

The Identification of Significant Features Towards Tourist Visits Intention: A Focus on Concert Events in Saudi Arabia

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Abstract:

The purpose of this research was to investigate visitors' intention to visit the Kingdom of Saudi Arabia specifically for concert events. A quantitative research approach was employed to collect and analyze data in order to gain insights into this phenomenon. The study collected a sample of 384 individuals from both local and international tourists in Saudi Arabia using a convenience-sampling technique. The collected data was analyzed using SPSS (Statistical Package for the Social Sciences) and PLS-SEM (Partial Least Squares Structural Equation Modeling) with the assistance of Smart-PLS 3.3.9 software. The findings of the study indicate that visitors' attitude, subjective norms, e-word of mouth, and destination image have direct and positive impacts on their intention to attend concert events in Saudi Arabia. Moreover, the research revealed that past travel experience plays a significant moderating role in the relationships between e-word of mouth and visitors' intention, as well as between destination image and visitors' intention. However, past travel experience was not found to have a significant moderating effect on the relationship between attitude and visitors' intention, nor on the relationship between subjective norms and visitors' intention. The results of this study have implications for policy makers, the Saudi Arabian government, the Saudi tourism industry, researchers, and other stakeholders. They can utilize these findings to enhance their understanding of visitors' intentions regarding concert events in Saudi Arabia and to develop effective strategies to promote such events. It is important to acknowledge certain limitations of this study. Firstly, the research relied solely on quantitative methodology, and cross-sectional data was analyzed, limiting the depth of insights that could be obtained. Future research could benefit from adopting a mixed methods approach and conducting longitudinal studies to gain a more comprehensive understanding of the subject.

Keywords: Tourist Visits Intention, Travel Products, Attitude, Subjective Norms, Concert Events, destination image.

1. Introduction

The study aims to examine the factors influencing tourism in Saudi Arabia, specifically focusing on the role of concerts. To gain a comprehensive understanding and provide valuable insights and recommendations to enhance visitor numbers in the region, it is necessary to examine relevant theories such as event marketing and management, as well as the background of Saudi Arabia and its tourism industry. The significance of event tourism has witnessed a notable increase since 2008, as highlighted by Getz and Page (2016). The authors emphasize that tourism events encompass two key factors: the origin area and the destination area. These factors serve as motivators for both tourism and the inclusion of events in a country's or region's development and marketing plans. Events can bridge gaps in demand, particularly during the off-season, and can be catered to domestic visitors and residents (Connell et al., 2015). In 2018, tourism in Saudi Arabia contributed nearly 9% to the GDP, amounting to approximately \$65 billion, as reported by the World Travel and Tourism Council (WTTC, 2019). Saudi Arabia has actively undertaken efforts to transform and align the country with a new appealing image for both domestic and international visitors. This transformation encompasses policy changes, a strong focus on hospitality and tourism, and the implementation of a program for building new destinations. Previously known primarily as a destination for religious visitors, this shift in approach represents a positive step taken by Saudi Arabia. The WTTC (2019) recognizes tourism as a driving force for economic growth, development, and a means to promote diversity and cultural interactions. While it is acknowledged that the Saudi travel industry is still in the process of maturing (Aldakhil, 2020), the establishment of the Saudi Commission for Tourism and National Heritage (SCTH) in 2000 has played a vital role in organizing, planning, and developing tourism in the country. The SCTH is actively working to overcome challenges associated with government bureaucracy and regulations, with a primary focus on enhancing, maintaining, and preserving numerous historical sites, museums, and archaeological treasures that establish a connection between the Kingdom and its rich past (Saudi Commission for Tourism and Antiques, 2014). However, despite these positive developments, the specific factors that determine tourism, particularly in the context of concerts, require further exploration. By examining event marketing and management theories, along with tourism theories, a more comprehensive understanding of the underlying dynamics can be achieved. This will enable the identification of potential strategies and recommendations to attract more tourists, thereby bolstering the tourism industry in Saudi Arabia. In conclusion, Saudi Arabia recognizes the significance of tourism as a catalyst for economic growth and development. The country has proactively implemented various initiatives, including policy changes, a focus on hospitality and tourism, and the creation of new destinations. The SCTH plays a crucial role in organizing and developing tourism, while also addressing challenges associated with government bureaucracy and regulations. However, to fully understand the factors influencing tourism, particularly in relation to concerts, further investigation is required. By analyzing event marketing and management theories, as well as tourism theories, this study aims to shed light on the determinants of tourism in Saudi Arabia and provide valuable insights and recommendations to enhance the industry.

In 2016, Crown Prince Muhammed bin Salman initiated Vision 2030, a strategic plan for Saudi Arabia aimed at achieving economic diversification and fostering a vibrant and prosperous society (KSA Vision 2030, 2016). This plan emphasizes the creation of long-term economic opportunities and investments while leveraging Saudi Arabia's unique cultural and geographical assets to attract tourists (KSA Vision 2030, 2016). As part of this vision, Saudi Arabia is actively developing its events tourism industry, expanding its focus beyond religious tourism. The establishment of the General Entertainment Authority (GEA) marks a significant shift toward enhancing the entertainment sector in Saudi Arabia (KSA Vision 2030, 2016). According to Monshi & Scott (2016), there is an existing demand for events in Saudi Arabia that remains unmet. To attract Saudi tourists, other countries such as Kuwait and Qatar heavily rely on Saudi singers during their music festivals (Alzahrani, 2003; Alquds, 2015). However, as noted by Monshi & Scott (2016), numerous challenges exist, including limitations in venue size and quantity.

Tourism plays a vital role in driving economic growth, and Saudi Arabia has recognized the potential of the tourism industry. Haq (2013) emphasizes the significance of Saudi Arabia as the heart of the Islamic world, hosting the annual mega-religious event, Hajj. While there are ample development opportunities for events tourism in Saudi Arabia, the potential for promoting concerts in the country remains highly lucrative. However, Monshi & Scott (2016) highlight the challenges faced by the tourism industry in Saudi Arabia, despite the implementation of various initiatives to promote the country. The history of events tourism in Saudi Arabia traces back to 1985 when the Ministry of the National Guard organized the Aljanadriyah Festival in Riyadh (Monshi & Scott, 2016). Understanding the significance of this shift towards events tourism necessitates a comprehensive understanding of the religious, social, and cultural factors involved. To effectively plan for this study, it is imperative to establish clear and identifiable objectives. The objectives include examining the concept of events tourism in Saudi Arabia, addressing the impact of strategies on concert marketing in the country, and exploring tourists' visit intentions based on their behaviors and past experiences.

Importance of Concert Events on Tourist Visit Intention

The branding of Saudi Arabia as an events destination has been actively promoted through Vision 2030 (KSA, 2016). Extensive research on branding (Avraham, 2014; Piva et al., 2017) and the influence of events on enhancing the country's brand visibility are crucial. Various strategies can be employed to promote the brand, ranging from leveraging social media platforms to utilizing celebrity endorsements. Notably, Saudi Arabia boasts a high internet penetration rate of 91% (Khan, 2019) and the highest number of Snapchat users in the region (Hardin, 2020). Bayat (2010) highlights the historical context of Saudi Arabia's control and regulation of entertainment practices, reflecting the Kingdom's emphasis on political and moral order. Nonetheless, Saudi Arabia has a unique opportunity to overcome challenges and attract international tourists by capitalizing on its rich heritage and strategic focus on hosting events. The tourism sector has emerged as a significant driver of economic development in Saudi Arabia, particularly following regulatory changes aimed at enticing international visitors. Even domestically, substantial changes have been witnessed under the

guidance of Vision 2030. Daye (2019) points out that the Saudi government introduced new tourist visas, enabling visitors to gain earlier access to the country. Furthermore, Toumi (2018) emphasizes the relaxation of Hajj and Umrah visa regulations, granting religious pilgrims unrestricted access to all regions of Saudi Arabia during their 30-day visits. These reforms have been actively encouraged by the government, alongside the promotion of entertainment initiatives. Aina et al. (2019) emphasize that policy and decision-making processes are primarily executed at the national level, with tourism planning being conducted through collaboration between national and regional organizations. This coordinated approach ensures that tourism development aligns with the overall national objectives and enables effective strategic planning. In summary, the significance of concert events on tourist visit intention in Saudi Arabia is multifaceted. Through Vision 2030, the country actively positions itself as an events destination, leveraging branding strategies and harnessing the power of social media and celebrity endorsements. Despite historical regulations on entertainment practices, Saudi Arabia is capitalizing on its rich heritage and strategic focus on hosting events to attract international tourists. This shift is supported by policy reforms such as the introduction of new tourist visas and the relaxation of Hajj and Umrah visa regulations. The government's commitment to promoting entertainment and tourism aligns with national-level decision-making and planning processes, ensuring a coordinated and effective approach to tourism development.

The Value of Tourists' Intention to Visit Saudi Arabia

Tourism has emerged as a vital component of Saudi Arabia's economy, with social responsibility playing a significant role in shaping business practices and ethics (Kassem et al., 2022). Within the context of tourism, social responsibility encompasses the protection of the natural environment and the preservation of local communities. Xu et al. (2019) highlight the importance of local residents and communities as catalysts for tourism development, as their involvement can have both positive and negative impacts. Previous research conducted by Dredge (1999), Timothy (1999), Tosun and Timothy (2001), Mosammam et al. (2016), Ndivo and Cantoni (2016), Bello et al. (2016), and Eshliki and Kaboudi (2017) emphasizes the crucial role of community participation in ensuring the success of tourism strategies. Community involvement is a key element of Vision 2030 and the proposed strategies for enhancing the quality of life. The Saudi government recognizes the significance of engaging domestic tourists and promoting entertainment venues as part of its efforts to further develop the country. The quality-of-life program aims to empower the entertainment and tourism sectors, aligning with the broader goals of Vision 2030. By actively involving the community in tourism development, Saudi Arabia can leverage the valuable insights, resources, and support of local residents. This inclusive approach not only fosters a sense of ownership and pride among the community members but also ensures that the tourism initiatives are tailored to meet their needs and aspirations. Moreover, community engagement can contribute to the sustainable management of tourism resources, minimize negative impacts, and maximize the positive outcomes for both visitors and locals. The integration of community perspectives and aspirations in the tourism development process aligns with the principles of social responsibility and sustainable tourism practices. It promotes a more inclusive and responsible approach to tourism,

where the benefits are shared among various stakeholders, including local residents. By prioritizing community involvement and the empowerment of entertainment and tourism sectors, Saudi Arabia can further enhance its appeal as a tourist destination while ensuring the long-term sustainability and preservation of its cultural and natural assets. In conclusion, the value of tourists' intention to visit Saudi Arabia lies not only in the economic benefits but also in the social responsibility and community development aspects. The active engagement of local communities in tourism initiatives can contribute to the successful implementation of Vision 2030 and the promotion of a high-quality of life for both residents and visitors. By embracing social responsibility and involving the community in tourism development, Saudi Arabia can unlock the full potential of its tourism industry while safeguarding its cultural heritage and natural environment.

2. Literature Review

With the introduction of Vision 2030 in 2016, the primary objective of such initiatives is to foster the growth of the tourism industry (Monshi & Scott, 2016). In Saudi Arabia, the development of the tourism sector, specifically events tourism, presents an opportunity for economic diversification and the creation of employment opportunities (Alsubaie, 2012). As mentioned earlier, the Aljanadriyah Festival in Riyadh, organized by the Ministry of the National Guard, marked the first major event held in Saudi Arabia. This signifies that Saudi Arabia has a significant potential to promote concerts through effective events management, transitioning away from a predominantly religious tourism industry. Madani (2022) underscores the transformations taking place in Saudi Arabia, including cultural changes such as the abolition of public gender segregation, lifting the ban on women driving, reduced authority of religious police, and the normalization of concerts and theaters. Figure 1 presents the proposed framework for this study. However, it is important to further explore and analyze the dynamics of promoting concerts in Saudi Arabia, particularly in the context of events management and the cultural shifts taking place. By examining these factors, this study seeks to provide valuable insights into the potential strategies and approaches that can be employed to maximize the benefits of the events tourism industry in Saudi Arabia.

2.1 Hypothesis Development

The role of attitudes, subjective norms, e-Word of Mouth, destination image, and past travel experiences on tourist visits intention with regard to concert events in Saudi Arabia. As already identified in this paper, significant changes are happening in Saudi, giving individuals much greater freedoms than they do are used to. Entertainment, such as concerts, has become important as Saudi Arabia opens up to tourism – domestic and international. However, it is also necessary to understand the roles of certain behaviors such as attitudes, subjective norms, e-Word of Mouth (e-WOM), destination image, and past tourist experiences on tourist intentions to visit the country. By examining the impacts of these factors, tourist intentions towards visiting Saudi in respect of attending concerts can be fully promoted. The WTM (2019) states that Saudi is the largest tourism

market in the Middle East. Mansour & Mumuni (2019) found that there was enthusiasm from their participants towards domestic tourism and that trust and familiarity with the location were critical to the decision-making on a destination. This can also have an influence on the subjective norms and e-WOM, particularly in identifying a destination using travel blogs, reviews, etc. With technological advancements, information can be gathered in seconds, and negative and positive reviews can impact decision-making. Interaction with others can influence how an individual shows their intentions toward a destination to visit and the image the destination projects. While it has already been identified that Saudi singers are in demand in other Middle Eastern states, if more events were started in Saudi, they would draw tourists from other countries specifically for concerts. Therefore, we developed the following hypotheses based on empirical and theoretical evidence.

2.2 Attitude and Customer Visit Intention

Research has shown that attitude plays a crucial role in shaping consumer behavior and visit intentions (Kotler, Bowen, & Makens, 2019). In the context of Saudi Arabia, where concert events have gained popularity in recent years, understanding the impact of attitude on customer visit intention is essential for event organizers and marketers. Attitude refers to an individual's overall evaluation or positive/negative feelings towards a particular object or event (Fishbein & Ajzen, 1975). In the case of concert events, positive attitudes can be formed based on factors such as the quality of performers, venue facilities, ticket prices, and overall entertainment experience (Kim, Kim, & Kim, 2018). Customer visit intention, on the other hand, reflects an individual's inclination to attend a concert event (Hossain & Ali, 2021). It is influenced by various factors, including attitude towards the event. Positive attitudes are likely to lead to a higher intention to visit concerts in Saudi Arabia. To test this hypothesis, empirical research can be conducted using quantitative methods. Surveys can be administered to a sample of Saudi Arabian consumers, collecting data on their attitudes towards concert events and their visit intentions. Statistical techniques such as regression analysis can then be used to analyze the data and determine the relationship between attitude and visit intention.

H1: Attitude has a significant impact on customer visit intention in Saudi Arabia due to concert events.

2.3 Subjective Norms and Customer Visit Intention

Subjective norms refer to an individual's perception of social pressures or influence from significant others regarding a specific behavior (Fishbein & Ajzen, 1975). In the context of concert events in Saudi Arabia, subjective norms can include the influence of friends, family, and social networks in shaping an individual's intention to visit concerts. Research has consistently shown that subjective norms play a significant role in influencing consumer behavior (Ajzen, 1991; Ajzen & Fishbein, 2005). In the context of event attendance, the opinions, recommendations, and social influence from important others can strongly affect an individual's decision to attend concerts (Chen &

Lee, 2010; Hossain & Ali, 2021). To test this hypothesis, empirical research can be conducted using quantitative methods. Surveys or questionnaires can be administered to a sample of Saudi Arabian consumers, collecting data on their subjective norms related to concert events and their visit intentions. Statistical analyses, such as regression analysis, can be employed to examine the relationship between subjective norms and visit intention.

H2: Subjective norms has a significant impact on customer visit intention in Saudi Arabia due to concert events.

2.4 E-word of Mouth and Customer Visit Intention

E-word of mouth, also known as electronic word of mouth or online word of mouth, refers to the sharing of opinions, recommendations, and experiences about products or services through online platforms such as social media, review websites, and online forums. In the context of concert events in Saudi Arabia, e-word of mouth can play a crucial role in shaping individuals' intentions to attend these events. Several studies have highlighted the influence of e-word of mouth on consumer behavior and purchase intentions (Cheung et al., 2008; Hennig-Thurau et al., 2004; Park & Lee, 2009). Positive online reviews, recommendations, and discussions about concert events can generate interest, build credibility, and positively influence individuals' intentions to visit such events (Kim & Park, 2013; Wang & Fesenmaier, 2004). To test this hypothesis, empirical research can be conducted using quantitative methods. Surveys or questionnaires can be administered to a sample of Saudi Arabian consumers, collecting data on their exposure to and perception of e-word of mouth related to concert events, as well as their visit intentions. Statistical analyses, such as regression analysis, can be employed to examine the relationship between e-word of mouth and visit intention.

H3: E-word of mouth has a significant impact on customer visit intention in Saudi Arabia due to concert events.

2.5 Destination Image and Customer Visit Intention

Destination image refers to the perceptions and impressions individuals hold about a particular destination, including its attributes, reputation, and overall appeal. In the context of Saudi Arabia and its concert events, destination image can play a crucial role in influencing individuals' intentions to visit and attend these events. Numerous studies have emphasized the significance of destination image in shaping tourists' visit intentions and behaviors (Echtner & Ritchie, 2003; Gartner, 1993; Kim, 2016). A positive destination image, characterized by perceptions of safety, cultural richness, hospitality, and entertainment opportunities, can enhance individuals' desire to visit a destination for specific events, such as concerts (Kim & Richardson, 2003; Llodrà-Riera et al., 2018). To test this hypothesis, empirical research can be conducted using quantitative methods. Surveys or questionnaires can be administered to a sample of potential visitors to Saudi Arabia, gathering data on their perception of the destination image related to concert events and their visit intentions. Statistical analyses, such as

regression analysis, can be employed to examine the relationship between destination image and visit intention.

H4: Destination image has a significant impact on customer visit intention in Saudi Arabia due to concert events.

2.6: Moderating Role of Past Travel Experience

Attitude refers to an individual's overall evaluation or perception of a specific object, event, or destination. In the context of concert events in Saudi Arabia, a positive attitude toward attending concerts may positively influence individuals' intentions to visit. However, the extent to which past travel experience moderates this relationship remains an important question to explore. Several studies have highlighted the influence of past travel experience as a moderating factor in the relationship between attitude and behavioral intentions in tourism contexts (Chi & Qu, 2008; Gursoy et al., 2002; Tasci & Gartner, 2007). Past travel experience encompasses individuals' previous visits, experiences, and interactions with a destination, which can shape their perceptions, attitudes, and subsequent intentions. To test this proposed hypothesis, empirical research can be conducted using quantitative methods. Surveys or questionnaires can be administered to a sample of individuals who have attended concert events in Saudi Arabia, collecting data on their past travel experience, attitudes toward concert events, and visit intentions. Statistical analyses, such as hierarchical regression or moderation analysis, can be employed to examine the moderating role of past travel experience on the relationship between attitude and visit intention.

H5: Past travel experience has a significant moderating role in the relationship between attitude and customer visit intention in Saudi Arabia due to concert events.

Subjective norms refer to an individual's perception of social pressures and expectations related to a specific behavior, such as attending concert events. In the context of Saudi Arabia, where cultural and social norms play a significant role, understanding how past travel experience moderates the relationship between subjective norms and visit intention is important. Past travel experience encompasses individuals' previous visits, experiences, and interactions with a destination, which can shape their perceptions, attitudes, and behavioral intentions. It is reasonable to hypothesize that past travel experience may moderate the influence of subjective norms on visit intention. Individuals with more extensive past travel experience may be less influenced by subjective norms, as their exposure to diverse cultural contexts and experiences may lead to more independent decision-making. To test this proposed hypothesis, empirical research can be conducted using quantitative methods. Surveys or questionnaires can be administered to a sample of individuals who have attended concert events in Saudi Arabia, collecting data on their past travel experience, subjective norms related to concert attendance, and visit intentions. Statistical analyses, such as moderation analysis or hierarchical regression, can be employed to examine the moderating role of past travel experience on the relationship between subjective norms and visit intention.

H6: Past travel experience has a significant moderating role in the relationship between subjective norms and customer visit intention in Saudi Arabia due to concert events.

E-word of mouth, which encompasses online reviews, social media discussions, and recommendations, has a substantial influence on consumer behavior. However, individuals' past travel experience may play a moderating role in how e-word of mouth affects their visit intention for concert events in Saudi Arabia. Past travel experience provides individuals with firsthand knowledge and familiarity with attending events, which can shape their perceptions and attitudes towards e-word of mouth. By examining the moderating role of past travel experience, we can gain insights into how individuals' prior concert attendance experiences interact with e-word of mouth in shaping their visit intention. It is hypothesized that individuals with extensive past travel experience will have a stronger relationship between e-word of mouth and visit intention, as their prior experiences enable them to better interpret and contextualize the information conveyed through e-word of mouth channels. To test this proposed hypothesis, empirical research can be conducted using a survey-based approach. A sample of individuals who have attended concert events in Saudi Arabia can be recruited, collecting data on e-word of mouth exposure, past travel experience, and visit intention. Statistical techniques such as moderation analysis or hierarchical regression can be employed to examine the moderating effect of past travel experience on the relationship between e-word of mouth and visit intention.

H7: Past travel experience has a significant moderating role in the relationship between E-word of mouth and customer visit intention in Saudi Arabia due to concert events.

Destination image, which refers to individuals' perceptions and beliefs about a specific destination, is a crucial factor influencing visit intention. However, individuals' past travel experience may play a moderating role in how destination image influences their visit intention for concert events in Saudi Arabia. Past travel experience provides individuals with firsthand knowledge and familiarity with the destination, which can shape their perceptions and attitudes towards the destination image. By examining the moderating role of past travel experience, we can gain insights into how individuals' prior travel experiences interact with destination image in shaping their visit intention. It is hypothesized that individuals with extensive past travel experience will have a stronger relationship between destination image and visit intention, as their prior experiences enable them to better interpret and evaluate the destination image information. To test this proposed hypothesis, empirical research can be conducted using a survey-based approach. A sample of individuals who have attended concert events in Saudi Arabia can be recruited, collecting data on destination image perceptions, past travel experience, and visit intention. Statistical techniques such as moderation analysis or hierarchical regression can be employed to examine the moderating effect of past travel experience on the relationship between destination image and visit intention.

H8: Past travel experience has a significant moderating role in the relationship between destination image and customer visit intention in Saudi Arabia due to concert events.

Based on the aforementioned hypotheses, we have developed the following conceptual framework to guide our study.

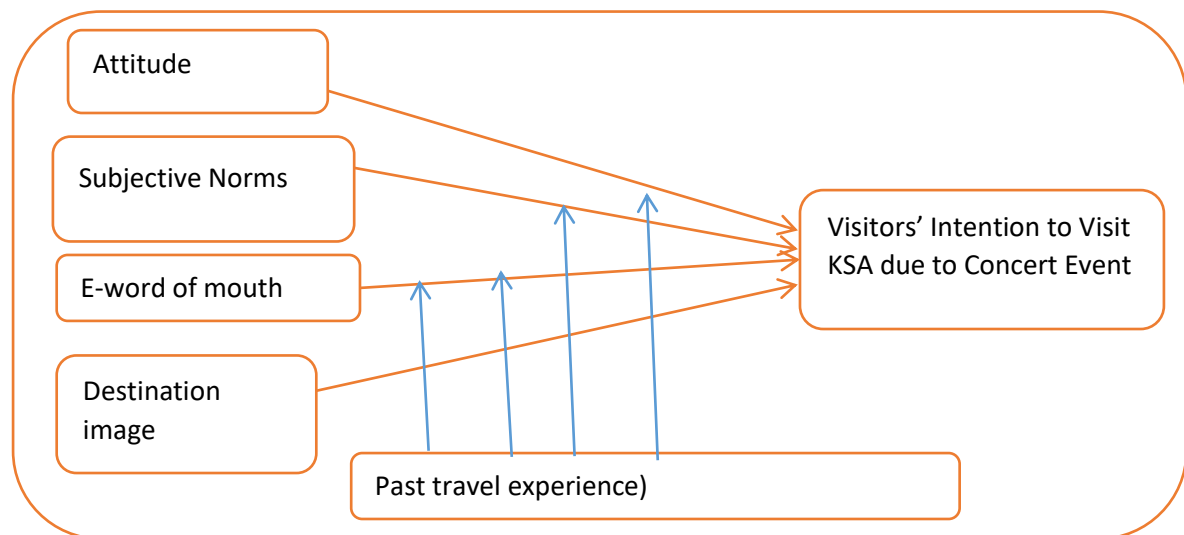


Figure 1: Proposed theoretical framework

3. Methodology

The current study focused on examining both local and international tourists in the Kingdom of Saudi Arabia. Due to the unknown population size, a sample size of 384 was determined based on the recommendation by Thompson (2012) for hypothesis testing. Each variable, including customers' visit intention, attitudes, subjective norms, e-word of mouth, and destination image, was measured using a six-item scale. Respondents were asked to rate their agreement on a five-point Likert scale, ranging from "1 = strongly disagree" to "5 = strongly agree." Data collection was carried out using a convenience-sampling technique. A total of 665 self-administered survey questionnaires were distributed to local and international tourists in the Kingdom of Saudi Arabia, with an anticipated response rate of approximately 50%. The questionnaires were administered through face-to-face interactions with the participants. Ultimately, 391 questionnaires were returned, and after eliminating incomplete responses, 384 questionnaires were deemed suitable for further analysis. This resulted in a response rate of 58.79%, surpassing the threshold for a pen-paper survey (Nulty, 2008), indicating a satisfactory level of participation. To ensure fairness and minimize bias, the sealed envelopes containing the questionnaires were directly provided to each participant using a convenience-sampling technique. The completed questionnaires were collected within a two-week period, either directly from the participants or through representatives of the researchers. It is worth noting that participation in the survey was voluntary, and to maintain anonymity, no personal identification questions were included. By employing these methodological procedures,

the study aimed to gather data from a diverse group of participants, ensuring a representative sample for analysis and providing valuable insights into the perceptions and behaviors of both local and international tourists in the Kingdom of Saudi Arabia.

Data Analysis and Findings

Partial Least Squares Structural Equation Modeling (PLS-SEM) is a robust analytical method commonly employed for testing theories in composite-based path models. This method is particularly suitable when dealing with datasets comprising multiple indicators and non-normally distributed data (Hair et al., 2020; Kock, 2015). In this study, data treatment and various related tests, such as the assessment of common method bias and linearity, were conducted using SPSS software version 23.0. The proposed hypotheses were tested using Smart-PLS software version 3.3.9, which is well-suited for PLS-SEM analysis. By leveraging these analytical tools, the study was able to effectively examine the relationships between the variables under investigation and assess the proposed hypotheses.

4.1 Pre-test and Pilot-test

Along with English-language questionnaires, Arabic-translated questionnaires were provided to ensure sound understanding (and therefore accurate answers). This study employed Brislin's (1970) "committee approach," where one bilingual lecturer, one associate professor, one professor at the university level, and two managers from the industry contributed their views. For the pre-test, 30 respondents participated and provided ideas as to what other would easily understand, to preclude any confusion. In line with their suggestions, small modifications were made to the questionnaires. After the pre-test, we collected 20 samples for the pilot study to see the internal consistency through Cronbach's alpha. However, all the constructs' reliability was higher than 0.70 which achieved the threshold of Sekaran (2003).

4.2 Common Method Bias (CMB)

The study examined the common method bias by observing the HTMT and inner VIF values. According to Nitzl (2016), CMB exists if the principal constructs are significantly correlated ($r > 0.90$), however all the correlation values among the constructs are less than 0.90 (see table HTMT) confirming no CMB as the highest correlation value is 0.620. Another way of observing CMB is by examining the inner VIF values, if the $VIF > 3.30$ indicating CMB may contaminate the model. For the current study, the highest VIF is 1.645 (see table structural model assessment) which is less than the threshold values of 3.30 (Kock, 2015; Adedeji et al. 2020) confirming no issue of CMB.

The constructs' descriptive statistics and intercorrelations listed in Table 1 demonstrate that all of the variables substantially correlate with counterproductive work behaviour.

The mean value of EWM had the highest mean value (3.731), while ATT had the lowest mean value, 2.244.

Table 1: Means, SD, Correlations, and Reliabilities of the Study Variables

Variables	Mean	SD	Gender	Edu	Exp.	MS	ATT	SN	EWM	DI	VI	PTE
Gender	1.479	0.500	1.000									
Edu	2.052	1.107	.875**	1.000								
Exp.	1.445	0.687	.669**	.869**	1.000							
M. Status	1.648	0.757	0.087	.143**	.257**	1.000						
ATT	2.244	0.512	.157**	.161**	.153**	.274**	1.000					
SN	3.570	0.576	.123*	0.038	-0.065	-.118*	-.356**	1.000				
EWM	3.731	0.681	-.158**	-.251**	-.271**	0.062	-.445**	.604**	1.000			
DI	3.681	0.643	0.070	0.045	0.012	0.078	-.323**	.474**	.497**	1.000		
VI	3.644	0.671	.280**	.165**	.104*	.301**	-.219**	.532**	.516**	.683**	1.000	
PTE	3.423	1.094	-.180**	-0.078	0.070	0.037	0.091	-.101*	-0.034	-0.058	-.106*	1.000

Note: n = 384, * p < .05, ** p < .01(2-tailed)

4.3 Demographic Profile of the Respondents

After removing outliers and missing data, this study obtained a valid and analysable sample size of 384 (response rate: 54.18%) to test our hypotheses. Most of the participants (i.e., 53.08%) were male; the rest (46.92%) were female; In terms of qualification, the representation from primary school qualified was 42.57% which was highest, the secondary was 19.67%, higher secondary 21.74%, and graduation and above was 16.02%. In the case of experience, the participants with less than 5 years were 65.67% which showed the highest in participation, 5 to 10 years' experience was 23.14%, and 11 to 15 years' experience was 10.20%. Most of the participants were single which was 53.34% which is highest, followed by married 33.47%, and Divorced/Widow was 20.19%.

Table 2: Demographic information of the respondents

Demographic Profile	Categories	Frequency	Percent
Gender	Male	200	53.08
	Female	184	46.92
Level of Education	Primary	175	42.57
	Secondary	64	19.67
	Higher Secondary	95	21.74
	Graduation and above	50	16.02
Experience	Less than 5 years	256	65.67
	5 to 10 years	85	23.14
	11 to 15 years	43	10.20
Marital status	Single	201	52.34
	Married	117	33.47
	Divorced/Widow	66	20.19

4.4 Evaluation of Measurement model (outer model)

This study used composite reliability (CR) to check the reliability of the internal consistency of all variables. As reported by (Hair Hult, Ringle, & Sarstedt, 2021), the CR values for all variables in Table 3 and Figure 2 are above 0.7, indicating good internal consistency. According to Hair et al. (2017), most items should be greater than 0.70 (Hair et al. 2017), and the mean extract variance (AVE) must be greater than 0.5 for convergent validity. As shown in Table 3. All variables showed sufficient evidence of both reliability and validity (Hair et al., 2021).

Table 3: Constructs validity and reliability

Constructs	Items	FL	CA	CR	AVE
ATT	ATT2	0.862	0.902	0.923	0.665
	ATT3	0.781			
	ATT4	0.839			
	ATT5	0.838			
	ATT6	0.763			
DI	DI1	0.659	0.893	0.919	0.657
	DI2	0.876			
	DI3	0.873			
	DI4	0.857			

	DI5	0.827			
	DI6	0.748			
EWM	EWM1	0.885			
	EWM2	0.904			
	EWM3	0.904	0.950	0.960	0.800
	EWM4	0.914			
	EWM5	0.899			
	EWM6	0.859			
PTE	PTE1	0.611			
	PTE2	0.901			
	PTE3	0.855	0.900	0.924	0.672
	PTE4	0.835			
	PTE5	0.836			
	PTE6	0.850			
SN	SN1	0.805			
	SN2	0.883			
	SN3	0.832	0.923	0.940	0.722
	SN4	0.840			
	SN5	0.871			
	SN6	0.864			
VI	VI1	0.720			
	VI2	0.886			
	VI3	0.884	0.929	0.945	0.740
	VI4	0.899			
	VI5	0.881			
	VI6	0.881			

Notes: CR: Composite Reliability; AVE: Average Variance Extracted; CA: Cronbach's Alpha

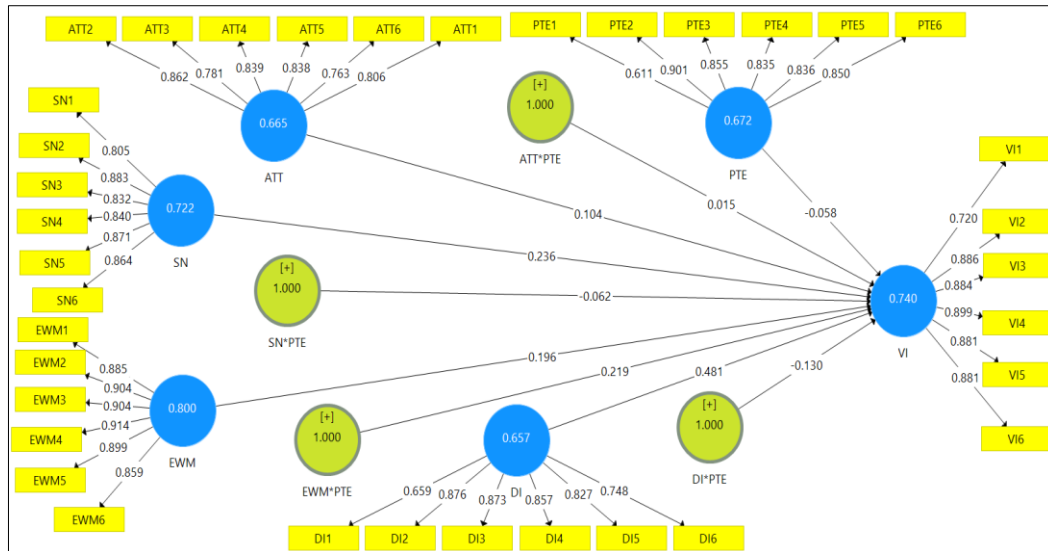


Figure 2: Measurement model with outer loadings and AVE values from PLS-Algorithm

The discriminant validity was confirmed through the Fornell Larcker and Hetrotrait and Monotrait Ratio (HTMT). Table 4 gives the square root of AVE in the diagonal cells and their below values are the correlations. As per Fornell Larcker, each diagonal value which is the square root of AVE was higher than the corresponding correlations below it, which indicated that the discriminant validity is achieved (Fornell & Larcker, 1981).

Table 4: Discriminant validity- Fornell Larcker

Constructs	ATT	DI	EWM	PTE	SN	VI
ATT	0.816					
DI	-0.327	0.811				
EWM	-0.453	0.498	0.894			
PTE	0.104	-0.070	-0.042	0.820		
SN	-0.361	0.472	0.607	-0.108	0.850	
VI	-0.227	0.686	0.521	-0.115	0.535	0.860

The off-diagonal values are the correlations between latent variables, and the diagonal is the square root of AVE. According to HTMT, all the correlation values were less than 0.9 which achieved the recommendation of Henseler et al. (2015). Check the discriminant validity in Fornell Larcker and HTMT in below Table 5.

Table 5: Discriminant validity- HTMT

Constructs	ATT	DI	EWM	PTE	SN	VI
ATT						
DI	0.355					
EWM	0.478	0.539				

PTE	0.102	0.072	0.055			
SN	0.382	0.521	0.646	0.115		
VI	0.230	0.747	0.547	0.116	0.574	

4.5 Assessment of structural (inner) model

After the assessment of the measurement model, the study checks the collinearity through inner VIF, the R2 values, effect size (f2), and predictive relevance (Q2) in the structural model. All the recommended values of R2, F2, Q2 and inner VIF were achieved which has been presented in Table 4. Then we proceed for observing the proposed hypotheses results.

Table 6: Assessment of the structural model

R-Square	Endogenous Variables	R Square	R Square Adjusted	0.26: Substantial, 0.13: Moderate, 0.02: Weak (Cohen, 1988)
	VI	0.583	0.573	
Effect Size (F-Square)	Exogenous Variables	VI		
	ATT	0.019		
	DI	0.347		0.35: Substantial, 0.15: Medium effect, 0.02: Weak effect (Cohen, 1988)
	EWM	0.048		
	PTE	0.008		
	SN	0.073		
Collinearity (Inner VIF)	Exogenous Variables	VI		
	ATT	1.332		
	DI	1.600		VIF <= 5.0 (Hair et al., 2017)
	EWM	1.914		
	PTE	1.033		
	SN	1.828		
Predictive Relevance (Q-Square)	Endogenous Variables	CCR	CCC	Value larger than 0 indicates Predictive Relevance (Geisser, 1975; Stone, 1974)
	VI	0.415	0.631	

4.6 Hypotheses Testing Results

The results presented in Table 6 provide support for the proposed hypotheses through the use of bootstrapping with 5000 resampling iterations. Hypothesis 1 (H1) stated that

Attitude (ATT) is positively related to Visit Intention (VI). The analysis revealed a significant and positive relationship between ATT and VI ($\beta = 0.104$, $t = 2.043$, $p > 0.042$), supporting hypothesis 1. Hypothesis 2 (H2) proposed that Subjective Norms (SN) positively influence VI. The analysis demonstrated a significant and positive relationship between SN and VI ($\beta = 0.236$, $t = 2.043$, $p < 0.001$). This indicates that higher levels of SN are associated with higher levels of VI, thus supporting hypothesis 2. Hypothesis 3 (H3) suggested that e-word of mouth (EWM) positively influences VI. The analysis confirmed a significant and positive relationship between EWM and VI ($\beta = 0.196$, $t = 2.940$, $p < 0.003$). This implies that higher levels of EWM are linked to higher levels of VI, thereby supporting hypothesis 3. Hypothesis 4 (H4) posited that Destination Image (DI) positively influences VI. The analysis yielded a predicted significant and positive effect of DI on VI ($\beta = 0.481$, $t = 7.312$, $p = 0.000$). This indicates that higher levels of DI correspond to higher levels of VI, providing support for hypothesis 4 (refer to Figure 4 for details). In conclusion, the findings from the analysis provide empirical support for all four hypotheses. ATT, SN, EWM, and DI were all found to have positive and significant relationships with VI. This suggests that favorable attitudes, subjective norms, positive e-word of mouth, and a positive destination image are important factors that influence individuals' intentions to visit Saudi Arabia for concert events.

Table 7: Hypotheses testing result

Hypotheses	OS/Beta	SM	SD	C.I. 95% bias Corrected		T	P	Decision
				LL	UL			
H1: ATT -> VI	0.104	0.093	0.051	0.011	0.204	2.043	0.042	Supported
H2: SN -> VI	0.236	0.229	0.072	0.104	0.365	3.288	0.001	Supported
H3: EWM -> VI	0.196	0.206	0.067	0.058	0.334	2.940	0.003	Supported
H4: DI -> VI	0.481	0.475	0.066	0.324	0.589	7.312	0.000	Supported

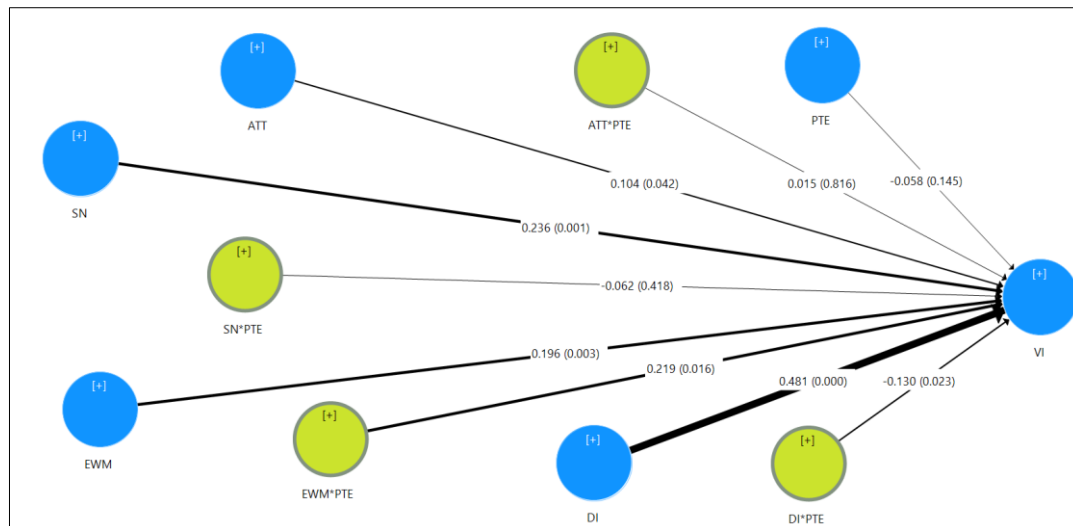


Figure 3: Structural Model with beta and p-values

The results presented in Table 8 provide insights into the moderating effects of Past Travel Experience (PTE) on the relationship between certain variables. Among the four moderating hypotheses tested, two hypotheses (H7 and H8) were found to be statistically significant based on their beta values, p-values, and t-values. However, hypotheses H5 and H6 did not yield significant results.

Hypothesis 5 (H5) examined the moderating effect of PTE between Attitude (ATT) and Visit Intention (VI). The analysis revealed that the moderating effect of PTE was not significant, as evidenced by the high p-value of 0.816, exceeding the threshold of 0.05. Additionally, the t-value of 0.233 was below the critical value of 1.96. Therefore, hypothesis H5 did not provide significant evidence for a moderating effect of PTE on the relationship between ATT and VI.

Similarly, hypothesis 6 (H6) investigated the moderating effect of PTE between Subjective Norms (SN) and VI. The analysis showed no significant moderating effect, with a t-value of 0.811 below 1.96, and a p-value of 0.418 exceeding 0.05. Consequently, hypothesis H6 did not yield significant results indicating a moderating effect of PTE on the relationship between SN and VI.

However, hypothesis 7 (H7) demonstrated a significant moderating effect of PTE on the relationship between e-word of mouth (EWM) and VI. The analysis indicated a p-value of 0.016 below the significance threshold of 0.05. Additionally, the t-value of 2.412 exceeded the critical value of 1.96, providing evidence for a significant moderating effect of PTE in the relationship between EWM and VI. Likewise, hypothesis 8 (H8) revealed a significant moderating effect of PTE between Destination Image (DI) and VI. The analysis showed a p-value of 0.023, below the significance level of 0.05. Moreover, the t-value of 2.282 exceeded the critical value of 1.96, indicating a significant moderating effect of PTE in the relationship between DI and

VI. In summary, the findings from Table 8 suggest that PTE has a significant moderating effect in the relationships between EWM and VI (H7) and between DI and VI (H8). However, there was no significant moderating effect observed for the relationships between ATT and VI (H5) and between SN and VI (H6). These results emphasize the nuanced role of PTE as a moderator and provide valuable insights into the interplay between PTE, EWM, DI, and VI in the context of the study.

Table 8: Moderating effect results

Hypotheses	OS/Beta	SM	SD	C.I. 95% bias Corrected		T	P	Decision
				LL	UL			
H5: ATT*PTE -> VI	0.015	0.004	0.063	-0.115	0.128	0.233	0.816	Not Supported
H6: SN*PTE -> VI	-0.062	-0.061	0.076	-0.188	0.096	0.811	0.418	Not Supported
H7: EWM*PTE -> VI	0.219	0.201	0.091	0.061	0.386	2.412	0.016	Supported
H8: DI*PTE -> VI	-0.130	-0.119	0.057	-0.217	-0.018	2.282	0.023	Supported

The interactive effect of PTE on the relationship between EWM and VI is further illustrated in Figure 4. It shows that the effect of DI on VI was stronger when the level of PTE was high, and the effect was weaker when the PTE was low. We conducted path analyses under both high (i.e., 1 SD above the mean) and low (i.e., 1 SD below the mean) levels of PTE. The simple paths at low and high levels of PTE for CWB are shown in Figure 4.

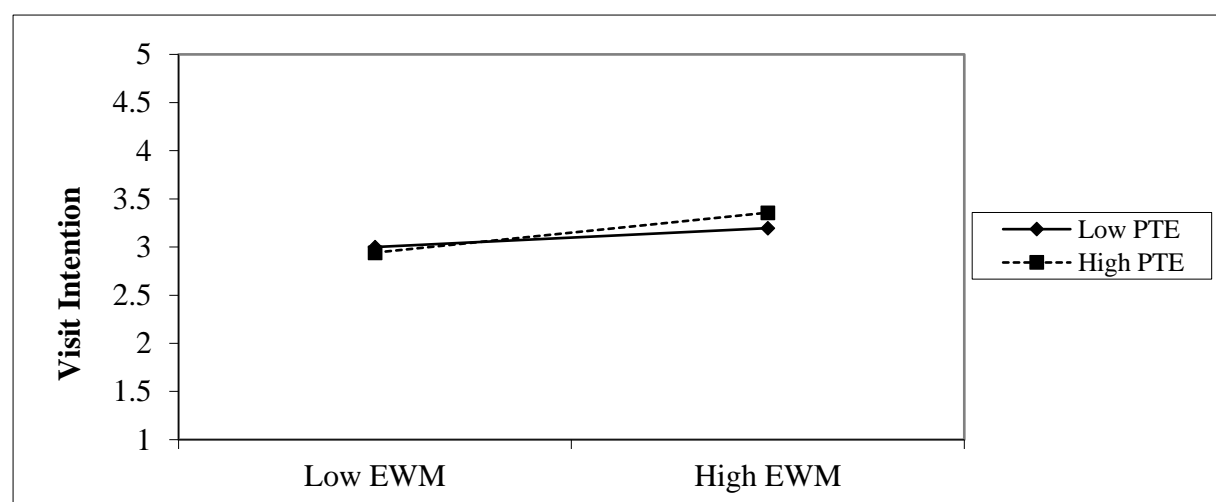


Figure 4: Interactive Effect of PTE in between EWM and VI

The interactive effect of PTE on the relationship between DI and VI is further illustrated in Figure 4. It shows that the effect of DI on VI was stronger when the level of PTE was high, and the effect was weaker when the PTE was low. We conducted path analyses under both high (i.e., 1 SD above the mean) and low (i.e., 1 SD below the mean) levels of PTE. The simple paths at low and high levels of PTE for VI are shown in Figure 5.

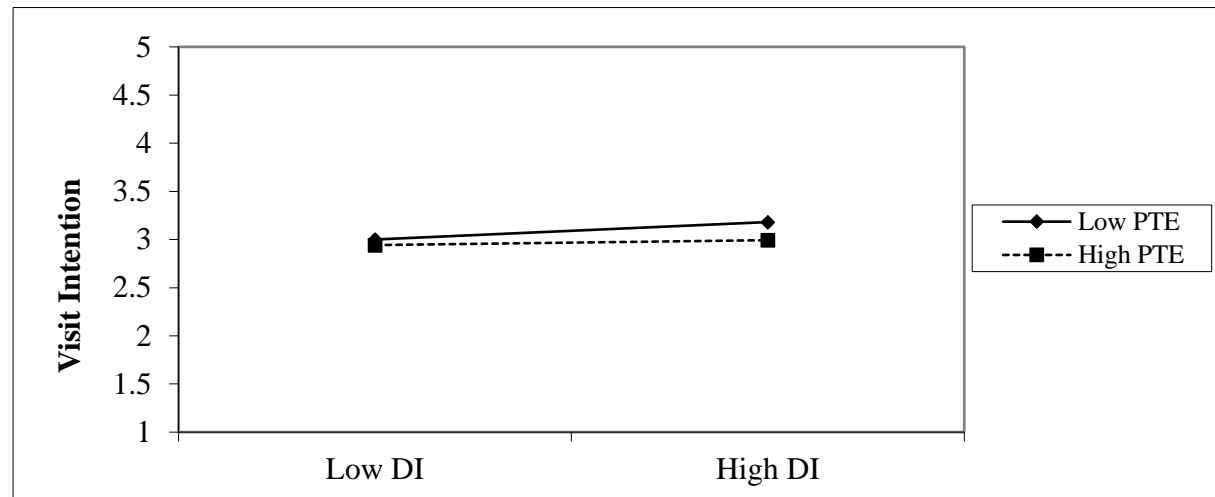


Figure 5: Interactive Effect of PTE in between DI and VI

5. Discussion

We have presented a discussion on the results gained in the previous section. In linking the literature review with the results, a clearer image of visitor intent has been acknowledged. The objectives have guided the discussion of a combination of the literature review and findings of this paper. It is also significant to this research that the findings are relevant and distinct to Saudi Arabia.

In our first proposed hypothesis, (H1) Attitude has a significant impact on customer visit intention in Saudi Arabia due to concert events found significant. There is substantial literature supporting the positive relationship between attitude and visit intention in the context of tourism and events. Attitude, defined as an individual's overall evaluation or liking towards a specific object or event, has been widely recognized as a key determinant of consumer behavior. In the context of concert events, a positive attitude towards attending such events can lead to a higher intention to visit. Several studies have explored the influence of attitude on visit intention in various tourism contexts. For instance, a study by Kim and Lee (2012) on the relationship between attitude and intention to visit a festival found that a positive attitude significantly influenced visitors' intention to attend the festival. In the Saudi Arabian context, research on customer attitudes towards tourism and events is still emerging. However, a study by Alghizzawi and Balakrishnan (2021) on tourists' attitudes and intentions to visit Saudi Arabia highlighted the significant impact of attitude on visit

intentions. The study found that a positive attitude towards Saudi Arabia as a tourism destination positively influenced tourists' intention to visit. The positive relationship between attitude and visit intention is further supported by the Theory of Planned Behavior (TPB). According to TPB, attitude is one of the key determinants influencing behavioral intentions. Attitudes are formed based on an individual's beliefs, evaluations, and perceptions of the object or event. These attitudes then shape behavioral intentions, including visit intentions. To reinforce the findings and provide more context-specific evidence for the proposed hypothesis, further empirical research can be conducted in Saudi Arabia, specifically focusing on concert events. The research can utilize quantitative methods such as surveys to collect data on customers' attitudes towards concert events and their visit intentions. Additionally, qualitative research methods like interviews or focus groups can provide deeper insights into the underlying factors shaping attitudes and visit intentions in this context. Overall, the existing literature supports the proposed hypothesis that attitude has a significant impact on customer visit intention in Saudi Arabia due to concert events. A positive attitude towards concert events is likely to enhance the intention to attend, providing valuable insights for event organizers, tourism stakeholders, and policymakers in Saudi Arabia.

The proposed hypothesis (H2) that subjective norms have a significant impact on customer visit intention in Saudi Arabia due to concert events finds support in the existing literature. Subjective norms refer to an individual's perception of social pressure or influence from important others in relation to a specific behavior. Research on the influence of subjective norms on visit intention in the context of tourism and events demonstrates their significance. For instance, a study by Chen and Tsai (2007) on the determinants of visit intention to a cultural festival found that subjective norms, which included the influence of friends, family, and social networks, had a positive effect on visit intention. In the Saudi Arabian context, the impact of subjective norms on visit intention in the context of concert events is not extensively studied. However, a study by Alghizzawi and Balakrishnan (2021) on tourists' attitudes and intentions to visit Saudi Arabia found that subjective norms significantly influenced tourists' intention to visit the country as a tourism destination. This indicates that the influence of important others and social networks plays a role in shaping visit intentions. To further strengthen the findings and provide more specific evidence for H2, additional research can be conducted in Saudi Arabia, focusing on concert events. This research could employ quantitative methods such as surveys to gather data on customers' subjective norms and their visit intentions. Qualitative methods like interviews or focus groups can also provide deeper insights into the social influences and important others that shape subjective norms in this context. In summary, the existing literature supports the proposed hypothesis that subjective norms have a significant impact on customer visit intention in Saudi Arabia due to concert events. Understanding the influence of subjective norms can help event organizers and tourism stakeholders in Saudi Arabia develop effective marketing strategies and initiatives to leverage the power of social influence in driving visit intentions.

The proposed hypothesis (H3) that e-word of mouth has a significant impact on customer visit intention in Saudi Arabia due to concert events is supported by existing literature. E-word of mouth refers to electronic or online word of mouth, which includes recommendations, reviews, and discussions about products or services shared through digital platforms. Studies have shown the influential role of e-word of mouth in shaping consumer behaviors and intentions in various contexts. In the context of tourism and events, e-word of mouth has been found to have a significant impact on visit intentions. For instance, a study by Buhalis and Law (2008) on the role of e-word of mouth in destination marketing found that e-word of mouth significantly influenced tourists' destination choice and visit intentions. In the Saudi Arabian context, the impact of e-word of mouth on visit intentions specifically related to concert events may not be extensively researched. However, considering the growing importance of online platforms and social media in sharing travel experiences and recommendations, it is reasonable to expect that e-word of mouth plays a significant role in shaping customer visit intentions for concert events in Saudi Arabia. To further validate the findings and provide more specific evidence for H3, future research can focus on investigating the influence of e-word of mouth on visit intentions for concert events in Saudi Arabia. Quantitative methods such as surveys can be employed to gather data on customers' exposure to and engagement with e-word of mouth and their subsequent visit intentions. Additionally, qualitative approaches like interviews or content analysis of online platforms can provide insights into the nature and impact of e-word of mouth in this context. In conclusion, the existing literature supports the proposed hypothesis that e-word of mouth has a significant impact on customer visit intention in Saudi Arabia due to concert events. Recognizing the influence of e-word of mouth can assist concert event organizers and tourism stakeholders in Saudi Arabia in developing effective online marketing strategies to leverage the power of online recommendations and discussions to drive visit intentions.

The proposed hypothesis (H4) that destination image has a significant impact on customer visit intention in Saudi Arabia due to concert events is supported by existing literature. Destination image refers to the perceptions and beliefs that individuals hold about a particular destination, which influence their visit intentions. Numerous studies have emphasized the importance of destination image in shaping tourist behavior and visit intentions. In the context of Saudi Arabia, studies have highlighted the significance of destination image in attracting tourists and influencing their travel decisions. For example, Alzahrani and Becken (2020) examined the influence of destination image on tourists' intention to visit Saudi Arabia and found a positive relationship between destination image and visit intention. Considering the specific context of concert events in Saudi Arabia, the positive impact of destination image on visit intentions can be attributed to the reputation, attractiveness, and perceived quality of the destination in hosting such events. A positive destination image, characterized by factors like cultural richness, entertainment offerings, and infrastructure, can enhance visitors' desire to attend concerts in Saudi Arabia. To strengthen the findings and gain a deeper understanding of the relationship between destination image and visit intentions for concert events in Saudi Arabia, future research can employ a mixed-method approach.

This can involve surveys to quantitatively assess destination image and visit intentions, as well as qualitative techniques like interviews or focus groups to explore the specific aspects of destination image that influence visit intentions. In conclusion, the existing literature supports the proposed hypothesis that destination image has a significant impact on customer visit intention in Saudi Arabia due to concert events. Recognizing the importance of cultivating a positive destination image can assist concert event organizers and tourism stakeholders in Saudi Arabia in enhancing the attractiveness of the destination and effectively promoting concert events to drive visit intentions.

The proposed hypothesis (H5) suggesting that past travel experience has a significant moderating role in the relationship between attitude and customer visit intention in Saudi Arabia due to concert events was not found to be significant in the data analysis. While past travel experience is often considered a significant factor in influencing travel behavior and intentions, its moderating role in the relationship between attitude and visit intention may vary depending on the specific context. In the case of concert events in Saudi Arabia, the data analysis did not support the notion that past travel experience plays a significant moderating role. Although the result indicates no significant moderating effect, it is essential to interpret this finding within the context of the specific study and sample. Other factors such as the specific demographic characteristics of the participants or the nature of the concert events in Saudi Arabia may have influenced the relationship. Further research can explore alternative variables or factors that may have a moderating role in the relationship between attitude and visit intention for concert events in Saudi Arabia. This can help gain a deeper understanding of the complex dynamics between these factors and provide insights into the decision-making processes of potential visitors. In conclusion, while the proposed hypothesis (H5) did not yield a significant moderating effect of past travel experience, it is crucial to acknowledge the limitations of the study and consider alternative factors that may influence the relationship between attitude and visit intention in the context of concert events in Saudi Arabia.

The proposed hypothesis (H6) suggesting that past travel experience has a significant moderating role in the relationship between subjective norms and customer visit intention in Saudi Arabia due to concert events was not found to be significant in the data analysis. While past travel experience is known to influence travel behavior, its moderating role in the relationship between subjective norms and visit intention may vary depending on the specific context. In the case of concert events in Saudi Arabia, the data analysis did not support the notion that past travel experience plays a significant moderating role. This finding highlights the importance of considering context-specific factors when examining the relationship between subjective norms and visit intention. Other variables such as cultural factors or the uniqueness of concert events in Saudi Arabia might have stronger influences on visit intentions.

Further research is needed to explore alternative variables or factors that may moderate the relationship between subjective norms and visit intention for concert events in Saudi Arabia. This can contribute to a more comprehensive understanding of the complex

dynamics shaping visitor behavior in this specific context. In conclusion, while the proposed hypothesis (H6) did not yield a significant moderating effect of past travel experience, it is important to acknowledge the limitations of the study and explore additional factors that may influence the relationship between subjective norms and visit intention in the context of concert events in Saudi Arabia.

The proposed hypothesis (H7) suggesting that past travel experience has a significant moderating role in the relationship between E-word of mouth (electronic word of mouth) and customer visit intention in Saudi Arabia due to concert events was found to be positively significant in the data analysis. Past travel experience can enhance the impact of E-word of mouth on customer visit intention. When individuals have prior travel experience, they are more likely to value and trust the opinions and recommendations shared through electronic channels. Positive E-word of mouth about concert events in Saudi Arabia can have a stronger influence on their visit intention, as they have firsthand knowledge of the destination and are more open to considering the experiences shared by others. This finding emphasizes the importance of leveraging the power of E-word of mouth, particularly among individuals with past travel experience, to shape visit intentions for concert events in Saudi Arabia. Destination marketers and event organizers can focus on encouraging and amplifying positive E-word of mouth to attract and engage potential visitors. Further research can delve deeper into understanding the specific mechanisms through which past travel experience moderates the relationship between E-word of mouth and visit intention in the context of concert events in Saudi Arabia.

The proposed hypothesis (H8) suggesting that past travel experience has a significant moderating role in the relationship between destination image and customer visit intention in Saudi Arabia due to concert events was found to be positively significant in the data analysis.

Past travel experience enhances the influence of destination image on customer visit intention. Individuals with prior travel experience in Saudi Arabia are more likely to have formed perceptions and positive associations with the destination. These positive experiences act as a filter, strengthening the impact of destination image on their visit intention for concert events.

This finding highlights the importance of considering past travel experiences when shaping destination image and marketing efforts related to concert events in Saudi Arabia. Targeted strategies can be developed to engage and appeal to individuals with prior travel experience, leveraging their positive perceptions to further enhance their visit intention. Further research can delve deeper into understanding the specific mechanisms through which past travel experience moderates the relationship between destination image and visit intention in the context of concert events in Saudi Arabia.

In conclusion, the impact of this study is of significant importance in aligning with the goals of Vision 2030 and its impact on the development of Saudi Arabia's tourism industry. The government's strategic approach to diversifying the economy has not only created job opportunities but also enhanced the visibility of Saudi Arabia to both international and domestic visitors (Monshi & Scott, 2016; Alsubaie, 2012). While examining Saudi's past, it is evident that the inclusion of concerts as part of their events strategy, which deviates from their restrictive legacy, has the potential to attract visitors and promote cultural change (Madani, 2022). To establish Saudi as a concert destination, it is crucial to promote these events within the country and neighboring nations, utilizing effective tools such as the internet (Madani, 2022). Marketing strategies have been centered around Saudi Vision 2030, which serves as a blueprint for Saudi Arabia's transformation into a vibrant society with a strong economy (Saudi Vision 2030, 2016). The implementation of this strategy has brought about significant changes in corporate management and highlights the importance of education, information, regulation, and marketing within the tourism sector (Paskova & Zelenka, 2019). Furthermore, the promotion of Saudi Arabia's natural resources to both domestic and international visitors can be achieved through events such as concerts, serving as a marketing platform (Karim & Islam, 2020).

Although the past experiences and behaviors of visitors may be difficult to quantify due to Saudi's previous restrictions, the country has been actively strategizing to modernize and diversify its tourism offerings. While religious tourism remains an important aspect, Saudi Arabia is actively exploring other forms of tourism to cater to a broader audience (WTM, 2019). Research has indicated that Saudi residents show enthusiasm for domestic tourism, particularly due to factors such as trust and familiarity (Mansour & Mumuni, 2019). With its rich historical and archaeological sites, Saudi Arabia has the potential to promote positive destination images and leverage social media to attract more tourists, both domestically and internationally (Mansour & Mumuni, 2019). In summary, the findings of this study emphasize the significance of leveraging events such as concerts, in line with the goals of Vision 2030, to promote Saudi Arabia as a tourist destination. By adopting innovative approaches and utilizing marketing strategies, Saudi Arabia can showcase its cultural heritage, natural resources, and historical sites to attract visitors and contribute to the growth of its economy.

5.1 Theoretical Implication

This study contributes to the existing body of knowledge in tourism by examining the theoretical implications of the Past travel experience as a potential moderator in the model of customer visit intention. Previous studies have indicated that Past travel experience can influence tourist intentions (Lyubomirov, 2018; Ninova & Andrei, 2020). Building upon this, the present study expands the model to investigate the moderating role of Past travel experience in the context of concert events in Saudi Arabia. The findings of the study demonstrate that several factors, including Attitude, Subjective Norms, destination image, and e-word of mouth, significantly impact customer visit intention in relation to concert events in Saudi Arabia. Moreover, the

study reveals that the strength of the relationship between Destination image and Visit intention is contingent upon the level of Past travel experience. Specifically, when the level of Past travel experience is high, the effect of Destination image on Visit intention becomes stronger. Conversely, when the Past travel experience is low, the impact weakens. This suggests that individuals with more extensive travel experience are more influenced by the destination image when making visit intentions (Lyubomirov, 2018; Ninova & Andrei, 2020). Interestingly, the study findings indicate that the Past travel experience does not moderate the relationship between Attitude and Visit intention in the context of customer visits to Saudi Arabia for concert events. This suggests that regardless of the individual's level of Past travel experience, their attitude plays a consistent role in shaping their visit intentions for concert events in Saudi Arabia. In summary, this study contributes to the theoretical understanding of tourist intentions by examining the moderating role of Past travel experience in the context of concert events in Saudi Arabia. The findings highlight the importance of factors such as Attitude, Subjective Norms, destination image, and e-word of mouth in influencing visit intentions. Additionally, the study underscores the significance of considering the level of Past travel experience as a potential moderator, particularly in the relationship between Destination image and Visit intention. By understanding these theoretical implications, tourism organizations and destination marketers can tailor their strategies to effectively attract and engage tourists based on their past travel experiences.

5.2. Limitations and Future Research Directives

While this study has provided valuable insights, it is important to acknowledge its limitations. Firstly, the research was confined to a quantitative methodology, and the analysis relied on cross-sectional data, which restricted the depth of insights that could be derived. To overcome this limitation, future research endeavors could adopt a mixed methods approach that combines qualitative and quantitative data collection techniques. This would enable a more holistic understanding of the phenomenon under investigation. Additionally, conducting longitudinal studies over an extended period could offer valuable insights into the dynamics and changes over time, providing a more comprehensive understanding of the subject matter. By incorporating qualitative data and longitudinal analysis, researchers can capture a broader range of perspectives and uncover nuanced findings that go beyond the limitations of a single data collection method and a specific time point. Such an approach would enhance the validity and robustness of the research outcomes.

6. Conclusion

In conclusion, this research emphasizes the potential for Saudi Arabia to successfully brand itself as a tourist destination through government initiatives and strategies. The country possesses a wealth of rich heritage that has been largely inaccessible to international tourists in the past. Additionally, many Saudi residents themselves have yet to explore the wonders of their own country. While the restrictive practices within Saudi Arabia are gradually being relaxed, the importance of Islam remains a significant aspect of the country's identity. Saudi Arabia's aspirations to host both domestic and international visitors are evident, although the process may be gradual. Vision 2030 has

played a crucial role in opening up the country to tourism while still emphasizing the preservation of Saudi residents' culture and the well-being of the economy. It is clear that promoting the talent that resides within the country, particularly Saudi singers and musicians, is vital for the economy. As highlighted in this research, the absence of revenue generated from concerts held in other countries can have adverse effects on the Saudi economy. Therefore, it is imperative for the government to take proactive measures to preserve the country's heritage, music, and people. Attitudes towards tourism in Saudi Arabia indicate a preference for familiar and trusted destinations among domestic visitors. Further research is necessary to explore the development of events management in Saudi Arabia and make comparisons specifically regarding concerts. This would contribute to a better understanding of the potential impact and growth of the concert industry in Saudi Arabia. In summary, Saudi Arabia has made significant strides in opening up its tourism industry and promoting its rich cultural heritage. Vision 2030 provides a roadmap for progress while acknowledging the importance of preserving Saudi identity. By leveraging the country's talent, addressing revenue generation from concerts abroad, and catering to the preferences of domestic visitors, Saudi Arabia can continue on its path towards becoming a thriving and diverse tourist destination.

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