinzi, & O'Connor, 2011; Chi & Qu 2008; Deng & Li 2014; Prayag et al., 2017) that have opined that satisfaction mediates the effect of destination image on tourists' behaviors. This implies that satisfaction plays a vital role influencing the behavior of tourists towards a destination and the more satisfied tourists are with a destination image the more likely they are to display positive behaviors towards the area of interest.

6.2 Limitations and Future Research Recommendations

While several previous studies have proven to show relationship between all the variables, the failure of this study to establish an overall mediating effect of tourist satisfaction and the unexpected performance of some of the components of the predicting variable (destination image) is one that should be looked into. Further research could be carried out in other tourism destinations to evaluate this study's model.

In addition, further research could be conducted in the same country with a larger sample of tourists especially in the summer season; perhaps the results obtained would be different than the one obtained by this study.

Finally, findings from this research cannot be generalized across various tourism destinations; further research should be done using this same model across multiple destinations.

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APPENDICES

Appendix A: “Questionnaire”

Dear Participants;

“You are invited to participate in a survey intending to explore how place attachment (PA), destination image (DI), can affect revisit intention (RI) and environmentally responsible behavior (ERB) through tourist satisfaction visiting the heritage sites located in North Cyprus. This survey is being conducted as part of a research study conducted in Eastern Mediterranean University, Faculty of Tourism. While participation in this survey is voluntarily, your contribution may produce valuable information”.

“Responses will be kept completely **anonymous** and the survey will take approximately 10 minutes to complete”.

“Thank you for your precious time”.

Research team

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“Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point Likert scale”:

Statement	(1) I strongly disagree	(2) I disagree	(3) I am undecided	(4) I agree	(5) I strongly agree
“Destination Image”					
<i>F1 “Travel environment”</i>					
1. “Do you agree that Cyprus is a safe and secure environment”?					
2. “Do you agree that Cyprus has clean and tidy environment”?					
3. “Do you agree that Cyprus has friendly and helpful local people”?					
4. “Do you agree that Cyprus has tranquil and restful atmosphere”?					
5. “Do you agree that Cyprus has pleasant weather”?					
<i>F2 “Natural attractions”</i>					
1. “Do you agree that there are scenic mountains and valleys in Cyprus”?					
2. “Do you agree that there are breathtaking scenery and natural attractions in Cyprus”?					
3. “Do you agree that there are gorgeous gardens and springs in Cyprus”?					
4. “Do you agree that there are fabulous scenic drives in Cyprus”?					
5. “Do you agree that there are picturesque parks/sea/rivers in Cyprus”?					
6. “Do you agree that there are unspoiled wilderness and fascinating wildlife in Cyprus”?					
7. “Do you agree that there are spectacular caves and					

underground formations in Cyprus”?					
F3” Entertainment and events”					
1. “Do you agree that there are wide arrays of shows/exhibitions in Cyprus”?					
2. “Do you agree that there are emptying cultural events and festivals in Cyprus”?					
3. “Do you agree that there are excellent quality and fun country/western music in Cyprus”?					
4. “Do you agree that Cyprus has colorful nightlife”?					
5. “Do you agree that Cyprus has wide variety of entertainment in Cyprus”?					
F4 “Historic attractions”					
1. “Do you agree that there is distinctive history and heritage in Cyprus”?					
2. “Do you agree that there are vintage buildings in Cyprus”?					
F5 “Infrastructure”					
1. “Do you agree that Cyprus has wide selections of restaurants/cuisine”?					
2. “Do you agree that Cyprus has wide varieties of shop facilities”?					
3. “Do you agree that Cyprus has wide choice of accommodations”?					
F6 “Accessibility”					
1. “Do you agree that Cyprus has well communicated traffic flow and parking information”?					
2. “Do you agree that Cyprus has available parking downtown”?					
3. “Do you agree that Cyprus has easy access to the area”?					
4. “Do you agree that Cyprus has easy-to-use and affordable public transportation system”?					
F7” Relaxation”					

1. "Do you agree that Cyprus has relaxing day spa and healing getaway"?					
2. "Do you agree that Cyprus has great place for soothing the mind and refreshing the body"?					
3. "Do you agree that Cyprus has spiritual rejuvenation"?					
F8 "Outdoor activities"					
1. "Do you agree that Cyprus has exciting water sports/activities (boating, fishing, etc.)"?					
2. "Do you agree that Cyprus has terrific place for hiking/picnicking/camping/hunting"?					
3. "Do you agree that Cyprus has enormous opportunities for outdoor recreation"?					
4. "Do you agree that Cyprus has good facilities for golfing"?					
F9 "Price and value"					
1. "Do you agree that the prices of food and accommodation in Cyprus are reasonable"?					
2. "Do you agree that Cyprus has good value for money"?					
3. "Do you agree that Cyprus has reasonable price for attractions and activities"?					
4. "Do you agree that Cyprus has good bargain shopping"?					

“Please indicate your level of your satisfaction with each statement by crossing the number using the following five-point Likert scale”:

Statement	(1) I strongly dissatisfied	(2) I dissatisfied	(3) I am undecided	(4) I am satisfied	(5) I strongly satisfied
“Satisfaction”					
1. “Visiting Cyprus Was exactly what I needed”.					
2. “I was satisfied with decision to visit of Cyprus”.					
3. “Visiting Cyprus was a wise choice”.					
4. “Visiting Cyprus was a good experience”.					

“Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point Likert scale”:

Statement	(1) Definitely no	(2) NO	(3) I am undecided	(4) Yes	(5) Definitely yes
“Environmentally Responsible Behavior”					
1. “I tried to learn what I can do to help solve environmental issues”.					
2. “I talked with others about environmental issues”.					
3. “I tried to convince friends to act responsibly toward the environment”.					
4. “I talked with parents about the environment”.					
5. “I joined community in cleanup efforts”.					

6. "I stored trash to separate non-recyclable from recyclable material".					
7. "I conserved water by turning off the tap while washing dishes".					

"Please indicate your level of interest with each statement by crossing the number using the following seven-point Likert scale":

Statement	(1) Extremely unlikely	(2) Moderately unlikely	(3) Slightly unlikely	(4) Neutral	(5) Slightly likely	(6) Moderately likely	(7) Extremely likely
"Revisit Intention"							
1. "You intend to revisit Cyprus in the next 2 years".							
2. "You plan to revisit Cyprus in the next 2 years".							
3. "You desire to visit Cyprus in the next 2 years"							
4. "You probably will revisit Cyprus in the next 2 years"							

Instructions

"Answer questions as they relate to you. For most answers, check the box (s) most applicable to you or fill in the blanks".

1. Age

(Select only one)

17 or under

18-24

25-34

35-44

- 45-54
- 55 or above

2. Gender

(Select only one)

- Male
- Female

3. Marital Status

(Select only one)

- Single
- Married

4. Education Level

(Select only one)

- High School Diploma
- Associate (2 years)
- Bachelor (4years)
- Master Degree
- Ph.D.

5. Income level

- Less than 1000\$
- Between 1000-1500\$
- 1501\$-2000\$
- 2001\$-2500\$
- More than 2500\$

6. Nationality

7. Occupation

- Student
- Other

Appendix B: Test of Common Method Bias

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	9.930	25.460	25.460	9.930	25.460
2	3.420	8.768	34.229	3.420	8.768	34.229
3	2.642	6.775	41.004	2.642	6.775	41.004
4	2.245	5.755	46.759	2.245	5.755	46.759
5	1.947	4.991	51.750	1.947	4.991	51.750
6	1.754	4.497	56.247	1.754	4.497	56.247
7	1.574	4.035	60.283	1.574	4.035	60.283
8	1.359	3.484	63.767	1.359	3.484	63.767
9	1.178	3.021	66.788	1.178	3.021	66.788
10	1.032	2.647	69.435	1.032	2.647	69.435
11	.969	2.484	71.919			
12	.842	2.160	74.079			
13	.774	1.984	76.063			
14	.725	1.858	77.921			
15	.659	1.691	79.612			
16	.646	1.655	81.267			
17	.610	1.564	82.832			
18	.583	1.495	84.327			
19	.519	1.331	85.658			
20	.496	1.271	86.929			
21	.479	1.228	88.157			
22	.449	1.151	89.309			
23	.435	1.116	90.424			
24	.389	.996	91.421			
25	.368	.943	92.364			
26	.348	.892	93.256			
27	.310	.795	94.051			
28	.292	.748	94.799			
29	.270	.693	95.492			
30	.256	.655	96.147			
31	.235	.604	96.751			
32	.223	.571	97.322			
33	.202	.519	97.841			
34	.184	.471	98.312			
35	.168	.430	98.742			
36	.155	.398	99.139			
37	.140	.360	99.499			
38	.101	.258	99.758			
39	.095	.242	100.000			

Extraction Method: Principal Component Analysis.