

Improving Revisit Intention in Tourists in Post-Pandemic Iraq: Moderating Role of Memorable Tour Experience

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Abstract

This study investigated the hygiene and motivator destination image factors on tourists' intention to revisit Iraq during the post-pandemic era. The study was completed via a survey of personal and online administration from tourists to analyze the relationship between hygiene measures, destination image, and revisit intention. The study's findings showed that within the context of Iraq, the hygiene factors reduced the revisit intention of the tourists. In contrast, destination image was found to increase the revisit intention. The memorable tour experience was also found to moderate significantly and negatively, reducing the overall revisit intention. The findings from the study emphasize the need for the tourism sector and agencies to prioritize policy development and positive promotion of the country to enhance its image and create unforgettable experiences for tourists.

Keywords: Tourism sector, revisit intention, destination image, hygiene factors, and tour experience.

1. Introduction

The COVID-19 pandemic was a disastrous page in the history of the world and has caused severe damage and destruction to every sector of life, mainly plugging all transport all over the world. The tourism industry was put into a blocked system because of the prevalence of covid-19, and the lockdown approach seized the movement entirely across the globe (Bakar & Rosbi, 2020). The tourism industry was a substantial socioeconomic development source, and it has driven the economic rates to a boom (Duro et al., 2021), but Covid-19 disrupted this income stream and the country's popularity.

In Iraq, tourism is mainly comprised of Muslim tourism in different Iraqi cities, and the outbreak of covid-19 severely declined Muslim tourists in Iraqi cities, which has also been statistically proven by using analysis procedures on the data (Prasetio et al., 2022). Studies have mentioned that policymakers and companies to make effective strategies and marketing policies for the regain of the tourism rate after the eradication

of covid-19 epidemic in Iraq (Suhail, Naamo, & AlJashaam, 2019), as there has been highlighted the urge to improve tourism marketing for the rehabilitation of tourism and small businesses related to it.

The tourism industry can regain its fame and achieve the expected trends by making new principles, developing and establishing the tourism sector using innovative and digital technologies, and researching to access the most critical gap (Suhail et al., 2019). The behavioral intentions of tourists to revisit any tourist point are based on many factors, and studies have addressed the managers to make effective creative strategies for tourism development to increase the re-visit intentions of the tourists (Maleki & Gholamian, 2020).

One of the factors associated with the revisit intentions of tourists has been narrated as a destination image, Khasawneh and Alfandi (2019) have investigated the destination image in the behavioral intentions of the tourists, and they provide the practical implications to reduce the tourism taxes and to provide quality services to the tourists for hyping their revisit intentions. The other factor, hygiene in the service as service quality, has been analyzed as a prominent factor that influences the visitor's satisfaction that, in return, stimulates the revisit intentions for the historic touristic spots (Wantara & Irawati, 2021). A recent study (Rasoolimanesh et al., 2021) evaluated the role of destination image developed by the media during the covid-19 and the willingness to travel and revisit, they collected data from 10 different countries, and they discussed in their results the healthcare system, and trust and prominently the solidarity significance for the revisit intention despite of the experience. Zhou, Ng, and Ho (2023) have highlighted the destination image and hygiene image factors to influence the memorable tour and the visitors' again visiting perception. The studies have provided insight into the factors associated with the tourists' revisit intentions.

This study has focused on the gap in the literature and knowledge about these factors in the Iraqi context, and it has empirically evaluated the importance and influence of hygiene and motivation destination image on tourists' revisit intentions after the post-pandemic era of covid-19. This study will be valuable for the policymakers of the Iraqi tourism sector and businesses related to tourism to focus on

the factors that promote tourism intentions for improving the economic growth of tourism. For the literature, this study will benefit future researchers and learners to know about the tourism sector of Iraq, its factors needed to be addressed, and the significance of the addressed variables.

Further, this study will provide a literature review of the targeted variables, the methodology adopted for this study, results, and discussion, and in the last portion, the conclusion, limitations, and future directions.

2. Literature Review

2.1. Theoretical Background and Conceptual Framework

Tourism is considered one of the most important industries, thus contributing to the country's economic growth of miscellaneous countries worldwide (Merli et al., 2019). However, during the pandemic, the tourism industry has faced a backlash. Therefore, the current research is based on enhancing the revisit intentions of tourists by keeping into account the hygiene and destination image during the post-pandemic era because they will significantly provide a healthy environment for the customer and make their experience memorable, which will significantly moderate the nexus between hygiene, motivator destination image, and revisit intentions of tourists. To support the conceptual framework of the present research, the researcher has used the "*theory of planned behavior (TPB)*," which is a psychological theory regarding human behavioral intentions (Ajzen, 1991). According to this theory, human repetition intentions are because of their attitude (Abbasi, Su-Yee, & Goh, 2020). Research (Tosun, Dedeoğlu, & Fyall, 2015) has elaborated that revisit intentions refer to the desire of humans to visit a particular destination repeatedly (Abbasi et al., 2021). This could be related to the present research framework in a way that tourism industries should focus on the hygiene and the image of their destination because it will allow the consumers to have an exceptional experience during their tour, and this memorable experience will enhance their behavioral intentions toward revisiting the same destination next time.

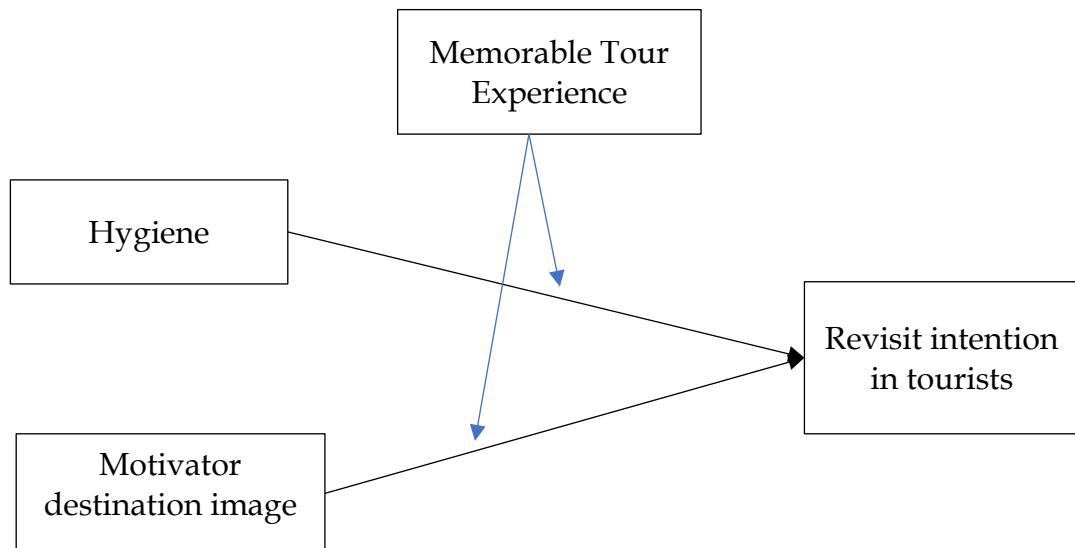


Figure 1: Conceptual Framework

2.2. Impact of Hygiene on Revisit Intentions in Tourists

It has been observed that during the pandemic era, there have been various changes in the behavioral adaptation of tourists, and they are highly concerned with the hygiene of the places they visit after surpassing the pandemic era (Chansuk et al., 2022). In addition, in the post-pandemic era, tourists are highly attracted to places where hygiene has been an important concern, and they prefer to visit those destinations that are highly cautious about hygiene to avoid any serious illness (Diantika et al., 2019). Hygiene refers to the attributes of a tourist destination regarding the cleanliness and betterment of the place so that tourists could be attracted toward that particular destination, especially after the COVID-19 era because everyone is careful about their hygiene. Therefore, the current study has implemented great stress on enhancing the hygiene conditions of the tourism destinations so that the tourists' revisit intentions should be enhanced, an ultimatum for enhancing the country's economic status.

An example of the tourist's intentions based on the hygiene perspective of a destination could be elaborated from the graph, which illustrates that various kinds of tourists in Thailand focus on the hygiene and the cleanliness of the tourist spot because almost 90% of the Thais are strictly prioritizing the places that are careful about hygiene. Almost 77% of Thailand's community prefers a tourism destination that focuses on incorporating natural resources to promote hygiene (as shown in figure 2).

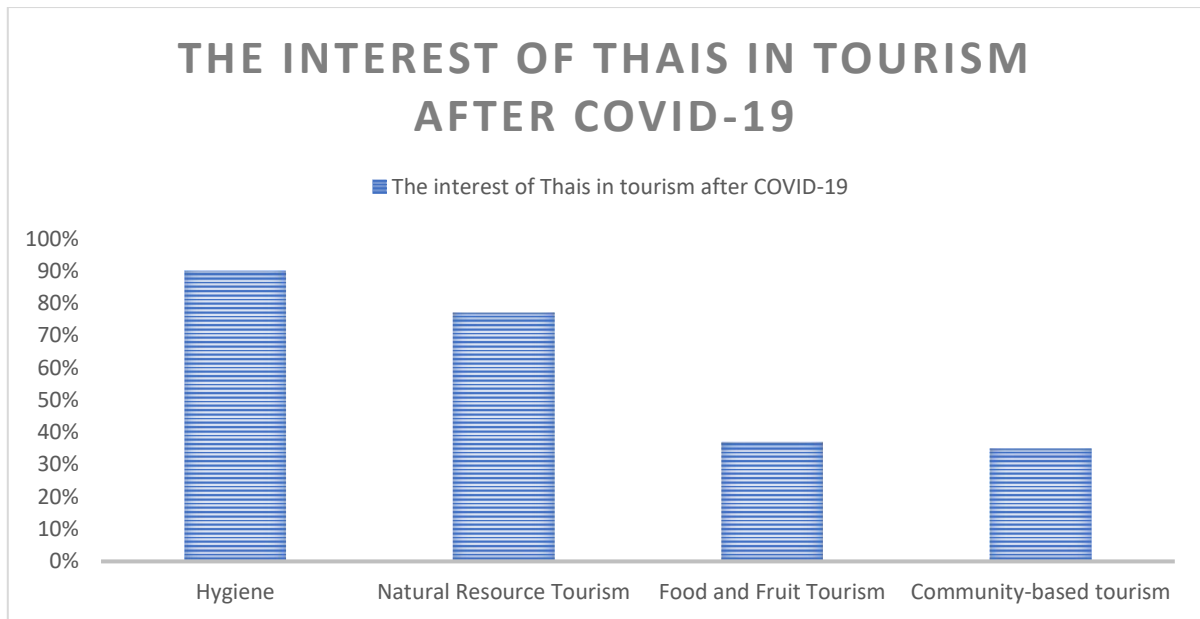


Figure 2: Behavior of domestic tourists in Thailand (Lunkam, 2021)

This highlights that hygiene is the most important concern of domestic, vocational, or international tourists. In addition, research has elaborated that from future perspectives, the hygiene and cleanliness of the tourist destination will become a major concern for tourists, and it is essential for the tourist industries to ensure hygienic measures within their places (Naumov, Varadzhakova, & Naydenov, 2021). However, a broader scope of hygiene's influence on tourists' revisit intentions is yet to be researched. Based on the above-cited literature, it can be summarized that the tourism industry in Iraq should incorporate such practices that are feasible for promoting the hygiene of the tourists and the destination because it will significantly enhance their intention to revisit the tourist spots repeatedly, which is highly necessary to enhance the GDP of the country after COVID-19.

H1: Hence, it can be proposed that hygiene significantly and positively influences tourists' revisit intentions.

2.3. Impact of Motivator Destination Image on Revisit Intentions in Tourists

Motivator destination image is another key construct to enhance tourists' behavioral intentions toward revisiting a particular tourist spot. In addition, it has been illustrated that destination image is something that should be clear, attractive, and fulfill the requirements of the consumers because sometimes the tourists have never visited a tourism spot but have created an image regarding the destination from

the knowledge thus gathered through different sources (Junaedi & Harjanto, 2020). However, the current study has focused on the motivator destination image as a crucial component because a destination image that is motivated by the requirements of the consumers will significantly improve their revisiting intentions. Moreover, previous studies (Baloglu & McCleary, 1999; Castro, Armario, & Ruiz, 2007; Stylos et al., 2016) have elaborated that destination image is widely considered an essential component that impacts the decision-making capability, revisit intentions and behavioral intentions of tourists toward a particular spot (Zhou et al., 2023). In addition, motivator destination factors such as cultural, natural, and historical environment, exciting leisure and entertaining activities, and excellent catering services will significantly enhance the tourist intentions toward revisiting a destination. However, there is still much to be researched regarding the impact of motivator destination image on the tourists' revisiting intentions in post-Covid-19, which is the innovation of the existing study.

Furthermore, it has been observed that due to the spread of COVID-19, travel markets have been facing much economic loss because of the lesser revisit intentions of tourists, and it is crucial to mitigate this loss in the post-pandemic era, which is the focus of the current research. An example of a travel market downfall could be taken from the travel market of Japan, where during the pandemic, the intentions of overseas visitors to Japan have been extremely elevated (as explained in figure 3), which is a reason for the economic loss in the country.

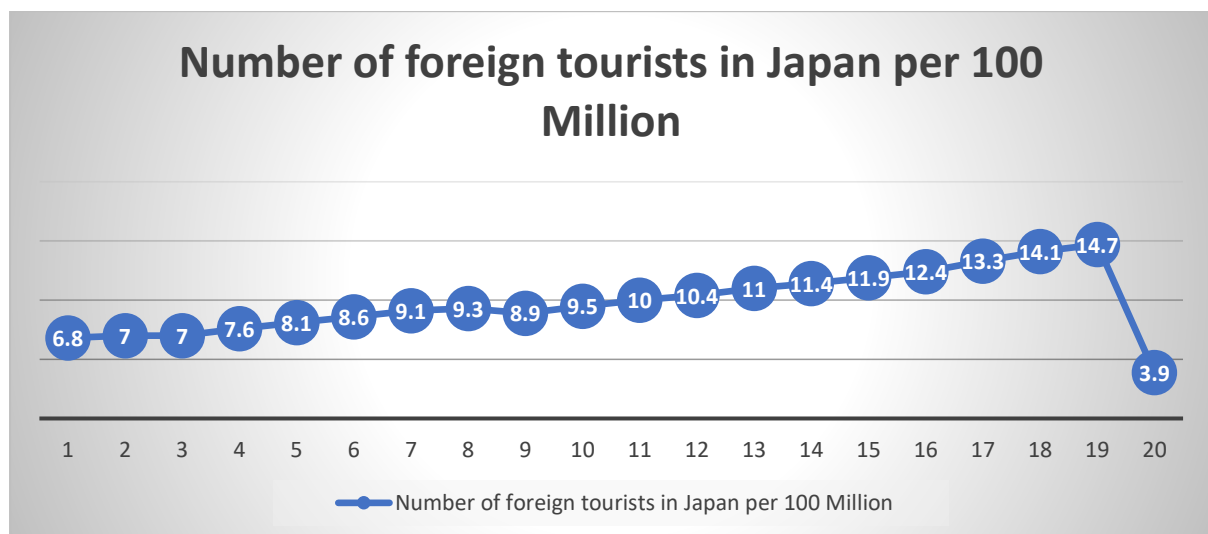


Figure 3: Impact of COVID-19 on the Japanese travel market (Yagasaki, 2021)

In addition, it has been observed that the image of a destination positively influences the tourists' intentions. If this image provides a motivated and quality experience to the tourists, it will significantly enhance their intention to revisit the tourist spot repeatedly (Zhang, Wu, & Buhalis, 2018). Consequently, Iraq should focus on strengthening its motivator destination image to boost the revisiting intentions of tourists in the post-COVID-19 era, which is the major concern of the undertaken study. *H2: Hence, it can be proposed that motivator destination image significantly and positively impacts tourists' revisit intentions.*

2.4. Role of Memorable Tour Experience as a Moderator

A memorable tour experience is an experience that tourists memorize and can recall even after a long time (Kim, Ritchie, & Tung, 2010). In addition, whether the tour experience is memorable or not depends on the tourist's perceptions regarding their experience at a particular travel destination. If they perceive it worthy of memorization, they will recall it in the future (Sthapit et al., 2019). Moreover, tourist destinations can't provide a direct memorable experience for their tourists. However, they could create such environments and factors that could make the tourists' experience memorable in the future. Consequently, the researcher in the current research believes that a memorable tourism experience could significantly moderate the correlation between hygiene, motivating destination image, and tourists' revisiting intentions during the post-pandemic era.

In addition, research has illustrated that the local culture, aesthetics, entertainment, and involvement are the factors that could make the tourism experience remarkable and unforgettable (Zhang et al., 2018). Furthermore, previous research has elaborated that memory enables a tourist to revisit a particular tourist spot, i.e., it develops the intention of revisiting among tourists (Chandralal & Valenzuela, 2013). Another research has determined that travelers always prioritize visiting a place where they have left their exciting and amazing memories (Yu, Chang, & Ramanpong, 2019). Considering these points, the higher the level of a memorized experience of tourists, the higher their intention to revisit a particular destination will be. However, research is still needed regarding the moderation of memorable tourism experiences, which is the innovation of the current study.

Keeping in view the above-cited literature, it can be concluded that during the post-pandemic era, it is crucial for the tourism industry in Iraq to effectively incorporate such factors within their tourist destinations, which could provide an extraordinary experience for not only international visitors but also the domestic visitors because it will significantly enhance the direct association between hygiene, motivator destination image, and revisiting intentions of tourists in the country. In other words, the researcher believes an unforgettable travel experience will maximize the tourists' decisions toward revisiting the country by moderating the nexus between motivator destination image, hygiene, and tourists' revisiting intention during the post-COVID-19 era.

H3: *Hence, it can be proposed that memorable tourism experience significantly moderates the relationship between hygiene and revisit intentions in tourists.*

H4: *Hence, it can be proposed that the nexus between motivator destination image and revisit intentions in tourists is significantly moderated by memorable tour experiences.*

3. Methodology

This study examines the role of hygiene and motivator destination image on tourism intention in the post-pandemic era. In addition, this study also tends to analyze the moderating impact of memorable tour experiences. The scope of the study is confined to tourism destinations in Iraq. To efficiently fulfill the study's objectives, the researcher has employed the quantitative method, and primary data collection following the survey instrument is utilized. The quantitative method is appropriate for this study as it assists in investigating cause-and-effect relationships and can efficiently collect data from larger populations (Verhoef & Casebeer, 1997).

3.1 Sampling procedure

Sampling refers to selecting a particular group from a larger population to collect data for research purposes (McCombes, 2019). This study centers on tourists that frequently visit Iraq. A comprehensive analysis of the theoretical basis related to components of tourism and the intention of tours in the post-pandemic era assists in efficiently selecting samples for this study. As tourist experience varies from person

to person, thus most frequent measurement scales from past studies have been utilized in this study to examine the selected variables. The data collection method follows the questionnaire formulation in which the demographics of respondents and question statements have been asked to record their responses.

Moreover, a pilot study was conducted to validate the proposed conceptual framework. The pilot study includes the experts of tourism agencies to study variables in-depth. Following the pilot study, some items in the survey questionnaire were edited. With the increased scale reliability final questionnaire is formulated for the main study.

The most commonly used minimum sample size in PLS-SEM is the 10 times rule, which assumes that the sample size should be greater than 10 times the maximum number of outer or inner model links (Kock & Hadaya, 2018). Hair Jr et al. (2023) believe that a sample size of estimated 200 observations is sufficient for PLS as a higher number of the sample should be used in complex models. Accordingly, in this study, as there was a total of 22 items, the required sample size would be 220 (number of items included in Table 1). Therefore, to account for non-responses and missing values, 400 questionnaires were distributed among Iraqi tourists and people visiting Iraq via social media and personal administration. A total of 300 questionnaires were returned, and 250 were finalized for analysis after accounting for outliers and missing values.

3.2 Measurement Scales

The study utilizes the items of past studies after validation and reliability test. The responses have been recorded on five points Likert scale, which ranges from Level 1 Strongly agree, Level 2 Agree, Level 3 Neutral, Level 4 Disagree, and Level 5 Strongly disagree. The conceptual model has formulated an association between four variables: hygiene and motivator destination image is used as independent variables, memorable tour experience is used as moderator, and the intention to revisit is the dependent variable in the study. The detail of measurement variables, along with the number of items and sources, has been given in Table 1.

Table 1: Measurement scales

SR. No	Variable Name	Variable Position	Author	No of items
1	Hygiene	Independent variable	Adapted from (Zhou et al., 2023)	9
2	Motivator Destination Image	Independent variable	(Ayyildiz & Turna, 2013)	6
3	Memorable Tour Experience	Moderator	Developed by (Sharma & Nayak, 2019). Used by (Farber & Hall, 2007) & (Kim, 2018)	5
4	Intention to Revisit	Dependent Variable	Originally developed by (Bonn et al., 2007). Adopted from (Zhou et al., 2023)	3

3.3 Data Analysis

To efficiently carry out the analysis, smart PLS is utilized by the researcher in which Partial Least Square- Structural Equation Modelling (PLS-SEM) is utilized. The analysis based on PLS-SEM consists of two stages. In the first stage, the reliability of the measurement model was assessed along with the common method bias. In the second stage, hypotheses were tested, which generated path coefficients, p-values, and t-value. PLS-SEM is appropriate for this study as it efficiently explores the small sample sizes, complex models of multiple variables, and moderating and mediating impact. Moreover, PLS-SEM has gained considerable attention from researchers in various disciplines, including hospitality, strategic management, and tourism. Accordingly, PLS-SEM has been utilized in various fields due to its contribution to structural-equation-based studies (Fauzi, 2022).

4. Results

Table 2 below presents the outer loadings for the model, which depicts the indicator reliability showing the proportion with which the latent variables explain the variance within the indicators as per Wang and Rhemtulla (2021). Meanwhile, as per Ab Hamid, Sami, and Sidek (2017), values for the outer loadings are considered to be

satisfactory at 0.5 and above; however, a more recent stream of research is geared towards latent factor loadings with 0.7 and above, as they predict higher fitness of the measurement model. It can be seen in the reported items that none of the loading values were less than 0.7; therefore, the internal consistency of the items was established. It can also be noted that none of the factors cross-loaded across one another, and therefore, there is no issue of inter-factor loadings, and all items belong to singular factors only.

Table 2; Outer loadings

	Hygiene Factors	Intention To Revisit	Memorable Tour Experience	Motivator Destination Image
HF1	0.828			
HF2	0.845			
HF3	0.87			
HF4	0.901			
HF5	0.893			
HF6	0.927			
HF7	0.927			
HF8	0.917			
MDI1				0.881
MDI2				0.826
MDI3				0.831
MDI4				0.814
MDI5				0.776
MDI6				0.782
MTM1			0.869	
MTM2			0.849	
MTM3			0.853	
MTM4			0.786	
MTM5			0.748	
RI1		0.93		
RI2		0.915		
RI3		0.923		

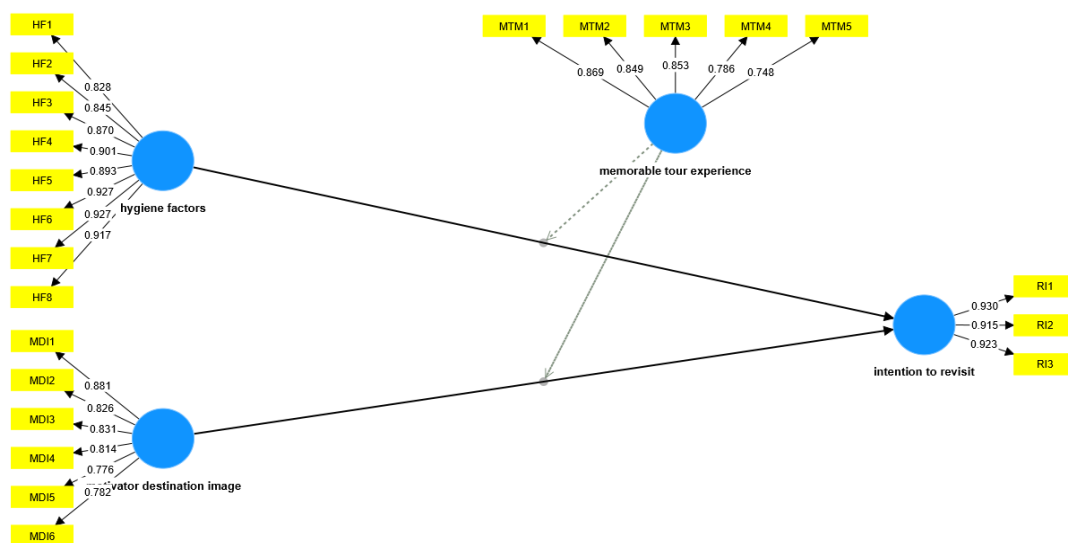


Figure 4: Measurement model

Table 3 presents the reliability and convergent validity values for each factor. It can be seen that the reliability values for the variables were high and reportedly higher than 0.7, which suggests that the scales used for the measurement of these variables were reliable. Moreover, the AVE values for each factor were greater than 0.5, and those of composite reliability were higher than 0.7. As the pre-determined lower threshold limits were exceeded, it can be stated that the scales were reliable and data was internally consistent.

Table 3: Convergent Validity and reliability

	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	Average Variance Extracted (AVE)
Hygiene Factors	0.963	0.991	0.968	0.791
Intention To Revisit	0.913	0.928	0.945	0.851
Memorable Tour Experience	0.883	0.913	0.912	0.676
Motivator Destination Image	0.904	0.916	0.924	0.671

The next phase in the assessment of the measurement model was the assessment of the discriminant validity which establishes the distinctiveness of the measures used for the measurement of the factors. Two different criteria were used to evaluate discriminant validity for the measurement model. As per the HTMT criterion, squared correlations among factors less than 0.85 indicate good discriminant validity. It can be seen in Table 4 that all factors were reported to have values lesser than 0.85. Thus, the discriminant validity was established.

Table 4: HTMT analysis

	Hygiene Factors	Intention To Revisit	Memorable Tour Experience	Motivator Destination Image
Hygiene Factors				
Intention To Revisit	0.062			
Memorable Tour Experience	0.457	0.221		
Motivator Destination Image	0.816	0.14	0.376	
Memorable Tour Experience X Hygiene Factors	0.102	0.134	0.17	0.111
Memorable Tour Experience X Motivator Destination Image	0.108	0.103	0.109	0.16

The second criterion was the Fornell Larcker criterion, which suggests that the AVE should be greater than the squared inter-item or inter-construct correlations. It can also be based on the fact that the intra-item correlations are higher than the inter-item correlations. The table shows that the criterion is satisfied, and the discriminant validity is established.

Table 5; Fornell Larcker criterion

	Hygiene Factors	Intention To Revisit	Memorable Tour Experience	Motivator Destination Image
Hygiene Factors	0.889			
Intention To Revisit	0.065	0.923		
Memorable Tour Experience	0.419	0.212	0.822	
Motivator Destination Image	0.756	0.138	0.339	0.819

The last step in the measurement model analysis was the assessment of the model's fitness. The model fitness depicts that certain variables can exist within a single structural or measurement model, explaining their interdependencies. [Table 6](#) indicates that the SRMR values for the model were less than 0.08 and, therefore, acceptable. At the same time, the NFI values were 0.881 and 0.882 for the saturated and estimated models, above the lower threshold limit of 0.8. Thus, the structural model can be assessed as the main indices that depict model fitness and overall validity.

Table 6: Model fitness

	Saturated model	Estimated model
SRMR	0.041	0.041
d_ULS	0.42	0.419
d_G	0.405	0.404
Chi-square	1331.139	1325.102
NFI	0.881	0.882

[Table 7](#) presents the hypotheses testing results and shows that the effect of hygiene and motivator destination image was significant. The hygiene factors reduced

the intention to revisit Iraq post-pandemic by 17.5% and were significant at $p < 0.05$. In contrast, the motivator destination image's effect was positive and significant in revisiting intention for Iraq in the post-pandemic era. A unitary increase in memorable tour experiences would increase the revisit intention of the tourists by 18.9%. The memorable tour experience moderated the association between hygiene and destination-related factors and revisited intention. The memorable tour experience reduced the importance of hygiene factors for predicting revisit intention. Thus, tour experiences reduced the revisit intention.

Table 7: Hypotheses testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
hygiene factors -> intention to revisit	-0.175	-0.156	0.079	2.22	0.026
memorable tour experience -> intention to revisit	0.206	0.206	0.047	4.393	0
motivator destination image -> intention to revisit	0.189	0.18	0.073	2.585	0.01
memorable tour experience x hygiene factors -> intention to revisit	-0.083	-0.076	0.078	2	0.02
memorable tour experience x motivator destination image -> intention to revisit	-0.002	-0.007	0.065	0.036	0.971

5. Discussion and Conclusion

The research findings and interpretations of the proposed hypotheses are based on the structural equational model (SEM) analysis because this analysis provides significant and generalized results regarding the relationship between the chosen constructs, which are hygiene, motivator destination image, memorable tour experience, and the revisiting intentions of the tourists. The interpretations of the proposed hypotheses are described below:

The first research hypothesis thus proposed by the researcher states that *"hygiene significantly and positively influences tourists' revisit intentions."* The investigator

has set a threshold value known as the p-value, which should not exceed 0.05 because the values lower than the targeted values show a significant correlation between the proposed variables. Based on the structural equation model analysis, the value of p thus obtained after testing the first hypothesis is 0.026, which leads to the acceptance of the proposed hypothesis. The interpretations have highlighted that hygiene significantly correlates with tourists' revisit intentions in Iraq as it has not surpassed the threshold value. Research has elaborated on a fact regarding the service quality of restaurants in Thailand, and it highlights the fact that hygiene factors play a pivotal role in improving the revisit intentions of tourists in Thailand (Sirimongkol, 2022). It could be discussed that the tourist destinations in Iraq should focus on hygiene factors regarding food quality, sanitization, and many other factors, especially after COVID-19, because tourists are much more conscious about their health, which will significantly enhance their revisit intentions.

According to the second hypothesis, *"motivator destination image significantly and positively impacts tourists' revisit intentions."* Based on the research findings for the second hypothesis, it has been analyzed that motivator destination image significantly influences the tourist's revisit intentions, thus leading to the acceptance of this hypothesis because the p-value thus obtained is 0.01, which highlights the significant results for this hypothesis as it has not surpassed the targeted value. According to research, destination image significantly moderates tourists' revisit intentions (Chan et al., 2022). On the other hand, the current research has determined the significant and direct impact of motivator destination image on the revisit intentions the tourists in Iraq, which highlights the innovation of the present study. This also ensures that the destination image in Iraq should be motivating, memorable, and captivating for tourists in the pre-COVID-19 era because it is a crucial aspect of improving the tourists' revisit intentions in the country.

Moreover, the researcher has proposed moderating hypotheses that state that *memorable tourism experience significantly moderates the relationship between hygiene and revisit intentions in tourists and that the nexus between motivator destination image and revisit intentions in tourists is significantly moderated by memorable tour experiences.* The regression analysis of the third and fourth hypotheses have shown a p-value of 0.02

and 0.971, respectively. According to the p-value of the third hypothesis, memorable tourism experience significantly moderates the correlation between hygiene and tourists' revisit intentions, thus leading to the acceptance of the third hypothesis. However, the moderation of memorable tourism experiences between motivator destination image and revisit intentions of tourists is not significant, thus leading to the rejection of the fourth hypothesis. In addition, it has been illustrated that the memorable tourism experience, i.e., providing fun emotions to the tourists, enhances their intentions to revisit any particular destination (Chen, Cheng, & Kim, 2020). This highlights the fact that when tourists are provided with novelty, fun emotions, exclusive presentation, and many other things that could make their tour a memory that could be recalled in the future enhances their revisiting intentions, which signifies the purpose of the present research, where unforgettable tour experience in Iraq concerning hygiene and destination image during the post-pandemic era will explicitly enhance their intentions to revisit the country in the future.

The tourism industry plays a crucial role in the country's economic development. Therefore, the current research findings have highlighted the significant impact of hygiene and motivator destination experience on the revisit intentions of tourists in Iraq in the presence of memorable tour experiences to deal with the economic disturbances in the country and achieve a globally competitive position in the world. According to the researcher, the tourism industries in Iraq should effectively work on the hygiene of their tourist destination because after the pandemic, there has been a wave of threats among people throughout the world. They are very conscious about their health and hygiene, which is a mandatory step for the country to avoid any illness at their place. Moreover, the destinations should be captivating for domestic or international tourists to make their experience unforgettable, which will eventually enhance their revisit intentions toward the tourist destinations in the country, which is the novelty of the present study.

5.1 Research Implications

The research outcomes have provided miscellaneous theoretical and practical implications in enhancing tourists' revisit intentions in Iraq.

Theoretically, it has provided foundations for future researchers to conduct their studies within the context of tourism to enhance the tourists' revisit intentions in miscellaneous countries, not only in Iraq. Additionally, it has successfully extended the literature regarding the impact of hygiene and motivator destination image on tourists' revisit intentions. It has also modified the theoretical perspectives of the "*theory of planned behavior*" within the tourism sector concerning the chosen constructs of the present investigation.

Practically, it will provide the tourism industries with the facts crucial for enhancing their hygiene and motivating destination image to attract tourists and enhance their revisit intentions in Iraq. Additionally, this research will be helpful for policymakers in the tourism industry to modify their policies according to the requirements of tourists, which will make their tour experience memorable, an ultimatum to boost their revisit intentions for the tourist destination in Iraq. Despite this, it will be feasible not only for the tourism industry of Iraq but for miscellaneous countries across the globe to incorporate such activities, which will make the tourism experience of their tourists unforgettable.

5.2 Limitations

Besides the practical and theoretical implications of the present research, it has some limitations which could be comprehended in the future. The first shortcoming is based on the quantitative methodology which the researcher has used to determine the impact of hygiene and motivator destination image on the revisit intentions of tourists, which in the future could be proceeded by using qualitative methodology. In addition, the researcher has focused only on Iraq, which is another shortcoming of the research from the geographical context. Future researchers could pursue their studies within the context of various countries. The research model could also be modified by adding other variables as mediators as this framework consists of a single moderator, i.e., memorable tour experience.

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