

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 6(70)

Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**
Publishing

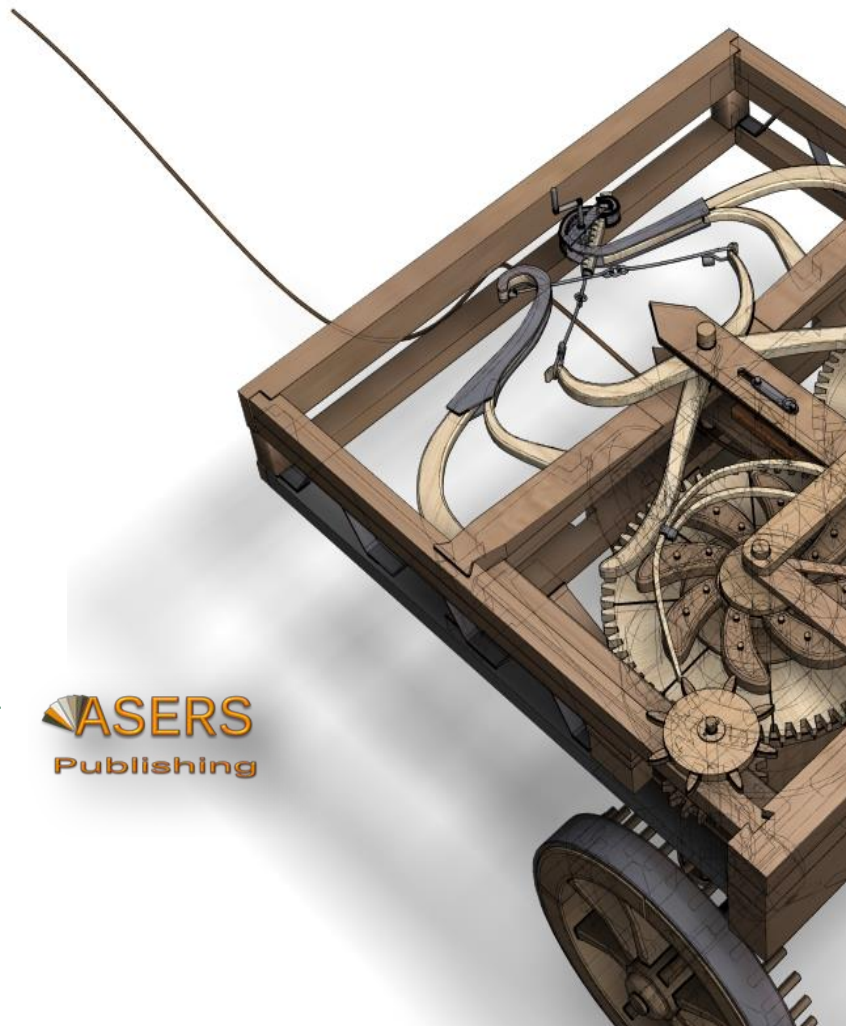


Table of Contents

1	Strategic Vectors of Coastal Tourism Development as a Blue Economy Component in the International Dimension Antonio-Juan Briones-Peñalver, Liliya Prokopchuk, Iuliia Samoilyk	2473
2	Ecotourism and Outdoor Recreation Development in Harego and Bededo Urban Fringe Protected Areas, Ethiopia: Exploring Opportunities, Challenges, and Prospects Tesfaye Fentaw Nigatu, Molla Nigus Aregaw, Asnakew Atlug Tegegne	2497
3	Tourism and Educational Cluster in Tourism Industry Chingiz Makenov, Aina Narynbayeva, Nina Petrichsheva, Meruyert Umirzakova	2510
4	The Practice of Tourism Product Endorsement: Perspective of Islamic Business Ethics in Social-Media Darmawati, Hasan Basri	2520
5	An Examination of the Supply-Side Stakeholders' Views towards Health Tourism Investments in the Region of Thessaly, Greece Georgia Giannake, Athina Economou, Mary Geitona, Theodore Metaxas	2531
6	Functional Conflicts in Tourist Coastal Resort Cities with Special Spa Status in Poland. The Stakeholder Approach Marcin Wolek, Joanna Próchniak, Jarosław Kempa	2539
7	International Practices for Managing Integration Processes in University Educational Programs of the Tourism Industry Adiya Iskakova, Madina Rakhimberdinova, Dzhapar Alybaev, Nyailya Smagulova, Makpal Nurkenova	2557
8	Halal Tourism Campaign: Does It Demolish Conventional? A New Touristic Segment on the Island of Lombok Heru Cahyono, Muh Fahrurrozi, Toto Sukarnoto, Nursaid	2574
9	The Linkage between Modern HR Management and Activities to Improve Performance in Tourism Development Trends in the Republic of Kosovo Osman Sejfičaj, Ermira Shehu	2586
10	Earthquake, COVID, and the Economic Survival: How Tourism Entrepreneurs in Lombok Survived During the Double Disaster Muh. Baihaqi, Muh. Salahuddin, Nurrahmah, Nurhilaiati, Dewi Sartika Nasution	2596
11	Bibliometric Analysis of Research Interest in Rural Tourism Bianca Sorina Răcășan, Cristian-Emanuel Adorean, István Egresi, Ștefan Dezsi	2605
12	The Influence of University-Business Cooperation in the Development of Local Tourism in Kazakhstan: Documentary Analysis Sholpan Yessimova, Yerkesh Rakhymzhanov, Bagdat Spanova, Sulushash Baizhanova, Marat Seidakhmetov, Aiman Yessenova, Bakhyt Altynbassov	2626

Editor in Chief:

Ramona Pirvu,
University of Craiova, Romania

Co-Editor:

Cristina Mihaela Barbu,
Spiru Haret University, Romania

Editorial Advisory Board:

Omran Abdelnaser, University Sains
Malaysia, Malaysia

Huong Ha, Singapore University of Social
Sciences, Singapore

Harjeet Kaur, HELP University College,
Malaysia

Janusz Grabara, Czestochowa University of
Technology, Poland

Vicky Katsoni, Technological Educational
Institute of Athens, Greece

Sebastian Kot, Czestochowa University of
Technology, The Institute of Logistics and
International Management, Poland

Andreea Marin-Pantelescu, Academy of
Economic Studies Bucharest, Romania

Piotr Misztal, The Jan Kochanowski
University in Kielce, Faculty of Management
and Administration, Poland

Agnieszka Mrozik, Faculty of Biology and
Environmental Protection, University of
Silesia, Katowice, Poland

Chuen-Chee Pek, Nottingham University
Business School, Malaysia

Roberta De Santis, LUISS University, Italy

Fabio Gaetano Santeramo, University of
Foggia, Italy

Dan Seligșteanu, University of Craiova,
Romania

Lesia Kucher, Lviv Polytechnic National
University, Ukraine

Lóránt Dénes Dávid, Eötvös Loránd
University, Hungary

Laura Ungureanu, Spiru Haret University,
Romania

Sergey Evgenievich Barykin, Peter the
Great St. Petersburg Polytechnic University,
Russian Federation

Omar Abedalla Alananzeh, Faculty of
Tourism and Hotel Management, Yarmouk
University, Jordan

Marco Martins, Polytechnic Institute of
Tomar, Portugal

Konstantinos Antoniadis, University of
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Editor in Chief:

Ramona Pirvu,
University of Craiova, Romania

Co-Editor:

Cristina Mihaela Barbu,
Spiru Haret University, Romania

Editorial Advisory Board:

Omran Abdelnaser, University Sains
Malaysia, Malaysia

Huong Ha, Singapore University of Social
Sciences, Singapore

Harjeet Kaur, HELP University College,
Malaysia

Janusz Grabara, Czestochowa University of
Technology, Poland

Vicky Katsoni, Technological Educational
Institute of Athens, Greece

Sebastian Kot, Czestochowa University of
Technology, The Institute of Logistics and
International Management, Poland

Andreea Marin-Pantelescu, Academy of
Economic Studies Bucharest, Romania

Piotr Misztal, The Jan Kochanowski
University in Kielce, Faculty of Management
and Administration, Poland

Agnieszka Mroziak, Faculty of Biology and
Environmental Protection, University of
Silesia, Katowice, Poland

Chuen-Chee Pek, Nottingham University
Business School, Malaysia

Roberta De Santis, LUISS University, Italy

Fabio Gaetano Santeramo, University of
Foggia, Italy

Dan Selişteanu, University of Craiova,
Romania

Lesia Kucher, Lviv Polytechnic National
University, Ukraine

Lóránt Dénes Dávid, Eötvös Loránd
University, Hungary

Laura Ungureanu, Spiru Haret University,
Romania

Sergey Evgenievich Barykin, Peter the
Great St. Petersburg Polytechnic University,
Russian Federation

Omar Abedalla Alananzeh, Faculty of
Tourism and Hotel Management, Yarmouk
University, Jordan

Marco Martins, Polytechnic Institute of
Tomar, Portugal

Konstantinos Antoniadis, University of
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

- 13 **Formation of Tourist Clusters in Ecotourism Centers: Case of Zerenda Resort Center in Kazakhstan** 2641
Aidar H. Mukanov, Kamshat P. Mussina, Lyailya M. Mutaliyeva,
Yerzhan N. Sagatbayev, Darken A. Seidualin, Gulzhan K. Abdramanova
- 14 **Exploring a New Destination Image: A Case Study of Suranadi Village** 2659
Gunawan Bata Ilyas, Kristiana Widiawati, Suhaimi, Rismawati, Syamsu Budiyanti,
Muhammad Azizurrohman
- 15 **Digital Innovation in Hospitality: Bridging the Gap between Concierge Services and Hotel Guests** 2673
Norbert Forman, József Udvaros
- 16 **Loans of Second-tier Banks and Their Impact on the Development of Tourism Industry** 2685
Ainur Myrzhaykbayeva, Kalamkas Rakhimzhanova, Ruslanai Ichshanova,
Arnagul Tishtykbayeva, Zagira Iskakova, Anna Legostayeva
- 17 **A Systematic Guide for Conducting Thematic Analysis in Qualitative Tourism Research** 2696
Kevin Fuchs
- 18 **The Relationship Between Tourism and the Efficiency of Budget Investments as Important Area of Strategic Audit** 2704
Lyazzat Sembiyeva, Assel Ismailova, Zamira Bashu, Saule Spatayeva,
Makpal Zholamanova, Gulmira Yessenova
- 19 **The Impact of the Travel and Tourism Sector on the Growth of the National Economy** 2715
Ika Nurul Qamari, Mohsin Shaikh, Askar Garad, Leli Joko Suryono, Nuryakin
- 20 **Tourism and Gender: Safety for Women Travelers, Enhancing Gender Equality and Combating Violence Against Women** 2725
Aigerim Bayanbayeva, Akmaral Turarbekova, Daniyar Nurmukhanbet,
Venera Balmagambetova, Nagima Kala, Serik Sabitov, Aiman Mytalyapova
- 21 **Evaluating Quality of Hospitals Websites for Medical Tourism in Indonesia** 2735
Ari Nurfikri, Elsa Roselina, Abas Hidayat
- 22 **Exploring Factors Shaping Tourist Satisfaction: A Case Study of the Chefchaouen Destination in Morocco** 2745
Mariame El Khadar
- 23 **The Impact of Socioeconomic and Travel-Related Aspects on the Allocation of Expenditures by Tourists Traveling to Taiwan** 2755
Kieu-Thi Phan, Sheng-Hung Chen, Jie-Min Lee, Ca-Van Pham
- 24 **Sustainable Tourism: Effect of Destination Image on Loyalty Customers** 2774
Siti Zakiah, Muhammad Yusuf Alhadihaq
- 25 **Temporal Change of Foreign Tourism in Sri Lanka: A Study on Economic Perspective** 2786
Ayan Bhakat, Nirmalya Das, Santu Guchhait
- 26 **Analysis of Factors Influencing Re-Visit Intentions and Recommending Post-Pandemic Marine Tourism Destinations in Lampung Province** 2799
Rahayu Sulistiowati, Yulianto Yulianto, Samsul Bakri, Maulana Mukhlis,
Dimas Adi Saputra

Call for Papers

Winter Issues 2023

Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEc, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

Deadline for submission:	21 st October 2023
Expected publication date:	December 2023
Website:	https://journals.aserspublishing.eu/jemt
E-mail:	jemt@aserspublishing.eu

To prepare your paper for submission, please see full author guidelines in the following file:

[JEMT_Full_Paper_Template.docx](#), then send it via email at jemt@aserspublishing.eu.

Exploring Factors Shaping Tourist Satisfaction: A Case Study of the Chefchaouen Destination in Morocco

Mariame EL KHADAR

National School of Trade and Management of Tangier

Abdelmalek Essaadi University Morocco

ORCID: 0000-0002-1044-4508; Researcher ID: IXN-7154-2023

mariame.elkhadar@etu.uae.ac.ma

Article info: Received 27 June 2023; Received in revised form 18 July 2023; Accepted 24 August 2023; Published 29 September 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

Abstract: This study aims to identify determinants of tourist satisfaction in Chefchaouen, an authentic destination in the north-eastern of Morocco. Our study identifies factors that contribute more to tourists' satisfaction and comes up with recommendations.

Methodologically, an extended bibliographical review is presented to establish the hypotheses and the research conceptual model. A deductive approach is suitable for this study. It is a quantitative study based on a survey filled out by tourists on a visit to produce results.

The results of our study show that two dimensions 'joy' and 'positive surprise' have a direct and positive influence on tourist satisfaction. The results also show that staying in Chefchaouen gives them joy, pleasure, a sense of wonder, inspiration, and amazement. Generally, this destination provides them with pleasant and surprising experiences.

Our study also has some limitations due to the small size of our sample and its composition. It neglects domestic tourists. All these limitations constitute new research perspectives in marketing tourist destinations. This research is original because it reveals to Chefchaouen and other destination marketing managers, the importance of emotional dimensions in evaluating the destination tourist experience.

Keywords: tourist satisfaction; tourist destination; emotions; tourist experience.

JEL Classification: Z32.

Introduction

Tourism has become a strategic sector for many countries. They are engaged today in fierce competition and a race for attractiveness that regularly results in a world ranking of destinations based on criteria such as natural and cultural resources or transportation infrastructure. The success of some destinations is primarily related to the satisfaction that tourists receive from their tourism experience (El Archi *et al.*, 2023). Several research has been conducted to a better understanding of what makes the tourist experience satisfying.

No one can deny that it is crucial to guarantee tourist satisfaction, not only because it allows destinations to obtain a flow of tourists and therefore stable revenues, but also to reduce complaints and guarantee positive comments to other tourists. Chefchaouen now enjoys a reputation as a tourist destination that combines gastronomy, cultural heritage, and sustainable development. It has a geographical aspect with two facets: mountainous, surrounded by peaks of more than 2,000 m altitude, and maritime, with 120 km of coastline, and a rich history of over five centuries.

Chefchaouen with a population of around 45,000, is the only city and the provincial capital with 420,000 inhabitants, whose rurality affects the majority of the population. It's 'the only medina of the intermontane situation' thanks to its natural setting. Due to the abundance of rock stores, it's the only Moroccan city rich in mineral drinking water. It's provided by the natural springs of Ras el-Ma and Tissemlal.

The heritage wealth of the province of Chefchaouen the cultural and natural side has made this province one of the 'tourist host countries' of Morocco (PAT: Abbreviation of 'Pays Accueil Touristique') since 2003, (Berriane, 2020). This significant potential is because it's the only Moroccan city with a large number of attributes encouraging more and more tourist stays. However, it is important to examine the factors that most contribute to

tourist satisfaction because it will help to design strategies for increasing the number of local and international visitors. This work aims to identify the main tourists' determinants of satisfaction among visitors of Chefchaouen destination and to examine the relationships between the attributes of the destination and positive emotions. This research begins with the presentation of the theoretical framework, followed by the development of the conceptual framework, the research model design with formulation-related hypotheses, and then the presentation of the results.

1. Theoretical Framework

Satisfaction is a major construct in the field of tourism research, with many articles devoted to this subject. This research explains the importance of satisfaction for tourism management destinations and specific tourism offers. Therefore, satisfaction management should be a priority for any tourism manager (Vermeulen and Seegers, 2009; Zehrer, Crotts and Magnini, 2011). The literature reveals that satisfaction is a subjective opinion based on the tourist's evaluation after having different experiences in a place or destination (Pizam *et al.*, 1999). In other words, it's the realization of an expectation (Oliver, 1999) that can be expressed as an affective state, (Bake and Crompton, 2000) a cognitive state (De Rojas and Camarero, 2008) or a combination of both (Del Bosque and San Martín, 2008), after experiences in this place. From this perspective, we can say that satisfaction is a positive appreciation by the tourist of the benefits obtained in a place (Yoon and Uysal, 2005).

Strategic marketing, consumer behaviour, behavioural theory, psychology, management and sociology, all these fields are interested in the concept of satisfaction.

From a tourist point of view, Chefchaouen's destination is a coherent geographical territory, endowed with a strong cultural identity and varied potentialities allowing a diversified offer.

The city began to receive its first tourists more than thirty years ago and also benefits from its strong proximity to Europe (Berriane and Moizo, 2016). To highlight all its assets, it's, therefore, important to put the satisfaction of tourists among the priorities of tourism professionals. Nevertheless, studies on visitor satisfaction remain scarce, not only in the north of Morocco context in general but also in Chefchaouen and its surroundings more specifically. Further research on factors related to destination attributes as well as those influencing tourists' emotions is requested.

2. Conceptual Framework, Model and Research Hypotheses

2.1. Conceptual Framework and Research Model

Satisfaction is an important construct in the field of tourism research. Tourist satisfaction represents feelings, beliefs and opinions an individual has about the destination's ability to satisfy the special needs of this same person (Sukiman *et al.*, 2013; Johann *et al.*, 2014). Lately, it has been asserted that satisfaction might be influenced by different factors, such as customer relationship management, that is why, customer satisfaction is related to a past interaction with a provider too (Nyadzayo and Khajezadeh, 2016). The main objective of the study of tourist satisfaction in the scientific literature is twofold. On the one hand, it makes it possible to understand and measure the needs of tourists in the most efficient way possible and on the other hand to meet these needs and expectations through innovative improvements and creative solutions (Aliman *et al.*, 2016; Meng *et al.*, 2011). Tourist experiences often include positive and pleasant responses (Hosany and Parayag, 2013). The tourist's satisfaction will only be total when the perception of the tourist product or service corresponds to the image that the tourist has already formed before even being in contact with the tourist product or service (Aliman *et al.*, 2016). Aliman *et al.* (2016) did not fail to point out that research on tourist satisfaction is important for the success of destination marketing, because it influences the choice of destination, the consumption of products and services and the decision to revisit the destination. Thus, to manage the destination, it needs to change the focus from destination to tourist *per se* (Almeida-Santana and Moreno-Gil, 2018). Therefore, it's useful to emphasize the importance of tourist satisfaction to increase loyalty (Chi and Qu, 2008; Chatzigeorgiou and Simeli, 2017). For these reasons, we can consider tourist satisfaction as a *sine qua non* condition to guarantee tourism success in a given destination.

The concept of satisfaction is a process related to the needs, motivations and characteristics of the service offer. Therefore, we need to analyse deeply the antecedents behind each evaluation and not just its appreciation. It means we should not limit ourselves to understanding the emotional experiences of the tourists during their interactions with the services offered by the destination (Gountas *et al.*, 2007). Destination image depends on the attractiveness of destination attributes (El Archi and Benbba, 2023), and positive emotions (joy, love, or positive surprise) affect satisfaction (Pragay, Hosnay, Muskat, and Del Chiappa, 2017; Ramkissoon, Smith and Weiler,

2013). The following sections briefly discuss the theoretical underpinnings of each hypothesis formulated in this study.

Following this literature reading, we can assume that the determinants of tourist satisfaction depend on the attributes of the destination and the predisposition of tourists to have positive emotions. We can arise the following hypothetical-deductive model:

Figure 1. Conceptual model of the study



2.2. Research Hypotheses

2.2.1. Destination Attributes

According to Sari *et al.* (2019), tourism is a travelling activity to get satisfaction, improve health, relieve fatigue realize a pilgrimage, or execute a task. Furthermore, according to Ridwan *et al.* (2019), tourism is a human movement done consciously to have services by people within the country of origin itself or other countries and to seek and get satisfaction through original experiences.

A destination is recognized by its unique character, according to Moon *et al.* (2018), who present a description of the destination attributes like a collection of different destination components, that include both the physical and natural environment as well as services and facilities, that attract tourists. Moreover, Moon and al. (2018) also highlighted that destination attributes that attract tourists are history or local culture, special activities and events, accessibility, hospitality, service quality, destination management, infrastructure, superstructure and shopping quality. According to Auliya and Prianti (2022), we can say that tourist satisfaction is obtained thanks to positive destination attributes.

The main purpose for which tourists travel is to discover a destination. Destination image refers to the attractiveness of destination attributes (El Archi and Benbbe, 2023). These attributes can be the physical landscape such as the beauty of the landscape, the natural environment, access to nature, and the availability of various facilities, such as an information centre, restaurants, and hotels... This is mainly why tourists visit the city of Chefchaouen.

H1: Tourist satisfaction is influenced by the type of destination attributes.

2.2.2. Positive Emotions

Emotions, especially positive ones (joy, love, or positive surprise) influence satisfaction (Pragay, Hosnay, Muskat, and Del Chiappa, 2017; Ramkissoon, Smith and Weiler, 2013). Considering the effects of emotions on tourist behaviours is also a notable development in tourism research, this is due to their pervasiveness in travel activities (Aho, 2001). Tourist's emotions would be present in his memory, and this causes the tourist to have a dis/satisfaction about a destination (Izard, 2013; Pestena *et al.*, 2020; Christou *et al.*, 2018). The tourist who frequently experiences positive emotions in a given period is extremely willing to get a better hedonic trail and unforgettable tourist experience (Pearce, 2009; Prayag *et al.*, 2013). However, to reach such a level of hedonism feeling, positive emotions should express engagement of pleasure feelings with a tourist destination, we can quote about joy and positive surprise (Su and Hsu, 2013; Breiby and Slatten, 2015). Such a form of engagement that comes from the accumulation of positive emotions may increase tourists' satisfaction (Prayag *et al.*, 2016; Huang *et al.*, 2014). The second type of emotion that the tourist can feel is negative emotion (Hosany and Prayag, 2013; Nawijn and Brian, 2018). The possibility of facing negative emotions in a happy destination was neglected and our objective in this research is how to reach tourist satisfaction and not dissatisfaction, that's why we don't consider it.

Emotions influence not only post-travel evaluation but also all travel and stay stages (Pragay, Hosnay, and Ode, 2013; Ene and Schofield, 2011). They also play a primary role in defining memorable experiences (Mitas *et*

al., 2012b). The positive influence of emotions on tourist satisfaction being well established in the marketing and tourism literature leads us to assume that positive emotions are likely to determine tourist satisfaction in a destination.

H2: Positive emotions positively influence tourist satisfaction.

3. Research Methodology

Chefchaouen's destination is strategically placed as a Moroccan tourist destination. This study was conducted in Chefchaouen. Despite its potential for tourism attraction and its various competitive advantages, until now, the development and promotion of tourism in this city is little supported by scientific research that examines the issues from the perspective of visitor satisfaction. This is the main contribution of the present research.

This study adopts a quantitative research approach. The relevant literature review serves as the basis for adapting scales to measure tourist satisfaction. Our survey has four sections: Section 1 deals with the socio-demographic elements of tourists; Section 2 presents the attribute questions as well as all the feelings and emotions that tourists have for a destination and their relationship to overall tourist satisfaction. Section 3 invites visitors to share the determinants of their overall satisfaction and provides other suggestions and opinions in case they still have other issues that our survey did not cover.

Main studies that examine satisfaction have not been able to establish any consensus on its measurement. This question relative to the diversity of instruments and scale formats used to measure the level of satisfaction remains a major problem in marketing research (Aurier and Evrard, 1998). An analysis of the marketing literature allows us to distinguish two main approaches that have marked the evolution of this concept. There are a transactional approach and a relational approach. The indicators used to measure satisfaction have also evolved according to these approaches. Thus, the transactional approach is the concept or paradigm of disconfirmation or non-confirmation of the expectations of Oliver (1980). This unidimensional measure will then evolve to become multi-attribute (or analytic). After, researchers express the necessity to include these two forms of measurement to argue that satisfaction from consumer experience is a two-dimensional construct (Hawkins and Mothersbaugh, 2013).

3.1. Scale for Measuring Emotions: Presentation and Justification

3.1.1. Presentation and justification of the DES

In our research context, we follow specialist researchers in this field. We adopt it to measure the emotions and affective reactions of tourists as a factor determining their satisfaction with the destination experience. Researchers chose the **Destination Emotions Scale (DES)**, elaborated by Hosnay and Gilbert (2010). This choice is justified by the following reasons:

- This scale was designed especially for tourist destinations and their set of dimensions is theoretically compatible with conceptions of emotions in experiential consumption marketing;
- It was designed specifically to measure emotions as part of the overall tourism destination experience;
- It has strong psychometric properties in terms of one-dimensionality, reliability, and validity both convergent, discriminant, and predictive. It is used, tested, and validated in a study on the evaluation of the determinants of the emotional reactions of tourists (Hosany, 2012). Same as in the study by Prayag Hosany and Odeh (2013) examine the relationship between the emotional patterns of visitors and their post-consumption evaluations. Also, in a study by Achaba and Rabiai, (2020) the emotional experience of the destination, satisfaction, and intention to recommend: Case of the destination of Agadir - Morocco;
- The external validity of the scale was also proven by Prayag, Hosany, Muskat, and Del Chiappa (2016) in a study of two separate international destinations: Thailand and Petra.

Hosany and Gilbert's (2009) DES scale includes 15 items structured around three emotional dimensions: Joy, Love and Positive Surprise.

Joy dimension:

The results of the study conducted by Hosany and Gilbert (2009) demonstrate that joy is a key aspect of tourists' emotional experiences. Indeed, joy is considered an intrinsic component of peak experiences (Mathes *et al.*, 1981). In the same way, Currie (1997) has shown that the pursuit of pleasurable experiences is motivating tourists. They have a higher disposition to pleasure-seeking experiences while on vacation (Carr *et al.*, 2002). This pleasure-seeking is an essential aspect of tourism experiences (Nawijn, 2011).

Love dimension:

When we think of love it refers to feelings such as tenderness, caring, and affection (Hosany and Gilbert, 2009). Love is an attitude of one person toward another particular, involving the predispositions of thinking, feeling, and behaving in a certain way toward this same person (Rubin 1970, p. 265). This dimension retained in the DES model is, according to Albert, Merunka, and Valette-Florence (2008), consistent with marketing research that has established the relevance of love as a marketing concept. In other words, consumers feel love towards products and brands. According to Carroll and Ahuvia (2006), brand love is the degree of passionate and emotional attachment to a brand. This love for a brand is linked to increased brand loyalty and therefore positive word of mouth.

Positive surprise dimension:

In marketing and tourism literature, it has been proven that positive surprise is a determinant of customer satisfaction and loyalty. Since we are dealing with the topic of satisfaction, it is important to mention that positively surprised customers are generally more satisfied and show increased loyalty (Westbrook and Oliver 1991). This dimension refers to feelings such as wonder, inspiration, and amazement. Positive emotions and more specifically positive surprises are present in the tourism experience, as vacations are characterized by a set of positive experiential processes (Hirschman and Holbrook, 1982; Mannell and Iso-Ahola, 1987). They are primarily consumed for hedonic purposes (Tung and Ritchie, 2011b). In addition, several countries and cities have implemented marketing strategies to promote their brands. For example, the Thailand case with its slogan: *'Amazing Thailand, Amazing Value'*, the German case *'Simply Inspiring'*, Malaysia case: *'Fascinating Malaysia'*, or also the case of the Netherlands with the general slogan for its cities: *'Amazing cities'*, and the case of the city of Edinburgh: *'Inspiring Capital'*.

3.2. Justification of the Measurement Tool Chosen

For our results, we chose the Chi-square test to decide whether the variables are probably related or not. To show this relationship, we will examine this link between the factors under study by crossing each factor with the others as shown in Table 1. In this table, we express the relationship between the destination attributes and positive emotions. It clearly illustrates the interdependence between these two factors.

4. Results and Discussion

Our sample is about 200 tourists.

Table 1. The relationship between the destination attributes and positive emotions, the case of Chefchaouen destination

Positives Emotions	Destination attributes								Total	Significance
	Nature	Culture	Shopping	Accessibility	Infrastructure	Reception	Services	Cost and price		
	Sample									Chi-square
Joy	19	2	1	2	4	1	1	2	32	0.0000*
Enthusiasm	2	3	2	0	1	0	0	4	12	
Wonderment	4	4	0	0	0	0	0	2	10	
Happiness	3	3	1	1	1	1	0	3	13	
Pleasure	2	2	0	1	0	0	0	1	6	
Tenderness	7	1	0	1	0	1	1	4	15	
Love	2	12	0	0	0	0	1	3	18	
Attention	1	2	0	2	0	0	1	2	8	
Affect	1	4	1	1	1	0	0	1	9	
Warmth	9	3	0	1	1	0	0	1	15	
Stupefaction	4	2	0	0	0	0	0	2	8	
Astonishment	2	4	0	0	0	0	0	2	8	
Fascination	3	6	1	0	0	0	0	1	11	
Inspiration	2	1	0	3	0	0	0	2	8	
Surprise	4	1	1	2	4	2	2	11	27	
Total	6	5	7	14	12	5	6	41	200	

Source: Author

*Correlation is significant at the 0.01 level

It seems to be slightly marked by middle-aged tourists (61.1%) and young tourists (20.3%). The majority of tourists in our sample are women (71%) and 29% are men, the majority of them are married (70.3%), followed by (18.1%) of singles, divorced (8.7%) and a minority are widowers.

We can observe that the importance of the destination attributes and the positive emotions move in the same direction. We find 19 tourists among 65 who are attracted by the nature of the destination. It gives them mainly a feeling of joy more than other emotions.

The satisfaction of visitors is mainly due to the attributes of Chefchaouen's destination. It is about natural attributes (landscapes, forests and mountains: natural beauty) and cultural attributes, 50 tourists amongst 200 are attracted by the culture and develop a feeling of love for a destination. This is due to what Chefchaouen and its province represent in the history of the kingdom of Morocco. It's one of the privileged places where Andalusians settled (Jews, and Muslims) when they returned from Spain. They have spread thus, an Arab-Andalusian culture in the African land. This contribution made an alchemy of cultures and spiritualities.

The study of the results of Chefchaouen destination research considers the relative influence of each emotional dimension. It shows that the two dimensions '**joy**' and '**positive surprise**' directly influence tourist satisfaction. In this sense, we prove that '**joy**' and '**positive surprise**' are essential aspects of tourists' emotional experiences. '**Joy**' is considered an intrinsic component of peak experiences and is often associated with fun and affirmation of the meaning of life. This is coupled with a '**positive surprise**' constituting an essential motivating factor of the tourist whose high degree of achievement manifests the attainment of the expected goals of the stay in a destination (Prayag, Hosany and Odeh, 2013).

Thus, the results of these two dimensions ('**joy**' and '**positive surprise**') show that tourists find that staying in Chefchaouen's destination gives them joy and pleasure and also a sense of wonder, inspiration, and amazement. They show that the destination is judged to offer a pleasant and surprising experience.

The importance of all of these affective dimensions must therefore be taken into account by the management and marketing responsible for Chefchaouen's destination in their marketing and promotional strategies.

Staying in a unique tourist destination with traditional charm carries complex and memorable experiences in which sentimental and emotional dimensions (Ladwein, 2003) are pervasive (Aho, 2001). It plays a central role in defining memorable experiences (Tung and Ritchie, 2011a) which have a favourable influence on satisfaction (Yuksel and Bilim, 2010). Emotional dimensions should therefore be considered by tourism destination stakeholders and managers (Mitas *et al.*, 2012a) in designing destination products and services.

Conclusion

Our results, therefore, are a contribution to literature improvement in terms of the evaluation of the destination's tourist experience. This concept remains complex and multidimensional more particularly on the role of emotions in tourists' behaviour. Concerning a practical and managerial contribution, our research provides Chefchaouen and other destination management and marketing responsible an idea about the importance of emotional dimensions in the evaluation of the destination tourist experience. Thus, it's required to consider them in future studies and satisfaction surveys, loyalty, and the destination tourist experience. Moreover, it must be considered in the development of offer programs, the formulation of marketing, promotional strategies, and action plans for the destination.

As with any research, our study also has some limitations that mitigate the results. These limitations are due, in particular, to the small size of our sample and its composition. Our sample neglects domestic tourists and visitors who represent an increasingly large proportion of the tourist population visiting Chefchaouen. Their perception and evaluation of the tourist experience may differ from international ones, as has been shown in some research (e.g., Tasci, Gartner 2007 and Yuksel, 2004).

All these limitations constitute many sources of future research perspectives. It can bring an important improvement of knowledge and an advancement for research in marketing tourist destinations.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

References

- [1] Achaba, A., and Rabiai, S. 2020. Experience emotionnelle de destination, satisfaction et intention de recommandation: cas de la destination touristique agadir (maroc). *Public and nonprofit management review*, 5(1). de <https://revues.imist.ma/index.php/pnmreview/article/view/18872/11569>

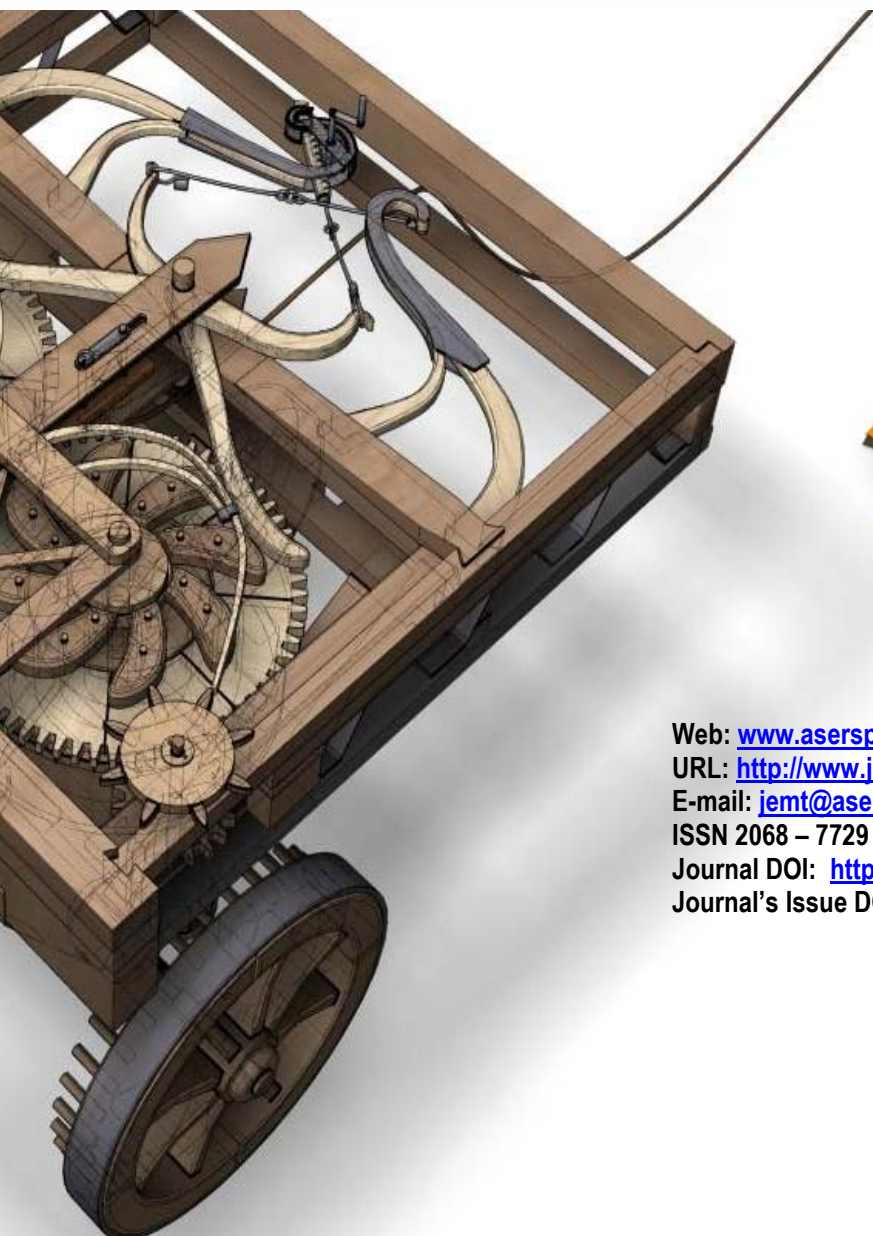
- [2] Aho, S. K. 2001. Towards a general theory of touristic experiences: Modelling experience process in tourism. *Tourism Review*, 56(3-4), 33-37. <https://doi.org/10.1108/eb058368>
- [3] Albert, N., Merunka, D., and Valette-Florence, P. 2008. When consumers love their brands: exploring the concept and its dimensions. *Journal of Business Research*, 61(10), 1062-1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- [4] Aliman, N. K., Hashim, S. M., Wahid, S. D. M., and Harudin, S. 2016. Tourists' satisfaction with a destination: An investigation on visitors to Langkawi Island. *International Journal of Marketing Studies*, 8(3), 173. <https://doi.org/10.5539/ijms.v8n3p173>
- [5] Auliya, A., Prianti, D.M. 2022. Influence of Destination Attributes on Tourists' Satisfaction and Their Impact on Tourists' Loyalty, *Pramuka Island Proceedings*, 83(1), 28. <https://doi.org/10.3390/proceedings2022083028>
- [6] Aurier and Evrard (1998), Elaboration et Validation d'une Echelle de Mesure de la Satisfaction des Consommateurs, in actes du Congrès de l'Association Française de Marketing, mai, B. Saporta éditeur, Bordeaux.
- [7] Berriane, M., and Moizo, B. 2016. Chapitre 11. Processus d'émergence d'une destination touristique rurale. Dans *IRD Éditions eBooks* (p. 215-232). <https://doi.org/10.4000/books.irdeditions.25979>
- [8] Berriane, M. 2020. Emergence of New Tourist Destinations in the Mediterranean Hinterlands – The Case of the Chefchaouen Region (Morocco), *Zeitschrift für Tourismuswissenschaft*, 12(2), 158-183. <https://doi.org/10.1515/tw-2020-0016>
- [9] Breiby, M. A., and Slåtten, T. 2015. The effects of aesthetic experiential qualities on tourists' positive emotions and loyalty: A case of a Nature-Based Context in Norway. *Journal of Quality Assurance in Hospitality and Tourism*, 16(4), 323-346. <https://doi.org/10.1080/1528008x.2015.1016591>
- [10] Carr, E. G., Dunlap, G., Horner, R. H., Koegel, R. L., Turnbull, A. P., Sailor, W., Anderson, J. L., Albin, R. W., Koegel, L. K. Fox, L. 2002. Positive Behavior Support: Evolution of an Applied Science. *Journal of Positive Behavior Interventions*, 4(1), 4–16. <https://doi.org/10.1177/109830070200400102>
- [11] Carroll, B. A. and Ahuvia, A. C. 2006. Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89. DOI: <https://doi.org/10.1007/s11002-006-4219-2>.
- [12] Chatzigeorgiou, C. and Simeli, I. 2017. Perception of service quality in agrotourism accommodations: Impact on guest loyalty and re-visit intentions. *Journal of Tourism, Heritage and Services Marketing*, 3(1), 33-41. <https://doi.org/10.5281/zenodo.401375>
- [13] Christina, G. and Qu, H. 2008. Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: an integrated approach. *Tourism Management*, 29(4), 624-636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- [14] Christou, P., Sharpley, R. and Farmaki, A. 2018. Exploring the emotional dimension of visitors' satisfaction at cultural events. *Event Management*, 22(2), 255-269. <https://doi.org/10.3727/152599518x15173355843389>
- [15] Currie, R. R. 1997. A pleasure-tourism behaviours framework. *Annals of Tourism Research*, 24(4), 884–897.
- [16] de Rojas, C. and Camarero, C. 2008. Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation centre. *Tourism Management*, 29(3), 525–537. <https://doi.org/10.1016/j.tourman.2007.06.004>
- [17] De Aguiar Pereira E Pestana, M. H., Parreira, A., and Moutinho, L. 2020. Motivation, emotions and satisfaction: the keys to a tourism destination choice. *Journal of Destination Marketing and Management*, 16, 100332. <https://doi.org/10.1016/j.jdmm.2018.12.006>
- [18] El Archi, Y., and Benbbe, B. 2023. The Applications of Technology Acceptance Models in Tourism and Hospitality Research: A Systematic Literature Review. *Journal Of Environmental Management And Tourism*, 14(2), 379 - 391. [https://doi:10.14505/jemt.v14.2\(66\).08](https://doi:10.14505/jemt.v14.2(66).08)

- [19] El Archi, Y., Benbba, B., Zhu, K., El Andaloussi, Z., Pataki, L., and Dávid, L. D. 2023. Mapping the Nexus between Sustainability and Digitalization in Tourist Destinations: A Bibliometric Analysis. *Sustainability*, 15(12), 9717. <https://doi.org/10.3390/su15129717>
- [20] Ene, D. and Schofield, P. 2011. An integrated approach to consumer decision making for budget city breaks. The role of Emotion. *International Journal of Tourism Research*, 13(4), 368-383. <https://doi.org/10.1002/jtr.855>
- [21] Goossens, C. 2000. Tourism information and pleasure motivation. *Annals of Tourism Research*, 27(2), 301-321. [https://doi.org/10.1016/s0160-7383\(99\)00067-5](https://doi.org/10.1016/s0160-7383(99)00067-5)
- [22] Gountas, J. and Gountas, S. 2007. Personality orientations, emotional states, customer satisfaction, and intention to repurchase. *Journal of Business Research*, 60(1), 72-75. <https://doi.org/10.1016/j.jbusres.2006.08.007>
- [23] Hawkins, Del I. and Mothersbaugh, David L. 2013. *Consumer Behavior: Building marketing strategy* (Ed. 12th). New York: McGraw Hill.
- [24] Hirschman, E.C., and Holbrook, M.B. 1982. Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92-101. <https://doi.org/10.2307/1251707>
- [25] Hosany, S., and Gilbert, D. 2009. Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of Travel Research*, 49(4), 513-526. <https://doi.org/10.1177/0047287509349267>
- [26] Hosany, S. 2012. Appraisal determinants of tourist emotional responses. *Journal of Travel Research*, 51(3), 303-314. <https://doi.org/10.1177/0047287511410320>
- [27] Hosany, S., and Prayag, G. 2013. Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730-737. <https://doi.org/10.1016/j.jbusres.2011.09.011>
- [28] Huang, S., Weiler, B., and Assaker, G. 2014. Effects of interpretive guiding outcomes on tourist satisfaction and behavioral intention. *Journal of Travel Research*, 54(3), 344-358. <https://doi.org/10.1177/0047287513517426>
- [29] Johann, M., and Anastassova, L. 2014. The perception of tourism product quality and tourist satisfaction: the case of Polish tourists visiting Bulgaria. *European Journal of Tourism Research*, 8, 99-114. <https://doi.org/10.54055/ejtr.v8i.153>
- [30] Ladwein R. 2003. Les méthodes de l'appropriation de l'expérience de consommation : le cas du tourisme urbain. In Remy E., Garubau-Moussaoui I., Desjeux D., Filser M. (éds.), *Société, consommation et consommateurs*. L'Harmattan, Paris.
- [31] Mannell, R. C., and Iso-Ahola, S. E. 1987. Psychological nature of leisure and tourism experience. *Annals of tourism research*, 14(3), 314-331. [https://doi.org/10.1016/0160-7383\(87\)90105-8](https://doi.org/10.1016/0160-7383(87)90105-8)
- [32] Mathes, E. W., and Severa, N. 1981. Jealousy, romantic love, and liking: Theoretical considerations and preliminary scale development. *Psychological Reports*, 49(1), 23-31. <https://doi.org/10.2466/pr0.1981.49.1.23>
- [33] Meng, S., Liang, G., and Yang, S. 2011. The relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intention on Taiwanese tourists. *African Journal of Business Management*, 5(1), 19-29. <https://doi.org/10.5897/ajbm10.260>
- [34] Mitas, O., Yarnal, C., Adams, R., and Ram, N. 2012a. Taking a 'Peak' at Leisure Travelers' Positive Emotions. *Leisure Sciences*, 34(2), 115-135. <https://doi.org/10.1080/01490400.2012.652503>
- [35] Mitas, O., Yarnal, C., and Chick, G. 2012b. Jokes build community: mature tourists' positive emotions. *Annals of Tourism Research*, 39(4), 1884-1905. <https://doi.org/10.1016/j.annals.2012.05.003>
- [36] Moon, H., and Han, H. 2018. Destination attributes influencing Chinese travellers' perceptions of experience quality and intentions for island tourism: a case of Jeju Island. *Tourism Management Perspectives*, 28, 71-82. <https://doi.org/10.1016/j.tmp.2018.08.002>
- [37] Nawijn, J. 2011. Happiness through vacationing: Just a temporary boost or long-term benefits? *Journal of Happiness Studies: An Interdisciplinary Forum on Subjective Well-Being*, 12(4), 651-665. <https://doi.org/10.1007/s10902-010-9221-y>

- [38] Nawijn, J., and Biran, A. 2018. Negative Emotions in Tourism: A Meaningful Analysis. *Current Issues in Tourism*, 22(19), 2386-2398. <https://doi.org/10.1080/13683500.2018.1451495>
- [39] Nyadzayo, M. W., and Khajehzadeh, S. 2016. The Antecedents of Customer Loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262-270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- [40] Oliver, R. L. 1980. A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- [41] Oliver, R. L. 1999. Whence consumer loyalty? *Journal of Marketing*, 63, 33. <https://doi.org/10.2307/1252099>
- [42] Pearce, P. L. 2009. The relationship between positive psychology and tourist behavior studies. *Tourism Analysis*, 14(1), 37-48. <https://doi.org/10.3727/108354209788970153>
- [43] Pizam, A. and Mansfeld, Y. (1999) *Consumer Behavior in Travel and Tourism*. Haworth Hospitality Press.
- [44] Prayag, G., Hosany, S., and Odeh, K. 2013. The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 2(2), 118-127. <https://doi.org/10.1016/j.jdmm.2013.05.001>
- [45] Prayag, G., Hosany, S., Muskat, B., and del Chiappa, G. (2016). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41-54. <https://doi.org/10.1177/0047287515620567>
- [46] Prayag, G., Hosany, S., Muskat, B., and Del Chiappa, G. 2016. Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41-54. <https://doi.org/10.1177/0047287515620567>
- [47] Ramkissoon, H., Smith, L. D. G., and Weiler, B. 2013. Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism Management*, 36, 552–566. <https://doi.org/10.1016/j.tourman.2012.09.003>
- [48] Ridwan, M., and Aini, W. 2019. *Perencanaan Pengembangan Daerah Tujuan Pariwisata*. Deepublish.
- [49] Rubin, Z. (1970). Measurement of romantic love. *Journal of Personality and Social Psychology*, 16(2), 265-273. <https://doi.org/10.1037/h0029841>
- [50] Santana, A. A., and Gil, S. M. 2018. Understanding tourism loyalty: horizontal vs. destination loyalty. *Tourism Management*, 65, 245-255. <https://doi.org/10.1016/j.tourman.2017.10.011>
- [51] Sari, F. K., Safitri, N., and Anggraini, W. 2019. Persepsi, sikap dan minat pariwisata halal di Daerah Istimewa Yogyakarta. *Ihtifaz*, 2(2), 137. <https://doi.org/10.12928/ijiefb.v2i2.857>
- [52] Sukiman, M. F., Omar, S. I., Muhibudin, M., Yussof, I., and Bahaj, M. 2013. Tourist satisfaction as the key to destination survival in Pahang. *Procedia - Social and Behavioral Sciences*, 91, 78-87. <https://doi.org/10.1016/j.sbspro.2013.08.404>
- [53] Su, L., and Hsu, M. K. 2013. Service fairness, consumption emotions, satisfaction, and behavioral intentions: the experience of Chinese heritage tourists. *Journal of Travel and Tourism Marketing*, 30(8), 786-805. <https://doi.org/10.1080/10548408.2013.835228>
- [54] Tasci, A. D. A., and Gartner, W. C. (2007). Destination Image and Its Functional Relationships. *Journal of Travel Research*, 45(4), 413–425. <https://doi.org/10.1177/0047287507299569>
- [55] Tung, V. W. S., and Ritchie, J. R. B. 2011a. Investigating the memorable experiences of the senior travel Market: An examination of the reminiscence bump. *Journal of Travel and Tourism Marketing*, 28(3), 331-343. <https://doi.org/10.1080/10548408.2011.563168>
- [56] Tung, V. W. S., and Ritchie, J. R. B. 2011b. Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367-1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- [57] Vermeulen, I. E., and Seegers, D. 2009. Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism Management*, 30(1), 123–127. <https://doi.org/10.1016/j.tourman.2008.04.008>
- [58] Westbrook, R. A. and Oliver, R. L. 1991. The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, 18, 84-91. <https://doi.org/10.1086/209243>

- [59] Yoon, Y., and Uysal, M. 2005. An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/J.TOURMAN.2003.08.016>
- [60] Yuksel, A. 2004. Shopping Experience evaluation: a case of domestic and international visitors. *Tourism Management*, 25(6), 751-759. <https://doi.org/10.1016/j.tourman.2003.09.012>
- [61] Yuksel, A., Yuksel, F., and Bilim, Y. 2010. Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284. <https://doi.org/10.1016/j.tourman.2009.03.007>
- [62] Zehrer, A., Crofts, J. C., and Magnini, V. P. 2011. The perceived usefulness of blog postings: an extension of the expectancy-disconfirmation paradigm. *Tourism Management*, 32(1), 106-113. <https://doi.org/10.1016/j.tourman.2010.06.013>

ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).00](https://doi.org/10.14505/jemt.v14.6(70).00)