***Dirasat*: Human and Social Sciences, Volume 52, No. 3, Supplement 1, 2025, 5332**

Deanship of Scientific Research

A Predictive Investigation of International Tourists' Travel Intention to Jordan

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Received: 9/1/2024
Revised: 5/2/2024
Accepted: 25/3/2024
Published online: 20/2/2025

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Citation: Mheidat, M. Z. (2025). A Predictive Investigation of International Tourists' Travel Intention to Jordan . *Dirasat: Human and Social Sciences*, *52*(3), 5332.
https://doi.org/10.35516/hum.v52i3.5332

Abstract

Objectives: This paper aimed to discuss the influence of travel motivation, risk perception, and destination image of international tourists who visited Jordan post-pandemic to predict their future travel intention since tourism industry significantly contributes to the gross domestic product (GDP) in many developing countries. The COVID-19 pandemic has disrupted international travel which Jordan has seen a drop in the number of international tourists. Those tourists represent the main target market of the marketing strategy. The government and its stakeholders are striving to ensure the recovery of the tourism sector. Limited studies investigated tourist travel intention post-pandemic from tourists' perspective.

Methods: A cross-sectional questionnaire was developed. A total of 460 questionnaires were distributed among international tourists between 4th and 31 December 2022. PLS-SEM was used to analyse data and hypothesis testing.

Results: The study results showed that travel motivation and destination image have a significant influence on travel intention to visit Jordan post-pandemic. Whereas, perceived risks did not significantly influence travel intention. Additionally, pandemic fatigue was found to significantly alleviate the influence of perceived risk and travel motivation on travel intention.

Conclusions: The study findings can help tourism policymakers and industry practitioners to develop an effective marketing strategy to attract more visitors to the country and promote sustainable tourism development in times of crisis and future pandemics.

Keywords: Travel motivation, Destination image, Risk perception, Pandemic fatigue, Travel intention.

تحقيق تنبؤي في نية سفر السياح الدوليين إلى الأردن

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ملخّص

الأهداف: تساهم صناعة السياحة بشكل كبير في الناتج المحلي الإجمالي في العديد من البلدان النامية. وقد تسببت جائحة كوفيد-19 بتعطيل السفر الدولي، مما أدى إلى انخفاض عدد السياح الدوليين في الأردن. وحيث يمثل هؤلاء السائحون السوق المستهدف الرئيسي لاستراتيجية التسويق، تسعى الحكومة وأصحاب المصلحة إلى ضمان تعافي قطاع السياحة. هناك دراسات محدودة حققت في نية السفر السياحي بعد الوباء من منظور السياح. و بالنظر إلى أهمية هذه القضية ، ناقشت هذه الورقة البحثية تأثير دافع السفر، وإدراك المخاطر وصورة الوجهة للسياح الدوليين الذين زاروا الأردن بعد الجائحة للتنبؤ بنيتهم للسفر في المستقبل.

المنهجية: تم تطوير استبيان مقطعي، وتم توزيع إجمالي 460 استبيانًا على السياح الدوليين في الفترة من 4 إلى 31 ديسمبر 2022. وقد تم استخدام PLS-SEM لتحليل البيانات واختبار الفرضيات.

النتائج: تشير النتائج إلى أن دافع السفر وصورة الوجهة لهما تأثير كبير على نية السفر لزيارة الأردن بعد الجائحة. في حين أن المخاطر المتصورة لم تؤثر بشكل كبير على نية السفر. بالإضافة إلى ذلك ، وجد أن التعب الوبائي يخفف بشكل كبير من تأثير المخاطر المتصورة ودوافع السفر على نية السفر.

الخلاصة: يمكن أن تساعد النتائج صانعي السياسات السياحية، وممارسي الصناعة في تطوير استراتيجية تسويقية فعالة لجذب المزيد من الزوار إلى البلاد، وتعزيز التنمية السياحية المستدامة في أوقات الأزمات والأوبئة المستقبلية.

الكلمات الدالة: دوافع السفر، صورة الوجهة، إدراك المخاطر، التعب الوبائي، نية السفر

1. Introduction

Safety concerns have continued to grow harming the tourism industry more than ever before (Škare et al., 2021). Since tourism and travel are interdependent industries, it is imperative to explore the elements that determine future travel intention and how visitors see danger (Villacé-Molinero et al., 2021). Furthermore, COVID-19 has caused a major economic and social catastrophe, which has quickly escalated into an international health crisis (Gössling et al., 2020). In the past, tourism has been severely impacted by pandemics occurring in various parts of the world (Breugelmans et al., 2004). Evidence from earlier pandemics indicates that tourists' intention to travel is negatively affected by unsafe destination image (Cahyanto et al., 2016; Isaac & Keijzer, 2021; Liu et al., 2021; Neuburger & Egger, 2021; Rahmafitria et al., 2021). In 2020, pandemic-related travel restrictions were gradually eased, and countries around the world have implemented a variety of new processes regarding travel and tourism (Harchandani & Shome, 2021). Covid-19 has impacted tourists' behavior, causing a change in their travel motivation (Haque, 2020). However, due to travel constraints during the COVID-19 outbreak, all travel intention indicators have become unmanageable (Rahmafitria et al., 2021).

Travel intention to Jordan post-pandemic might be affected by several factors. Understanding travel motivation (TM) of international tourists who travelled to Jordan post-pandemic is a significant issue highlighted that due to geographical limitations, there is no one solution fit for all. COVID-19 constraints significantly impacted people's behavior and stopped tourists from coming to Jordan, and their travel decisions have been affected by pandemic fatigue (Zaman et al., 2021a). Furthermore, COVID-19 negatively impacted tourists' psychological status by affecting their wellness, stability, and relaxation (Şengel et al., 2022). However, studies focusing on travel motivation to Jordan are scarce (Mohammad & Som, 2010). Thus, travel motivation, determined by personal and psychological triggers, is considered a key factor that can measure post-pandemic travel intention. Furthermore, risk perception (RP) by international tourists is another important factor. Risk perception has changed due to pandemics such as COVID-19 (Carvalho, 2022). The same is the case with tourists coming to Jordan. Currently, even though much research has emphasized the significance of risks and safety issues in influencing tourist behavior (Isaac and Keijzer, 2021; Neuburger and Egger, 2021; Rahmafitria et al., 2021; Rather, 2021; 2021; Yin et al., 2020), limited studies discussed the connection between risk perception by tourists and travel intention related to Jordan, indicating a gap to be filled. Moreover, destination image (DI) has also been observed to impact travel intention post-COVID-19. Researchers have noted that it will negatively impact the tourists' travel intentions if the destination is highlighted as risky or unsafe (Schroeder et al., 2013).

From Jordan's perspective, which is one of the most famous destinations in the world and was severely impacted by COVID-19, understanding the relationship between the destination image and travel intention can help the development of sustainable destination solutions for Jordan's tourism industry and lead to making the destinations resilient and attractive to tourists in times of pandemics. Few studies examine tourism market recovery after crises from the viewpoint of tourists (Jin et al., 2022). Limited studies have targeted all international tourists who visited Jordan post-pandemic to predict their travel intention (TI). This study aims to determine the effect of perceived risk, destination image, and travel motivation on international tourists' intention to visit Jordan in the future. Moreover, it discusses the moderating role of pandemic fatigue (PF) on the relationship between TM, DI, RP and travel intention to Jordan.

2. Literature review

2.1 Travel intention post-pandemic

Recent research has extensively examined post-pandemic recovery strategies and shifts in travel behavior (Lončarić et al., 2022). Studies reveal several influential factors on travel intention post-COVID-19. Some researchers identified attitude, subjective norms, perceived behavioral control, and emotions as influences (Das & Tiwari, 2021). Others found that fear of COVID-19, travel anxiety, and risk perception were to deter travel (Şengel et al., 2022). Destination image, comprising cognitive and affective aspects, significantly impacts travel intention (Syed Jaafar et al., 2022; Ren & Sánchez-Aguilera, 2022). In addition, a study highlighted nostalgia's role in stimulating post-pandemic travel (J. Wang & Xia, 2021). Travel motivations, including boredom triggers and religious/spiritual motivations, also affect travel intention (Durgun &

Davras, 2022; Kala, 2021). Moreover, past experiences, mediated by healthcare systems and crisis management, influence travel willingness (Rasoolimanesh et al., 2021). Social media and electronic word of mouth impact cognitive image and travel intention (Alfandi & Marco, 2022). A study suggests a surge in "revenge travel" after the pandemic due to constraints and pandemic fatigue (Zaman et al., 2021). Price and safety also significantly shape post-pandemic travel intention (Orden-Mejía et al., 2022).

2.2 Travel motivation

Motivation is described as an internal drive prompting action (Kim & Ritchie, 2012). This force is capable of easing an individual's sense of tension (Correia et al., 2007). Since the 1960s, scholars in tourism have closely examined travel motivation as a means to comprehend travel demands and behaviors of tourists (Yoon & Uysal, 2005). Various theories have emerged to unravel the reasons behind leisure behavior, answering the fundamental query of why people travel (Tasci & Ko, 2017). In the realm of travel and tourism, researchers often base their theoretical framework on Maslow's hierarchy of needs, considering it as a fundamental paradigm for understanding travel motivations (Hsu & Huang, 2008). Maslow's conceptual pyramid delineates human needs, starting from basic physiological requirements and progressing to safety and security needs (Maslow, 1958). For certain travelers, the pursuit of physiological needs, like food, air, and sleep, holds primary importance, influencing their travel decisions (Tasci & Ko, 2017). However, travel also involves risks to safety and security, encompassing financial, psychological, social, and time-related risks. Essentially, these needs-physiological, safety, and security requirements-apply to leisure and travel domains, often driving travel purposes. Changes in consumer behavior, preferences, safety concerns, and risks can affect travel motivation. For instance, individuals inclined towards adventurous or cultural exploration may hesitate to travel if they perceive a high risk of COVID-19 transmission at their destination. Conversely, those seeking relaxation or time with loved ones might be more inclined to travel if they perceive a lower risk. Additionally, factors such as the effectiveness of COVID-19 measures, government travel restrictions, economic changes like job loss, and alterations in disposable income can significantly impact travel motivation and intentions. Based on the above discussion, hypotheses formed as:

H1: *There is a significant relationship between travel motivation and travel intention.*

2.3 Destination image

The concept of destination image refers to an individual's subjective mental representation of a place impacting their behavior (Agapito et al., 2013). There are three key components delineated within this concept: cognitive image, affective image, and conative image (Gartner, 1994). Other Study categorize destination image based on definitions like overall image, cognitive image, affective image, and cognitive-affective joint image (Zhang et al., 2014). While some argue for two components, cognitive and affective images (Stylidis, 2016), others highlight how cognitive attributes generate feelings about a destination, suggesting the precedence of cognitive image over affective image (Lin et al., 2007). The conative image reflects behavior, encompassing the inclination to visit, revisit, and recommend a destination (Pike & Ryan, 2004). An organic image formed by potential tourists based on initial knowledge significantly influences their decisions to visit a place (Castañeda et al., 2007). Marketing aims to create impressions that entice tourists by shaping their perception of a particular place. Numerous studies emphasize the impact of cognitive image on behavioral intentions (S. Wang & Fu, 2015), specifically on visit intentions. Additionally, a research highlights the considerable influence of affective destination image on travel intention (Regan et al., 2012). Understanding the overall image of a tourist destination and its impact on travel intention necessitates recognizing the influence of cognitive and affective images. Destination image can significantly shape travel intentions, with destinations perceived as high-risk for COVID-19 transmission or poorly managed during the pandemic likely being viewed less favorably by potential tourists, resulting in decreased travel intentions. Conversely, destinations perceived as low-risk and effectively managed may garner more favor, leading to increased travel intentions. Moreover, how a destination handles and communicates its COVID-19 risk through measures like testing and quarantine could also impact destination image and tourists' travel intentions. Based on the above discussion, hypotheses formed as:

H2: *There is a significant relationship between destination image and travel intention.*

2.4 Risk perception

Risk perception denotes individuals' attitudes and intuitive assessments regarding risk (Cui et al., 2016). It emphasizes the association of a certain probability level with risk to gauge potential loss (Stone & Grønhaug, 1993). Perceived risk refers to the likelihood of an activity exposing travelers to danger, potentially impacting travel decisions if this perceived threat exceeds an acceptable level (Reichel et al., 2007). Sönmez & Graefe (1998) identified perceived risk as a significant factor influencing the avoidance of travel to risky destinations. It was noted that risk perceptions in tourism vary situationally across different destinations, necessitating research on destination-specific risk perceptions (Roehl & Fesenmaier, 1992). Considering tourism as a service-dependent industry, infectious diseases pose a threat to tourists globally (Rittichainuwat & Chakraborty, 2009). Amidst the COVID-19 pandemic, travelers consider various risks associated with travel, encompassing health, psychological, physical, financial, satisfaction, time, and social aspects due to challenging circumstances and uncertain events. Factors such as food safety, climate conditions, host community behavior, psychological threats, violence, and cultural acceptance weigh heavily on an international tourist's destination selection. Concerns about self-protection may lead some travelers to avoid specific countries. Current COVID-19 status prompts individuals to potentially avoid destinations or countries with high COVID-19 cases. Psychological and social considerations are pivotal in tourists' decision-making, including concerns about contracting a severe illness, having unmet vacation expectations, and selecting tourist attractions or services that might negatively impact them (Rahmafitria et al., 2021; Hasan et al., 2017). In the context of the COVID-19 pandemic, risk perception significantly influences travel intentions. Those perceiving a high COVID-19 risk at their destination might be less inclined to travel, while those perceiving a low risk may be more willing. How a destination manages and communicates its COVID-19 risk, like through testing and quarantine measures, can also shape tourists' risk perceptions and travel intentions. Moreover, factors like COVID-19 vaccine availability, government travel restrictions, economic changes such as job loss, and alterations in disposable income may further influence risk perception and travel intentions. Based on the above discussion, hypotheses formed as:

H3: *There is a significant relationship between risk perception and travel intention.*

2.5 Pandemic fatigue

The concept of pandemic fatigue, as outlined by the World Health Organization (WHO), denotes individuals' responses to prolonged and unresolved crises, leading to feelings of alienation, stress, and reduced morale due to various factors like personal experiences, culture, and social life (WHO, 2020). This fatigue has impacted emotions, mental health, and resulted in behavioral changes, influencing irreversible alterations in consumer behavior and preferences (De Smet et al., 2020). It's defined as weariness or a lack of adherence to protective measures due to ongoing adversity in life (Michie et al., 2020). Physiologically, it's linked to prolonged adrenaline release, challenging the body amidst uncertain pandemic durations (WHO, 2020). Despite limited understanding, recent research using structural equation modeling evaluated how pandemic fatigue influences "revenge travel" intentions post-pandemic. This study, based on inbound tourists in Pakistan, found that expats' pandemic fatigue significantly influences their desire for revenge travel, attributing this inclination to boredom during lockdowns, prompting plans for trips both locally and abroad (Zaman et al., 2021). The notion of revenge travel emerges as a compensatory action to make up for lost time during pandemic restrictions. In the post-pandemic travel context, the relationship between travel motivation and pandemic fatigue is intricate. While fatigue can intensify the desire to travel, seeking normalcy and a break from monotonous pandemic life, safety concerns temper this drive, creating a delicate balance between the wish to explore and the need for caution. The desire for pre-pandemic freedoms significantly influences travel motivation, but this is carefully weighed against persistent post-pandemic travel hazards and uncertainties. Pandemic fatigue also relates to non-compliance with COVID-19 regulations due to perceived restrictions on freedom and a diminishing perceived threat of the virus, alongside a strong desire for social interaction (Michie et al., 2020). Over time, people may acclimate to the presence of the virus, potentially normalizing extreme situations, which might reduce the perceived threat of the pandemic. Prolonged limitations may also lead individuals to feel their freedom is under threat, contributing to pandemic fatigue (WHO, 2020). Based on the above discussion, hypotheses formed as:

H4: *Pandemic fatigue significantly moderates the relationship between travel motivation and travel intention.*

H5: *Pandemic fatigue significantly moderates the relationship between destination image and travel intention.*

H6: *Pandemic fatigue significantly moderates the relationship between risk perception and travel intention.*

2.6 Conceptual model

A vast majority of academic studies investigated the influence of travel motivations, destination image, risk perception on travel intention (Yoon & Uysal, 2005; Park & Yoon, 2009; Pike & Ryan, 2004; Castañeda et al., 2007; Sönmez & Graefe, 1998; Reichel et al., 2007). Depending on the literature review, these independent variables (IV) can interact with each other and affect the tourists' perception and attitude towards risk, or their health conditions, which can all play a role in the travel decision post-pandemic. Thus, travel intention has been treated as the final dependent variable (DV) in multivariate models (Das and Tiwari, 2021; Rasoolimanesh et al., 2021). Moreover, limited studies investigated the moderating role of pandemic fatigue on the relationship between TM, DI, RP and TI (Zaman et al., 2021). This study has developed the following conceptual model (Figure 1) which is adapted from a recent study discussed key factors influencing travel intention post-pandemic (Mheidat & Marzuki, 2023).

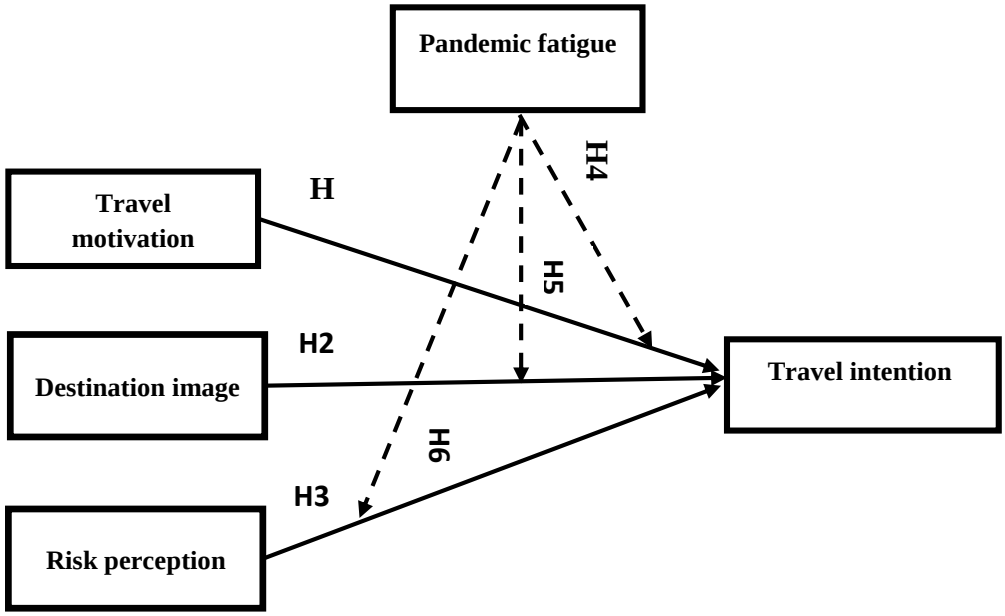

Figure 1. Conceptual model of the study

3. Methodology

This study used a quantitative methodology. A cross-sectional online questionnaire was created and distributed between 4th and 31 December 2022. A convenience sampling method is used in this investigation. A total of 290 questionnaires were collected from the respondents. The data were collected from international tourists in Jordan by direct emails to hotels in Petra and Aqaba and international airports located in Amman and Aqaba. As well as through several social media platforms by using the QR code of the online questionnaire. To test the relationship between the variables, PLS-SEM (Partial Least Square-Structural Equation Modeling) was used. In this paper, quantitative research was used because it involves collecting data from respondents through surveys or questionnaires and analyzing it using statistical methods. Researchers emphasized the importance of quantitative research in testing hypotheses and understanding the social world (Creswell & Creswell, 2018). Others highlighted the two types of quantitative methods: identifying connections between variables and establishing causation (Onwuegbuzie et al., 2014; Polit & Beck, 2010). Gibson (2016), demonstrated the numerical nature of quantitative data, which often involves discussing variables' frequency, degree, value, and intensity.

Moreover, several studies have used the quantitative method and developed an online survey questionnaire to measure the influence of a specific group of variables on travel intention post-pandemic. For example, Şengel et al. (2022) conducted

a study by using the quantitative approach to target a population consisting of Turkish adults over the age of 20 to investigate their travel intention post-pandemic. According to the findings of the 2019 census, there are 57,342,061 people over the age of 20 out of a total population of 82,886,000. In another study in Pakistan, the authors indicated the significance of using an online questionnaire to target a sample of all the international expats in different states in the country to discuss the mediating role of pandemic fatigue in travel intention (Zaman et al., 2021). Moreover, a quantitative study was done in Ecuador to understand the potential influence of health care, travel constraints, safety, and price on travel expectations for a potential population of 12,368 international tourists (Orden-Mejía et al., 2022). In conclusion, quantitative research allows for collecting and analyzing vast volumes of data from a large sample size, enabling findings to be generalized to a larger population. It also provides statistical methods for evaluating hypotheses and discovering correlations among variables, making it appropriate for investigating complicated phenomena such as the COVID-19 pandemic and travel intention. Furthermore, quantitative research is easier to duplicate and produces more objective results, which is susceptible to researcher bias. Because of these considerations, the quantitative approach is a common alternative for analyzing post-pandemic travel intention.

3.1 Origin of constructs

Table 1 provides the sources of the adapted items utilized in this study, drawing upon prior research. Notably, the number of items underwent modifications from their original sources, with emphasis placed on refining the most crucial elements. Additionally, to align with the specific objectives of this study, several supplementary items were developed. It's imperative to highlight that these measurements were constructed within a formative design framework, allowing for a comprehensive understanding of the underlying constructs. The variables encompassed in the table include TM were categorized as an independent variable and sourced from studies by Wang et al. (2022) and Hermawan et al. (2022), totaling 11 adapted items. Furthermore, PF serving as a moderator, was sourced from Zaman et al. (2021) with 5 adapted items. DI was considered an independent variable and derived from Khan et al. (2017), amounting to a total of 15 adapted items. Lastly, RP was categorized as an independent variable and sourced from Lu & Atadil (2021) and Khan et al. (2017), with 15 adapted items in total. Finally, TI identified as the dependent variable, was sourced from Şengel et al. (2022) and consisted of 7 adapted items. This meticulous adaptation process ensures that the questionnaire effectively captures the nuances of the study's constructs.

Table Error! No text of specified style in document. **Source of questionnaire items**

Variables	**Type**	**Source**	**Adapted items**
Travel Motivations	Independent variable	(Wang et al., 2022) (Hermawan et al., 2022)	11
Pandemic Fatigue	Moderator	(Zaman et al., 2021)	5
Destination Image	Independent variable	(Khan et al., 2017)	15
Risk perception	Independent variable	(Lu & Atadil, 2021) (Khan et al., 2017)	15
Travel Intention	Dependent variable	(Şengel et al., 2022)	7

3.2 Measurement assessment model

The PLS-SEM methodology comprises two integral components: the measurement model assessment (MMA) as shown in figure 2, and the structural model assessment (SMA) as elucidated by Hair et al. (2012). The MMA primarily concerns itself with the evaluation of the relationship between the individual items and their respective constructs, a task achieved through the scrutiny of specific parameters. Within this context, convergent and discriminant validity emerge as pivotal parameters for the comprehensive assessment of the measurement model (Henseler et al., 2009). To conduct a rigorous evaluation along these lines, the present study strategically employed the confirmatory factor analysis (CFA) approach. This involved a meticulous exploration of internal consistency, encompassing critical metrics such as the Composite

Reliability (CR) and Cronbach's Alpha, which serve as key indicators of the reliability and consistency of the measurement model. Additionally, the study delved into convergent validity, which entailed a thorough examination of the Average Variance Extract (AVE) to ascertain the extent to which the items within a construct converge. Furthermore, the study meticulously scrutinized discriminant validity using established criteria such as the Fornell Larcker criterion and heterotrait-monotrait ratio, ensuring that constructs were adequately distinct from one another. By employing these rigorous analytical techniques, the study not only demonstrated a profound understanding of the intricacies of PLS-SEM but also established a robust foundation for the subsequent stages of data analysis and interpretation, thereby bolstering the credibility and validity of the study's findings.

Based on the findings reported in the study, the values of the Fornell & Larcker Criterion are within an acceptable range. This suggests that the constructs in the study demonstrate discriminant validity, as the AVE square root values are higher than their correlations with other constructs, and the diagonal values are higher than off-diagonal values. Results indicate that all the values for AVE ranged from 0.566 to 0.819 indicating that the AVE values have met their threshold. All the factor loadings, CR and AVE values are according their respective criterion. Consequently, the study does not encounter any issues related to discriminant validity. In addition, In this study, the CR values ranged from 0.863 to 0.958, which is higher than the recommended threshold of 0.7. These findings further support the conclusion of satisfactory internal consistency. Based on the results, where both factor loadings and CR values meet their respective criteria, it can be concluded that there are no issues with internal consistency in this study. The indicators used in the analysis are reliable and demonstrate good internal consistency, providing confidence in the results obtained.

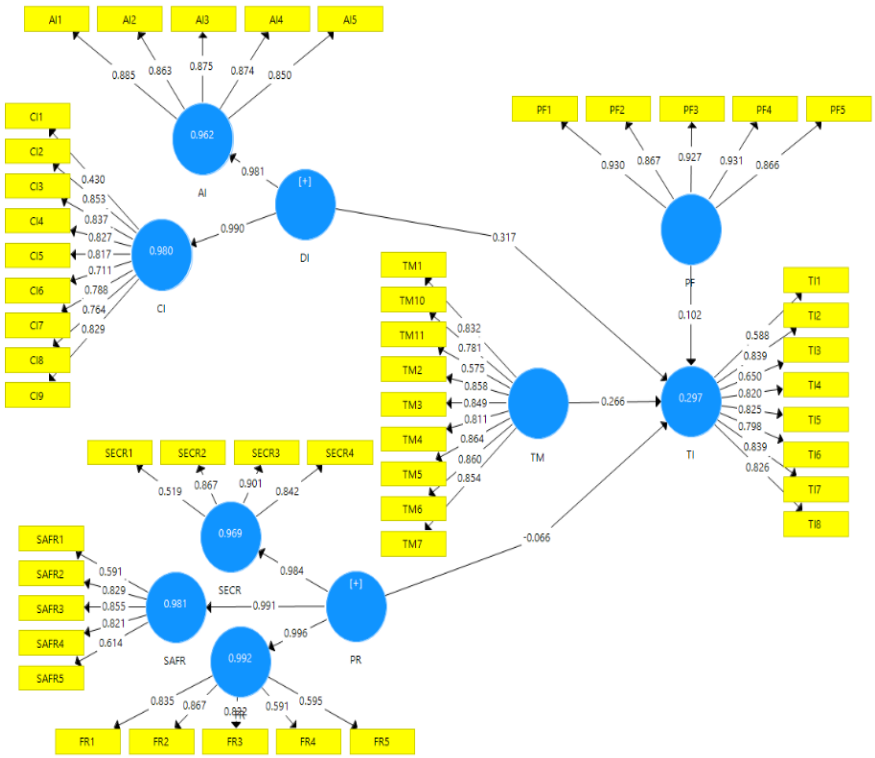

Figure 2: Measurement Model Assessment; CI- Cognitive Image; DI- Destination Image; SECR- Security Risk; SAFR- Safety Risk; FR- Financial Risk; PR- Perceived Risk; TM- Travel Motivation; PF- Pandemic Fatigue; TI- Travel Intentions

4. Demographics

According to respondents profile as shown in the table 2 bellow, the study found that 166 men and 124 women participated in the questionnaire, indicating a balanced participation rate. Over 51% of respondents preferred traveling with

a family and companion post-pandemic, with the majority aged 18-25. The majority of respondents were youth tourists seeking adventure and pleasure, with 43% preferring this type of tourism. Only 11.7% of respondents travel for health and medical purposes. The majority of respondents were educated, with 155 holding bachelor's degrees, 63 having college degrees, and 54 having postgraduate degrees. The majority of respondents were single, with 210 single and 80 married. The majority of tourists who visited Jordan post-pandemic came from western countries, largely due to the marketing strategy of the ministry of tourism. Low-income tourists have the opportunity to travel under promotions and offers from travel agencies and transportation means. Air travel emerged as the most popular means of transportation, making it a suitable choice for tourists from far regions and those seeking unique travel experiences. Only 28 respondents travelled by land and 5 respondents reported to traveled through the sSea. The data on preferred modes of travel indicates a clear dominance of air travel among the surveyed population. This underscores the significance of air connectivity for tourism destinations. While land and sea travel are less commonly chosen, their relevance may vary depending on regional and contextual factors. Understanding these transportation preferences is crucial for tailoring tourism offerings and infrastructure to meet the diverse needs and preferences of potential tourists. Finally, the majority of the respondents were found to be students with a total of 154. Only 24 respondents reported having a business and 79 were employees.

The fact that a significant majority, specifically 154 individuals, identified themselves as students is noteworthy. This suggests that students form a substantial segment of the sample population. This demographic is characterized by diverse interests, often seeking educational and experiential opportunities. For the tourism industry, this presents an opportunity to tailor offerings and experiences that align with the interests and budgets of students. For instance, educational tours, budget-friendly accommodations, and culturally enriching experiences may be particularly appealing to this demographic. The presence of 24 respondents who reported having a business indicates the presence of entrepreneurial individuals within the surveyed population. This group may have specific interests and preferences when it comes to travel, potentially seeking opportunities for networking, exploring business ventures, or attending conferences and events. Understanding the needs and preferences of this segment can guide the development of specialized tourism offerings, such as business-focused conferences or networking events. Furthermore, the presence of 79 employees among the respondents highlights the significance of employed individuals as potential tourists. This group is likely to have varied interests and preferences, influenced by factors such as available vacation time, disposable income, and career-related motivations for travel. Catering to the needs of employed individuals may involve offering flexible travel packages, considering seasonal travel trends, and providing options for relaxation and stress relief.

Table 2. Respondents Profile (n=290)

Variables	Categories	Frequency	Percentage
Gender	Male	166	57.2
	Female	124	42.8
Age	Under 18	12	4.1
	18-25	155	53.4
	26-35	48	16.6
	36-45	49	16.9
	46-55	19	6.6
	56-65	6	2.1
	More than 66	1	0.3
Educational Level	Secondary	5	1.7
	High School	13	4.5
	College	63	21.7
	Bachelors	155	53.4
	Postgraduate	54	18.6

Variables	Categories	Frequency	Percentage
Status	Single	210	72.4
	Married	80	27.6
Origin	North America	39	13.4
	Europe	115	39.7
	Asia	73	25.2
	Arab	61	21.0
Travel Companion	Alone	149	51.4
	Family	74	25.5
	Group	67	23.1
Monthly Income	Less than 1000	157	54.1
	1000 – 2999	61	21.1
	3000 – 4999	43	14.8
	5000 or more	29	10.0
Mode of Travel	Air	257	88.6
	Land	28	9.7
	Sea	5	1.7
Occupation	Student	154	53.1
	Employee	79	27.2
	Higher Management	20	6.9
	Skilled Worker	12	4.1
	Self-Employed/Own business	24	8.3
	Retired	1	0.3

5. Results and discussion

The analysis of constructs demonstrates relations among variables (Table 3). It revealed a positive association between destination image and travel intention. The association was positive and significant valued at 0.317 ($p<0.05$). Thus, hypothesis H1 was supported. Notably, the value of 0.317 means that a slighter change in the destination image will bring about 31.7% change in travel intention. The positive development of destination image will positively drive travel intentions and vice versa. The results also revealed that risk perception and travel intention were negatively associated. The relationship did not get statistical support. The increase in risk perception will bring about a minor change in travel intentions. However, the relationship did not get statistical support, hence, it is rejected. In addition, results of the PLS-SEM revealed that travel motivation and travel intention are associated positively. The relationship between the travel motivation and travel intention was valued at 0.266 ($p<0.05$). It means that a minor change in travel motivation will result in a 26.6% change in travel intention. The results indicate meaningful relationships between various constructs in the context of tourism and pandemic fatigue. The statistical values and significance levels add robustness to your findings. Specifically, the impact of pandemic fatigue as a moderating factor on both risk perception and travel motivation in relation to travel intention is noteworthy. This implies that understanding and addressing pandemic fatigue is crucial in predicting and influencing travel behavior. The percentages indicating the degree of change further quantify these relationships, providing practical insights for practitioners and policymakers in the tourism industry. These findings not only contribute to the academic understanding of these dynamics but also have important practical implications for the field. The table 1 shows the summary of the hypotheses testing among the independent variables (Destination image, travel motivation, and risk perception), dependent variable (Travel intention), and moderator (Pandemic fatigue).

The results provide valuable insights into the intricate dynamics between various factors influencing travel intentions,

especially in the context of the COVID-19 pandemic. Firstly, the positive relationship between tourists' travel motivation and their travel intention, supported by Hypothesis H1, suggests that a minor change in travel motivation can lead to a notable 26.6% change in travel intention. This underscores the pivotal role that motivation plays in shaping individuals' intent to travel (Wang & Xia, 2021; Kala, 2021; Durgun & Davras 2022). Furthermore, the positive relationship established between tourists' perception of destination image and their travel intention, supported by Hypothesis H2, is particularly significant. With a beta value of 0.317, even a slight adjustment in the destination image can bring about a substantial 31.7% change in travel intention. This highlights the profound influence that a favorable perception of a destination has on travelers' willingness to visit (Alfandi & Marco, 2022).

Table 3. Path Analysis

Relationships	Beta	Sample Mean	SD	t value	p-value	LL	UL	Decision
DI -> TI	0.317	0.314	0.123	2.584	0.01	0.111	0.601	Supported
RP -> TI	-0.066	-0.071	0.087	0.759	0.448	-0.213	0.151	Unsupported
TM -> TI	0.266	0.273	0.093	2.869	0.004	0.09	0.447	Supported

Note: DI- Destination Image; TI- Travel Intention; RP- Risk Perception; TM- Travel Motivation.

6. Moderating role of pandemic fatigue

Pandemic fatigue is tested as a moderator between the influence of the destination image, risk perception, and travel motivation on travel intentions. To test the moderation, the product indicator approach has been used because, in the presence of a moderating variable of continuous nature, it is the best approach (Rigdon et al., 2017). Also, other researchers suggested the use of the product indicator approach for testing moderation (Henseler & Fassott, 2010). According to the findings reported in table 4, pandemic fatigue did not found to moderate the relationship between the destination image and travel intention ($p>0.05$). Whereas, it is found to moderate the influence of both perceived risk and travel motivation on travel intention. In other words, pandemic fatigue does not moderate the relationship between destination image and travel intention, but it moderates the influence of perceived risk and travel motivation on travel intention. This study reveals that despite the ongoing pandemic and associated risks, destination image remains a critical factor in travel decision-making. Tourists may still have a strong desire to travel and revisit Jordan, despite the ongoing pandemic and associated risks. However, pandemic fatigue significantly moderates the relationship between travel motivation and travel intention, affecting individuals' motivation to travel against potential risks. This suggests that pandemic fatigue may lead individuals to weigh the benefits of travel against potential risks, such as exposure to the virus or increased restrictions and lockdowns. Moreover, pandemic fatigue significantly moderates the relationship between risk perception and travel intention, suggesting that individuals' risk perception may be less influential in shaping travel intentions during the pandemic if they are experiencing fatigue. This suggests that individuals may prioritize other factors over risk perception when making travel decisions, such as a desire for change or reconnecting with loved ones.

Table 4. Interaction Term

Relationships	Beta	Sample Mean	SD	t value	p-value	LL	UL	Decision
DI*PF -> TI	0.042	0.037	0.076	0.554	0.58	-0.108	0.185	Unsupported
RP*PF -> TI	-0.186	-0.182	0.105	1.766	0.078	-0.39	0.023	Supported
TM*PF -> TI	0.295	0.292	0.096	3.092	0.002	0.108	0.48	Supported

Note: DI-Destination Image; RP- Risk Perception; TM- Travel Motivation; TI- Travel Intentions; PF- Pandemic Fatigue.

7. Conclusion

This study has provided strong evidence of the significant influence of travel motivation and destination image on travel intention to Jordan post-pandemic. The findings indicate that travelers' motivation, such as adventure, relaxation, and cultural experience, significantly influences their travel intention to visit Jordan. Additionally, the study found that the destination image of Jordan, such as safety, natural beauty, and cultural heritage, also has a significant impact on travel intention. These findings are particularly relevant in the post-pandemic era, where travelers are looking for safe and unique travel experiences. With Jordan's rich cultural heritage, stunning natural beauty, and robust safety measures, the country is well-positioned to attract travelers seeking adventure, relaxation, and cultural experiences. The implications of this study are significant for the tourism industry in Jordan, as it highlights the importance of developing effective marketing strategies to promote the country's unique travel experiences and safe tourism practices. By leveraging travelers' motivations and creating a positive destination image, Jordan can attract more visitors and increase the economic benefits of tourism. Furthermore, this study discovered that pandemic fatigue moderates the association between travel motivation and travel intention. In other words, pandemic fatigue has a major impact on the relationship between people's motivation to travel and their intention to travel. This conclusion shows that pandemic fatigue should be taken into account when considering travel decisions during the pandemics. This finding suggests that pandemic fatigue may cause people to assess the benefits of travel against the risks associated with it, such as virus exposure or the possibility of greater restrictions and lockdowns. As a result, even those who are strongly driven to travel may be less likely to do so due to concerns about the pandemic and the resulting exhaustion. Moreover, the study found that pandemic fatigue also moderates the association between risk perception and travel intention significantly. This shows that if people are tired, their risk perception - or their assessment of the possible risks associated with travel - may be less influential in shaping their travel intentions. As a result, pandemic weariness may cause people to prioritize other criteria over risk perception when making travel plans. Individuals, for example, may have a strong desire to travel because they need a change of scenery or want to reconnect with loved ones, even though they are aware of the possible risks involved with travel. In conclusion, this study provides valuable insights into the factors that influence travelers' travel intention to Jordan post-pandemic. The findings can help tourism policymakers and industry practitioners develop effective strategies to attract more visitors to the country and promote sustainable tourism development.

8. Contribution

This study significantly advances our understanding of travel intention in the post-pandemic era. It provides novel insights into tourists' travel intentions and their future decisions to revisit international destinations, and expanding the existing body of knowledge. The study sheds light on key factors influencing travel behavior, such as travel motivation, risk perception, pandemic fatigue, and destination image. It also considers the diverse perspective of international tourists from various countries, cultures, and backgrounds, providing a comprehensive view of post-pandemic travel intentions. It synthesizes global studies on travel intention post-pandemic, identifying new significant factors influencing international travel. Moreover, the new model enhances our comprehension of the relationship between travel intention and pandemic-related factors, providing practical insights for policymakers and industry stakeholders.

9. Limitations and future studies

This study has provided valuable insights into the future decision of international tourists, but it has limitations. The purpose of travel may vary, and future studies should consider other variables such as nationality and travel constraints to gain a better understanding of the post-pandemic context. The findings were based on the traveler's perspective and did not involve destination managers's opinions, thus future studies should collect data from different sources and consider a mixed methods approach to explore more factors contributing to travel intention. Moreover, longitudinal research studies can enhance understanding of the current research topic by establishing the cause and effect by collecting data at different points in time to capture the change in responses and enhance the understanding of the topic.

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