EXAMINING THE INFLUENCE OF AFFORDABILITY AND ACCESSIBILITY ON TOURIST DELIGHT

Kaif-ul-Wara, PhD Scholar, Islamia College, Peshawar, Pakistan.
Email: kaifulwara01@gmail.com

Shahid Jan, Associate Professor, Islamia College, Peshawar, Pakistan.
Email: shahidjan@icp.edu.pk

Anjum Ihsan, Assistant Professor, Islamia College, Peshawar, Pakistan. Email:
anjumihsanid@gmail.com

Abstract. *The objectives of the study are to assess the relationship and significant influence of affordability and accessibility on tourist delight*

taking into account the mountain areas of Khyber Pakhtunkhwa province, Pakistan and tourists who visit these sites. This is a survey type quantitative research. Data has been collected through the questionnaires from the selected population. Stratified and convenience sampling techniques are being employed. Sample comprises of respondents from three main regions/strata consisted of Malakand division, Mansehra division and Galiyat region of Khyber Pakhtunkhwa and from each stratum data were data collected using the convenience sampling technique. The Structural Equation Modeling (SEM) was used to test relationship between variables of the study on Smart PLS 4. Results of the study show that the affordability and accessibility have significant relationship with the tourists' delight. The findings suggest that the tourist delight can be increased in the mountain tourism through the travel attributes (affordability and accessibility) have significant impact on the tourist delight.

Introduction

Since the last ten years, the tourism industry has grown to be one of the largest and fastest growing in the entire world. A nation's economic and social development is significantly influenced by tourism. It has been noted that the tourist sector plays a key role in the economic development of many nations. Most of the developed and now developing countries regard tourism as one of the important areas to generate revenue and aid their economies. Along with this, tourists are flocking to locations, and both natural and constructed places are growing in popularity with travelers (Disegna & Osti, 2016; Ali, et al., 2018).

Pakistan is also focusing on the growth of the tourism sector. Pakistan is a very attractive country for tourists, and its Khyber Pakhtunkhwa province in particular offers several interesting tourist attractions. The northern Pakistani province of Khyber Pakhtunkhwa is known for its natural beauty and as a popular destination for travelers and adventurers (Stylos et al., 2017). The Swat Valley, Galiyat, and Kaghan region are popular tourist attractions in the north because of their natural beauty and appeal. More than 7,000 glaciers exist in Pakistan, of which 3,044 have formed glacial lakes (Talebi et al., 2021). The beauty of northern areas attracts tourists and conducive steps are being taken to promote tourism by the federal and provincial governments as well as policies are also made for the betterment of tourism and facilitation to the tourists is increasing gradually in tourism considering the tourist's satisfaction and delight.

According to Rahmawati et al. (2021), tourist delight is trendy topic for researchers in the field of tourism because most of the studies have been conducted in business field regarding customer delight. The main purpose of this study is to examine the factors in terms of affordability and accessibility that have a profound effect on tourist delight. For this purpose; the researcher conducted a survey to collect data related to the selected variables in terms of tourists' perception.

Tourists delight being an important variable and impacted by a variety of factors, including affordability and accessibility. Although there have only been a few studies on the connection between affordability and accessibility and visitor satisfaction and loyalty, tourist delight is particularly understudied in the context of developing countries in relation to affordability and accessibility; as a result, this study will fill in the gaps in the literature and add to it. This study explains how tourists are currently conceptualized and provides expanded definitions for academic and managerial implications for upcoming research. It also suggests a research agenda and new determinants for relevant organizations to achieve delighted visitor experiences and mitigate the severely detrimental effects on Pakistan's tourism industry. Additionally, it will be beneficial for the development of tourism industry policy and practice, and it will be very helpful for researchers and policymakers to comprehend the emotional phenomenon of tourist delight.

Research Questions

Q 1: Is affordability has strong relationship and significant influence on tourist delight?

Q 2: Is accessibility has strong relationship and significant influence on tourist delight?

Literature Review

Travel attributes

Travel attributes are a bundle of distinct qualities that satisfy travelers' basic needs, make them pleased and satisfied, have a favorable effect on travelers' minds, pique their interest in returning, and lead them to promote certain destinations to other travelers. Travel characteristics are crucial for travelers to have a wonderful trip (Ahrholdt et al., 2017; Baharuddin & Mahdzar, 2020). Travel characteristics are crucial components that help attract attention and keep travelers moving. Travel-related qualities inspire tourists to return to a destination and to travel.

Travel qualities, according to Khuong and Nguyen (2017), are essentially those services that travelers require on a basic level, such easy access and reasonable lodging at a certain location. According to Meira et al. (2021), the primary factors that increase the worth and appeal of a location and foster positive perceptions of it in the minds of travelers are travel qualities such travel resources and the combination of tourist activities. Each destination has its own unique traits and amenities to offer, according to Meyer et al. (2017). Accessibility and affordability such as transportation, roads, mapping, places, prices, safety and security, and political stability are characteristics of a travel destination that may affect a tourist's decision and delight. Other characteristics include conditions of the place or destination quality, management and environment, culture, likeness of the area, reason, and cost of travel.

According to Rahmawati et al. (2021), accessibility and price are the most significant factors in travel decisions. It is crucial for destinations to continuously offer the highest standard in terms of better services to address the needs and wants of tourists in order to ensure their satisfaction, loyalty, and delight. Accessibility refers to the ease with which attendees can travel to and from the event site while taking into account the time and effort. Affordability refers to the overall price or cost of participating in an event (Siregar et al. 2021). The decision-makers of various tourism businesses in various countries would benefit from having these characteristics in order to plan and strategize their commitment to overcoming challenges in the future and improving locations for greater tourist preferences (Rahmawati et al., 2021).

All travel-related characteristics, according to Clark and Causer (2020), can be broken down into two categories: accessibility and affordability. While accessibility encompasses transportation, roads, mapping, infrastructure, fuel availability, safety and security, etc., affordability covers all expenditures associated with a vacation, including lodging, food, shopping, entertainment, fare and rents, etc. This study takes into account the two travels attributes, affordability

and accessibility and their effect on the tourist delight. Affordability and accessibility are complex conceptions and inter related with each other. Gonçalves and Costa (2022) defined that affordability and accessibility are physical and psycho-social factors. Accessibility means transportation network while affordability is related to all affordable needs of transportation and these factors also help to motivate tourists in decision making.

The two most significant aspects of travel characteristics are affordability and accessibility (Del et al., 2008; Olya & Han, 2022). Dann created a pull and push factor theory framework (1977). According to his concept, a tourist's motivation to visit a location is referred to as a push factor. These are seen as the requirements and desires of the visitor, including rest, escape, etc. The pull factors are considered as the travel attributes such as affordability and accessibility. Aspects that draw tourists to a destination, such beaches and sports facilities are called destination features and travel qualities. The push forces are endogenous and psychological, as opposed to the pull factors, which are exogenous.

In this research, researcher adopted push and pull factors theory by Crompton (1997), push and pull factors theory justify motivational factors that motivate the tourist for tour. Dann (1977) was earliest that established the push and pull phenomena and develop theory and confirmed that Push and pull are two distinct ideas with an inverse relationship; push factors are motivating influences that encourage people to avoid performing a particular task, and pull factors are the opposite. For instance, greater employment opportunities are pull forces, whereas fewer employment opportunities are push factors. Push factors are internal pressures and sources of incentive that encourage tourists to hunt for activities that will meet as many of their needs and requirements as possible. In addition to being pull factors, they are also thought of as forces in the creation of destinations and a source of information for travelers so they may learn more about a place.

The model of pull and push factors proposed by Dann (1977) was discussed by Olya and Han (2022) concluded that both push and pull factors are internal and external forces that are compelling people to make decisions. For example, from the perspective of tourism, push factors are associated with internal needs and requirements of Push elements so serve as a source of appeal to pique tourists' interest in vacationing. Motivation and support come naturally to people, and when they are pushed by outside forces, they respond by acting in a way that serves their needs for pleasure. Because of this, certain outside forces—known as push and pull factors—are drawn into these activities (Camilleri, 2018; Su & Johnson, 2020).

Push and pull factors were further customized by Crompton (1979), who split them into two categories. The first section is based on socio-psychological and cognitive practices that are connected to internal motivation and compel visitors to travel, and the second segment is based on external physical and situational variables that force visitors to include accessibility and pricing. Push and pull

factors were described as driving forces by Crompton (1979). Breaks for leisure and to get away from a routine environment, self-evaluation and travel, novelty, entertainment, social engagement, and reputation are all push factors. However, pull factors include a lack of knowledge about the destination, financial difficulties, access, and affordability.

Push and pull factors theory explains that how tourists behave towards affordability and accessibility and these travel attributes generally are used to explain the visitor's behavior. Researchers have found that the travel characteristics of affordability and accessibility encourage people to hone their knowledge and turn it into ideals and judgments, with affectivity emerging from the concept of emotions. Affordability and accessibility elements are rankings of a selective area's distinctiveness, such as accommodation and hygienic and healthy food, rent and value for money, infrastructure, road and mapping, fuel availability, safety and security, a variety of lodging options and exciting visitor attractions. These are all accouterments and provide delightful travel experience (Olya & Han, 2022).

Tourist delight

Delight refers to extreme level of satisfaction, happiness and gratification and has been described as significantly favorable emotive condition taking place when desires go beyond to a extraordinary scale (Ahrholdt et al., 2017). According to Ball and Barnes (2017) and Baharuddin and Mahdzar (2020), tourist joy increases fidelity, assurance, positive word-of-mouth, and consumer intent. Barnes and Krallman (2019) identified that delight is included in the basic human values and it is different from surprise and joy. Numerous researches have been conducted on the role of delight the in the tourism sector. The major findings from the initial studies show that joy is a strong kind of satisfaction (Bello, 2021). Tourists' delight was described by Camilleri and Rather (2018) in terms of the tourist zone of tolerance and variety. Dissatisfaction is defined as performing well below expectations, whereas satisfaction is defined as fulfilling those expectations; however, the phenomenon of delight still requires adequate justification (Ahrholdt et al., 2017; Berman, 2005; Camarero et al., 2010).

According to Cebrián and Garcia (2021), surprise is the main component of delight. On a spectrum of pleasant emotions, however, the majority of literature says that pleasure is a combination of happiness, joy, and surprise. In the opinion of Ball and Barnes (2017) and Baharuddin and Mahdzar (2020), delight is a concoction of joy and surprise that can never be fully realized without achieving the desired level of happiness, surprise, and additional effort toward the expectations. Additionally, delight has the potential to increase the scope of joy and surprise. Gonçalves and Costa (2022) recognized that the theory of

disconfirmation by Oliver (1973) is differentiates the concept of delight and satisfaction.

Recent debates in literature clarify that delight is a distinctive and unique concept and different than satisfaction because satisfaction is completion of desire while in delight surprise factor is important. This factor separates satisfaction and delight (Huber et al., 2020). Berman (2005), Camarero et al. (2010), and Ahrholdt et al. (2017) expanded the delight definition and described that surprise and joy are not the only factors that create delight even other factors of positive sensation are also involved for example the stimulation. In initial researches, Oliver (1980) explained the delight phenomena in social studies and speculates that delight generates high feelings or emotions and extra ordinary outcomes from a specific situation, and it affects certain service patterns. According to Kumar et al. (2000), delight is the amalgamation of three main elements, excitement, surprise and joy.

Disconfirmation theory was developed by Oliver (1980), and the main theme of this theory is to differentiate the delight from other pleasurable elements such as happiness, gratification and satisfaction. The theory quantifies the difference between delight and satisfaction and describes that satisfaction is a judgment of pleasurable level regarding fulfillment and delight is a different concept that refers to high level of pleasure and more than satisfaction level and delight is mixture of happiness, joy and surprise which also includes satisfaction factors. The consumers have the same opinion on small dissimilarity regarding the perceived performance within the limits of tolerance and acceptance from want to expectations and expectations to satisfaction however as consumers receive more than satisfaction with joy and surprise, then delight being a level of comfort is felt beyond the satisfaction (Lui, 2015).

In different perspectives, disconfirmation theory is explained. Meira et al. (2021) proposed that when consumers fulfill their wishes and acquire pleasure, are amazed or surprised by a service/product and feel the experience beyond their expectations, this leads to disconfirmation. But surprise is not important reason for delight and only joy and pleasure can result in the delight. The tourist delight is an emotional reaction which can be realized by the provision of tourist' incentives such as affordable travel package with little extra benefits that impress or surprise the visitors (Oliver et al., 1997). Prayag et al. (2017) and Rahmawati et al. (2021) elaborated the concept of Oliver (1980) customers evaluate new customer experiences against a benchmark they've established. How effectively the service adheres to this standard determines how they feel about it. The theory assumes that customers base their purchases on their goals, attitudes, and expectations (Raza & Jawaid, 2013).

Customers evaluate the experience later, either during or after consumption, and a sense of performance is established. When clients compare the actual service performance to their pre-experience expectation or standard, the process is

accomplished if the outcome is confirmation, satisfaction, or dissatisfaction (Lui, 2015; Khuong & Nguyen, 2017; Rehan et al., 2021; Siregar et al., 2021). Expectations, perceived performance, disconfirmation, and satisfaction are the four parts of the disconfirmation paradigm. Pre-consumption expectations are represented by the level of expectations. Performance is how the client feels about the service. If expectations and performance don't match up, disconfirmation happens. In the end, contentment is calculated by adding the satisfaction results for different service qualities. Although the first three factors have an impact on satisfaction, it is unclear whether they ultimately result in satisfaction or discontent. The interrelationships between the factors are also up for debate.

Hypothesis of the study

H1: Affordability has strong relationship and significant influence on tourist delight.

H2: Accessibility has strong relationship and significant influence on tourist delight.

Research Methodology

The study is quantitative in nature and questionnaire was used to collect data. The questionnaire measured three variables of the study and included 21 items which are adopted from different studies Barnes et al. (2016), Barnes and Krallman, (2019). Both affordability and accessibility attributes included of six items while tourist delight consisted of nine items. Moreover, Five Point Likert scale (Strongly Un-influential, Un-influential, Neutral, Somewhat Influential, Strongly Influential).

Local tourists of Khyber Pakhtunkhwa province were target population and data were collected from the three main regions/strata of the northern areas, Swat Valley, Kaghan region and Galiyat using the convenience sampling technique. The selected areas are the most visited destination of the Khyber Pakhtunkhwa. Population was unknown and accurate figure of visitors is not available, for the determination of sample size of unknown population formula is used. The sample size determined was 384. Data is collected through surveyor from the target population of the study. SEM (Structural Equation Modeling) is applied to evaluate the data and tested hypotheses of the paper using the Smart PLS 4 software. The analysis section is divided into main four parts including response rate, respondent demographics, analysis of measurement model and structural model of the study. Considering the sample size, 384 questionnaires were distributed which out of which 372 questionnaires were received wherein some were not accurately filled). Therefore, response rate study is 96.87%. Demographics of the respondents are in table 1.

Table 1   *Demographical Details of Respondents (N= 372)*

Demographic	Feature	Frequency	Percentage
Gender	Male	203	54.6
	Female	169	45.4
Age	Under 20 years old	50	13.4
	20-30	197	53
	30-40	77	20.7
	40-50	35	9.4
	Above 50	13	3.5
Education	Under Metric/SSC	9	2.4
	Intermediate	49	13.2
	BA/BSC	98	26.3
	Master 16 years	147	39.5
	MS/M Phil 18 Yrs	25	6.7
	PhD	17	4.6
	Others	27	7.3
Profession	Student	177	47.6
	Job	81	21.8
	Business	55	14.8
	Others	59	16

Convergent Validity

Table 2. *Items Loading*

	Accessibility	affordability	tourist delight
td1			0.730
td2			0.733
td3			0.675
td4			0.754
td7			0.685
td8			0.683
td9			0.767
aff.3		0.639	
aff.4		0.770	
aff.5		0.787	
aff.6		0.737	
acc.1	0.719		
acc.2	0.727		
acc.3	0.723		
acc.4	0.675		
acc.5	0.752		

The item loadings values are measure the level of consistency for all items and they perform as a indication of consistency level to which an observed variable is

linked with proposed construct to quantify latent variable (Rehan et al., 2021). According to Johnson et al (2019) usually 0.7 and greater than 0.7 values are recommended for item loadings and for the desired result of Cronbach's Alpha, composite reliability and AVE are increased by subtraction of item loadings with value of less than 0.6 and AVE < 0.5 then it will not be recognized for further tests (Memon et al., 2019).

In this study, PLS Algorithm is apply to calculate item loadings. Due to low value (<.6) of item loading the (td5, td6, td10, aff1, aff2 and acc6) were deleted to achieve the desired results.

Table 3 *Cronbach's Alpha, CR, AVE*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Accessibility	0.769	0.774	0.843	0.518
Affordability	0.718	0.727	0.824	0.541
tourist delight	0.844	0.848	0.882	0.517

The results of Cronbach's Alpha of accessibility, affordability and tourist delight are 0.769, 0.718 and 0.844 respectively while values of composite reliability are also in accordance with the threshold values. These values are higher than 0.6 and in acceptable range (Memon et al., 2019). The values of accessibility, affordability and tourist delight are 0.518, and 0.514 and 517 respectively which are greater than 0.5 and are in acceptable range, therefore, there is no issue of convergent validity for further analysis.

Discriminant validity (Fornell-Larcker criterion)

The results show that square roots of AVEs are high than the values between constructs and so the given results support the constructs' discriminate validity.

Table 4 *Discriminant validity (Fornell-Larcker criterion)*

	Accessibility	Affordability	tourist delight
Accessibility	0.720		
Affordability	0.567	0.736	
tourist delight	0.582	0.463	0.719

Heterotrait-Monotrait ratio (HTMT) – Matrix

The HTMT results confirms that all constructs have less than 0.90 values, therfore the results confirm no seriuos issue in discriminant validity.

Table 5 *Heterotrait-Monotrait ratio (HTMT) – Matrix*

	accessibility	Affordability	tourist delight

Accessibility		
Affordability	0.765	
tourist delight	0.706	0.582

Model fit

Table 7 *Model Fit Statistics*

	Saturated model	Estimated model
SRMR	0.078	0.078
d_ULS	0.837	0.837
d_G	0.237	0.237
Chi-square	508.972	508.972
NFI	0.763	0.763

Goodness of fit model is described by the value of SRMR, Chi-Square and NFI (Rehan et al., 2021). Table 3.4 shows that the SRMR value is 0.052 less than critical value (<0.08 to <0.10) and as according to Hu and Bentler (1999), the value of SRMR less than <0.08 is a good fit and NFI value close to 1 is considered good fit, Chi-square value is high at 508.972. Therefore, the model fit results are acceptable.

Table 7 *Model Selection Criteria*

	BIC (Bayesian information criterion)
Tourist delight	-152.197

The test of Bayesian information criterion (BIC) provides model performance that explanation for model complexity. The table of model selection criteria shows that the value of BIC is -152.197 which is lower. Therefore, this model meets the criteria of best selection (Hair et al. 2017).
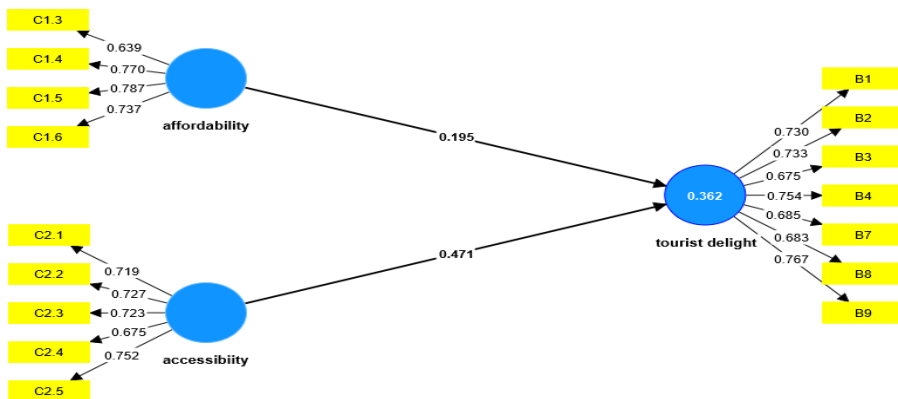

Figure 1 Measurement model

Table 8 *Results of the Model*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	2.5% LL	97.5% UL
accessibility -> tourist delight	0.471	0.474	0.055	8.608	0.000	0.364	0.576
affordability -> tourist delight	0.195	0.200	0.053	3.709	0.000	0.097	0.306

The results are obtained by bootstrapping and suggest that the values showing effect of accessibility on tourist delight are β= 0.0.471 and t-statistics value is 8.608 which is significant (P-value less than 0.05) while confidence interval at 97.50% is bias accepted at LL= 0.364, UL= 0.576.

The results of study show that values of the affordability demonstrating effect on tourist delight are β= 0.195 and t-statistics value is 3.709 which is also significant (P- value less than 0.05) while confidence interval at 97.50% are bias corrected at LL= 0.097, UL= 0.306.

The outcomes illustrate that the relationship of travel attributes of accessibility and affordability are significant and have influence on tourist delight.
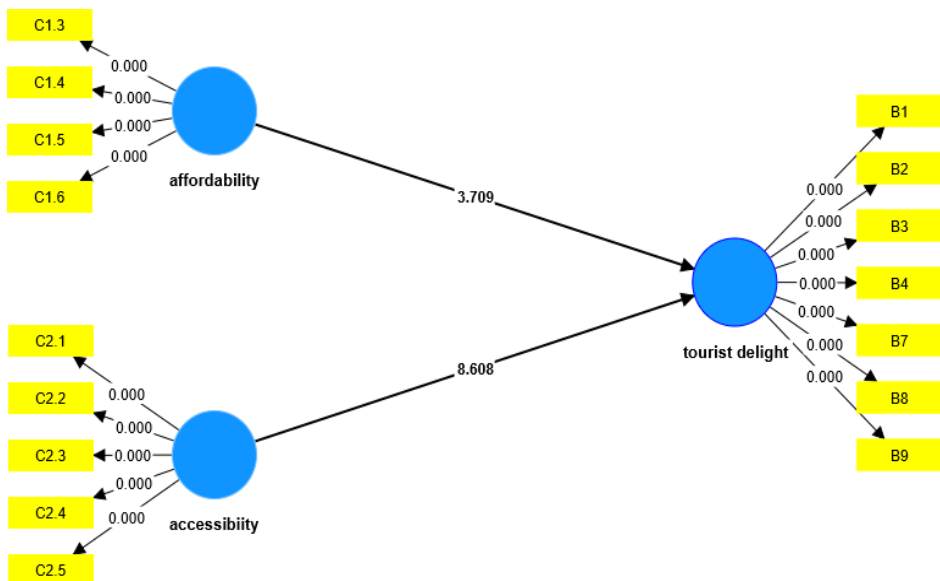

Figure 2 Structural Model

Discussion

The current research is conducted to examine the relationship between affordability and tourist delight and accessibility and tourist delight. In this study, these two independent variables were examined individually in relation with tourist delight. First research question was regarding the influence of affordability on tourist delight and its hypothesis was tested.

Q 1: Is affordability has strong relationship and significant influence on tourist delight?

H1: Affordability has strong relationship and significant influence on tourist delight.

As regards the affordability, results of the study confirm strong relationship and significant influence on tourist delight. These result supports research hypothesis in line with the previous researches documenting and supporting the relationship between affordability and tourist delight (Meira et al., 2021). Affordability is an important factor in tourism because affordable travel provides enjoyment and pleasure and increases tourism delight. Affordability plays very important role in decision making for traveling to an area and develops a positive influence on tourist delight and inducing the delightful experience and expectations.

The study point outs that affordability and tourist delight have positive and strong relationship. Affordable travel increases tourist delight. Affordability is related to the facilities that make trip easy and convenient to the visitors and it directly influences psychology of an individual towards the visiting sites and when tourists achieve their desires easily and expectations or more than expectations it is then converted into delight (Chi & Qu, 2008; Rahmawati et al., 2021).

The current study highlights that every destination has its own attributes but in mountain areas the facilities are less than other areas. In this respect, our governments and management authorities have to play a sue role to build and increase the value of destination site by means of conducive policies and management. The provision of requirements and amenities also increases attraction, motivating visitors for visits and leads to visitor's happiness, pleasure and delight. The significant effect of affordability on the tourist delight calls for to accept first hypothesis of the study in line with the first research question.

Different previous researches document the basic components of affordability such as accommodation, food, travel expenses etc. and their impact on the tourist delight (Chi & Qu, 2008). Delight is a psychological factor and affordability is requirement that satisfying the psychologically therefore, affordability and tourist delight are strongly related with each other (Meira et al 2021).

Previous researches have performed and tested the relationship of overall destination attributes with satisfaction and revisit intension (Jariyachamsit, 2019;

Lozanov, 2018; Tung & Ritchie; 2011). But the current research tested the relationship of affordability and tourist delight to fulfill the pertinent research gap.

The second question of this study proposes the following hypothesis:

Q 2: Is accessibility has strong relationship and significant influence on tourist delight?

H2:   Accessibility has strong relationship and significant influence on tourist delight.

Considering the above research question and hypothesis, the results confirm that accessibility has significant influence on tourist delight which means that if a destination site is accessible and convenient, it will motivate to visitor for travelling. Therefore, the tourists can be delighted from appealing destination with accessible resources can attract them for visits towards the northern areas, all travel accoutrements are very important to provide delightful travel experience.

Previous researches are of the view that mountain tourism is unique than other forms of tourism. Because mountain tourism is known as the adventure tourism, and mostly young and energetic tourists take interest in mountain tourism. Sometimes they do not need all accouterments of travel and basic needs are enough for mountain travel where accessibility is the basic need for travel, like roads and mapping, transportation and fuel availability. Without these, the travelling will be difficult or nearly impossible. Therefore, accessibility is basic need that provides delightful experiences to the tourists (Chi & Qu, 2008).

Conclusion

The present aims to investigate the influence of affordability and accessibility on tourist delight. Travel attributes and tourist delight are worthy areas for researchers. The underpinning theories are the pull and push factor theory of Crompton (1979) and disconfirmation theory of Oliver (1997) for tourist delight. The pull and push factor theory support results of the current study that that different factors push and pull factors like travel attributes induce tourists to visit a destination site. Crompton proposed that push and pull factors are play important role to encourage or discourage someone towards the decision making. Like in tourism, when a visitors plan a visit, first he/she evaluates the affordability and accessibility dimension for selection of a destination.

Results of the study provide important contributions that affordability and accessibility are the pull and push factors in tourism that influence the tourist delight. The study also has some practical implications for the tourism authority; managers and policy makers that how better practices in terms of facilitating attributes will enhance attraction and provide delightful experiences to favorably influence the tourist delight. Different studies have been undertaken on the

phenomena of delight and some researchers claimed that delight is similar to satisfaction. However, Oliver's (1997) theory of disconfirmation differentiates delight and satisfaction as well as supports results of this study. Level of satisfaction can be achieved by completion of desires but delight is not only related with desires, delight means completion of desires with surprise and joy.

Despite the fact that surprise is not often regarded as a crucial component of joy, and joy can result in happiness. In contrast to earlier research, he dismissed joy as a distinct notion and implicitly conceptualized it as a nonlinear, positive response to contentment. Current study takes into account earlier studies and views customer delight as an emotional reaction to stimuli like the fundamental services in travel.

This study also enforces the better provision of travel attributes important for delighting the tourists. Pakistani tourists have different and unique behavior towards the tourism. Specially, northern areas of Pakistan overflow with tourists throughout the year and tourist do not miss any opportunity of travelling these areas particularly on religious events like Eids and holidays.

Tourism development impacts the country's economic growth therefore; government and authorities of the country should concentrate on the access facilities such as roads, transportation, fuel availability, parking and rental areas for the private vehicles. Available infrastructure is not enough because number of tourists is increasing day by day even roads are stuck in specific days of visit. Government should take decision to introduce proper government transit services especially in those areas where people travels most and should provide parking areas till to specific point. It will create employment opportunities for people like local drivers and contribute towards the economic growth. Political in-stability has high negative impact on freedom of visitor's movements. Therefore, government should ensure safety and security for national and international tourists and should develop sustainable strategies for tourism stability.

Limitations and Recommendations

Every research has some limitations; likewise, this research has some limitations that must have to be addressed. The current study was limited to the local tourists of three destination sites of Khyber Pakhtunkhwa province of Pakistan, Swat Valley, Kaghan Valley and Galiyat. The international tourists also visit these sites throughout the year. Therefore, the future researches may be conducted targeting the international tourists considering the generalizability of the results. The researches may also solicit the perception of local community regarding variables used in this study and their relationship. Moreover, the future studies may include other mountain areas of Khyber Pakhtunkhwa.

This study was also on the mountain areas of Khyber Pakhtun Khuwa. Thus, discussion and generalization will be restricted. Future researches can be

undertaken on other types of tourism such as sports tourism, shopping tourism, religious tourism and historical tourism considering the travel attributes and tourist delight.

Last limitation is being contextual and focuses only on Pakistan's context, therefore, in future, studies may be conducted taking into account the context of other Asian countries   because most of the studies are done in western context in previous years. Furthermore, this study is quantitative in nature but qualitative researches can also be conducted to explore different hidden dimensions of affordability and accessibility as well as identify other travel attributes and elaborate their relationship with the tourist delight.

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