

THE EFFECT OF SOCIAL ASPECTS ON INTERNATIONAL TOURISTS' REVISIT INTENTION TO CULTURAL AND HERITAGE SITES IN JORDAN: THE MEDIATING ROLE OF DESTINATION IMAGE

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ABSTRACT

This research examines the factors that influence the intention to revisit historical as well as cultural sites in Jordan, emphasizing the Destination Image (DI)'s role as a mediator between social factors and Revisit Intentions (RI). Understanding these connections is essential for promoting sustainable tourism. A purposive sampling technique was employed to carry out a field survey at seven significant historical and cultural sites in Jordan. Data collection was achieved through self-administered questionnaires, yielding 309 valid responses. The analysis was performed utilizing Smart PLS 4.0.9.9 as well as Structural Equation Modeling (SEM). The findings indicate that Electronic Word-of-Mouth (E-WOM) and Country-Created Social Media (CCSM) positively impact RI. In contrast, User-Generated Social Media (UGSM) shows no significant influence. Additionally, the study emphasizes the vital role with regard to DI in these associations. The findings indicate that to foster long-term engagement and create a meaningful connection between tourists and Cultural and Heritage Tourism (CHT), practitioners, tourism authorities, and management should actively employ digital marketing platforms as well as social media marketing tools to

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engage with current and potential visitors. This method facilitates the gathering of significant information from other tourists who share their engaging travel experiences at CHT sites. This research contributes to the existing body of knowledge by supporting local authorities and CHT management in formulating a more efficient strategy and policy for promoting CHT globally.

INTRODUCTION

Tourism has experienced significant growth in Jordan since the formation of the Trans-Emirate of Jordan in 1921. The government regards tourism as crucial for promoting the nation's social and economic prosperity. Cultural and Heritage Tourism (CHT) sites are a significant part of Jordan's tourism, and archaeological tourism is well-known nationwide (Prayag et al., 2021). This type of tourism involves visiting sites that showcase the country's customs, art forms, festivities, and experiences (Ariffin & Mansour, 2018). CHT also includes visiting colonial palaces, historic canals, battlegrounds, and other sites and activities that represent past and contemporary cultures (Fang & Ariffin, 2021). Foreign visitors come to Jordan for its affordability, easy visa process, and convenient transportation (Jordan Strategy Forum, 2020). The competition among Middle Eastern countries to attract and retain international tourists remains intense, as neighbouring destinations continuously strengthen the tourism strategies and offerings. To stand out, Jordan needs to focus on establishing itself as a compelling cultural and historical destination and leverage its unique assets (Abuamoud et al., 2014).

Information technology and social media use can also raise Revisit Intention (RI) (Ibrahim et al., 2022; Ma'arif et al., 2023). Note that social networking helps tourists plan trips and propose places. Social media provides tourism information. To encourage people to visit tourist destinations, tourists can post their experiences on social media communications (Omar et al., 2021). On the other hand, Chung (2019) and Rather (2021) both indicated that social media possesses no effect on RI. This inconsistency in past research findings highlights an intriguing research gap. For instance, some studies (Alhabash et al., 2014; Kim & Fesenmaier, 2017) have discovered that social media increases tourists' decisions to return by fostering emotional connections and improving Destination Image (DI). Other studies have examined weaker or indirect effects (Chung & Koo, 2015). This research gap can be attributed to disparities in theory development, formulation of logical hypotheses, and variations in research samples. In this study, the researchers have incorporated DI as a mediating variable to elucidate the influence with regard to social media on RI more

effectively. Research indicates that social media can substantially enhance tourists' perceptions with regard to a destination, greatly influencing their intention to revisit (Ma'arif et al., 2023). However, there is a lack of studies investigating this relationship in the context of CHT tourism in Jordan, where social media increasingly affects tourists' post-visit behaviors. The process of making travel decisions is complex and shaped by multiple factors, comprising social norms, psychological attitudes, as well as perceived behavioural control (Abbasi et al., 2021). Among the various factors, DI plays a pivotal role in influencing tourists' intention to revisit a specific destination (Abbasi et al., 2021). This concept is highly relevant in the decision-making process, as all factors involved rely on the perception of each destination (Junaedi & Harianto, 2020). A favourable DI can increase the chances of return visits (Liang & Xue, 2021). These conclusions are consistent with earlier research by Azhar et al. (2022) and Junaedi & Harianto (2020), which emphasize the strong impact with regard to DI on RI.

This research analyzes tourist intentions to return using Mehrabian and Russell's (1974) SOR framework. Within this concept, social characteristics serve as the "stimulus," DI acts as the "organism," and RI represents the "response." Note that this statistical article examines how location image mediates social factors in international visitors' RI. The study's findings can provide tourism operators in Jordan with a deeper understanding of the specific elements that contribute to Jordan's position as a CHT destination. With this knowledge, tourism operators can tailor their offerings and experiences to align more closely with tourist preferences and expectations. This ultimately enhances the overall visitors' experiences and likelihood of return visits. This research also provides valuable contributions to the existing literature on DI and tourist behavior, which can be beneficial for academicians. This framework can serve as a basis for further academic studies and exploration into similar topics, fostering a greater comprehension of the complexities of tourist decision-making processes as well as destination choices. This research will also provide policymakers with the necessary knowledge and tools to develop evidence-based policies, strategies, and interventions focused on improving the attractiveness of Jordan as a CHT tourism destination.

Social factors and DI have a close relationship. Tourists are motivated to visit CHT sites due to a strong desire to experience CHT sites. Consequently, social factors are crucial in shaping the DI (Cham et al., 2021). Note that the presence of information or indicators that highlight a country's unique history can affect tourists' perceptions of the destination,

along with the influence with regard to social media, thus enhancing the development of the DI. Information about tourist spots that circulates unintentionally through Electronic Word-of-Mouth (E-WOM) and social media from various sources can ultimately influence the DI as perceived by tourists (Putri & Yasri, 2020). Frequent visits reduce the costs associated with marketing and promotion (Loi et al., 2017) and boost tourism business profitability and growth (Alves et al., 2019). They are also crucial to destination marketing (Abbasi et al., 2021). Retaining visitors costs considerably less than recruiting new ones (Abbasi et al., 2021). Although extensive research was done regarding the role of social media in tourism marketing and decision-making (Baber & Baber, 2023; Ma'arif et al., 2023; Omeish et al., 2024), there is a substantial gap in understanding how social media influences RI, particularly in Jordan's CHT tourism industry. Earlier studies have mainly concentrated on the first-time visit decision-making process or overall tourist satisfaction (Setiawan et al., 2014; Loi et al., 2017; Narangajavana Kaosiri et al., 2019), frequently overlooking the social media role in fostering a desire to return to a destination. Additionally, many studies have emphasized destinations with a broader tourism scope, which includes brand image, perceived risk, and tourist destination decision (Dewi et al., 2020; Alfaisaly et al., 2022; Agyapong & Yuan, 2022). This leaves a gap in our comprehension of the specific factors that influence RI in culturally and historically significant destinations. Furthermore, most research has taken place in Western or Asian settings, leading to a lack of understanding regarding the social media impact on Middle Eastern destinations, especially in Jordan (Alazaizeh et al., 2019). Given the existing research gaps as well as data, this research seeks to investigate how social media affects tourists' RI, using DI as a mediating factor, specifically at CHT sites in Jordan.

Thus, this research's goal is to establish a model that characterizes Jordan's position as a CHT destination by evaluating social determinants and identifying their contributions to its image. Additionally, the article attempts to investigate the relationship between this impression of Jordan as a travel destination and the possibility that visitors may decide to come back by utilizing a quantitative study via the SOR model by Mehrabian and Russell (1974).

LITERATURE REVIEW AND FORMATION OF HYPOTHESIS

The SOR Theory

Many studies on tourism use the SOR model created by Mehrabian and Russell (1974). It has been implemented to research destination atmospheric cues (Loureiro et al., 2020), tourist experience and revisit intent (Chen et al., 2020), as well as ecologically responsible tourism (Su et al., 2020). This paradigm lets scholars develop and validate stimulus, organism, and response constructs due to their adaptability. Thus, the model applies to many study fields. The stimulus is an environmental component that may provoke an emotional response and affect behavior. Here, the SOR model is ideal for studying how environmental inputs and emotions affect consumer behavior. Much research that anticipates travelers' intentions is conducted using the Theory of Planned Behavior (TPB) (Meng et al., 2020). The authors utilize the SOR paradigm to explore the relationship among stimulus, organism, and response behavior concerning visitors' intention to revisit Jordanian CHT locations, aiming to acquire new insights. In this context, social factors function as the stimulus, the DI represents the organism, and the intention to revisit is the response.

Alternatively, Jani and Han (2015) argue that the expanded SOR theory offers a comprehensive framework with regard to the prediction of tourists' post-behavior. Scientists may find and confirm variables that describe stimuli, organisms, and responses using this approach (Nghah et al., 2021). The theory is used to predict future behavior in voluntourism (Nghah et al., 2021), recreation as well as responsible behavior (Su et al., 2019), small sporting activities (Jeong et al., 2020), and other fields due to its versatility. Due to tourism's intangibility, Chang et al. (2014) discovered the SOR model ideal for analyzing visitor behavior. The SOR theory's emphasis on emotional factors can provide insight into travel experiences. Several studies have used social media as a stimulant or evaluated its effects on tourists. On the other hand, Nunthiphatprueksa (2017) determined a positive correlation between the quality of social networking sites (S), destination image (O), and behavioral intention (R) among foreign visitors to Thailand. Kim et al. (2017) studied social media information quality, DI, and behavioral intention utilizing the SOR model. However, with more tourists visiting CHT sites and heritage resources becoming more crucial in Jordan's tourist sector, it is critical to conduct a study. This study incorporates E-WOM, Country-Created Social Media (CCSM), User-Generated Social Media (UGSM), DI, and RI into the SOR model as long as it aligns with the SOR framework. Additionally, the research identifies DI

as a mediator between social variables and RI. While DI has frequently been examined as a mediator in earlier studies, there is limited literature that validates its mediating effect between social factors and RI, particularly CHT. An analysis like this might help the Jordanian CHT cope with increasing tourism demands in CHT locations.

Revisit Intention (RI)

Post-consumption behavior includes RI and the possibility of visitors returning to a location or destination (Hallak et al., 2018; Rousta & Jamshidi, 2020). Prior investigations have established the concept of RI within the framework of tourist locations (Qu, 2017; Ramukumba, 2018). According to Qu (2017), RI denotes the probability that travelers will return to a specific tourism destination within a specified time frame. Personal preferences and time constraints are factors that affect RI. Hamid et al. (2021) asserted that RI is a type of post-consumption behavior of tourists that describes the possibility of their returning to a place or location again. On the other hand, Abubakar et al. (2017) created a paradigm for evaluating RI using three scales: intention to revisit, likelihood of revisiting, and desire to visit more frequently. Huang and Hsu (2009) created a four-scale measurement framework that includes four levels: intent to revisit, planning to revisit, desire to revisit, and likelihood of revisiting. These frameworks aid in forecasting the probability and inclination of visitors to return. According to Venkatesh et al. (2003: 451), behavioral intention describes a person's likelihood of engaging in a specific activity. It varies from the aim to revisit in several ways. Tourists frequently contemplate this when witnessing a tourist attraction (Muskat et al., 2019). The location's beauty, usefulness, and appeal influence the visitor's level of contemplation, enhancing the experience (Zhang et al., 2018; Baloglu et al., 2019).

Tourism growth depends on travelers' return (Ngoc & Trinh, 2015). Regular tourism reduces advertising and publicity expenses (Loi et al., 2017; Kim et al., 2013). The promotion of tourist locations is vital for their success (Loi et al., 2017; Beerli-Palacio & Martín-Santana, 2018), enhancing the economic viability as well as the significance of the tourist sector (Alves et al., 2019; Stylos et al., 2017). Attracting as well as retaining existing customers costs less than acquiring new ones (Kim et al., 2013; Chiu et al., 2012). Alternatively, Beerli-Palacio and Martín-Santana (2018) suggest that enterprises may achieve a competitive cost advantage in destination marketing by minimizing marketing and promotion expenses and fostering good tourist perceptions. Thus, this paper examined social factors

influencing visitors' return. Based on DI, SOR predicted CHT visitors' return intention. SOR theory efficiently analyses environmental and emotional cues to predict individual responses (Nghah et al., 2021).

Factors That Influence Cultural and Heritage Tourism Destination Image

Social Aspects

Electronic Word-of-Mouth (E-WOM)

The effects, as well as dissemination of Word-of-Mouth (WOM) with regard to the industry, have been widely studied and debated, especially given the extensive use of Internet technology (Jalilvand et al., 2012). E-WOM refers to any favorable or unfavorable remarks about a company or product that are communicated online to a large audience of individuals as well as organizations by potential, current, or former consumers (Hennig-Thurau et al., 2004). E-WOM differs from conventional WOM in medium, information breadth, communication with other internet users, and information receipt (Jeong & Jang, 2011). E-WOM informs customers on product use and quality via the Internet. Consequently, tourists investigate and purchase online more as technology progresses (Litvin et al., 2008). Travelers may readily access destination information utilizing E-WOM (Ladhari & Michaud, 2015). Recently, social media has made E-WOM useful for product advertising (Tandon et al., 2020). Hence, tourists prefer E-WOM sites over travel business information because they are more current, entertaining, and dependable.

E-WOM is a modern take on WOM, expanding its reach beyond just conversations about products and services. As time has passed, word-of-mouth has transformed into internet-based E-WOM, enabling a wider reach and interaction with a larger audience (Sen & Lerman, 2007). E-WOM utilizes a range of communication channels, including websites, the X platform, Facebook, Instagram, and Online sites (Hennig-Thurau et al., 2004). Other than that, Jalilvand et al. (2012) conducted research that identified many elements that contribute to E-WOM. These factors include the influence of destination impressions formed through reading online reviews from fellow consumers, the use of online reviews to verify the suitability of a destination, seeking online consultations, gathering information about destinations from online reviews, feeling anxious when individuals neglect to read online reviews before traveling and gaining confidence after reading online reviews. Prior research has demonstrated the significance of E-WOM in promoting repeat purchases (Wandoko &

Pangganti, 2022) and its considerable impact on individuals' inclination to carry on their travel activities (Abubakar, 2017; Wijayaa et al., 2021). In addition, investigations conducted in the domain of medical tourism indicate that E-WOM possesses a positive influence on tourists' willingness to engage in travel (Farrukh et al., 2022). After reviewing the available literature, a hypothesis was formulated:

H1: E-WOM positively influences destination image.

Country-Created Social Media (CCSM)

The rise of social media and Web 2.0 technology has enhanced the visibility with regard to Internet users online. According to Tajvidi and Karami (2017), social media encourages Internet users to obtain as well as share information with regard to products, services, individuals, and topics. Firm-created social media are the current web-based tools that businesses and service providers use to communicate with and market to audiences that traditional media cannot reach (Schivinski & Dabrowski, 2016). Companies may manage their content and target their audience via firm-created social media (Sandunima & Jayasuriya, 2024; Ibrahim et al., 2022). On the other hand, marketing managers aim to create social media communication that effectively captivates loyal consumers, alters product perspectives, imparts knowledge, and gains insights into their target customers (Dewi et al., 2020). In contrast to corporate communication, social media communication is widespread and appeals to a wide range of demographics (Lin et al., 2023). Moreover, Lin et al. (2023) discovered that social media platforms built by companies can have a positive impact on corporate market share by encouraging customer purchases and expediting consumer decision-making. Internet users are progressively turning to social media platforms for information about organizations and services (Al-Abdallah & Jumaa, 2022; Kumar et al., 2016). Consumers today require information quickly and instantly (Raji et al., 2020). Note that research demonstrates that social media content from companies significantly influences travelers' perceptions of destinations (Zeng & Gerritsen, 2014; Cham et al., 2021). The term "firm-created social media communication" refers to the controlled advertising that a company uses and directs based on its marketing plan. This study substitutes "firm-created social media" with "country-created social media." Correspondingly, this research examines the influence of the Jordanian government's social media material as well as its agencies and partners (such as the Jordan Tourism Board,

Jordan Hotels Association, etc.) on CHT. Hence, this hypothesis was suggested.

H2: Country-created social media positively influences destination image.

User-Generated Social Media (UGSM)

Both researchers and communication managers have focused on Facebook, X platform, and YouTube as developing media platforms. The emergence of these platforms has brought about the age of Web 2.0, where User-Generated Content (UGC) can cultivate lively communities that allow individuals with similar interests to engage with one another (Al-Abdallah & Jumaa, 2022). Social media facilitates rapid communication and sharing of information amongst consumers (Lin et al., 2023). While UGC is highly significant, there is presently no universally accepted definition, as noted by the OECD (2007). According to Narangajavana Kaosiri et al. (2019), UGC may be categorized as consumer-focused, produced by the general public instead of marketing experts, and has a higher likelihood of being shared online. OECD (2007) has a more complete definition: "(a) information that is accessible to the public on the Internet, (b) information that demonstrates a significant creativity level, and (c) information that is produced outside of professional norms and practices." Consumers participate in UGC to advertise themselves, find happiness, and impact public opinion (Nguyen & Tong, 2023). This article intends to add to UGC's knowledge by examining how Facebook UGC influences DI and RI. Note that DI and RI are explored with UGC. Thus, this hypothesis was postulated:

H3: User-created social media positively influences destination image.

Destination Image and Revisit Intention

Information sources' product diversity, attractions, characteristics, and selection impressions affect DI (Whang et al., 2016). Moreover, Ramseook-Munhurrin et al. (2015) discovered that positive DI encourage repeat visits. According to Ferns and Walls (2012), RI evaluates visitors' chances of returning to a destination within a specific timeframe. The DI substantially impacts tourist return. Tourists' inclinations to return to Iran affect the country's image (Abubakar & Ilkan, 2016). Here, tourist visitation is directly affected by the DI (Whang et al., 2016). Tourists' inclinations to visit attractive Iranian destinations are similarly affected by DI (Jalilvand et al., 2012). Experimental research by Chew and Jahari (2014) showed that cognitive and emotional DI qualities directly impact RI. In Kuwaiti visitors'

intention to visit Islamic places, Nassar et al. (2015) discovered that DI was the most relevant element. Earlier research performed by Mechinda et al. (2010) and Mat Som et al. (2012) emphasized the significance of DI in influencing RI. Previous studies suggest that the DI represents tourists' perspective or impression of a location and may influence their decision to come. Therefore, this hypothesis was examined:

H4: Destination image positively influences revisit intention.

The Role of Destination Image as a Mediator

Ngah et al. (2020) emphasized the importance of mediation analysis in enhancing models and theories. Lockwood and Pyun (2019) discuss the SOR model, which proposes that research investigations can have organism variables as mediators. Many studies have highlighted the substantial impact regarding E-WOM on the decision-making of tourists and their inclination to revisit CHT destinations (Ruhamak et al., 2021; Prayogo & Kusumawardhani, 2017; Abubakar & Ilkan, 2016). Positive E-WOM may improve the reputation of a destination, build trust, and promote a sense of social connection among tourists. In contrast, negative E-WOM can discourage potential visitors and decrease their intention to revisit. Note that the management of social media platforms by a country can also exert a significant impact on tourists' likelihood of revisiting. These platforms are powerful tools for promoting CHT sites by disseminating rich, engaging content that highlights unique cultural assets and the historical significance of a destination (Yasir et al., 2021; Baber & Baber, 2023). Media messages from service providers, as well as user-generated viewpoints, influence the image that travelers create, impacting their perceptions and intentions to return (Rather, 2021). When tourists encounter positive content and information, social media plays a vital role in shaping their desire to revisit. This observation is consistent with earlier studies by Azhar et al. (2022), Omar et al. (2021), and Ma'arif et al. (2023), all of which highlight the important impact regarding social media on tourists' intentions to revisit.

This article added DI as a mediator between social variables and RI to improve the model's prediction power. Zhou et al. (2023) and Cham et al. (2021) determined mediating variables between social aspects and return intention. Research in similar disciplines supports our claims that social variables significantly affect RI (Ma'arif et al., 2023). From a theoretical standpoint, social media can affect DI (Azhar et al., 2022). Ruhamak et al. (2021), Prayogo and Kusumawardhani (2017), and Alfaisaly (2022) established that social characteristics, DI, and RI are linked. According to

mediation analysis, Prayogo and Kusumawardhani (2017) and Ruhamak et al. (2021) established a favorable association between social characteristics and return intention. Thus, this article examined DI as a mediator of social factors and RI. The study proposed these hypotheses as a result of this logic:

H5: Destination image mediates the correlation between E-WOM and revisit intention.

H6: Destination image mediates the correlation between country-created social media and revisit intention.

H7: Destination image mediates the correlation between user-created social media and revisit intention.

The research framework for the article is shown in Figure 1.

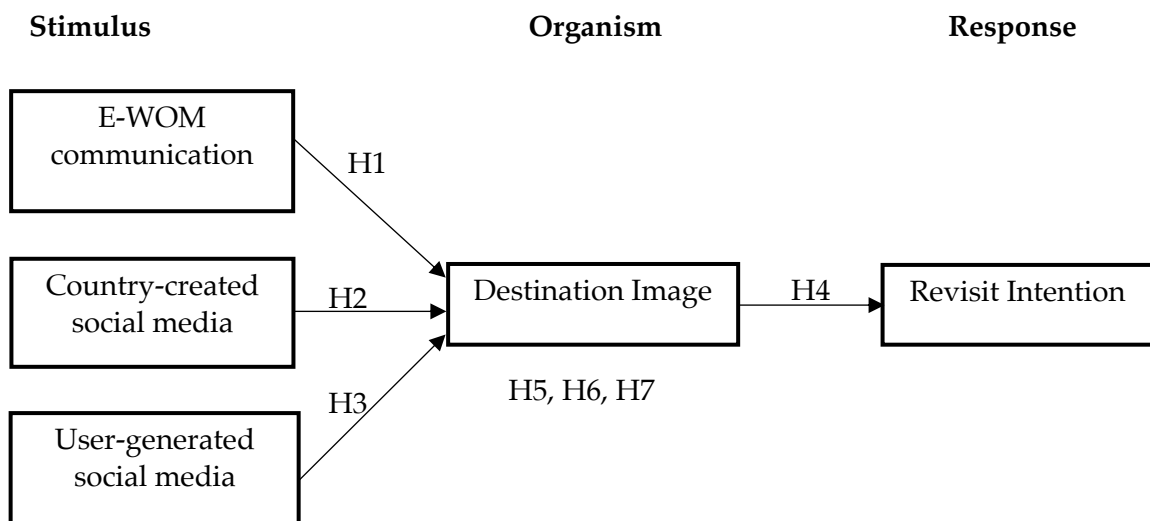


Figure 1. *Research Framework*

RESEARCH METHODOLOGY

The study used a quantitative approach as well as a self-administered survey questionnaire. Due to the complete sampling frame being unavailable, purposive sampling was utilized. The study gathered data from seven popular tourist spots in Jordan, with the help of tour guides and operators, from June to August 2023. Questionnaires were given to international visitors aged 18 and above who were visiting Jordan for the first time. By focusing on these first-time travelers, the research aims to understand their initial travel experiences. Their fresh perspectives are crucial for destinations seeking to make a positive impact on visitors and attract repeat visits and recommendations. This specific emphasis enables

researchers to explore in greater detail the factors influencing the decision-making as well as overall travel satisfaction of this particular group. Section one of the questionnaire collected demographic data, whereas section two included the factors being studied. Hair et al. (2017) highlighted that when determining the sample size, it is crucial to consider the analysis power in relation to the number of predictors. To obtain 80% power with three predictors, a minimum of 77 respondents was needed, according to G*power software. According to the assumptions made by Gefen et al. (2011), a moderate impact size of 0.15, as well as a threshold of significance of 0.05, are essential. G*Power was employed to verify the sample size. Based on the effect size of 0.15 at 80% power level, 350 surpassed the minimal sample size of 77 (Faul et al., 2009). Here, Hair et al. (2017) recommended 200–400 samples. This study's 350 sample size is sufficient. A filter question is provided to ensure that the collected data is directly applicable to understanding the unique experiences of this group, which is essential for accurate interpretation and application of the results. From 350 respondents who filled out the survey, this study utilized data from 309 respondents because 41 sets of surveys were not included in the analysis. This is due to the fact that they did not fit with the criteria of respondents and gave straight-line replies where a participant selected the same answer for every question. This indicates that the respondent may not have engaged with the survey seriously, which can lead to unreliable data and verify the accuracy and quality of the collected data.

This study's questionnaire was categorized into six sections. Note that Section A focuses on demographic characteristics. Section B addresses E-WOM. The items were taken from Jalilvand and Samiei (2012). Section C is on CCSM, and the items are from Schivinski and Dabrowski (2014). Section D is on UGSM, items are from Schivinski and Dabrowski (2014) and Trivedi and Roza (2019), Section E is on DI from Nazir et al. (2022), and Section F on RI is from Hamid et al. (2021). Alternatively, Podsakoff et al. (2003) proposed measuring independent as well as dependent variables using distinct anchor scales to reduce Common Method Variance (CMV). It uses the same scale for all items may make respondents view them as identical and repetitive, impacting their comprehension, retention, and judgment processes. The severity of the CMV may be substantial if the Variance-Inflated Factor (VIF) value ≤ 3.3 (Kock, 2015). According to MacKenzie and Podsakoff (2012), biases can be minimized by modifying scale types and anchor labels. A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was employed to assess the independent factors. To reduce the impact with regard to CMV on the

dependent variable, a seven-point scale, from 1 (strongly disagree) to 7 (strongly agree), was utilized.

Scope of the Study

The investigation is restricted to highly visited sites of CHT in Jordan where facilities and services exist. The data collection involves a face-to-face approach to respondents visiting the top seven CHT sites in Jordan: Petra and Wadi Rum in the south, Maghtas (Baptism) and Madaba Map in the center, and Jerash, Ajloun, and Um Qais in the north. To confirm that the participants comprehended the questions and statements being posed, a preliminary test was performed with a group of 30 tourists from various countries. This test mirrored the actual data collection process, which involved direct discussions with the participants. This approach allowed the researchers to address any uncertainties or queries the respondents might have and gather more in-depth information. To minimize any bias, the questions were designed to be impartial and not suggestive. By stressing the confidentiality of the responses and framing the questions in a fair and unbiased manner, the researchers aimed to promote honesty, especially when discussing sensitive topics. Additionally, the participants' identities were kept anonymous throughout the process. Because this study focuses on those who have visited Jordan, only first-time visitors will be counted.

Analysis of Findings

This research used Smart PLS v. 4.0.9.9. PLS is a statistical method for Structural Equation Modeling (SEM) based on variance. When exploring the research framework's hypotheses, Smart PLS is suitable (Hair et al., 2019). Anderson and Gerbing (1988) proposed a two-step software technique that incorporated measurement and structural models. Due to the research's predictive aim, a normality test was performed prior to processing the data with SmartPLS to ensure data normality, which is reflected by the normal distribution assumption about each item and all linear combinations of items (Hair et al., 2017). Despite SmartPLS being non-parametric, this step was necessary to avoid exaggerated findings. Mardia's multivariate kurtosis is utilized to assess the normality of the data. As noted by Hair et al. (2017) and Halimi et al. (2022), the research conducted a multivariate skewness and kurtosis analysis with software available on an online statistical analysis platform. Mardia's Skewness = 4.503506 and $p < 0.01$ and Kurtosis = 44.068270 and $p < 0.01$, respectively, present that the analysis revealed multivariate data that did not follow a normal distribution. These results suggest that Smart PLS is a good non-

parametric data analysis program. When collecting data from a single source, the literature proposes procedural and statistical methods to minimize CMV. Adopting Podsakoff et al. (2003), this investigation used distinct Likert scales for external and endogenous factors. According to Kock (2015), testing lateral collinearity was a statistical approach. The study has a common method bias if its VIF is higher than 3.3. The VIF score was < 3.3 (Table 1), indicating no CMV concerns in the results.

Table 1. *Comprehensive Assessment of Collinearity*

Construct	UGSM	CCSM	RI	DI	E-WOM
VIF	1.879	1.623	1.398	1.148	1.222

Note: UGSM=User-generated social media, CCSM=Country-created social media, RI=Revisit intention, DI=Destination image, EWOM=Electronic word -of-mouth communication

Descriptive Analysis

An analysis of the statistics was performed on the 309 valid questionnaires gathered, yielding a response rate of 88.3%. The data were analyzed with SPSS 26.0. Most respondents were female (50.5%) and aged between 18–29 (32%). At least a master's degree or higher was obtained by a substantial percentage (36.9%). Employed tourists constituted the largest group in terms of employment status (63.1%). Most respondents (34.6%) fell within the income bracket of \$2,001 to \$3,000 per month. Table 2 presents a full demographic description.

Table 2. *The Demographic Characteristics of (n = 309)*

Attributes	Frequency (n=309)	%	Attributes	Frequency (n=309)	%
Gender			Employment status		
Male	153	49.5	Employed	195	63.1
Female	156	50.5	Self-employed	22	7.1
Country of Origin			Unemployed	32	10.4
Europe	253	81.9	Retired	21	6.8
North America	37	11.9	Student	39	12.6
Asia	18	5.9	Monthly income		
Australia	1	0.3	Less than 1000	37	12
Age			1,001-2,000	66	21.4
18-29	99	32	2,001-3,000	107	34.6
30-39	92	29.8	3,001-4,000	66	21.4
40-49	42	13.6	4,001-5,000	11	3.6
50-59	49	15.9	More than 5,000	22	7.1
60 and older	27	8.7	Visited places		
Marital Status			Petra	278	90
Single	133	43	Wadi Rum	269	87
Married	124	40.1	Jerash	260	84.1
Divorced	52	16.8	Ajloun	96	31
Education			Madaba Map	160	51.8
High School	41	13.3	Um Qais	32	10.4
Diploma	41	13.3	Maghtas(Baptism)	72	23.3
Bachelor's	113	36.6			
Master's or above	114	36.9			

Measurement Model Assessment

The authors tested the hypothesis through a two-step approach. The measurement model assessed the relationships between items and their underlying variables, while the structural model explored the relationships between exogenous and endogenous elements within the research model (Nghah et al., 2014). It was essential to maintain convergent as well as discriminant validity during the development of the measurement model. Convergent validity was established to confirm the measurement of the item construct. Hair et al. (2017) demonstrated that for reflective measurements to be deemed reliable and valid, the loading and Average Variances Extracted (AVE) values must be at least 0.5, along with a Composite Reliability (CR) value of at least 0.7 to demonstrate that the model has achieved convergent validity. According to Table 3, three DI items—DI 2, DI 4, and DI 5—were omitted due to their low factor loading, which was below 0.50 (Hair et al., 2017). Note that the remaining items in the measurement model exhibited loadings between 0.678 and 0.909, AVE values from 0.563 to 0.703, as well as CR values ranging from 0.788 to 0.918, confirming that the research maintains convergent validity.

Table 3. *Covergent Validity*

Variable	Item	Factor loadings	Composite reliability	Variance extracted
CCSM	CCSM1	0.857	0.904	0.703
	CCSM2	0.909		
	CCSM3	0.839		
	CCSM4	0.741		
DI	DI1	0.814	0.788	0.651
	DI3	0.799		
E-WOM	EWOM1	0.765	0.865	0.563
	EWOM2	0.829		
	EWOM3	0.756		
	EWOM4	0.678		
	EWOM5	0.715		
RI	RI1	0.892	0.918	0.694
	RI2	0.882		
	RI3	0.751		
	RI4	0.762		
	RI5	0.866		
UGSM	UGSM1	0.770	0.885	0.606
	UGSM2	0.820		
	UGSM3	0.775		
	UGSM4	0.795		
	UGSM5	0.729		

CCSM: Country-created social media, DI: Destination image, E-WOM: Electronic word -of-mouth communication, RI: Revisit intention, UGSM: User-generated social media

The Heterotrait-Monotrait (HTMT) ratio of correlations was calculated to assess discriminant validity, which is in line with the approach suggested by Henseler et al. (2015). As presented in Table 4, all HTMT values were below the threshold of 0.85, confirming that the study successfully achieved discriminant validity (Franke & Sarstedt, 2019).

Table 4. *Discriminant Validity (HTMT ratio)*

Construct	CCSM	DI	E-WOM	RI	UGSM
CCSM					
DI	0.438				
E-WOM	0.311	0.309			
RI	0.463	0.388	0.129		
UGSM	0.683	0.290	0.471	0.541	

CCSM: Country-created social media, DI: Destination image, E-WOM: Electronic word -of-mouth communication, RI: Revisit intention, UGSM: User-generated social media

Assessment of Structural Model

To evaluate the study's hypotheses, there must be no significant multicollinearity. Based on Diamantopoulos and Siguaw (2006), VIF levels must remain under 3.3. All VIF values presented in Table 5 were below this limit, indicating an absence of multicollinearity. Bootstrapping with 5,000 resampling iterations verified the hypothesis. The beta value needed to align with the hypothesis, the t-values were required to exceed 1.645, the p-value had to remain below 0.05, and the bias-corrected confidence interval should not include zero in either the Lower Level (LL) or Upper Level (UL) (Hair et al., 2019). A study of four hypotheses examined how the stimulus and organism affect each other.

Four of the seven hypotheses tested the direct influence, while the other three hypotheses tested the indirect effect. The evaluation criteria for the direct impact hypotheses are outlined in Table 5. H1 is that E-WOM influences DI in a way that encourages RI. A significant connection between E-WOM and DI is supported by the data ($\beta = 0.142$, $t = 2.004$: LL = 0.033, UL = 0.243, $p = 0.023$), which lends support to H1. H2 states that CCSM has a favorable effect on DI. The findings indicate a favorable correlation between CCSM and DI ($\beta = 0.252$, $t = 4.038$: LL = 0.150, UL = 0.353, $p < 0.01$), which provides more evidence in favor of H2. It is anticipated that UGSM will have a good influence on DI about H3. Nevertheless, the findings indicate that the coefficient is insignificant ($\beta = -0.005$, $t = 0.073$: LL = -0.119, UL = 0.093, $p = 0.471$), implying that H3 is not validated. The results indicate that DI favorably affects RI ($\beta = 0.259$, $t = 4.272$: LL = 0.148, UL = 0.347, $p < 0.01$),

supporting the hypothesis that DI has a favorable effect on RI. Hence, H4 is also confirmed.

Table 5. *Analysis of Direct Impact*

Hypotheses	Path	β	SE	t	p	LL	UL	VIF	Decision
H1	EWOM-> DI	0.142	0.071	2.004	0.023	0.033	0.243	1.168	Supported
H2	CCSM-> DI	0.252	0.062	4.038	0.000	0.150	0.353	1.515	Supported
H3	UGSM-> DI	-0.005	0.066	0.073	0.471	-0.119	0.093	1.656	Not-supported
H4	DI-> RI	0.259	0.061	4.272	0.000	0.148	0.347	1.000	Supported

Note: UGSM=User-generated social media, CCSM=Country-created social media, RI=Revisit intention, DI=Destination image, EWOM=Electronic word -of-mouth communication

As for the indirect effects, the results are presented in Table 6. Among the three hypotheses (H5, H6, and H7), two have been supported. H5 suggests that DI mediates the relationship that exists between E-WOM and RI. The findings confirm that this hypothesis is supported ($\beta = 0.037$, $t = 1.775$; $UL = 0.069$; $LL = 0.01$, $p = 0.037$). On the other hand, H6 suggests that the DI acts as a mediator in the relationship that exists between CCSM and RI. The results offer evidence in favor of this hypothesis, indicating that such a correlation exists ($\beta = 0.065$, $t = 2.593$; $UL = 0.111$, $LL = 0.029$, $p < 0.005$). As a result, H6 is supported. Concerning H7, the results suggest that the DI does not act as a mediating variable between UGSM and RI. The findings reveal that there is no statistically substantial mediating effect of DI between UGSM and RI ($\beta = -0.001$, t -values = 0.067; $LL = -0.033$, $UL = 0.026$, $p = 0.473$). As a result, H7 was not supported. According to Cohen (1988), f^2 effect sizes are classified as small, medium, as well as large, with values of 0.02, 0.15, and 0.35, correspondingly. The research showed minor impact sizes for all hypothesis-supporting factors.

Table 6. *Analysis of indirect impact*

Hypothesis	Path	β	SE	t value	p value	LL	UL	Decision
H5	EWOM -> DI -> RI	0.037	0.021	1.775	0.038	0.010	0.069	Supported
H6	CCSM -> DI -> RI	0.065	0.025	2.593	0.005	0.029	0.111	Supported
H7	UGSM -> DI -> RI	-0.001	0.018	0.067	0.473	-0.033	0.026	Not-supported

Note: UGSM=User-generated social media, CCSM=Country-created social media, RI=Revisit intention, DI=Destination image, EWOM=Electronic word -of-mouth communication

PLS Predict

Since the study focuses on the model, its predictive potential must be assessed. Shmueli et al. (2019) recommend a Predictive Relevance (Q2)

value above zero for the study. The research also examines RMSE for PLS-SEM and LM to assess prediction errors. Higher RMSE implies lesser model efficacy. If PLS-SEM regularly has more mistakes than LM, it may lack predictive potential (Shmueli et al., 2019). The PLS model consistently provided lesser DI values than the LM model, confirming the study's DI prediction power. However, most PLS values were greater than LM values for RI, indicating that the study did not have validated predictive potential. Table 7 presents the current study's PLS prediction and Q^2 outcomes.

Table 7. *PLS Predict*

Items	Q^2 predict	PLS-RMSE	LM-RMSE	PLS-LM	Decision
DI1	0.06	0.616	0.625	-0.009	High
DI3	0.028	0.66	0.663	-0.003	
RI1	0.044	1.42	1.293	0.127	Not confirmed
RI2	0.031	1.297	1.225	0.072	
RI3	0.033	1.766	1.574	0.192	
RI4	0.021	1.359	1.313	0.046	
RI5	0.034	1.73	1.579	0.151	

DISCUSSION

This research investigates what motivates international visitors to return to Jordan. The SOR model offers a distinctive element to the research and incorporates validation. Three mediating variables and four direct correlations were explored in seven hypotheses. The investigation supported five hypotheses, whereas two were not. Note that the study used a convergent parallel design to examine how EWOM, CCSM, and UGSM affect RI through DI. Study results determine that these characteristics positively affect RI, except UGSM, through DI. In addition, the article showed that EWOM directly affects DI. When choosing Jordan as a destination, foreign visitors value E-WOM. The outcomes of this article were compatible with earlier research on DI in one dimension (Jalilvand et al., 2012; Fakharyan et al., 2012; Setiawan et al., 2014; Alfandi & Marco, 2022). Tourism advertising in Jordan is greatly influenced by E-WOM (Albarq, 2014). E-WOM is more trustworthy and broadly available than typical marketing and marketing channels because of its direct connection to customers, particularly active social network users. E-WOM gives a winning edge in building buyer trust. According to Albarq (2014), E-WOM may help the tourism sector understand visitor preferences and views of a place.

The influence with regard to E-WOM, CCSM, and UGSM on revisiting intentions to CHT sites in Jordan is intricate and multifaceted. The

findings of the study highlight the importance with respect to considering cultural, demographic, and industry-specific factors when evaluating the impact of social media on visitors' likelihood of returning to these destinations. In Jordan, E-WOM possesses a more substantial impact than UGSM, most likely owing to the country's emphasis on reliability, cultural relevance, trust, and well-organized information during decision-making (Baber et al., 2022; Suprina et al., 2023). Jordan's tourism industry's cultural heritage and history make e-WOM even more important. When tourists visit CHT sites in Jordan, they look for authentic experiences and value recommendations from other travelers shared through E-WOM. They want to connect with the destination's rich history and culture (Azhar et al., 2022). On the other hand, UGSM does not have as much influence in Jordan, possibly because of the nature of UGSM in this context. Unlike other places where UGSM shapes visitor perceptions (Xu et al., 2023), Jordan's tourism sites have so much cultural and historical significance that people might need to trust information shared on social media platforms more. They might rely on official sources or professional reviews when deciding whether to visit CHT sites in Jordan again, which is why UGSM has a lesser influence on their intentions (Qazi et al., 2024).

Furthermore, in line with earlier research by Zeng and Gerritsen (2014) and Kim et al. (2017), our study showed that social media generated in a country had a favorable impact on DI (H2). Since social media communication made in a country is entirely controlled and directed by organizations, it is expected to affect the DI. However, our research showed that customers' impressions of the destination are shaped by social media communication made in that country. The suggested hypothesis (H2) is validated by these data, highlighting the important practical ramifications for marketers. Instead of typical advertising, the organization should utilize social media efforts as part of its marketing communication plan. Furthermore, businesses should create their social media content to influence users' DI, as the quality and legitimacy of an organization's message have an impact on actions that occur after exposure. Marketing managers should investigate destination features that impact customer sentiments and create positive DI associations, according to these results.

The impact of the UGSM variable (H3) on DI was determined to be statistically insignificant. The results presented here are in opposition to the conclusions reached by Cham et al. (2021) and Gurung and Goswami (2017), which suggested that UGSM had a beneficial impact on DI. In contrast, Nguyen and Tong (2023) discovered that UGSM did not affect DI. Perhaps UGSM content related to a place lacks impressiveness or provides

insufficient information to establish a complete impression in tourists' thoughts. Experiences of traveling that individuals share are usually fragmented elements of the entire adventure at the location rather than unified, high-quality content aimed to form the DI. UGSM generally has disjointed tales, which might weaken its destination perception efforts. Note that cohesive storylines influence customer behavior more (Cheung et al., 2021). Information overload from UGSM makes it hard for consumers to get relevant insights, diminishing its influence on DI (Bruhn et al., 2012). If UGSM fails to match user expectations, it will be considered less effective. Younger people are more inclined to engage with UGSM, whereas older users may prefer traditional media.

This article demonstrated that the DI directly affects foreign visitors' RI to Jordan (H4), supporting earlier research by Jalilvand et al. (2012), Chew and Jahari (2014), Prayogo and Kusumawardhani (2017), as well as Alfaisaly et al. (2022). The DI was determined to be a significant determinant of tourists' RI, consistent with Nassar et al. (2015), who studied Kuwaiti tourists' intention to visit Islamic destinations. Meanwhile, Alfaisaly et al. (2022) examined the positive effects on Saudi Arabian tourists' RI to Malaysia. These studies established that DI strongly influences travelers' intentions to return. Governments must improve DI aspects to increase RI. Thus, DI strongly influences RI.

This article concludes by suggesting that the DI mediates the association between all social variables and RI. Although the impact sizes for these mediations were small, the mediation analysis showed a significant effect that supported H5 and H6 (EWOM → DI → RI) and (CCSM → DI → RI). As a result, this suggests that the relationship between EWOM and RI, as well as the relationship between CCSM and RI, are significantly influenced by the DI. However, the remaining mediation analyses did not support hypothesis H7 and provide any effect sizes, indicating that the mediating function of the DI did not have a substantial influence.

Theoretical Implications

Through the integration of RI, DI, and social factors, this article offers a novel strategy in the setting of CHT. The novelty is in the application of this framework to the specific field of CHT and the integration of these distinct elements in a manner that has not been previously investigated. By incorporating DI into the SOR framework, this study deepens our insight into the indirect effects with regard to social media on tourist behaviour. It

emphasizes the importance of social factors, such as online peer influence and E-WOM, in shaping DI and RI.

The study also fills a gap in knowledge about the Middle East using the SOR framework. Note that it provides valuable cultural information about how social media and DI affect RI, especially in the context of CHT. This research contributes to a greater comprehension of how social media may promote sustainable tourism in culturally significant locations like Jordan, particularly in light of the challenges posed by mass tourism in the region. DI has been extensively investigated. However, its integration with social factors such as E-WOM, CCSM, and UGSM within the SOR model is relatively new. The research emphasizes the collective impact of these factors on the internal states (cognitive and affective responses) of visitors, which in turn affects their behavior (e.g., their decision to visit a site or recommend it to others). Previous research might have examined DI or E-WOM in isolation or within simpler models of consumer behavior without considering the intricate interaction of RI, DI, and social variables.

Traditional models, for instance, would have concentrated on the direct influence of marketing campaigns on DI without taking social media-driven interactions into account as mediators and amplifiers of these effects (Kim et al., 2017; Azhar et al., 2022; Baber & Baber, 2023; Ma'arif et al., 2023). Using SOR, the method of this article provides evidence for the conclusions by closely examining the correlations between the variables. Thus, the study enhances the existing knowledge on the issue and provides essential data for critical assessments for future research endeavors focused on advancing cleaner and more sustainable methods.

In contrast, there has been no previous investigation of the correlation between these combined attributes and RI and DI within the specific setting of Jordanian CHT. In this article's application of the SOR model, social variables act as a stimulus, DI functions as an organism, and RI represents a response. A single mediator is incorporated to enhance the predictive capability of social factors in forecasting the behavioral intentions of foreign visitors. This innovative method increases the research's uniqueness and significantly advances scholarly understanding and literature. This article can help researchers collect, assess, and present the variables of interest as well as provide insights into behavioral intentions. Research on RI in the context of CHT that explicitly employed social media as a stimulus was lacking. This study tackles a gap in empirical research by examining how social media affects RI within CHT. By

positioning social media as a key catalyst, the study enhances the growing recognition of the importance of digital interactions in contemporary tourism, especially as the industry increasingly depends on social media for marketing and engagement.

DI functions as a mediator between E-WOM, CCSM, and RI. This finding is critically substantial, as it presents that social media spreads information and shapes perceptions and emotional connections to places. Positive E-WOM and CCSM might increase travelers' emotional connection and contentment, thereby raising their RI. Hence, strategically using social media in marketing may have a substantial influence over how E-WOM and CCSM are perceived and used in the Jordanian tourist industry. Promoting E-WOM through focused efforts could enhance its impact on DI and, as a result, RI.

The article indicated that DI mediates the effect of social factors like E-WOM and CCSM on RI. This suggests that DI strongly influences social variables and tourists' desire to return. Young international travelers are more aware of social media tourism information, which makes these partnerships important. Consequently, this helps travelers who have not had a good experience rapidly learn more and want to return. The ease of getting information via social media might draw visitors. Nowadays, a positive DI and good service are not enough. Tourist sites may be promoted cost-effectively on social media. This research demonstrates that the SOR model predicts RI (Baber & Baber, 2023). Thus, this paper adds to the SOR model literature on tourist consumer behavior. Researchers may also use this study to understand social media, DI, and RI. It can also assist them in gathering, evaluating, and communicating study factors.

Practical Implications

The research shows that tourists want to return to Jordan for its culture and history. However, some places need special attention. This research helps Jordanians, tourist service providers, and tourism planners improve CHT tourism at the individual and organizational levels. The article shows that social aspects strongly impact potential visitors' perceptions of a location and their inclination to return. Other than that, DI mediates the association between social factors and RI. Additionally, social variables that give interesting location information attract potential tourists. These findings suggest that tourism experts should develop strategies to inspire visitors to

share their positive experiences and recommendations through engaging content that encourages potential customers to revisit Jordan.

This study also shows that social variables strongly influence destination perception and propensity to return. Destination managers and marketers must encourage travelers to post good E-WOM, CCSM, and UGSM information about pleasurable experiences to attract new visitors. More favorable E-WOM and UGSM materials help travelers build a positive impression of the place. Effective service recovery procedures are also needed to resolve mishaps or failures, as online WOM consumers prefer to read and write unfavorable evaluations. Tourism professionals should monitor tourists' perceptions to enhance service issues with poor E-WOM and UGSM. E-WOM and UGSM from ignored complaints might damage the destination's reputation. In contrast, service recovery can boost customer satisfaction.

To increase destination experiences' perceived worth, tourism producers must promote activities that leave a lasting impression. This requires offering a variety of activities outside nature and the outdoors. It should include fun tourist activities, historical knowledge, and interactive experiences. The study recommended actionable strategies for Jordanian tourism authorities to utilize E-WOM and CCSM more effectively. These strategies may include monitoring and analyzing online reviews and social media mentions to identify trends, incentivizing tourists to share positive experiences through offers or discounts and launching UGC campaigns with dedicated hashtags to encourage organic sharing. Furthermore, collaborating with social media influencers to authentically promote Jordan's attractions, training local businesses on managing online reviews and engaging with social media, and developing a centralized app for tourists. This is to share real-time content, and feedback would make the recommendations more practical and feasible. Correspondingly, implementing these strategies would allow policymakers to optimize the advantages of E-WOM and CCSM for the growth of tourism. If implemented, these suggestions should assist Jordan's tourism officials in drawing more tourists and increasing tourism at all historical monuments.

Limitations and Future Research

This article has several limitations. Firstly, the survey sample of 309 travelers does not accurately represent the diverse tourist population in Jordan. Future research should involve a broader and more diversified

sample to understand Jordan's tourism destination impression and intention to return. Second, the article only examined seven prominent cultural and historical places, limiting its applicability to Jordanian CHT tourism. This limitation may have an impact on the generalizability of the findings. The experiences and characteristics of visitors to these popular sites may vary from those who visit less frequented sites or were not included in the study. The findings may not provide an accurate reflection of the broader context of CHT sites in Jordan. Therefore, it is crucial to address this limitation when analyzing the study's findings, which may require additional exploration in future research. Finally, the article only addressed previously investigated variables. Future research could investigate how social media affects tourist behavior and perceptions across different cultural contexts, highlighting the effects of cultural differences. One possible approach is to analyze the reactions of tourists from different backgrounds to E-WOM and other forms of social media content. Assessing the impact with regard to social media platforms, for example, Instagram, Facebook, as well as TikTok on RI could offer important insights into the most effective channels for promoting CHT.

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APPENDIX: Items' Measurements with Codes

This appendix provides the list of all measurement items used in the study, along with their corresponding codes and descriptions. All items were measured using a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree), except revisit intention was measured using a 7-point Likert scale ranging from 1 (Strongly disagree) to 7 (Strongly agree).

CODE	ITEMS' DESCRIPTIONS
E-Word-of-Mouth Communication (E-WOM)	
EWOM1	I read online travel reviews to know what cultural and heritage sites in Jordan make good impressions on others.
EWOM2	I read online travel reviews to choose the right cultural and heritage sites in Jordan.
EWOM3	I consult online travel reviewers to help choose attractive cultural and heritage sites in Jordan.
EWOM4	I frequently gather information from tourists' online travel reviews before I travel to certain cultural and heritage sites in Jordan.
EWOM5	Online travel reviews make me confident to go to these cultural and heritage sites in Jordan.
Country-created social media (CCSM)	
CCSM1	I am satisfied with Jordan's social media contents for cultural and heritage tourism.
CCSM2	The level of Jordan's social media contents for cultural and heritage tourism meets my expectations.
CCSM3	Jordan's social media contents for cultural and heritage tourism are very attractive.
CCSM4	Jordan's social media contents for cultural and heritage tourism perform well when compared with the social media communications of other competing countries.
User-Generated social media (UGSM)	
UGSM1	I am satisfied with the content generated on social media sites by other tourists about cultural and heritage tourism in Jordan.
UGSM2	The level of content generated on social media sites by other tourists about cultural and heritage tourism in Jordan meets my expectations.
UGSM3	The content generated by other tourists about cultural and heritage tourism in Jordan is very attractive.
UGSM4	The content generated on social media sites by other tourists about cultural and heritage sites in Jordan is more informative compared to other competing countries.
UGSM5	The authenticity of travel-related content generated by other tourists on social media about cultural and heritage sites in Jordan is reliable.

Destination Image (DI)	
DI1	Jordan has a quality of cultural and heritage tourism infrastructure.
*DI2	Jordan has a variety of unique cultural and historical attractions.
DI3	Jordan is safe and stable.
*DI4	Jordan is rich in cultural and heritage tourism.
*DI5	Jordanian people are friendly and hospitality.
Revisit Intention (RI)	
RI1	I would visit Jordan again in the near future.
RI2	I am interested in revisiting Jordan again.
RI3	I always consider Jordan to be the first choice for the next visit.
RI4	There is a likelihood that I would visit Jordan in the future.
RI5	I have a strong intention to visit Jordan again.

*Represent items have been removed during analysis.