A COMPREHENSIVE ANALYSIS OF COASTAL AND MARINE TOURISM: EVALUATING THE IMPACT OF ACTIVITIES, INTENTIONS, AND REASON FOR VISITING ON VISITOR SATISFACTION: THE MODERATING INFLUENCE OF VISITOR TYPES

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Abstract : The major purpose of this study is to investigate the characteristics that contribute to visitor happiness, with an emphasis on Aqaba, Jordan's one-of-a-kind setting. Rather than selecting volunteers at random, the researchers took into account the entire community of Aqaba tourists. About 237 of the 500 surveys returned were usable for statistical purposes. In order to categorize the responses, a seven-point Likert scale was used. We use of Smart PLS 4 forms the basis of the analytical framework. There is strong statistical support for the findings of the study. Satisfaction (SA) is heavily influenced by the elements of Availability of Activities (AA), Intends to Participate (IP), and Reason for Visiting (RV). The T value for AA is 4.128 (p 0.001), which indicates statistical significance. IP also has a high T value (7.505, p 0.001), indicating a significant impact. The T value of 4.502 for RV (p 0.001) further demonstrates its statistically significant influence. Add the moderating variable TV to the research design to see how it affects the results. With a T-value of 1.971 (p = 0.049), we see that there is an interaction effect between (AA) and (SA), with (TV) serving as a moderator. The moderate influence of (IP) on (SA) results in a T value of 0.822 (p = 0.411), which is not statistically significant. However, the T value of 4.144 (p 0.001) demonstrates the significance of the interaction between RV and SA, indicating that TV has a moderating effect on the relationship between the two variables.

Keywords: Tourist satisfaction, Availability of Activities, Intends Participating, Reason for Visiting, Type of Visitors

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INTRODUCTION

According to Islam and Sarker (2022), coastal and marine tourism (CMT) exhibits significant potential for expansion, which in turn can contribute to employment generation and sustainability. According to the United Nations, the global workforce is heavily reliant on the oceans, with over 350 million jobs associated with various sectors such as fisheries, coastal tourism, and research. This highlights the significant role played by coastal and marine tourism (CMT) in the global economy. Furthermore, it has been predicted by the United Nations World Tourism Organization (UNWTO) that approximately one-third of the total number of international tourists, which amounts to one billion individuals, choose to visit coastal areas. According to Gounden (2020), it has been highlighted that cultural, natural, and mixed heritage sites, commonly referred to as CMT sites, hold great importance within the tourist sector. These sites serve as significant contributors to the overall income and foreign exchange profits of the regions and nations where they are situated. The presence of domestic visitors and local visits to these sites contribute to the overall growth of international tourism statistics (Teklebrhan et al., 2023; Alananzeh et al., 2023; Al Fahmawee and Jawabreh, 2023). The burgeoning economic potential associated with ocean resources has piqued the interest of policymakers in various developing countries. Islam and Shamsuddoha (2018) emphasize the possibility of blue growth within the specific context of Bangladesh, whereas Nelson et al. (2018) draw attention to the potential for coastal tourism in the Gulf of Mexico. According to Quijada (2022), the design of CMT (Coastal and Maritime Tourism) may prioritize recruitment investments and economic expansion over the

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preservation of maritime resources. Moreover, Arabadzhyan et al., 2021; Jawabreh et al., 2023a; Saleh et al., 2023 argue that the prospects of coastal tourism are at risk due to the escalating issues of coastal congestion, pollution, and vulnerability to extreme weather conditions. According to Gounden (2021), it is imperative to evaluate demand and visitor profiles in order to implement sustainable socioeconomic and environmental conservation measures. This is because community-based tourism (CMT) has significant environmental consequences and places strain on the natural resource foundation. Although there exists a substantial amount of data regarding the demographics of individuals who frequent beaches in general, there is a noticeable dearth of information pertaining to the specific types of individuals who visit CMT sites. Furthermore, scholarly research frequently investigates the impacts of tourism, with a particular emphasis on the economic difficulties associated with this phenomenon (Marin-Pantelescu et al., 2019). This study addresses the existing gaps in information by investigating the subjective perceptions and experiences of individuals who engage with CMT websites.

Finally, in conclusion, some concluding remarks are provided. The establishment of the Aqaba Marine Reserve as a legally recognized entity took place in December 2020. The establishment of a protected area in the Jordanian portion of the Gulf of Aqaba can be traced back to the late 1970s with the establishment of the Marine Science Station (Al-Zibdah, 2013; Issakov et al., 2023; Jahmani et al., 2023; Jawabreh, 2021). The present management strategy has been adopted for a stretch of seven kilometers along the shoreline of Jordan. The establishment of the Aqaba Marine Park occurred in 1997. The formal legal designation of Aqaba Marine Reserve was conferred upon the region in the year 2020. The geographical area exhibits a diverse array of coral reef ecosystems, which are mixed by seagrass meadows and sandy substrates. These locations mostly represent the ingress points of arid valleys that occasionally experience sudden and intense flooding events. The Aqaba Marine Reserve diligently upholds the regulations set forth by the Aqaba Marine Park. Its dedicated staff remains committed to its established responsibilities, which primarily involve consistent training and implementation of the Aqaba Marine Park regulations. Additionally, they actively coordinate public awareness initiatives targeted towards the local communities and visitors of Aqaba. The staff also ensures the proper maintenance and operation of the Tourists Centre facilities, utilizing it as an educational and outreach platform. The projected transition from the Aqaba Marine Park to the Aqaba Marine Reserve necessitates the establishment of a comprehensive set of training requirements that specifically cater to the needs of 15 stakeholder groups (Pashkov et al., 2023; Jawabreh et al., 2023b; Saleh et al., 2023). The entities involved in the Aqaba region include ASEZA (all relevant Directorates), the Royal Navy, Aqaba Development Corporation, Industrial and Container Ports, Rangers "Royal Department for Environmental Protection, Universities and Research Centers in Aqaba, Hotels and Mega Residential and Touristic Developments, and Aqaba Diving Association and Diving Centers (Jawabreh et al., 2023c).

The main aim of this study is to conduct a detailed analysis of the various aspects that impact tourist satisfaction within the unique setting of Aqaba. The focus of this investigation revolves around clarifying the influence of activity availability, intentions to engage, motives for visiting, and the potential moderating influence of visitor types. The initial section of this paper presents a concise overview. The second, third, and fourth sections of this article respectively center on the literature review, methodology, and sources, as well as the findings and debate. The concluding section of this article encompasses the final aspects, namely the conclusion, theoretical implications, practical ramifications, and related research.

LITERATURE REVIEW

The study conducted by Jurowski and Nickerson (2016) investigated the correlation between tourist engagement in various activities and their level of happiness with a particular place. This study examines a theoretical framework positing that individuals who engage in a broader range of tourist activities across four distinct domains are likely to report higher satisfaction levels than those who engage in a narrower range of activities. The results of the study indicate that there is no statistically significant correlation between the level of satisfaction experienced by tourists and either the type or quantity of activities they participate in. In their study Stumpf et al., 2020, investigated the associations between satisfaction and various demographic, motivational, and behavioral factors of visitors, and their intention to revisit the same European Union (EU) country for their primary holiday in the subsequent year. The correlations were examined using the generalized linear model (GLM) with binomial logit link functions in this study. The findings indicate that the level of satisfaction with the quality of accommodation significantly influences the decision-making process of European Union residents when considering revisiting a particular country. The intention to revisit within the European Union is more heavily influenced by tourists' motivation, age, travel distance, and place of origin, rather than the satisfaction criteria (Arifin et al., 2023).

The study conducted by Abbasi et al., 2021, sought to identify the elements that impact tourists' inclination to revisit. The research employed a cross-sectional methodology to gather data. The data were obtained through the administration of a field survey questionnaire to a sample of 330 participants. Subsequently, the acquired data were subjected to analysis using the partial least squares version. The findings of the study indicate that visitors' intention to revisit is highly influenced by factors such as perceived behavioral control, perceived value, destination image, and satisfaction. The relationship between perceived value, perceived service quality, destination image, and satisfaction has been empirically verified. However, it has been shown that contentment plays a crucial role as a mediator in the relationship between perceived service quality, destination image, and perceived value. Dabholkar and Sheng (2012) The strategic significance of online product recommendation agents (RAs) is increasing as they serve as a crucial interface connecting marketers and consumers. However, there has been a lack of research on the extent to which consumer participation is involved in the utilization of RAs. This study demonstrates that increased customer engagement in utilizing a recommendation agent (RA) is associated with enhanced satisfaction, heightened trust, and increased purchase intentions pertaining to the RA and its suggestions. On the contrary, the presence of financial risk pertaining to the product being evaluated has a diminishing

impact on satisfaction, trust, and purchase intentions. Additionally, it plays a moderating role in influencing the relationship between customer participation and these mentioned variables. The results of this study contribute to the existing body of literature and provide practical implications for the development and implementation of marketing strategies.

In their study, Alegre and Cladera (2009) conducted an analysis on the factors influencing tourists' intentions to revisit a particular site. Their research specifically focused on the impact of satisfaction levels and the frequency of past trips. One additional aim is to examine the impact of contentment with various elements of a place on overall satisfaction. The study's results indicate that Both customer satisfaction and the frequency of prior visits exhibit a beneficial influence on the propensity to engage in future visits. Nevertheless, satisfaction serves as the primary factor. The impact of overall pleasure is influenced by varying levels of happiness with different components of the location. The primary factors that contribute to overall satisfaction are the characteristics linked to the fundamental sun and sand tourism offering.

According to Hayward (2019), Coastal Mass Tourism (CMT) had its origins in the late 1800s, when affluent individuals from the United States began visiting coastal destinations. Over time, CMT has evolved to become one of the largest and most established sectors within the tourism industry. According to Fennell et al., 2023, marine tourism refers to a specific sector within the broader tourism business, wherein tourists and visitors engage in various recreational and vacation activities or go on travels along coastal waterways, their adjacent shorelines, and the surrounding hinterlands.

Coastal tourism refers to a form of tourism that occurs on land yet necessitates direct engagement with the ocean, encompassing activities such as swimming, surfing, sunbathing, and other recreational pursuits along the coastline. Maritime tourism includes many recreational activities such as boating, yachting, cruising, and nautical sports. Additionally, this form of tourism entails the provision of shoreside infrastructure and services that are essential for facilitating these interests. According to Ali et al., 2023 the cited sources provide relevant information for the current study.

In their study, Saleh et al. (2023) recognized the significant role of the Coastal and Marine Tourism (CMT) sector in fostering the advancement of the ocean economy. The authors assert that this sector holds considerable potential for growth in various domains, including CMT itself, fisheries and aquaculture, renewable marine energy, marine bio-prospecting, and maritime transport. This potential is attributed to the extensive coverage of water, which encompasses two-thirds of the Earth's surface. According to Corral Quijada (2022), there exists a substantial global impact of CMT and leisure activities, encompassing noteworthy economic, social, and recreational advantages. Nobi and Majumder (2019) and Yustika and Goni (2020) have made a distinction between coastal and marine tourist operations. The text mentions coastal wildlife tourism, which encompasses activities such as observing wildlife on land, engaging in beach-related activities (such as bathing, sunbathing, picnicking, fishing, walking, horse riding, sand sculpting, sand dune surfing, beach volleyball, and soccer), exploring coastal heritage and participating in cultural events (including local seafood and cultural tourism), engaging in sightseeing activities (such as visiting lighthouses, cycling, and running), participating in water-based marine wildlife tourism (such as observing seals, dolphins, turtles, and whales from a boat), engaging in recreational and competitive fishing, participating in scuba diving and snorkeling, enjoying water sports (such as surfing, yachting, sailing, and water skiing), experiencing the ocean through activities like cruise tourism, island tourism, and underwater archaeology, and participating in water events. These activities exemplify the range of marine tourism experiences available.

In their study, Ulfy et al., 2021 examiand the level of satisfaction among visitors on the quality of maritime tourism services in Malaysia. The study provides evidence that there exists a positive association between assurance, tangibility, empathy, dependability, and responsiveness, and customer satisfaction. Consequently, these attributes effectively represent the concept of customer satisfaction. This study will be beneficial for tourist organizations and policymakers who aim to enhance consumer satisfaction by improving the quality of services provided. Carvache-Franco et al. (2022) identified the constituent elements that constitute the construct of "perceived value" within a coastal urban setting. Furthermore, the authors proceeded to examine the impact of various dimensions of this construct on tourist satisfaction and loyalty in coastal destinations with a marine theme. The results of the study indicate that value perception can be categorized into two distinct levels: economic-functional and emotional-social. The study revealed that the economic-functional aspect of perceived value emerged as the most influential factor in determining tourist satisfaction. Conversely, the emotional-social dimension was identified as the primary determinant of loyalty towards coastal and marine attractions.

Solis-Radilla et al. (2021) conducted a study investigating the elements of loyalty, namely satisfaction, return, and recommendation intentions, in relation to holidays taken at coastal and marine areas. The study revealed that six key aspects, including heritage and nature, learning, sun and beach activities, physical activities, a genuine coastal experience, social contact, and novelty, were identified as the main determinants of interest. In the context of forecasting consumer satisfaction and loyalty, the component that exhibits the greatest influence is "novelty," followed by "social interaction" and "learning." There exists a scarcity of study that specifically examines the characteristics of CMT users in both Jordan and globally. In this study, a screening query was employed to ascertain that only those who visited the designated CMT venues with the explicit intention of participating in CMT events were included in the survey. Consequently, our research enhances our comprehension of individuals who utilize CMT platforms, specifically.

City of Aqaba

The geographical location of Aqaba is situated in the southern region of Jordan, in close proximity to the northeastern tip of the Gulf of Aqaba, which is a body of water connected to the Red Sea (Al-Zibdah, 2013). The overall land area of Aqaba is 6905 square kilometers, while its territorial seas are approximately 94 square kilometers. The Aqaba coastline is very limited in length, spanning approximately 27 kilometers. It serves as Jordan's only gateway to the sea, facilitating activities such as maritime transportation, fishing, tourism, recreation, and a range of industrial ventures. The coral reef ecosystems stand out as the most prominent characteristic of the maritime environment in Aqaba, serving as Jordan's sole

gateway to the sea. The Aqaba reefs are located in the Red Sea, which has been recognized as a worldwide 200 Eco-Region by the Worldwide Fund for Nature due to its exceptional marine biodiversity. The Gulf of Aqaba is considered a distinct bio-geographic region inside the Red Sea. It holds global importance due to the presence of reefs at the northernmost latitude in the Western Indo-Pacific. The Red Sea exhibits a notable level of marine endemism, as evidenced by the presence of approximately 25 fish species that are exclusive to this region. These species are primarily concentrated around the Jordanian reefs. The reefs in Jordan hold significant importance as a possible repository of reef species and serve as a natural laboratory for studying the effects of climate change on coral populations. This coastal region sustains coral reef communities that are of small yet significant size. These communities consist of a fragmented belt of bordering coral reefs, characterized by two distinct morphological reef units: the coral reef flat and the outer reef slope. The coral ecosystem under consideration has a remarkable level of biodiversity, making it one of the most diversified reef systems at high latitudes around the globe.

The development of Aqaba tourism movement has been evident since last year, when Time magazine devoted a wide space to talking about the city of Aqaba, the only coastal city in Jordan, as one of the best tourist places in the world. According to what it reported in its online issue, the magazine included 50 tourist places, including Aqaba.

It also touched on the tourist city of Wadi Rum and the scenes that distinguish it with sand dunes, which have become a tourist destination and a target for film production (https://time.com/collection/worlds-greatest-places-2023).

Aqaba achieved the highest occupancy rate in Jordan last year, for many reasons, including its proximity to Petra and Wadi Rum, and the multiplicity of activities in the coastal city. The number of hotels in the city of Aqaba last year reached 88, comprising 5,902 thousand rooms and 11,256 beds, according to the statistics of the Ministry of Tourism. Perhaps the latest statistical figures are the best evidence that the tourism sector of the Golden Triangle constitutes 75% (in the Golden Triangle tourism system: Aqaba / Wadi Rum / Petra.)

Figure.1 The Ayla mega project in Aqaba city: A) Layout of Saray Aqaba;
B) Perspective of Saray Aqaba; C) Saray Aqaba's residential units (Source: https://aseza.jo/)

Aqaba has also achieved several achievements during the past seventeen years in local affairs, as the total investments in the Aqaba Special Region system amounted to about 20 billion dollars, and more than half of these investments were in the tourism sector. Many major tourism projects were attracted, which contributed to the promotion of tourism products, and placed Aqaba among the distinguished cities on the shores of the Red Sea, such as the Ayla project, Saraya al-Aqaba, and Marsa Zayed, as these projects made Aqaba a modern city, in which tradition and history mix with modernity.

Linking the ancient history of the coastal city with digital modernity has made Aqaba a promising tourist model due to the natural and human resources available in it, considering its pace with the rapid technological development in the world in general. The Ayla project, which received full support and partnership from those in charge of the Aqaba Special Economic Authority, is considered the first project of its kind in the Middle East in terms of keeping pace with technological development and the many advantages it brings, in which the tourist finds what he is looking for as shown in figure (1). The Ayla project, or the "luminous pearl" according to the name known among its pioneers, the cost of the project is approximately 1.5 billion dinars, and it includes tourism investment standards in the region, which is in line with the vision for the year 2025 aimed at advancing the tourism sector, making Jordan a center of attraction for tourists and strengthening the position of Aqaba as a destination distinctive on the shore of the Red Sea, as it has hotels and restaurants, a golf course and club, island apartments, a marina village, a water-skiing park with suspended cables, and other facilities.

METHODOLOGY

Utilizing a quantitative methodology and developing a survey instrument grounded in pertinent scholarly investigations might facilitate the achievement of the study's aims and enhance the applicability of the results (Sekaran and Bougie, 2016). In contrast, an exploratory methodology was employed to gain more profound perspectives and closer insights, while also ensuring the development of a comprehensive, pertinent, and elaborate questionnaire that would facilitate more effective responses to the research inquiries. The phenomena examined in this study are of a descriptive nature and were conducted in two distinct phases. The initial stage involves the collecting and analysis of qualitative data to improve comprehension and acquire detailed information regarding the study's characteristics.

This process also assists in the development of the quantitative instrument. The second phase involves the collection and analysis of quantitative data, which is based on the findings of the initial stage in order to examine the recommended solutions of the research, hence enhancing the applicability of the study's findings (Sekaran and Bougie, 2016). Moreover, the utilization of triangulation seeks to generate valid and reliable outcomes, so facilitating a more extensive and profound comprehension of the topic being investigated. Furthermore, it serves to address the potential limitations inherent in each individual technique, so enhancing the overall validity and reliability of the results and inferences. The study population encompasses individuals who visit Aqaba, Jordan. The participants were selected utilizing a rudimentary sampling methodology. A total of 500 questionnaires were disseminated. A total of 237 questions were deemed appropriate for inclusion in the analysis. The replies were categorized using a seven-point Likert scale. Partial Least Squares (PLS) was employed to examine a two-stage approach, as well as for the purposes of measurement and structural model testing.

The literature review encompasses scholarly works pertaining to the researcher's chosen field of study, with the aim of illustrating the many research obstacles encountered. Theoretical overviews serve the purpose of disseminating relevant research findings and identifying areas of research that have not yet been explored. The literature review serves the purpose of situating research ideas within a broader scholarly framework, preventing redundancy in the discussion of previous study findings, addressing conceptual and procedural challenges, and offering assistance in problem-solving. Therefore, it is widely recognized that literature reviews are now regarded as scholarly endeavors that require rigorous research methodologies. A full review has been released. Review studies aim to gain a comprehensive understanding of a contemporary study issue through the critical evaluation of previously published information.

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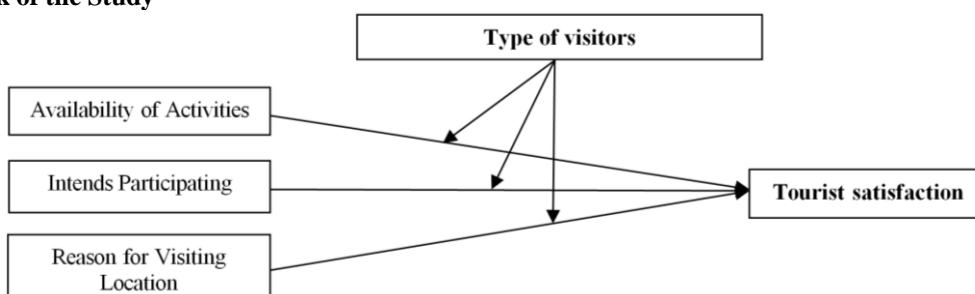
Framework of the Study

Figure 2. Framework of the Study

ANALYSIS OF THE STUDY

Table 1 presents a concise overview of the descriptive statistics related to the variables under investigation. The characteristics of each variable are presented, so aiding in the comprehension of the major tendencies and variations within the dataset. Regarding the "Availability of Activities," the computed mean of 5.188 and the median of 5.000 indicate a moderate-to-high level of observed availability. The responses exhibit a moderate dispersion around the mean, with values ranging from 1 to 7. The observation is further supported by a standard deviation of 1.384.

The statistical indicators of "Intends Participating" demonstrate a diverse range of intentions, as shown by the equitable mean value of 5.034 and the median value of 5.000. The response range spans from 1 to 7, exhibiting a standard deviation of 1.399, which suggests a moderate degree of variability. The variable "Reason for Visiting" demonstrates a mean value of 5.245 and a median value of 5.000, suggesting a consistent pattern of motivations among the participants. The dataset includes replies that have been quantified on a scale ranging from 1 to 7. Based on the computed standard deviation of 1.248, it can be inferred that the data exhibits a moderate degree of dispersion. The study titled "Satisfaction Coastal and Marine Location" resulted in a mean satisfaction score of 5.096 and a median score of 5.000. These findings indicate that satisfaction levels within this context span from moderate to high. The dataset exhibits a range of responses spanning from 1 to 7, accompanied by a standard deviation of 1.379, which suggests a moderate degree of variability. The variable "Type of Visitors" exhibits a mean value of 5.119 and a median value of 5.000, suggesting a diverse range of visitor categories. The replies encompass a range from 1 to 7, exhibiting a standard deviation of 1.246, indicating a moderate degree of variability.

Table 1. Descriptive

	Mean	Median	Min	Max	Standard Deviation
Availability of Activities	5.188	5.000	1.000	7.000	1.384
Intends Participating	5.034	5.000	1.000	7.000	1.399
Reason for Visiting	5.245	5.000	1.000	7.000	1.248
Satisfaction Coastal and Marine Location	5.096	5.000	1.000	7.000	1.379
Type of visitors	5.119	5.000	1.000	7.000	1.246

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Availability of Activities	0.845	0.864	0.886	0.609
Intends Participating	0.880	0.882	0.913	0.677
Reason for Visiting	0.819	0.819	0.869	0.525
Satisfaction	0.906	0.907	0.924	0.603
Type of visitors	0.822	0.824	0.882	0.652

The PLS Structural Equation

The PLS structural equation can be deconstructed into two constituent pieces, namely the model for measurement and the structure model. The measurement model is responsible for assessing the reliability and validity of the conceptual model, while the structural model elucidates the path coefficients that exist between and among the latent variables. Currently, the research has reached a phase of transition between the preceding two stages. The measurement framework depicted in Figure 2 will be employed for the purpose of this inquiry.
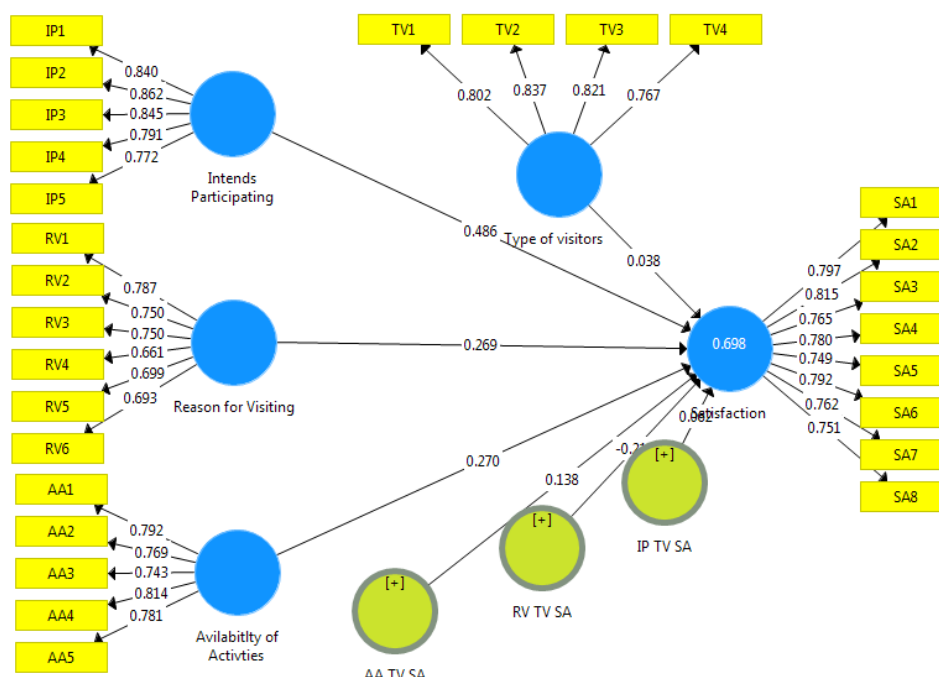

Figure 3. presents the measuring model used

Table 2 presents an evaluation of the validity and reliability of the variables utilizing Cronbach's Alpha, the Composites reliability, and the Average Variance Extracted (AVE). The term "Availability of Activities" exhibits a Cronbach's Alpha coefficient of 0.845, indicating a high level of internal consistency. Additionally, the Composite Reliability coefficient is 0.886, suggesting a strong level of reliability. The Average Validity Estimate (AVE) for this term is 0.609, indicating a moderate level of validity. The Cronbach's Alpha coefficient for the construct "Intends Participating" is 0.880, indicating a high level of internal consistency. The Composite Reliability coefficient, which measures the reliability of the construct, is 0.913, suggesting a strong level of reliability. Additionally, the Average Variance Extracted (AVE) for this construct is 0.677, indicating that 67.7% of the variance in the observed variables can be explained by the construct. The Cronbach's Alpha coefficient for the variable "Reason for Visiting" is calculated to be 0.819, indicating a high level of internal consistency. The Composite Reliability measure is determined to be 0.869, suggesting a reliable and consistent measurement of the construct. Additionally, the Average Validity Expected (AVE) is estimated to be 0.525, indicating a moderate level of convergent validity. The Cronbach's alpha coefficient for the construct "Satisfaction" is determined to be 0.906, indicating a high level of internal consistency. Additionally, the Composite Reliability value is calculated to be 0.924, suggesting a strong reliability of the measurement model. The Average Validity Estimate (AVE) for the construct is determined to be 0.603, indicating a moderate level of validity. The scale measuring the "Type of Visitors" exhibits a Cronbach's Alpha of 0.822, Composite Reliability of 0.882, and an Average Variance Extracted (AVE) of 0.652.

In summary, the collective magnitude of these indicators enhances the trustworthiness of our research outcomes by showcasing the resilience and authenticity of our variable assessments. The relationship between a latent concept and its observable indicators is represented by outer loadings in PLS-SEM, as stated by Hair, Risher, Sarstedt, and Ringle (2019). The utilization of SmartPLS software enables the depiction of path diagrams, which visually represent the factor loadings of individual indicators on their respective constructs. Ideally, the outer loading value of each indicator, which represents the strength of the relationship between the indicator and its construct, should exceed 0.7. By employing bootstrapping techniques, it is possible to estimate the standard error and conduct significance tests on the outer loadings. A p-value below 0.05 indicates a robust relationship between the indicator and its underlying concept. According to Hair et al. (2019), the utilization of SmartPLS and the examination of external loadings can yield indicators that are both valid and dependable. All the options are deemed acceptable as their respective table scores exceed 0.6.

Table 3. Outer Loadings

	Avilabitlty of Activties	Intends Participating	Reason for Visiting	Satisfaction	Type of visitors
AA1	0.792				
AA2	0.769				
AA3	0.743				
AA4	0.814				
AA5	0.781				
IP1		0.840			
IP2		0.862			
IP3		0.845			
IP4		0.791			
IP5		0.772			
RV1			0.787		
RV2			0.750		
RV3			0.750		
RV4			0.661		
RV5			0.699		
RV6			0.693		
SA1				0.797	
SA2				0.815	
SA3				0.765	
SA4				0.780	
SA5				0.749	
SA6				0.792	
SA7				0.762	
SA8				0.751	
TV1					0.802
TV2					0.837
TV3					0.821
TV4					0.767

Discriminant Validity

Table 4 exhibits an examination of the discriminant validity among the variables, elucidating the correlation coefficients and offering an explication of their interpretation. Consistent with the anticipated trend, the diagonal elements exhibit a correlation coefficient of 1.000, indicating a perfect positive relationship between each variable and itself. The user's text does not provide any information to rewrite in an academic manner. The coefficient of -0.435 indicates that the variables "Availability of Activities" (AA) and "Intends Participating" (IP) possess distinct and independent constructs.

The correlation coefficient of 0.912 between "Intends Participating" (IP) and "Availability of Activities" (AA) suggests a strong positive relationship between these variables. Despite this association, it is evident that IP and AA remain distinct from each other. The observed correlation coefficient between the variables "Reason for Visiting" (RV) and "Availability of Activities" (AA) is 0.632, suggesting a moderate positive relationship between the two variables.

This value implies a substantial degree of association between RV and AA, while also suggesting that they are not entirely redundant or completely overlapping constructs. The negative correlation coefficient of -0.345 between the "Reason for Visiting" (RV) variable and the "Satisfaction" variable indicates that these variables possess individual characteristics, albeit sharing some degree of variation. A comparable pattern is seen in the correlation coefficient of -0.375 observed between the variables "Reason for Visiting" (RV) and "Type of Visitors." The correlation coefficient of 0.777 between "Satisfaction" and "Type of Visitors" indicates a significant association between the two variables, even though they do not overlap. In summary, Table 4 demonstrates the discriminant validity across variables by showcasing their distinctiveness while acknowledging certain correlations that do not impede their specific conceptual boundaries.

The table illustrates that the variables possess distinguishable characteristics.

Table 4. Discriminant Validity

	AA TV SA	Avilabitlty of Activties	IP TV SA	Intends Participating	RV TV SA	Reason for Visiting	Satisfaction	Type of visitors
AA TV SA	1.000							
Avilabitlty of Activties	-0.435	0.780						
IP TV SA	0.912	-0.403	1.000					
Intends Participating	-0.316	0.410	-0.319	0.823				
RV TV SA	0.632	-0.343	0.656	-0.052	1.000			
Reason for Visiting	-0.416	0.768	-0.451	0.369	-0.351	0.725		
Satisfaction	-0.279	0.671	-0.301	0.618	-0.345	0.655	0.777	
Type of visitors	-0.380	0.661	-0.402	0.318	-0.375	0.702	0.554	0.807

4.3 Structural Model

The utilization of a structural equation model (SEM) is a statistical approach employed by researchers to examine complex relationships among several variables. This methodology represents these relationships as a series of interrelated constructs and pathways (Hair et al., 2020). The research employed a structural equation model to investigate the interrelationships among Tourist satisfaction, Availability of Activities, Intends Participating, Reason for Visiting, Type of Visitors. In their study, Jahmani et al. (2023) employed a theoretical framework that conceived the variables as latent constructs and investigated both the direct and indirect correlations existing among them.
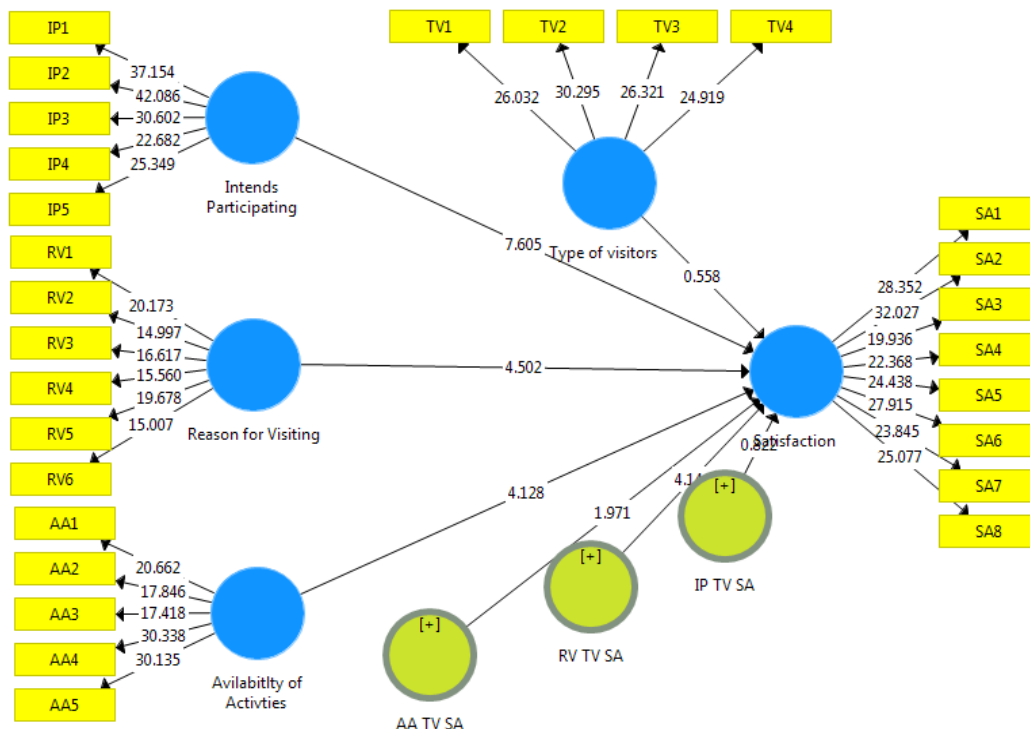

Figure 4. Presents the structural equation model

4.5 Path Coefficients

Table 5 displays the outcomes of the coefficients test, which assesses the relationships between variables and their alignment with the proposed hypotheses. To ascertain the significance of these linkages, the table uses T statistics and p-values. Statistical data supports the premise that the "Availability of Activities" significantly impacts "Satisfaction," as

indicated by a T statistic of 4.128. This observation suggests a robust positive link between the availability of activities and levels of happiness. The observed p-value of 0.000 indicates a high level of statistical significance, providing support for the mentioned idea. The user's text does not contain any information to rewrite. The T statistic value of 7.605 offers substantial evidence in favor of the hypothesis that there is a significant relationship between the variable "Intends Participating" and the variable "Satisfaction." The high T value provides evidence for the considerable positive association observed between involvement intentions and satisfaction. The observed p-value of 0.000 indicates a high level of statistical significance. Similarly, there is a valid connection between the concept of "Reason for Visiting" and "Satisfaction." The obtained T-statistic value of 4.502 suggests a statistically significant positive association between visitors' motivations for visiting and their overall experience. The statistical significance of this association is demonstrated by the p-value of 0.000.

Hypotheses and Analysis of the Moderator Variable:

There is some support for the hypothesis that the relationship between "Availability of Activities" and "Satisfaction" is influenced by the moderator variable "Type of Visitors (TV)" when this variable is taken into account. The presence of the attenuation effect is indicated by a T statistic of 1.971. The obtained p-value of 0.049 indicates statistical significance, as it falls below the conventional threshold of 0.05. The user's text does not contain any information to rewrite. The T statistic of 0.822 was computed to test the hypothesis that the variable "Type of Visitors (TV)" acts as a modifier in the association between "Intends Participating" and "Satisfaction." The p-value of 0.411 suggests the presence of a moderate effect, although it does not reach the threshold of statistical significance. The user's text does not provide any information to be rewritten in an academic manner. There is substantial evidence supporting the idea that the relationship between "Reason for Visiting" and "Satisfaction" is influenced by the moderating factor of "Type of Visitors (TV)." The value of T, which is equal to 4.144, indicates a significant moderating effect. A p-value of 0.000 suggests a high level of statistical significance for this reduction.

In summary, the findings shown in Table 5 align with the stated hypotheses, as they offer substantiation for the anticipated relationships and the presence of moderating influences. The research is supported by the theoretical foundations and further strengthened by the empirical verification offered by the utilization of T statistics and p-values.

Table 5. Coefficients test

	Path coefficient	Sample Mean (M)	STDEV	T Value	P Values
Availability of Activities > Satisfaction	0.270	0.261	0.065	4.128	0.000
Intends Participating > Satisfaction	0.486	0.496	0.064	7.605	0.000
Reason for Visiting > Satisfaction	0.269	0.267	0.060	4.502	0.000
Moderating effect of TV between Availability of Activities > Satisfaction	0.138	0.132	0.070	1.971	0.049
Moderating effect of TV between Intends Participating > Satisfaction	0.062	0.063	0.075	0.822	0.411
Moderating effect of TV between Reason for Visiting > Satisfaction	-0.217	-0.213	0.052	4.144	0.000

R Square

Table 6 presents the R-squared statistic, which serves as an indicator of the regression model's ability to explain variations in the dependent variable. The R-squared value and the adjusted R-squared value are displayed. The coefficient of determination (R^2) in this instance is 0.698. These external influences can be attributed to around 69.8 percent of the variability in satisfaction. The model effectively captures this variation. The updated R-squared score of 0.689 incorporated the inclusion of predictors' complexity and number. An objective evaluation of the model's precision is presented. Table 6 presents a summary of the model's ability to explain the variation in satisfaction. The analysis provides a comprehensive explanation for a substantial amount of variation in the data, as evidenced by the high R-squared value of 0.698. The adjusted R-squared value of 0.689 incorporates the consideration of complexity to offer a comprehensive assessment.

Table 6. R Square

	R Square	R Square Adjusted
Satisfaction	0.698	0.689

DISCUSSION AND CONCLUSION

The study's findings provide insight into the complex interconnections among several variables and the level of satisfaction experienced by tourists in the distinct setting of Aqaba, Jordan. The unique maritime and coastal features of Aqaba enhance its appeal as a popular tourist spot, rendering it a suitable environment for investigating the factors that influence visitor pleasure. The relationship between the availability of activities (AA) and tourist satisfaction (SA) is an important topic in the field of tourism research. The findings highlight the notable influence of activity availability on tourist satisfaction. The obtained T value of 4.128, with a significance level of $p < 0.001$, suggests a robust statistical association between the presence of varied activities and the overall contentment experienced by those visiting the location. This highlights the need of providing a variety of captivating activities in order to enrich the experience of visitors.

The study examines the relationship between Intends Participating (IP) and Tourist Satisfaction (SA). The significant impact of individuals' intentions to engage in activities (T value: 7.605, $p < 0.001$) underscores the significance of human motives in influencing visitor pleasure. Individuals that possess a strong motivation and enthusiasm for participating in various activities are more inclined to express greater degrees of enjoyment. The study also highlights the importance of the reasons for visiting Aqaba in shaping tourist satisfaction. The statistically significant T value (4.502, $p < 0.001$) suggests that the fundamental aim of visitors' visits significantly influences their overall satisfaction. Ensuring that the offerings of

the destination are in line with the motivations of visitors can lead to increased levels of satisfaction. The moderating effect of the type of visitors (TV): The incorporation of the moderating variable "Type of Visitors" (TV) introduces a level of complexity to the results. The results indicate that there is a significant interaction between the type of visitors (AA and SA) and the availability of activities. This interaction suggests that the link between the availability of activities and visitor satisfaction is influenced by the kind of visitors. The T value for this interaction is 1.971, with a p-value of 0.049. This underscores the significance of customizing activities to cater to various visitor categories.

Despite the lack of statistical significance (T value: 0.822, p = 0.411) in the moderating effect between (IP) and (SA), the significant moderating impact of (TV) between (RV) and (SA) (T value: 4.144, p < 0.001) emphasizes the influence of visitor types on their levels of satisfaction. This highlights the need of taking into account a wide range of visitor profiles when building experiences and services.

In summary, this research offers significant contributions by shedding light on the determinants that impact tourist happiness within the distinct coastal and marine setting of Aqaba, Jordan. The findings validate the significant impact of activity availability, participation intentions, and visitation motivations on visitor satisfaction. Additionally, the impact of visitor types on moderating these interactions further emphasizes the intricate nature of these dynamics.

The research findings have significant significance for the development and implementation of destination management and marketing strategies in the context of Aqaba. Customizing activities and services to correspond with the intentions and motivations of visitors has the potential to result in increased satisfaction and favorable word-of-mouth. In addition, acknowledging the diverse tastes among different groups of visitors facilitates the creation of tailored experiences. Nevertheless, it is imperative to recognize the inherent constraints of the study, including the size of the sample and the possibility of response bias. Subsequent investigations may delve into supplementary factors and scrutinize the enduring effects of pleasure on recurrent visits and destination loyalty.

In general, this research adds to the existing knowledge on tourism satisfaction and offers practical implications for stakeholders seeking to enhance the visitor experience in Aqaba's fascinating coastal and marine setting.

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