Journal of Tourism, Hospitality and Sports www.iiste.org
ISSN (Paper) 2312-5187 ISSN (Online) 2312-5179 An International Peer-reviewed Journal
Vol.63, 2023

Destination Image and Tourist Intention to Recommend Visiting NEOM City in Saudi Arabia

Khald S Alatawy
University of Tabuk, Saudi Arabia
Correspondence: Khald S Alatawy, Faculty of Business Administration, Marketing Department, University of Tabuk, PO box 741, 71491 Tabuk, Saudi Arabia
E-mail of the corresponding author: ksalatawi@ut.edu.sa

Abstract
The travel and tourism industry is a key sector for economic development and job creation around the world. The purpose of this paper is to understand the antecedents of Tourist Intention to Visit NEOM city. The data was collected among 200 Saudi citizens. Smart-PLS was used to test the model. The results show that there is a strong link between Attitude and Tourist Intention to Visit NEOM city. Similarly, the results have shown that there is a strong link between Subjective norms and Tourist Intention to Visit NEOM city. Surprisingly, results also show that the link between Perceived behavior control and Tourist Intention to Visit NEOM city is not supported in this study. With regards to the moderating effect of Destination image, the finding shows that Destination image moderates the relationship between Attitude and Tourist Intention to Visit NEOM city, such that the effect is stronger when the level of Destination image is high. Surprisingly, the moderating effect of Destination image on the relationships between Perceived behavior control and Tourist Intention to Visit NEOM city and Subjective and Tourist Intention to Visit NEOM city are not supported. The various theoretical and practical significance of these findings are discussed
Keywords: Destination image, Attitude, Subjective norms, Perceived behavior control, Tourist Intention
DOI: 10.7176/JTHS/63-03
Publication date: January 31st 2023

1.0 Introduction

Northwestern Saudi Arabia's Tabuk province is home to the planned city of NEOM. It will incorporate smart city technology and function as a tourist attraction. The location is across the Strait of Tiran from Jordan, east of Egypt, and north of the Red Sea. It runs 460 km along the Red Sea coast and has a total area of 26,500 km^2 (10,200 sq mi) (Hobbs & Dolan, 2018). However, management literature and tourism management research are paying more and more attention to the phenomenon of the digital revolution. Since clients can now seek and book travel products online thanks to the Internet. As a result, a lot of travel agencies are switching from conventional to consumer-to-consumer business models. The tourist sector has had to mix finance, technology, and knowledge to create new and inventive platforms to meet client needs (Stankov & Gretzel 2021). The creation of jobs and economic growth around the world both depend on the travel and tourism sector. According to the annual research by the World Travel & Tourism Council (WTTC 2019), the sector's overall economic contribution to the world in 2018 was $8.8 trillion. According to the data, the industry contributed 10.4% to the world's GDP, 10% to employment, 6.5% to exports, and 27.2% to services exports globally in 2018. The WTTC predicts that travel and tourism will expand by 3.6% in 2019, which will be higher than the 2.9% predicted growth in the world economy. Examining the future intentions of foreign tourists has been an area of study in tourism, which is crucial for the growth of destinations as with world tourism sector grows more competitive (Chen & Tsai, 2007). In general, administrative factors that are conceptually and quantitatively influenced by target pictures have been seen as dependent variables on behavioral intents (Lee et al., 2005). Also, the destination image is acknowledged as an effective management tool to support the market tourist business in the dynamic and competitive global climate of today. Gunn (1972), Hunt (1971), and Mayo were the first to bring the idea of destination image to the tourism sector (1973). Since then, recommendations have been made concerning visits (Molinillo et al., 2018), revisits (Abbasi, Kumaravelu, Goh, & Singh, 2021; Pratt & Sparks, 2014; Loi, So, Lo, & Fong, 2017), and recommended intent (Cham, Cheah, Ting, & Memon, 2021; Prayag, Hosany, Muskat, & Del Chiappa, 2017). The quantity and nature of target imagery's impacts on behavioral intentions are not entirely obvious across sources, although these effects are frequently reported. Researchers and tourism managers occasionally receive contradicting results. To further explain, several studies, Bigné Alcaiz, et al. (2016) examined the effects influence of destination perception on decision-making techniques, prospective behavioral intentions, and travel choices. They still need to reach a consensus. Some studies have discovered that good destination image influences traveler intentions (directly or indirectly) (Chausagain, Wiitala, & Fu, 2019; Ćulić, et al., 2021; Kani, et al., 2017), whereas others have found no correlation (Kock, Josiassen & Assaf, 2016). Despite a large number of papers on destination image, these research findings are rather inconsistent. Different study approaches, methodologies, sampling techniques, and measurement techniques for various components of

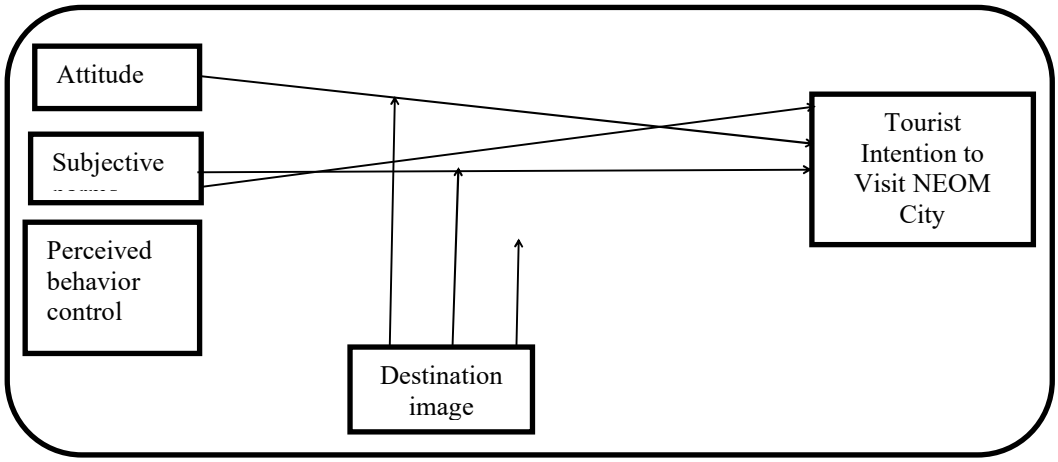
the target image can result in findings with varying directionality, size, and statistical significance (Stepchenkova & Mills, 2010). However, the majority of current research ignores the significance of destination image and tourist intents in favor of focusing primarily on the Saudi Arabian tourism industry and consumer intentions to buy online travel services or products in general (Mun, Aziz & Bojei, 2018). Therefore, the following are the objectives of this study:

1. To investigate the impact of attitude, perceived behavioral control, and subjective norms on the tourist intention to recommend visiting NEOM.
2. To investigate the moderating effect of Destination image on the relationship between attitude, perceived behavioral control, subjective norms, and tourist intention to recommend visiting NEOM

2.0 Literature review

Behavioral intention Research is still crucial in marketing and tourism because behavioral intentions are now a key strategic metric for gauging a destination's performance (Prayag, Hosany, & Odeh, 2013). Destination images have a significant impact on behavioral intentions, according to researchers (Stepchenkova & Morrison, 2006). According to Ajzen (1991), behavioral intention is the propensity to carry out a specific activity in the future. The intention to act as a partial plan, according to Perugini and Bagozzi (2004) involves some sort of involvement and is predicted by prior intention variables like the image's emotive or evocative elements (White, 2014). Chen et al. (2016) countered this claim by arguing that intention or reconciliation relates to behavior based on one's recognition and affection. As a result, the concept of behavioral intention as a criterion construct seems to be crucial in comprehending both current and future motivations and behaviors, as well as destination choice. From this vantage point, efforts to identify behavioral intents add to the body of information about tourism because the behavioral intention is a multidimensional structure.

This framework was based on the 1980-introduced Rational Behavior Theory (TBT) concept of planned behavior (TRA). This idea has been put forth to define actions that an individual has influence over. In industries like public relations, healthcare, and advertising, TPB theory has been used to explore the connections between attitudes, beliefs, behavioral intentions, and actions. According to this theory, behavioral intentions are influenced by behavioral attitudes, subjective norms, and perceived behavioral control (PBC) (Ajzen, 1985, 2006; Pavlou & Fygenson, 2006); Taylor & Todd, 1995a). This is particularly crucial when we need to link behavioral aspects before the actual purchase with behavioral intent (as indicated by TPB) (Fishbein, 1980). TPB includes many elements that collectively demonstrate a person's genuine power over consumer behavior, according to Ajzen (1991). Studies in the context of the Internet frequently incorporate TPB theory. TPB has been utilized in a variety of technology adoption situations since its creation to understand and explain individual behavioral intents from both manager and customer perspectives, in addition to actual self-reported behavior (Chen et al., 2007; Wu Bosnjak et al., 2006; Gefen, Karahana & Straub, 2008). TPB is a useful technique for understanding customer behavior when purchasing online and has received extensive validation in prior studies (Armitage & Conner, 2001; Montano & Kasprzyk, 2008; Alam & Sayuti, 2011). TPB is also utilized for online information purchases (Alam & Sayuti, 2011; Huang et al., 2011). However, this research study model proposes four elements that have important functions to play Destination image and tourist intention to recommend visiting NEOM. The following sub-headings explain each construct and hypothesis in detail, and the research's conceptual framework is depicted in Figure 1 below.



2.1 The role of attitude on tourist intention to recommend visiting NEOM.

The definition of an individual's attitude is the way they feel or perceive something, as demonstrated by their behavior (Solomon, 2009). Without taking into account outside influences like social issues, this definition

focuses mostly on the internal aspects of sensation and thought. A more comprehensive description is given by Blackwell, Miniard, and Engel (2006), who define it as a complicated mental process involving beliefs, emotions, values, and personality that leads one to act in a certain way. It can also be described as an individual predisposition at the individual or group level that influences individual responses favorably or unfavorably (Armstrong & Kotler, 2011). These definitions help us comprehend the crucial part attitudes play in customer behavior. On attitudes, a lot of research has been done. For instance, according to Ajzen and Fishbein (1975), the sum of views regarding specific conduct can be assessed by assigning a rating to those beliefs. According to their argument, attitudes, beliefs, subjective norms, behavioral intentions, and actual behavior are all distinct from one another in the traditional concept of attitude (Whang et al., 2016). It demonstrates the importance of sharing because we each play a unique and significant role in numerous studies that have demonstrated that attitudes are greatly influenced by cognitive pictures of travel places (Wang & Fu, 2015).

In a study we conducted on tourists who visited Yoga tourism locations (Sharma & Nayak, 2019b), we discovered that cognitive representations significantly influence behavioral intentions. Stylidis, Belhassen, et al. (2017) indicated a significant association between mental and emotional image ratings and recommendation intentions in research of tourists and locals in Eilat. According to Tan and Wu (2016), the cognitive target's perception has a beneficial impact on revisit intentions. In their 2019 study, De la Hoz-Correa and Muoz Leiva discovered that cognitive imagery has a beneficial impact on visitors' intentions across a panel of Internet users in six different nations. In light of this, the following hypothesis is put forth:

Hypothesis1: *Attitude will have a significant impact on Tourist Intention to Visit NEOM city*

2.2 The role of Perceived behavioral control on tourist intention to recommend visiting NEOM

The first comprehensive examination of perceived behavior control (PBC) as a component of planned-behavior theory appeared in the 1980s. PBC is described by Ajzen (1985) as the perceived simplicity or complexity of carrying out a specific action. Be prepared. Similar to this, Armitage and Conner (2001) describe PBC as the amount of effort necessary to carry out behavior and how hard a person wants to work. Two aspects form the basis of the connection between PBC and intent regarding tourism services. First, it might boost behavioral intent, and then it might boost purchase intent (Amaro & Duarte, 2014). TPB points out that PBC affects a person's behavioral goals. When a person thinks there is a severe situational dysfunction associated with conduct, their confidence in that behavior is reduced. This lessens the person's desire to avoid disappointment (Quintal, Lee & Soutar, 2010). According to Taylor and Todd (1995), adopters' self-assurance in their capacity to apply innovation is positively correlated with behavior control. Similar findings were revealed by Herrero Crespo and Del Bosque (2010), who discovered that PBC influences customers' intentions to travel. PBC increases customer intentions to act favorably in the context of travel, according to Huang et al. Delafrooz, Paim, and Khatibi (2011) provide evidence that PBC can influence customer inclinations to suggest favorably traveling to a particular location. Similar findings to those of Alam and Sayuti (2018) demonstrate how the PBC, subjective norms, and attitudes influence behavioral intentions. Other research, such as that by Yusliza and Ramayah (2020), refutes this assertion and finds that PBC has no bearing on intention. Through the PBC, Stankov, and Gretzel (2021) looked at how the experience affected travel activity intention. Therefore, it can be hypothesized that:

Hypothesis 2*: perceived behavioral control (PBC) will have a significant impact on Tourist Intention to Visit NEOM city*

2.3 The role of Subjective norms on tourist intention to recommend visiting NEOM

In this context, it is important to define precisely what is meant by the term "subjective norms," which refers to people's impressions of the social normative pressures imposed by their families, friends, classmates, and other people's beliefs. (1995; Taylor & Todd). Social influence, according to subjective standards, is a person's sense of what people who are significant to him believe his behavior should be (Fishbein & Ajzen 1975). The likelihood that the important individuals or groups making the recommendation will concur with or disagree with a certain course of action is commonly characterized by the phrase "normative belief" (Ajzen, 1991). Subjective norms are connected to salient environments that influence behavior (Ajzen, 1991). A justification for the influence of subjective standards on intention is that if we think a significant other is encouraging us to perform a certain activity, we may decide to do so. (Davis & Venkatesh, 2000). Normative views, according to Taylor and Todd (1995), are personal perceptions that are influenced by the opinions of important persons (parents, peers, friends). George (2004) also discovered that at the time of purchase, opinions about subjective norms and social pressures positively influenced online behavioral intentions. Additionally, subjective norms were found to favorably predict visiting intentions and to positively influence intents, according to Chan et al. (2009) and Delafrooz, Paim, and Khatibi (2011). (2011) Alam and Sayuti. Contrarily, some study contends that while subjective norms are either weakly or not at all influenced by prior experiences and attitudes, intentions to travel to a certain location are affected by a combination of both (Huang et al., 2011). However, we discovered that consumer intentions to travel to a destination are also favorably influenced by: (2) family support; (3) media.

Subjective norms are created by society, the media, friends and peers, and support organizations. (4) Social Assistance. Pencarelli, (2020) thus concluded that subjective norms influence customers' intentions toward the travel service. Carlisle, Ivanov & Dijkmans, (2021) Subjective norms were shown to be the most significant predictor predicting the behavioral intention of younger customers after research into the elements influencing the creation of their behavioral intentions when traveling. These observations have given rise to the following hypotheses:

Hypothesis 3: *Subjective Norms will have a significant impact on Tourist Intention to Visit NEOM city.*

2.4 The moderating role of Destination Image

The term "destination image" refers to a tourist's subjective assessment of a location that influences their behavior at three stages: prior, loco, and posterior (Agapito, Oom doValle, & da Costa Mendes, 2013). several methods for conceptualizing the destination image have been taken. The three-continuum-component approach, which covers attribute-holistic, functional-psychological, and common-unique, was clarified by Echtner and Ritchie (1991). Some people feel that the destination image consists of simply two elements: cognitive and emotive (Stylidis, 2016). All of these investigations, in a broad sense, revealed the intricacy of this concept. The majority of studies (Baloglu & McCleary, 1999; Lin et al., 2007; Sönmez & Sirakaya, 2002). This paper employed a two- or three-component technique (Gartner, 1994; Lin, Morais, Kerst), viewing the target image as an object of abstract shape (Rositer, 2002). Researchers frequently refer to the three-component method as the big picture to highlight the multifaceted and formative nature of the destination image, which combines cognitive and emotive imagery (Shani, 2017) or is affected by mental imagery that is imaginative, emotive, and cognitive (Stylos, Bellou, Andronikidis, & Vassiliadis, 2017). Another third necessity for a variety of related cognitive and emotional imagery has been identified as the big picture (Baloglu & McCleary, 1999). In contrast, we define the large picture as the structure of the target image, which is an individual's overall assessment of a vacation destination, following Josiassen, Assaf, Woo, and Kock (2016). The target image (also known as the holistic image) is, in other words, an abstract higher-order dimension or structure (HOC) made up of three or more lower-order concrete structures (cognition, emotion, and recall) (LOC). Notwithstanding the destination image's multifaceted structure, some experts advise examining its elements individually. Linet al. (2007), for example, contended that the significance of emotional and cognitive images varied depending on the destination and that the target image should be scrutinized separately when doing so (Stylidis, Belhassen, et al., 2017). The image perception approach is concerned with how an individual forms a mental picture of a location based on their beliefs and knowledge of the location and its attributes (Baloglu & McCleary, 1999; Pike, 2004). The powerful aspects of the image define how someone feels and thinks about a place (Baloglu & Brinberg, 1997).

Finally, travelers' active consideration of a destination as a potential vacation destination is the conative element of destination image (Gartner, 1994). The concept has been defined as a cognitive inclination (Bagozzi, 1992) and is related to the capability or tendency of acting in a specific manner toward the object (White, 2014). The conative process, according to Bagozzi (1992), is the precursor of intention to pursue a goal; nonetheless, the terms conation, desire, and intention without reason have been used consistently (White, 2014). As shown in Table 1, research is grouped into four categories based on the techniques and definitions indicated above: overall image, cognitive image, affective image, and conative image. The focus of previous studies (Zhang et al., 2014) was the cognitive image, which was followed by the overall image and affective image. The importance of emotive image has recently been recognized by more researchers, which has shifted the trend. More investigators, it appears, accept the destination picture or the whole image as a HOC. According to Echtner and Ritchie (1991), neither the destination picture nor its components are well defined in the literature. Some research categorizes destination image as a unidimensional construct (Sharma & Nayak, 2019), whereas others categorize it as a multidimensional construct including cognitive, affective, and conative aspects (Sharma & Nayak, 2019). According to the fundamentals of image conception, measuring an image just based on its attribute list or concentrating only on a particular element of the target image is insufficient (Echtner & Ritchie, 1991). The research goal will, however, determine whether the target image is defined as a multidimensional or one-dimensional structure. These conclusions led to the following hypotheses being developed.

Hypothesis 4: *Destination image will moderate the relationship between attitude and Tourist Intention to Visit NEOM city*

Hypothesis 5: *Destination image will moderate the relationship between perceived behavioral control and Tourist Intention to Visit NEOM city*

Hypothesis 6: *Destination image will moderate the relationship between Subjective Norms and Tourist Intention to Visit NEOM city*

3.0 Methodology

To test the study hypothesis and attain the research goal, this study used quantitative methods to analyze factors impacting customers' propensity to utilize mobile applications for internet shopping in Saudi Arabia. This

occurred as a result of the study's variables being measurable and so attainable by utilizing a quantitative technique. Furthermore, this was a quantitative study to test the study hypothesis and achieve the main goal. The study relied on primary data for data analysis and to evaluate the study hypothesis, as well as to identify the factors that influence customers' intent to use android apps for internet purchases in Saudi Arabia. To collect the required information from the intended study population, a survey method was used, which was then used to test the study hypotheses and answer the research question. The individuals were all willing participants, and the researcher respected their decision. None of the study participants were forced to participate, and their decision to quit did not influence how they were treated in any other way, i.e. the study participants were given the freedom to right to withdraw without risk of damage. A total of 200 respondents participated in the study NEOM is a planned city in the Tabuk Province of northwestern Saudi Arabia.

3.1 Measures

The attitude was measured using 4 items a sampled item includes: “I think the use of the mobile applications for online shopping in KSA would be good for me”. Subjective norms were measured using 4 items a sampled item includes: “People who are important to me (i.e. family) would approve if I used the mobile applications for online shopping in KSA”. Perceived behavior control was measured using 4 items a sampled item includes: measured using 4 items sampled items includes. Destination image was measured using 9 items a sampled item includes: “it offers Natural attractions”. Tourist Intention to Visit NEOM city was measured using 4 items sampled items including: ". I intend to use the mobile applications for online shopping in KSA in future”, Five points Likert scale was used to measure all the items in this section.

4.0 Findings

The Demographic Characteristics of the respondents from Table 1 show that majority of the respondents are within the age bracket of 25 to 34 years (33.5%). The majority of the respondents also are within the monthly income bracket of Less than 5000 (50.5%). Additionally, the majority of the respondents have College certificates (55.5%)

Table 1 Demographic Characteristics of the respondents

Category	Number	Percentage
Age		
18 to 24 years	55	27.5
25 to 34 years	67	33.5
35 to 44 years	43	21.5
45 or older	35	17.5
Monthly income		
Less than 5000	101	50.5
5001 to 10000	56	28
10001 to 15000	29	14.5
15001 to 20000	10	5
20001 or more	4	2
level of education		
high school	44	22
College	111	55.5
Bachelor’s degree	40	20
Master’s degree	3	1.5
Doctoral Degree	1	0.5
Others	1	0.5

All of the variables descriptive statistics and inter-correlations were listed in Table 2. All of the variables were found to have a substantial correlation with Tourist Intention. With regards to the mean value, Attitude has the highest mean value (3.9673) while Perceived behavior control has the lowest mean value 2.9503.

Table 2 Correlations, Mean and Std. Deviation of the variables

Variable	Mean	SD	1	2	3	4	5
1. Destination image	3.166	1.071	1.000				
2. Tourist Intention	3.084	1.074	0.418**	1.000			
3. Attitude	3.967	0.711	0.133	0.190**	1.000		
4. Subjective norms	3.458	0.742	0.274**	0.352**	0.254**	1.000	
5. Perceived behavior control	2.950	0.970	0.259**	0.368**	0.193**	0.302**	1.000

**. Correlation is significant at the 0.01 level (2-tailed).

4.1 Measurement model

The approximate theoretical model was investigated using structural equation modeling (SEM) with SmartPLS in this work (Hair, Risher, Sarstedt, & Ringle, 2019). This study's direct and mediating (indirect effect) data were analyzed using the SmartPLS tool. Furthermore, assessing the measurement model is the first stage in PLS analysis. The estimation of the goodness of measure is the emphasis of the measurement model. As a result, the validity and reliability of the measurement model are assessed using two criteria in this study (Hair et al., 2019). To begin, a confirmatory factor analysis (CFA) was performed to assess item reliability, convergent validity, internal consistency reliability, and discriminant validity.

4.2 Individual items' reliability

The factor loadings (standardized) of individual items on their variable are used to assess item reliability. Generally, conventional loadings should be at least 0.7, implying that the assigned construct accounts for more than half of an item's variance (Hair et al., 2019). However, things with lesser loadings are acceptable if the variable's other items have enough loadings (Hair et al., 2019). As a result, while things with factor loadings of less than 0.4 should be destroyed, items with loadings of less than 0.7 do not have to be deleted unless deletion leads to higher internal consistency measures over suggested levels (Hair et al., 2019). Almost all individual items of the measurement models in this study have a load on their respective variable of greater than 0.7. Only four items have loadings that are slightly below 0.7 but still above 0.6, which is considered acceptable because they belong to separate variables and other loadings of these variables are substantially above the proposed criterion (Hair et al., 2019). (Refer to Table 3 and Figure 2).

Table 3: Results of CFA for the measurement model

Variable	Loadings	CR	AVE
Attitude		0.853	0.596
ATT1	0.744		
ATT2	0.942		
ATT3	0.678		
ATT4	0.695		
Destination image		0.906	0.663
DI3	0.835		
DI4	0.880		
DI7	0.832		
DI8	0.877		
DI9	0.616		
Perceived behavior control		0.892	0.677
PBC1	0.912		
PBC2	0.703		
PBC3	0.747		
PBC4	0.907		
Subjective norms		0.930	0.770
SN1	0.948		
SN2	0.922		
SN3	0.933		
SN4	0.679		
Tourist Intention to Visit NEOM city		0.934	0.781
TI1	0.944		
TI2	0.820		
TI3	0.943		
TI4	0.820		

Several studies have suggested that composite reliability values be reported exclusively to evaluate the internal consistency reliability of a specific variable (e.g., Hair et al., 2019), with a minimum of 0.7 as a condition. Table 3 reveals that the internal consistency of all variables in this investigation is satisfactory. With

regards to convergent validity, Hair et al. (2019) proposed that composite reliability (CR), loading, and average variance extracted might be used to evaluate convergent validity. Each construct's composite reliability (CR) is greater than 0.7 and loading is greater than 0.6, as recommended by Bollen (1984), and the average variance extracted (AVE) is greater than 0.5, as suggested by Hair et al., 2019. (Refer to Table 2).

Table 4: Discriminant Validity Heterotrait-Monotrait Ratio (HTMT)

Variable	Attitude	Destination image	Perceived behavior control	Subjective norms	Tourist Intention to Visit NEOM city
Attitude					
Destination image	0.161				
Perceived behavior control	0.230	0.430			
Subjective norms	0.293	0.307	0.351		
Tourist Intention to Visit NEOM city	0.217	0.662	0.424	0.394	

The HTMT ratio was investigated because it is thought to be a more reliable criterion than the Fornell–Larcker criterion for determining discriminant validity (Henseler, Ringle, & Sarstedt, 2015). In this study, the HTMT criterion reveals that discriminant validity has been obtained. Tourist Intention and Destination image had the strongest association of 0.662 (see Table 4), which is within the traditional yardstick of 0.85. (Henseler et al., 2015). As a result, in this study, both types of validity were obtained by meeting all basic requirements.

Table5: f Square, R Square, and Q Square

Test	Tourist Intention to Visit NEOM city
F square	
Attitude	0.035
Destination image	0.334
Perceived behavior control	0.019
Subjective norms	0.034
R Square	0.424
Q^2 (=1-SSE/SSO)	0.360

4.3 Analysis of the structural model

A bootstrapping approach was used using 5000 sample sizes to assess the path coefficient parameters (Hair et al., 2019). This is a nonparametric resampling approach used in PLS that produces parameter standard errors and t-values (Hair et al., 2013). Additionally, the model in this paper explains 42.4% of the Tourist Intention to Visit NEOM city which is specified by the R^2 values (see Table 5). The Stone–Geisser test was used to evaluate the model's predictive significance (Geisser, 1974). A Q^2 greater than zero indicates that a model's predictive relevance is appropriate (Geisser, 1974). The results show that the four predictor variables' Q^2=0.360 value is acceptable (see Table 5). The effect size is another significant consideration. Effect sizes of 0.02, 0.15, and 0.35 were classified as minor, medium, and large, respectively, by Cohen (1988). Based on Cohen's (1988) classification, the effect sizes (f2) in this research suggest an adequate level, primarily large (see Table 5).

The results show that there is a strong link between Attitude and Tourist Intention to Visit NEOM city (β = 0.146; t = 2.711; p = 0.007) (refer to Table 6 and Figure 3), thus supporting H1. The results also show that the link between Perceived behavior control and Tourist Intention to Visit NEOM city is not supported in this study (β = 0.100; t 1.656; p = 0.098), thus H2 is not supported in this paper (refer to Table 6). The results from Table 6 show that there is a strong link between Subjective norms and Tourist Intention to Visit NEOM city (β = 0.149; t 2.981; p = 0.003). Therefore, supporting H3.

Table 6: Path coefficient (direct and moderating effect)

Relationships	Beta	SE	t-values	p-value	Decision
HI Attitude -> Tourist Intention to Visit NEOM city	0.146	0.054	2.711	0.007**	Supported
H2 Perceived behavior control -> Tourist Intention to Visit NEOM city	0.100	0.061	1.656	0.098	Not Supported
H3 Subjective norms -> Tourist Intention to Visit NEOM city	0.149	0.05	2.981	0.003**	Supported
moderating effect					
H4 Attitude*Destination image -> Tourist Intention to Visit NEOM city	0.110	0.056	1.974	0.049*	Supported
H5 Perceived behavior control *Destination image -> Tourist Intention to Visit NEOM city	0.145	0.12	1.205	0.229	Not Supported
H6 Subjective norms*Destination image -> Tourist Intention to Visit NEOM city	-0.08	0.083	0.975	0.330	Not Supported

Note: **Significant at 0.01 (1-tailed), *Significant at 0.05 (1-tailed)

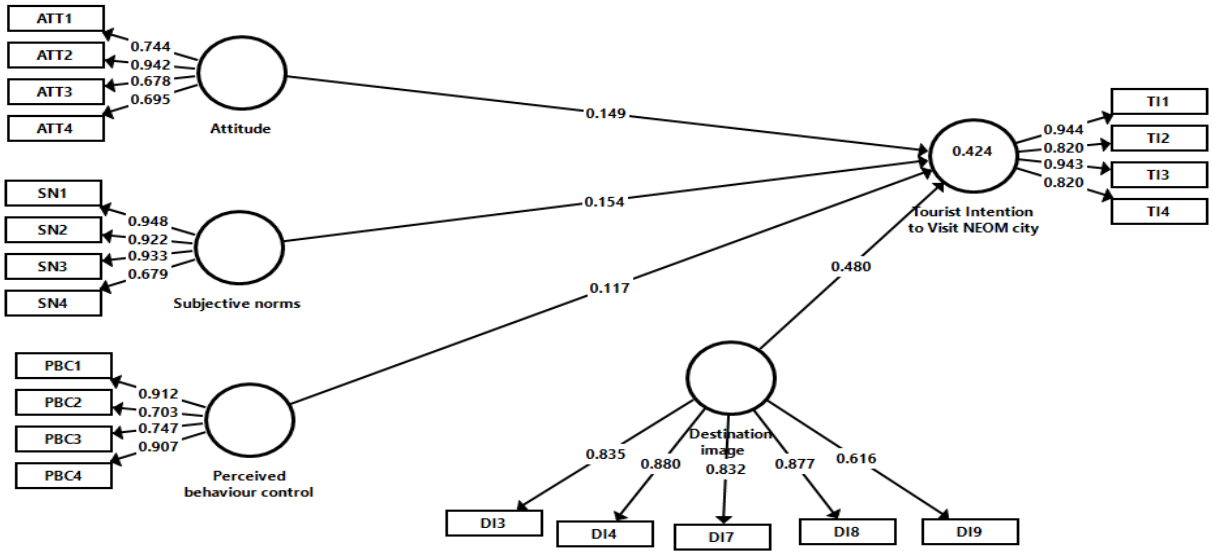


Figure 2: Measurement Model

As stated in Table 6, H4 4b states that the Destination image moderates the linkage between Attitude and Tourist Intention, such that the effect is stronger when the level of the Destination image is high (β = 0.110, t = 1.974, p =0.049) was statistically significant. Therefore, H4 is supported. Figure 4 designates that the linkage between Attitude and Tourist Intention to Visit NEOM city is stronger for visitors who perceived a high Destination image than for visitors who perceived a low Destination image. Surprisingly, the moderating effect of Destination image on the relationships between Perceived behaviour control and Tourist Intention to Visit NEOM city (β = 0.145; t = 1.205; p = 0.229), and Subjective and Tourist Intention to Visit NEOM city (β = -0.08; t = 0.975; p = 0.330) are not supported. Therefore, H5 and H6 are supported.

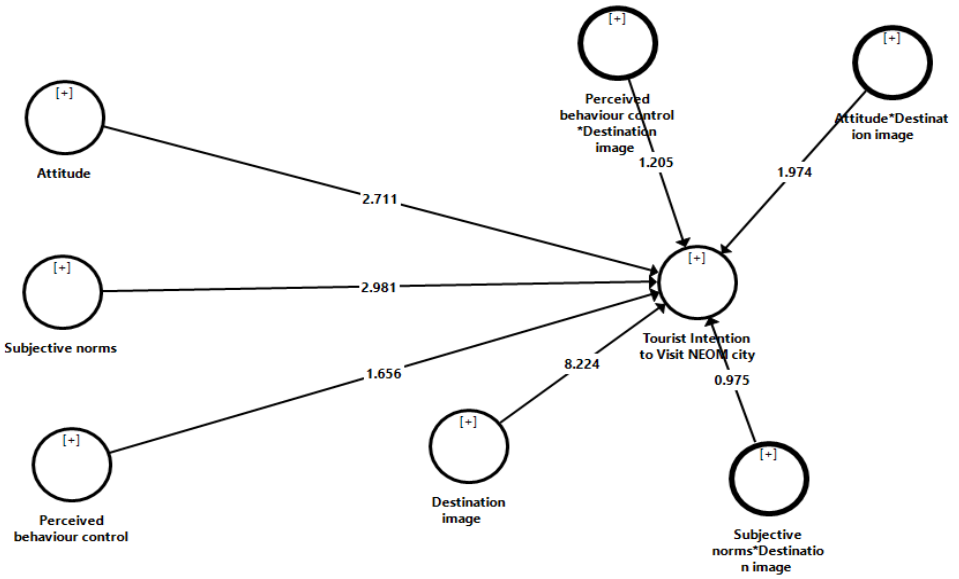


Figure 3: Structural Model

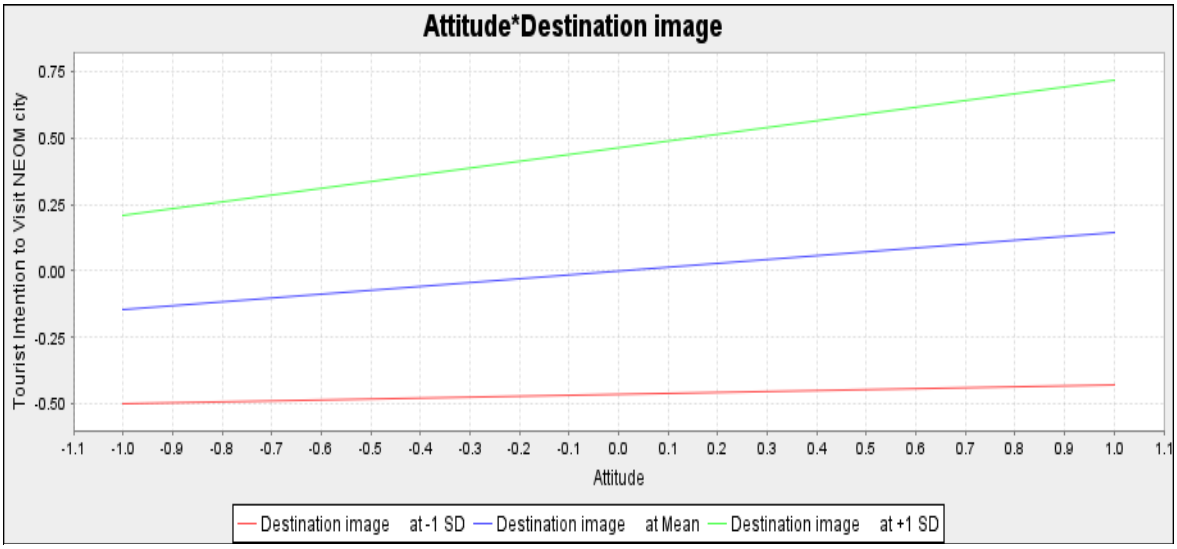


Figure 4: Interaction effect of Attitude and Destination Image

5.0 Discussion

The primary goal of the study was to develop a conceptual model that explains visitor behavior intentions to visit NEOM city in the Tabuk Province of northwestern Saudi Arabia. The suggested TRA model was found to have a good predicting ability for visitors to visit intentions NEOM city in the Tabuk Province of northwestern Saudi Arabia, and measurement instruments were found to have a reasonable level of reliability and validity. The findings also revealed some fascinating information about the importance of the model. To begin with, the results show that there is a strong link between Attitude and Tourist Intention to Visit NEOM city. This finding is in line with the prior studies (de la Hoz-Correa and Muñoz Leiva 2019; Stylidis, Belhassen, et al., 2017) that reported attitude has a strong link with Intention. Similarly, the results have shown that there is a strong link between Subjective norms and Tourist Intention to Visit NEOM city. The finding is in line with the earlier research by Chang et al. (2009), and Delafrooz, Paim, and Khatibi (2011). Surprisingly, results also show that the link between Perceived behavior control and Tourist Intention to Visit NEOM city is not supported in this study. In terms of the destination image's moderating influence, the results demonstrate that destination image modifies the link between attitude and tourist intention to visit NEOM city, with the moderating effect being stronger at higher levels of the destination image. Surprisingly, the moderating effect of Destination image on the relationships between Perceived behavior control and Tourist Intention to Visit NEOM city and Subjective and Tourist Intention to Visit NEOM city are not supported. In addition, the current paper proposed an expanded TRA model to better understand tourists' intentions to visit NEOM city in the Tabuk Province of

northwestern Saudi Arabia.

5.1 Theoretical Implication

There have been numerous tourism studies that show that the Destination image can influence tourist intention. This paper expanded the prior model to see if the Destination image can serve as a moderator in the model. The model found that the Destination image moderates the linkage between Attitude and Tourist Intention to Visit NEOM city, such that the effect is stronger when the level of the Destination image is high which is an important contribution of this paper. There have been studies that have focused on Bulgaria as part of their investigation (Lyubomirov, 2017; Ninova & Andrei, 2018). Academically, Luckanavanich (2018) and Chen (2016) have looked into the topic exclusively in Asia, and no one has looked into the combination of all of these elements applied specifically to a growing and lesser-known destination like NEOM city in the Tabuk Province of northwestern Saudi Arabia.

5.2 Practical Implication

The current study provides advice for establishing an effective strategy in terms of practical implications. Indeed, the findings of our empirical study confirmed the managerial importance of both Subjective norms and attitudes and destination image in the destination management process generally, As a result, both tourism marketers and firms in NEOM city in the Tabuk Province of northwestern Saudi Arabia must concentrate on these two important factors. This study gives essential information and input to the government in the development of the NEOM city in the Tabuk Province of northwestern Saudi Arabia tourism industry. All of these variables that influence tourists' desire to visit NEOM city in the Tabuk Province of northwestern Saudi Arabia should be carefully considered by the government. The government can also create a development plan and management techniques for improving the relevant tourism destination, not just in the NEOM city but also in other locations in Saudi Arabia. Furthermore, another practical element to consider is the subjective norm. This element comprises many types of societal pressure and influence, such as suggestions and evaluations of notable people throughout the world about a tourist location, which have a substantial impact on travelers' intentions to visit that destination. This study, which focuses on NEOM city but also in other locations in Saudi Arabia, has numerous practical implications for tourism-related practitioners as well as the NEOM city but also in other locations in Saudi Arabia's local administration. Improved infrastructure construction and improved advertising tactics in promoting this tourist attraction are two strategies to improve this tourist destination. The advertising should highlight the distinct aspects of coastal tourism, such as sea-fishing and sea-catching activities, as well as beach sand-carving. The advertising approach is critical in informing tourists about the coastal tourism experience so that they have a better grasp of it. Similar tactics could be used in other countries' tourism destinations.

6.0 Conclusion

According to the theory of planned behavior, when a tourist has a positive perception of a destination, he or she is more likely to recommend it to others and is behaviorally pulled towards it; on the other hand, a negative perception of the destination image can behaviorally pull the tourist away from it. According to several empirical research, visitors are more willing to travel to areas that are more NEOM cities but also in other locations in Saudi Arabia or provide Muslim-friendly services, and tourists are also more likely to suggest the destination to other tourists. According to several studies, regard destinations with NEOM city but also in other locations in Saudi Arabia serve as pleasant and welcome destinations, and hence the destination's image is favorable. With this positive image of the destination, research shows that NEOM city but also in other locations in Saudi Arabia not only visit the destination frequently but also spread the word to potential visitors. To give tourists a positive impression of the place, it should be NEOM city but also in other locations in Saudi Arabia, and the services given should reflect Islamic ideals.

7.0 References

Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Singh, K. S. D. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behavior (TPB). Spanish Journal of Marketing-ESIC.

Ahn, T., Ryu, S., Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications* 3: 405-420. https://doi.org/10.1016/j.elerap.2004.05.001.

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational behavior and human decision processes* 50 (2): 179–211. https://doi.org/10.1016/0749-5978(91)90020-T.

Alam, S. S., & Sayuti, N. M. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20. https://doi.org/10.1108/10569211111111676.

Aldhmour, F. and Sarayrah, I. (2016). An investigation of factors influencing consumers' intention to use online

shopping: an empirical study in south of Jordan. *Journal of Internet Banking and Commerce*, 21(2) ·

Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta- analytic review. *British Journal o f Social Psychology, 40(4)*, 471– 499. https://doi.org/10.1348/014466601164939.

Azizi, S., Javidani, M. (2010). Measuring e-shopping intention: An Iranian perspective. *African Journal of Business Management* 4: 2668-2675.

Belanger, F., Hiller, J. and Smith, W.J. (2002). Trustworthiness in electronic commerce: The role of privacy, security, and site attributes. *Strat Info Syst* 11: 245-270. https://doi.org/10.1016/S0963-8687(02)00018-5.

Bollen, K. A. (1984). Multiple indicators: Internal consistency or no necessary relationship?. Quality and Quantity, 18(4), 377-385.

Cham, T. H., Cheah, J. H., Ting, H., & Memon, M. A. (2021). Will destination image drive the intention to revisit and recommend? Empirical evidence from golf tourism. International Journal of Sports Marketing and Sponsorship.

Chen, L., Gillenson, M., & Sherrell, D. (2002). Enticing online consumers: An extended technology acceptance perspective. *Information & Management*, 39, 705–719. https://doi.org/10.1016/S0378-7206(01)00127-6.

Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18, 1008–1021. https://doi.org/10.1016/j.foodqual.2007.04.004.

Ćulić, M., Vujičić, M. D., Kalinić, Č., Dunjić, M., Stankov, U., Kovačić, S., ... & Anđelković, Ž. (2021). Rookie tourism destinations—the effects of attractiveness factors on destination image and revisit intention with the satisfaction mediation effect. Sustainability, 13(11), 5780.

Doherty, N. F., Ellis, F. (2010) Internet retailing: the past, the present and the future. *International Journal of Retail & Distribution Management* 38: 943-965. https://doi.org/10.1108/09590551011086000.

Fishbein, M., and Azjen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.

Fong, K.K., & Wong, S.K.S. (2015). Factors Influencing the Behavior Intention of Mobile Commerce Service Users: An Exploratory Study in Hong Kong. *International Journal of Business and Management*; Vol. 10, No. 7. ISSN 1833-3850 E-ISSN 1833-8119. https://doi.org/10.5539/ijbm.v10n7p39.

Gana, M.A., & Henry Diko Koce, H.D. (2016). Mobile Marketing: The Influence of Trust and Privacy Concerns on Consumers' Purchase Intention. *International Journal of Marketing Studies*; Vol. 8, No. 2. https://doi.org/10.5539/ijms.v8n2p121.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: an integrated model. *MIS Quarterly*, 27, 51-90.

Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, *61*(1), 101-107.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, *31*(1), 2-24.

Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja*, 2015 28 (1) 738–748. https://doi.org/10.1080/1331677X.2015.1083875.

Hampton-Sosa, W., & Koufaris, M. (2005). The effect of web site perceptions on initial trust in the owner company. *International Journal of Electronic Commerce*, *10*(1), 55–81. https://doi.org/10.1080/10864415.2005.11043965.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, *43*(1), 115-135.

Herndon, N.C. (2013). A Retrospective/Perspective/Prospective Look at Marketing Channels. *Journal of Marketing Channels, 20 (3-4), 185-190.* https://doi.org/10.1080/1046669X.2013.803422, Hershey: Business Science Reference. *International Journal of Business and Social Science* Vol. 2 No. 22.

Jun, G., Jaafar, N.I. 2011. A Study on Consumers' Attitude towards Online Shopping in China. Jusoh et al. (2012)

Khosrow-Pour, M. (2018). *Optimizing current practices in e-services and mobile applications*.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44, 544–564. https://doi.org/10.1016/j.dss.2007.07.001.

Krueger, N. F., Jr, Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15, 411–432. https://doi.org/10.1016/S0883-9026(98)00033-0.

Kumar, B. (2012). Theory of planned behaviour approach to understand the purchasing behaviour for environmentally sustainable products. (Working paper series, No. 2012-12-08). Ahmedabad, India: Indian Institute of Management. *Marketing Channels*, *20*(3/4), 185-190. http://dx.doi.org/10.1080/1046669X.2013.803422

Mpinganjira, M. (2016). An investigation of customer attitude towards online stores. African Journal of Science,

Technology, Innovation and Development 8(5-6), 447-456. https://doi.org/10.1080/20421338.2016.1222752.

Njite, D., & Parsa, H. G. (2005). Structural Equation Modeling of Factors that Influence Consumer Internet Purchase Intentions of Services. *Journal of Services Research*, 5 (1), 43-59.

Numraktrakul, P., Ngarmyarn, A., & Panichpathom, S. (2012). Factors Affecting Green Housing Purchase. In 17th International Business Research Conference. Toronto, Canada.

Pavlou, P. A. (2002). What Drives Electronic Commerce? A Theory of Planned Behavior Perspective. Academy of Management Proceedings Vol. 2002, No. 1. https://doi.org/10.5465/apbpp.2002.7517579.

Taylor, D. G., and Levin, M. (2014). Predicting Mobile App Usage for Purchasing and Information-Sharing, *International Journal of Retail & Distribution Management*, vol. 42, no. 8, pp. 759–774. https://doi.org/10.1108/IJRDM-11-2012-0108.

Tsai, J. P., & Ho, C. F. (2013). Does design matter? Affordance perspective on smartphone usage. *Industrial Management & Data Systems*, *113*(9), 1248-1269. https://doi.org/10.1108/IMDS-04-2013-0168.

Tuteja, G., Gupta, S. and Vaishali Garg, V. (2016). Consumer Trust in Internet Shopping: An Empirical Investigation. *Paradigm*, Vol 20, Issue 2, pp. 191 – 215. https://doi.org/10.1177/0971890716670723.

Yusliza, M. Y., & Ramayah, T. (2011). Explaining the Intention to Use Electronic HRM among HR Professionals: Results from a Pilot Study. *Australian Journal of Basic and Applied Sciences, 5*(8), 489-49