

FOREIGN TOURIST ATTITUDES AND VISIT INTENTIONS FOR MOUNTAINEERING TOURISM IN PAKISTAN

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ABSTRACT

The development of adventure tourism destinations through good service quality brought a new perspective for the perceptions of foreign tourists. This study analysed the impact of the attributes of tourism service quality (TSQ) - monetary advantages, convenience advantages, and safety and security - and tourists' behavioural intention to engage in mountaineering in Pakistan. The study also analysed the moderating role of the destination's image in creating the tourists' intentions. A conceptual model was developed after the literature review. The research model was validated through exploratory factor analysis and Cronbach's alpha values. The findings show that international tourists focus on the monetary and convenience advantages in their intentions to visit Pakistan. Personal safety and security had no significant impact on attitude, because tourists focused on mountaineering perceive "there is no way to avoid all risks", although these risks can be minimized by taking courses and training in mountain climbing. Physical and environmental risks may occur because of travellers are unaware of the natural characteristics of the destination and their effects, just as personal risks may occur due to dangerous practices in leisure activities. The destination's mountaineering image has a role in creating positive intentions to visit Pakistan in the near future.

Keywords: Monetary Advantages, Convenience Advantages, Safety and Security, Tourists' Attitude, Behavioural Mountaineering Intention, Destination Image.

JEL Classification: M10, M31

1. INTRODUCTION

Mountaineering has long made attractive tourism destinations, essentially when based on a domestic and local source market with an established mountaineering or skiing culture. Mountaineering tourism involves outdoor climbing, skiing and related activities in which people purposefully interact with nature (World Tourism Organization [WTO], 2018). Surprisingly, as one of the fundamentals for tourism intentions, tourists' attitudes towards mountaineering have not been clearly understood.

Tourism, involving the movement of individuals both within their home country and across international borders, is a complex social phenomenon that cannot be fully understood without understanding the meaning or significance of tourism to tourists themselves, attractions, events, of their interactions with the sites and other people they encounter, and of the multitude of intrinsic and extrinsic factors that influence the character and outcomes of these interactions (Sharpley & Stone, 2011: 2). As a scientific field, research on the industry has shown remarkable development and growth in the last 40 years. Such research

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has explored the challenges that tourism faces to create an opportunity for tourism to meet tourists' needs by focusing on the characteristics of the offer (Airey, 2015). Tourism is a hybrid concept borrowed from the individual orientation in psychology, which may be used to explain consumer behaviour. A destination's pull and push factors can motivate tourism: tourists' objectives are linked with push factors, and the destination's attractiveness is linked with pull factors (Kim, Lee, & Klenosky, 2003; Le-Klähn, Gerike, & Hall, 2014).

Researchers have investigated differences in the perceptions and behavioural patterns of tourists who have and have not visited a particular destination to examine the destination's image. Visitors have a more positive image of destinations in Central and Eastern Europe (CEE) than non-visitors do (Hughes & Allen, 2008; Baloglu, Henthorne, & Sahin, 2014). The study conducted by Tan and Wu (2016) analysed whether previous visitors are more important sources for building a destination image than non-visitors, finding that familiarity and experience have positive impacts on a destination's image. Similarly, Robinson (1992) argued that adventure activities feature a contrast of experience, affording both positive and negative attitudes. As adventure tourism plays a significant role in formulating tourists' intentions, analysing the factors that affect attitude towards adventure tours can enhance tourists' intentions. Tan and Wu (2016) suggested that, in the case of past visitors, a cognitive image of a destination directly and positively influences the behavioural intention to visit, while an effective image of a destination does not. With no first-hand experience, non-visitors cannot perceive the destination accurately. For non-visitors, a cognitive image of the destination thus plays no role in influencing the destination's affective image.

Research has revealed that perceived safety and security concerns and the destination's image can affect tourists' return intentions (Chew & Jahari, 2014). The cognitive and affective images of a destination have a positive impact on visitor satisfaction, and thus influence intention to purchase and intention to recommend (Han, 2013a). While service quality has been relatively neglected in the tourism literature, it has an important influence on the traveller's evaluation of the destination. A focus on service quality helps industries to perform better (Otto & Ritchie, 2000).

Most tourism research in this vein has focused on Korea, Hong Kong, the United States, Europe, and Malaysia (Battour, Battor, & Ismail, 2012; Sato, Kim, Buning, & Harada, 2016). To our knowledge, no past or current studies have examined the quality attributes of Pakistan's mountaineering tourism service and their impact on tourist attitudes when building international tourists' perceptions of the destination's image and their visit intention.

Tourism is the most important and rapidly growing economic activity worldwide. Tourism is a multidimensional and multi-cultural activity that plays a major role in strengthening a country's economy by creating job opportunities and boosting the service sector. Pakistan's Tourism and Development Corporation (PTDC, 2019) reported that tourist arrivals from late 1995 to 2012 averaged 602,500 people. International tourists (overnight visitors) refer to the number of tourists who travel to a country other than their usual residence for a time not exceeding twelve months, the main purpose of which is to visit the country, rather than to conduct business.

The literature has ignored the impact of tourism service quality (TSQ) attributes on an adventurous attitude. Understanding how attributes like monetary advantages, safety and security and convenience can develop tourist attitudes can provide useful insights for the PTDC in developing effective destination marketing strategies. This study therefore sought to identify the attributes that affect international tourists' behavioural intention to visit adventure destinations. This study provides an in-depth understanding of key TSQ attributes that influence international tourists' attitudes and behavioural intentions to visit adventure destinations in Pakistan.

This study has two main research objectives. First, this study for the PTDC seeks to identify how three TSQ attributes affect tourists' mountaineering attitude; second, it also seeks to identify how the moderator, destination image, impacts the relationship between tourists' adventurous attitude and monetary advantages, safety and security, and convenience. Understanding TSQ attributes will help tourism organizations to describe adventure intentions with greater detail. It is thus important to understand where do travel intentions come from? Which factors have more influence on tourists' attitudes? This study adds to our knowledge by providing more focus on identifying how international tourists perceive TSQ attributes for mountaineering destinations, what effects their attitudes and behavioural intentions and how their mountaineering attitude differs based on destination image. This study thus provides a foundation for further investigation of the effect of perceived TSQ attributes, moderated by the destination's image, in the decision to visit an international mountaineering destination.

2. THEORETICAL BACKGROUND AND HYPOTHESES

2.1 Value of Service Quality in Tourism

Among service industries, tourism is especially significant in terms of its sensitivity to quality issues (Atilgan, Akinci, & Aksoy, 2003). Service quality refers to the difference between the expected service and the actual service delivered to customers. Tourists make decisions and undertake actions based on their perceptions of service quality. To provide good service quality to tourists, organizations and hotels must understand tourists' expectations. Improving TSQ can reduce dissatisfaction levels and increase the chances that tourists will (re)visit. It therefore necessary to identify the attributes that improve and create TSQ (Țițu, Răulea, & Țițu, 2016).

Many researchers have examined travel satisfaction, destination familiarity and behavioural intentions in different contexts and used different types of attributes to measure and improve the understanding of the service quality and behavioural intentions (Chen & Chen, 2010; Han, 2013b; Tan & Wu, 2016). Several different TSQ variables have been used, but there is limited research on which TSQ attributes are most important (i.e. from monetary advantages, convenience, health insurance and safety and security). Based on the previous literature and analysis of the role of service quality, this study examines TSQ in terms of monetary advantages, convenience and safety and security and their impact on tourists' attitudes, as applied to the moderating role of destination image. These three TSQ attributes can be important for perceiving tourist attitude, but they have not yet been examined when analysing international tourists' visit intention for destinations in Pakistan.

2.2 Impact of Convenience on Tourists' Adventurous Attitude

Knight (2010) defined the ease of obtaining and using a product as product convenience. Perceived service quality is a challenging concept to investigate (Brady & Cronin Jr, 2001; Wu & Cheng, 2013). The literature has suggested that convenience in service industries is an important indicator of behavioural intention. The effort and time saved while purchasing and using a service are known as service convenience. By minimizing effort, convenience reduces cognitive, emotional and physical effort while using the service (Roy, Shekhar, Lassar, & Chen, 2018).

Hussain, Jin and Parveen (2018) revealed that the service quality significantly affects international travellers' satisfaction and behaviour intentions. As the impact of service quality on tourists' attitudes still needs to be investigated, this study incorporated monetary

advantages, safety and security, and convenience in its study model. Our study seeks to determine whether convenience can assist in creating positive behavioural intentions to visit mountaineering destinations. Therefore, we propose the following hypothesis:

H1: Convenience positively affects tourists' attitudes.

2.3 Impact of Safety and Security on Tourists' Adventurous Attitudes

More than any other economic activity, safety and security are vital to providing quality in tourism. A safe and secure environment for visitors results in tourism destination success. Safety and security needs to take into account the individual traveller (personal risks) and physical and environmental risks (natural climatological, epidemiological; WTO, 1996). For demanding and challenging markets, security services have increased year by year around the world. The composition of travel and tourism activity security is considered a vital issue that has an impact on service quality offered at different destinations and in different products. Studies conducted by Shin (2005) and Kozak, Crotts and Law, (2007) have demonstrated that safety and security influence domestic and international tourists' behaviour. Because of unsafe political conditions, especially in developing countries, high fluctuations occur in tourist arrivals (Shin, 2005). The popularity and success of a destination often depend on tourists' perceptions of its security and safety; suitable marketing strategies can thus help to create or repair the destination's image (Avraham, 2016). To develop and maintain quality tourism, a country must ensure that visitors are safe and secure with residents. It is important that, before choosing a particular destination, foreign tourists are educated about tourism safety (Popescu, 2011).

Destination selection is influenced by the destination's safety and security, which then help the tourist determine his or her revisit intentions. Accommodation safety and security have become important attributes for revisit intention (Ukpabi, Olaleye, Mogaji, & Karjaluoto, 2018). Accommodations with better safety and security measures create higher satisfaction with the destination, with the result that they significantly affect traveller's behaviour intentions (Qu, Ryan, & Chu, 2000).

Mountaineering remains a high-risk activity, regardless of the ease of mountain rescue arrangements (Musa & Thirumoorthi, 2015). Researchers have gained interest in analysing how foreigners perceive their safety and security while visiting a mountaineering destination. George (2003) argued that if tourists feel unsafe regarding a destination, they are not likely to participate in activities outside of their hotels and will not visit or recommend any destination they perceive to be unsafe. Personal security is the key factor in deciding on a travel destination (Pearce, 1988). Safety refers to protection from unintended incidents, while security refers to protection from intended incidents. For a country's tourism industry to grow, information about safety and security are key elements.

Unguided skiing and mountaineering results in dangerous mountain tourism-related accidents (Musa & Thirumoorthi, 2015). Evaluating tourists' risk perceptions of risky destinations in Malaysia revealed that tourists may perceive one specific destination to be high risk, but that any specific high-risk destination does not necessarily affect tourists' perceptions of other safe and secure destinations within the destination country (Yang, Sharif, & Khoo-Lattimore, 2015). Safety has become a global problem for supportable tourism, and the literature has examined the relationship between safety and security and destinations and accommodations, while ignoring the attitudes towards personal safety and security for mountaineering. It remains to be determined not only of how personal safety could be improved, but also how tourists' attitudes may be seen in terms of developing intentions so that industry can better resolve management issues related to mountaineering

tourism. When tourism organizations provide personal safety and security services, this can also contribute to shaping tourists' attitudes.

Mountaineering, skiing and hiking are becoming popular, although mountaineering is commonly linked to the danger of personal injury and even death. Deliberate seeking of risk is very common, and as tourism management organizations sell the risks linked with these activities, the number of tourists' engaging in mountaineering continues to grow as participants become aware of and accept security risks and responsibility for their actions (Musa & Thirumoorthi, 2015). However, the literature lacks empirical evidence on whether the mountaineering destination's safety and security protocols impact the attitude of international tourists to formulate behavioural intentions. Accordingly, we propose the following hypothesis:

H2: Personal safety and security do not affect mountaineering tourists' attitude towards visiting Pakistan.

2.4 Impact of Monetary Advantages on Tourists' Adventurous Attitude

In world markets, competitive advantages are determined through industry performance. The tourism potential of a country or destination depends upon its ability to offering better services than competitors. For travel decisions, price sensitivity is evaluated based on ticket taxes, airport charges, national purchasing and the hotel price index (Göral, 2016). Overall price sensitivity indicates how a tourist feels about paying an offered price destination package. Tourism is becoming easier and more affordable, although tourists are still interested in discounted accommodations when they select a destination, while easy access and affordable, high-quality services have a positive impact on the tourism industry (Malcheva, 2018).

The price of a hotel stay can be influenced by its facilities, so tourists look for value for money. The digital revolution has enabled travellers to access a broader array of information about tourism packages. Travellers may focus on price, location, service quality and other attributes (Castro & Ferreira, 2018). According to Rajaguru (2016), to achieve customer satisfaction and favourable behaviour intentions, the value of money is a crucial factor for the service industry. The literature has revealed that monetary advantages may be an important TSQ attribute that impacts tourists' attitudes to visit adventure destinations in Pakistan. Accordingly, we propose the following hypothesis.

H3: Monetary advantages positively affect tourists' mountaineering attitude.

2.5 The Moderating Role of Destination Image

Most recent research provides evidence that destination image influences mountaineers' travel intentions. Dedeoğlu (2019) emphasized that the perception of a country's image is one of the most prominent factors in the tourism sector for evaluating TSQ and behavioural intention to visit. One of the most important external cues – country image – might require stakeholders to spend money to enhance tourists' perceptions of their organizations and their country. Dedeoğlu (2019) found that the halo effect might pertain if the destination is unfamiliar, so the characteristics of a tourist's destination are influenced by the country's image. Thus, tourists shape their attitude about a destination based on information about the country. International tourists' attitudes and intentions to visit a place – and their overall perception of the country's image – may play important roles. A positive image of a country not only enhances mountaineering attitudes but also tourism and behavioural

intentions. Chaulagain, Wiitala and Fu (2019) revealed that a country's image influences the destination image and visit intention.

National reputation and image have become increasingly critical assets. The impression people hold, their beliefs and the overall image refer to the mental representation of a country. In the international arena, media coverage and foreign policy are central to a country's positive image (Kenzhalina, 2014). Nadeau, Heslop, O'Reilly and Luk (2008) provided evidence that tourists' decisions are influenced by the destination's image. A person's understanding of a place is represented in a person's attitude, which impacts behavioural intentions. The concept of behavioural intention focuses on the fact that tourists may visit mountaineering destinations in the near future: they have a plan to visit mountaineering destinations and they hope to visit one in the near future.

The mental maps and knowledge structure of a country help to form destination images. There is also a strong relationship between a destination's image and its cultural activities and local culture. Accommodations, museums, restaurants and leisure activities are key elements in the formation of a cultural image of a destination (Hernández-Mogollón, Duarte, & Folgado-Fernández, 2018). Several studies have examined a destination's image as it relates to the perception of cultural activities. Cultural attractions and value for the money have been seen to have a positive impact on a destination's image. If tourists have positive thoughts about a destination, then their perceptions of service quality will also be positive, resulting in a positive behavioural intention to visit the destination (Tosun, Dedeoğlu, & Fyall, 2015).

Accordingly, most such studies (Baloglu & McCleary, 1999; Hernández-Mogollón, Duarte, & Folgado-Fernández, 2018; Nadeau, Heslop, O'Reilly, & Luk, 2008) examined the impact of the destination image on tourists' decisions, while others have investigated the impact of the cultural image of the destination (Hernández-Mogollón, Duarte, & Folgado-Fernández, 2018). The literature has ignored, however, the destination's image as a moderator and the best ways to examine the tourists' mountaineering attitude: the relation of destination image with TSQ attributes remains to be investigated. However, no research on Pakistan tourism has investigated the interaction between tourist services offered to international tourists and tourists' attitudes in making positive intentions to visit mountaineering destinations in the near future. The moderating role of a destination's image has remained mostly unconnected. Accordingly, we propose the following hypotheses.

H4: A destination's image moderates the relationship between convenience and tourists' mountaineering attitude.

H5: A destination's image moderates the relationship between personal safety and security and tourists' mountaineering attitude.

H6: A destination's image moderates the relationship between monetary advantages and tourists' mountaineering attitude.

2.6 Impact of Tourists' Adventurous Attitude on Intention to Visit

The literature focuses on the quality of a tourism experience – particularly perceived value and satisfaction – and explores its impact on post-visit behavioural intentions, especially the intention to visit (Chen & Chen, 2010). Tourism studies have concluded that tourists' attitude affects their behavioural intention to visit or revisit a destination. This is in line with studies that have found a positive attitude towards food consumption behaviour leads to a positive intention to purchase food and to recommend it to others: having a positive attitude about a product or place creates a positive behavioural intention to visit a place for food tourism (Choe & Kim, 2018). Tourists' overall attitude is thus a significant predictor

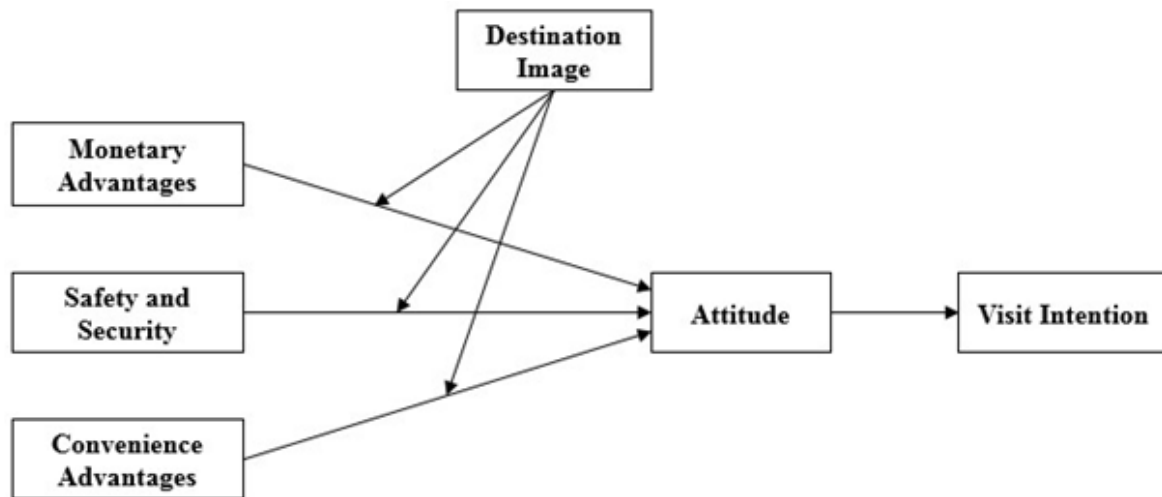
of their intention to recommend a destination (Prayag, Chen, & Del Chiappa, 2018). In another study, Huang and Hsu (2009) examined Chinese visitors' motivation to revisit Hong Kong, and their findings indicate that tourists' positive attitude has a positive impact on Beijing tourists' intention to revisit Hong Kong.

The impact of tourists' attitude on international mountaineering tourists' behavioural intention to visit Pakistan still needs investigation. This study seeks to determine whether tourists' mountaineering attitudes affect their intention to visit Pakistan. Based on these indications, the following research hypothesis is proposed:

H7: Tourists' mountaineering attitude positively affects international tourists' behavioural intention to visit Pakistan.

The relationships among TSQ attributes and tourists' adventurous attitude, destination image, and intention to visit are illustrated in figure 1.

Figure 1. Research Model



Source: Own Elaboration

3. RESEARCH DESIGN

3.1 Questionnaire and Measurements

A questionnaire was used as the data collection tool for this research. The first section of the questionnaire was related to the destination image, TSQ attributes, tourists' attitude and behavioural intention to visit Pakistan. Demographic data were gathered in the second section. All items were measured with a 7-point Likert scale. Initially, the questionnaire was developed in English because the intended sample was composed of international tourists. Pilot testing of the questionnaire was conducted by contacting travel agency communities on social media located in Pakistan. Minor corrections and modifications were then made to the questionnaire. The first part of the questionnaire was designed to document the destination image of Pakistan and awareness of mountaineering tourism.

3.2 Sample Design and Data Collection

We contacted about 400 tourists, of whom 211 mountaineering tourists from a variety of countries were willing to participate in the survey. We used a convenience sampling technique. The survey was distributed from December 2018 to March 2019. Data were collected by an online questionnaire in South Korea because it was the researcher's current country of residence, and the survey was shared on social media (Facebook, LinkedIn) pages and sent to various countries' embassies using an email ID.

3.3 Scale Development

To test the scale, the reliability and validity of measurement items were assessed. Items that indicated monetary advantages (Cronbach's $\alpha=0.878$), safety and security (Cronbach's $\alpha=0.921$) and tourists' attitude (Cronbach's $\alpha=0.935$) were extracted from a previous study (Han, 2013b), as were items to indicate convenience (Cronbach's $\alpha=0.929$; Kim, Lee, & Klenosky, 2003), visit intention (Cronbach's $\alpha=0.921$; Tan & Wu, 2016) and destination image (Cronbach's $\alpha=0.981$; Malik & Bhat, 2014).

3.4 Sample Characteristics

Regarding gender distribution of the total participating sample ($N=211$), most of the respondents were male (58.3%; $n=123$), while 41.7% were female ($n=88$). Most respondents (36.5%) were students, 23.2% were self-employed, 12.3% were working as a government employee and 28% belonged to other occupations. Of all respondents, 6.2% were less than 20 years of age, 39.3% were between 21 and 30, 33.6% were 31–40, 19.4% were 41–50 and 6.2% declared they were above 50 years of age.

4. RESULTS

4.1 Validity and Reliability Tests

A reliability test was used to describe the measures' consistency. The Cronbach's α values from an exploratory factor analysis verified the high internal consistency of the constructs. All constructs' Cronbach's α values were higher than 0.9, which indicates that all of the research constructs are reliable. The validity of all constructs was assessed using factor analysis, with values between 0.7 and 0.9 revealing high validity.

Table 1. Pearson Correlation

	Monetary Advantages	Safety and Security	Convenience Advantages	Attitude	Visit Intention
Monetary Advantages					
Safety and Security	0.848***				
Convenience Advantages	0.838	0.893***			
Attitude	0.779	0.696	0.735***		
Visit Intention	0.696	0.705	0.695	0.709***	
* $p<0.10$ ** $p<0.05$ *** $p<0.01$					

Source: Output from SPSS

In table 1, Pearson correlations were calculated for variables. All variables were significantly correlated to each other at the 0.01 significance level.

4.2 Results for H1, H2 and H3

We conducted regression analyses to show that monetary advantage and convenience have a positive impact on tourists' attitudes, while safety and security in mountaineering tourism have no impact on attitude. H1, H2 and H3 were supported.

Table 2. The Relationship between Tourism Attributes and Tourists' Attitude

Construct	Unstandardized Coefficients		<i>t</i> -value	<i>p</i>	Correlation	Result
	<i>B</i>	Std. Error				
Monetary Advantages	0.688	0.101	6.802	0.000	0.779	Support H1
Safety and Security	-0.094	0.108	-0.876	0.382	0.696	Support H2
Convenience Advantages	0.365	0.109	3.346	0.001	0.735	Support H3
R-Square=63.1% Adjusted R-Square=62.6% Sig-change=0.000						

Source: Output from SPSS

Using monetary advantage as an independent variable and attitude as a dependent variable in the regression analysis, in table 2 we find that the significance was 0.000, which means ($p < 0.001$), so monetary advantages have a significant impact on attitude. Therefore, H1 is supported. Similarly, convenience has a positive relationship with attitude, with significance of 0.001 ($p < 0.001$), so H2 is also supported. The results of the regression analysis show that monetary advantages and convenience are strong positive influencers of tourists' attitudes.

The relationship of a mountaineering destination's safety and security with attitude is not significant ($p = 0.382$, $t = -0.876$), which shows the variable relationship has no observable impacts on tourists' attitude, so H3 is supported. While monetary advantages and convenience influence tourists' attitude, safety and security do not because of the adventurous nature of the destination – perhaps because young tourists are passionate about mountaineering tourism (72.9% of the respondents were between 21 and 40 years old), and mountaineers, in general, are more inclined to risk-taking than other tourists are, so personal safety and security may not affect their attitude because they already know about the dangers and expected consequences. This would be in line with the findings of Musa and Thirumoorthi (2015), who found mountaineering tourists to be risk-takers who do not particularly care about personal safety, injury or even death. Research conducted by Pizam et al. (2004) supports the results that young adults engage in risk-taking behaviour on leisure trips.

4.3 Results for H4, H5 and H6

Table 3. Destination Image's Relationship with Tourists' Attitude

Construct	Unstandardized Coefficients		<i>t</i> -value	<i>p</i>	Correlation	Result
	<i>B</i>	Std. Error				
Destination Image→ Attitude	1.053	0.043	24.291	0.000	0.859	Accepted
R-Square=73.8% Adjusted R-Square=73.7% Sig-change=0.000						

Source: Output from SPSS

Before conducting moderation analysis, we checked the moderating relationships following the steps suggested by Baron and Kenny (1986). The moderator destination

image has a positive relationship with attitude. The analysis results ($t=24.291$, $p=0.000$, $\text{sig}=.000$) suggest a strongly significant relationship between destination image and tourists' attitude, which indicates that destination image can be a good moderator.

Table 4. Moderation Regression Analysis

Construct	Unstandardized Coefficients		<i>t</i> -value	<i>p</i>	Correlation	Result
	<i>B</i>	Std. Error				
Interaction1	0.091	0.016	5.644	0.000	0.842	Accepted
Interaction2	-0.022	0.018	-1.232	0.219	0.798	Rejected
Interaction3	0.041	0.017	2.392	0.018	0.818	Accepted
R-Square=71.6% Adjusted R-Square=71.2% Sig-change=0.000						

Source: Output from SPSS

Note*

Interaction1=Monetary advantage $\times$ Destination Image $\rightarrow$ Attitude

Interaction2=Safety and security $\times$ Destination Image $\rightarrow$ Attitude

Interaction3=Convenience advantages $\times$ Destination Image $\rightarrow$ Attitude

Based on coefficient table 4 (*t*-values and *p*-values), destination image plays a moderating role between monetary advantages and attitude ($t=5.644$, $p=0.000$), so H4 is supported. The destination image also plays a moderating role in the relationship between convenience and tourists' attitudes ($t=2.392$, $p=0.018$), so H6 is accepted, However, destination image does not appear to play a moderating role in the relationship between safety and security and tourists' attitudes about visiting Pakistan ($t=-1.232$, $p=0.219$), so H5 is rejected.

4.4 Results for H7

Table 5. Relationship between Tourists' Attitude and Tourists' Intention to Visit

Construct	Unstandardized Coefficients		<i>t</i> -value	<i>p</i>	Correlation	Result
	<i>B</i>	Std. Error				
Attitude	0.722	0.050	14.551	0.000	0.709	Accepted
R-Square=50.3% Adjusted R-Square=50.1% Sig-change=0.000						

Source: Output from SPSS

Based on the regression analysis in table 5 ($t=14.551$, $p=0.000$), tourists' attitude has a significant impact on tourists' intention to visit mountaineering destinations, so H7 is supported. We concluded that international tourists' intention to visit Pakistan is strong, supporting the information obtained from the PTDC (2019) report. According to the PTDC data, the number of international tourists more than tripled since 2013 to 1.75 million in 2017, which illustrates tourists' positive attitude towards visiting destinations in Pakistan (PTDC, 2019).

5. CONCLUSION

For mountaineering, monetary advantages and convenience are the most crucial attributes and positively influence tourists' adventurous attitude and behavioural intentions to make plans to visit mountaineering destinations in the near future. International tourists who have information about Pakistan perceive these two attributes, but the effect of a mountaineering

destination's safety and security on their attitude appeared to have no impact. The influence of the destination image on tourists' intention to visit Pakistan is in line with the literature which found that a destination's attractiveness is linked to pull factors (Le-Klähn, Gerike, & Hall, 2014).

Mountaineering tourists tend to be risk-takers and focus on pull factors in the case of tourism to Pakistan. Travellers and visitors themselves may create problems for their own safety and security, either due to previous health conditions, the dangerous practices of tourists' leisure activities or visits to dangerous areas (WTO, 1996). Tourists perceive Pakistan to be an attractive country that possesses mountaineering destinations for adventure tourism. The beauty of the mountains is the most important motive for mountaineering (Burnik & Mrak, 2010). There is less focus here on push factors, so the impact of safety and security on tourists' attitudes is not significant. As has already been investigated, mountaineers are high risk-takers (Musa & Thirumoorthi, 2015), so they are already aware of the possibility for injury. It is thus reasonable that there appears to be no significant impact for safety and security on mountaineering tourism, although its impact can be significant for other types of tourism in the same country: a high-risk destination does not necessarily affect tourists' perceptions of other safe and secure destinations (Yang, Sharif, & Khoo-Lattimore, 2015).

Monetary advantages are expected to have an impact on tourists' positive attitude when the destination's image is positive, and for mountaineering, the natural environment is gaining the monetary value (Burnik & Mrak, 2010). Tourists are thus likely to focus on the trip's quality because they give importance to monetary advantages, convenience and the destination's image, which creates a positive attitude and a favourable decision for mountaineering. Another possible explanation for these findings is that tourists are passionate about visiting new adventure destinations, so they consider monetary and convenience factors in light of what they can experience and enjoy in new mountaineering destinations they have not explored before. This may account for the insignificant relationship between safety and tourists' positive attitude. The results indicate a significant positive relationship between tourists' attitudes and intentions to visit attractive mountaineering destinations and their willingness to take risks to experience adventure destinations.

The findings of our study, the first to investigate international tourists' attitudes in relation to the TSQ attributes of Pakistani destinations, will be useful for PTDC and tourism agencies. The PTDC recently launched the Pakistan Tourism Friends Club, members of which receive an exclusive 20% discount at PTDC facilities. The PTDC should determine appropriate monetary and convenience strategies to increase inbound tourism in Pakistan, create awareness about Pakistan's destination image and develop safety and security positioning strategies appropriately.

5.1 Limitations and Suggestions for Future Research

This study has certain limitations that can be examined in future research. The study encourages tourism organizations to provide better value for money and greater convenience, as well as improving safety concerns for adventure tourism organizations, such as the requiring outdoor education before engaging in mountaineering activities. Future research could investigate the difference between two Asian countries' adventurous attitude and whether the results apply equally to other types of adventure tourism or not. Understanding this issue will become an important factor for tourism organizations. This research shows that monetary and convenience attributes can affect mountaineering tourists' attitude and behavioural intentions; however, in cross-cultural research it is important to cover other

attributes of service quality by following and developing methods and evaluations used in this study.

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