JOURNAL OF TOURISM, HOSPITALITY AND ENVIRONMENT MANAGEMENT (JTHEM)

www.jthem.com

THE RELATIONSHIP BETWEEN FESTIVAL ATTACHMENT AND ARAB TOURISTS' REVISIT INTENTION: A CONCEPTUAL MODEL

Mu'ath Hesham Al-Azzam[1*], Ahmad Edwin Mohamed[2], Lim Khong Chiu[3]

[1] School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia
    Email: muath_hesham_metl@gsgsg.uum.edu.my
[2] School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia
    Email: edwin@uum.edu.my
[3] School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia
    Email: lkc@uum.edu.my
*   Corresponding Author

Article Info:

Abstract:

While there is a large body of literature on revisit intention to festivals, there is surprisingly little knowledge about it in the context of the Arab world. This research aims to develop a conceptual framework that focuses on the relationship between festival attachment and revisit intentions to festivals. The concept of festival attachment in the current research is borrowed from the concept of place attachment, referring to the same bonds that form between tourists and a tourist place that can also be developed or forged between tourists and a festival. Tourists have an opportunity to develop self-identification with festivals, create affective bonds with them, satisfy and meet their needs through specific facilities or attributes of festivals, and form social bonds with other tourists visiting them, just as they would at a tourist place. All of these aspects together represent what we call attachment to a festival or festival attachment. Based on extensive literature review, the researchers proposed that festival attachment is a multidimensional construct that comprises four dimensions: festival identity, festival affect, festival dependence, and social bonding. The current proposed model will be empirically tested in the context of Jerash Festival of Culture and Arts in Jordan from the perspective of Arab tourists. The findings of this research are expected to broaden the scope of the existing literature on place attachment by introducing important insights from festival settings and its relationship with revisit intention, as well as adding new insights about the Arab tourists' attachment to cultural festivals and their revisit intentions to these festivals.

Introduction

Festival tourism has emerged as an important component of event tourism since festivals have been commoditized by marketers of tourist places to attract tourists (Getz, 2010). It has also been treated as a sub-component of cultural tourism, and urban and rural tourism (Cudny, 2011; Shahateet & Partale, 2019). Festival tourism was identified as a separate type of tourism by Cudny (2013), who justified it by claiming that festivals are the main attraction for this type of tourism. Over the last few decades, festivals have become a new and alternative type of tourism attraction in mature and new destinations around the world (Osti et al., 2012).

The number of literature resources on festivals had been rapidly increasing in tandem with the rapid growth of arranging festivals to attract potential visitors (Choo et al., 2016). Previous festival research has focused on three key themes: the first theme includes festival roles, meanings derived from festivals experiences, and impacts on society and culture; the second theme includes festival tourism; and the third theme is about festival management (Getz, 2010). Studies focusing on revisit intention for festivals were considered a new research area. Revisit intention is of a great interest to both researchers and practitioners due to intense competition among many festivals, as well as the importance of festivals in developing or rejuvenating the tourist destinations (Osti et al., 2012). Marketing efforts aimed at generating and maintaining repeat visits could be of key concern because they rely heavily on repeat visitors to festivals (Choo et al., 2016; Lee et al., 2009).

Many studies have been conducted to investigate the factors influencing tourists' revisit intentions to festivals. These studies identified a set of factors affecting festivals tourists' revisit intentions including satisfaction, push and pull motivations, tourists' emotion, perceived value and festivalscape, festival attributes, festival experience, perceived service quality, festival quality, music quality, behavioral factors, group norm, social identity, novelty seeking, food involvement, food tourism behavior, attitude, anticipated emotions, perceived behavioral control, subjective norms and desire (Akgunduz & Cosar, 2018; Chang et al., 2018; Choo et al., 2016; Hall et al., 2016; Jung et al., 2015; Kim et al., 2016; Kruger & Saayman, 2018; Rivera et al., 2015; Smith et al., 2010; Thrane, 2002; Yang et al., 2011).

One of the well-studied factors that has been proven to be a significant determinant of visitor intention to revisit tourist destinations was attachment (Dwyer et al., 2019). Attachment has piqued the interest of many scholars as found in tourism literature. It describes the relationship, bond, or link formed between tourists and a specific setting like a tourist place or destination (Alshemeili, 2014; Ramkissoon et al., 2013), and an event or festival (Alonso-Vazquez et al., 2019; Ouyang et al., 2017; Prayag et al., 2020; Tsaur et al., 2019). Therefore, the bonds formed between tourists and a tourist place or destination are called place attachment, while the bonds formed between tourists and an event or festival are referred to as event attachment/festival attachment.

Based on a comprehensive review of tourism literature, place attachment is the most used and studied concept in the literature (Dwyer, 2019). The concept of place is not limited to specific territorial or geographical boundaries but is extended to events and festivals (Alonso-Vazquez et al., 2019; Cooper, 2017; Davis, 2016; Fu 2019; Fu et al., 2019; Yi et al., 2018). However, despite the extensive use of place attachment, little research has been conducted on festivals thus far.

Festival attachment is important for festival marketing and for the formulation of effective marketing strategies to draw and retain loyal visitors (Tsaur et al., 2019; Lee & Kyle, 2014). It is worth mentioning that repeated visitation, as a key indicator of loyalty, could result in two significant benefits for visitors: lower costs of acquiring information and stronger relationships between them (Godar & O'Connor, 2001; Lee et al., 2014). This can be regarded as an attachment to a festival, or festival attachment, a concept proposed in this study. To the extent that attachment is a desirable business resource (Yi et al., 2018), it would be interesting to know if such attachment affects the tourists' revisit intentions toward festivals or not. Although studies have been done to investigate the factors that influence tourists' intentions to revisit festivals, there is a paucity of studies that have looked at this process from the perspective of festival attachment (Yen, 2020).

While studies on place attachment are increasingly focusing on a particular environment, such as a tourist place or a venue (Allan, 2016; Brown et al., 2016; Kil et al., 2012; Kim et al., 2016; Song et al., 2017), attachment to a festival, which could encompass a functional (festival dependency), cognitive (festival identity), affective (festival affect), and social (social bonding) aspects, is still a relatively unexplored field (Alonso-Vazquez et al., 219; Cooper, 2017). Thus, this study comes to fill this gap in the existing literature.

Although the popularity of festival tourism in Arab tourist destinations is obvious; however, there have been very limited studies conducted on Arab tourists' behavior when attending festivals in these destinations (Sayed et al., 2016; Schneider & Backman, 1996). This is compatible with what was claimed by Reisinger and Moufakkir (2015) that there is a paucity of existing studies on Arab tourists' behavior in different tourism settings. Therefore, this is another issue the researchers seek to investigate.

Literature Review

Festival Tourism in the Arab World
Festivals play a crucial role in tourism marketing by attracting tourists and creating festival tourism (Cudny, 2013; Getz, 2010). Festival tourism has been studied as a sub-component of event tourism (Getz, 2010), cultural tourism, urban and rural tourism (Cudny, 2011; Shahateet & Partale, 2019), or as a separate type of tourism festivals that are the main attraction for this type of tourism (Cudny, 2013). Festival tourism was defined as a "phenomenon in which people from outside a festival locality visit during the festival period" (O'sullivan & Jackson, 2002, p. 325). Festival tourism contributes to destination marketing including destination image formation and destination branding, attracting off-season tourists, stimulating specific areas or attractions, and catalyzing urban and economic development (Getz, 2010; Ziyadin et al., 2019). In the past decade, the number as well as scope of events and festivals in Asia and the Middle East/North Africa regions has increased in tandem with these events and festivals' emergence as major tourist destinations and important generating regions of outbound tourists (Weber &

Ali-Knight, 2012). Arab destinations, as a part of these two regions, are investing aggressively in tourism to show their capability to the outside world in developing strategies of diversification away from commodities towards areas such as festivals and events (Weber & Ali-Knight, 2012). Event and festival tourism is a new trend in the Arab world. AL-Hamarneh (2005) assured that the enlargement and the enrichment of infrastructures such as cultural events and festivals emerged as a new trend to support tourism in the Arab world.

In particular, festival tourism emerged as an important sub-sector of cultural tourism products in Jordan. It contributes significantly to international tourist arrivals and tourism-related businesses (Shahateet & Partale, 2019). Events and festivals are used as a tool that is organized and supported to encourage domestic tourism in Jordan to contribute to the tourism balance of payment. For instance, such events led to a decrease in tourism spending and the number of departures by 18% and 48%, respectively, between the years 2010-2016 (MOTA, 2016). Cultural events and festivals emerged as a key market segment among 12 market segments in the tourism sector in Jordan (MOTA, 2015). It influences the tourists' choice of destination, helps to attract a large number of visitors to secondary sites, and helps to extend the length of stay for all market segments (MOTA, 2015).

Jordan is well-known for such a type of tourism where various festivals are held monthly such as Al-Nakheel Festival, Umm Qais Festival (MOTA, 2016), and yearly such as Jerash Festival of Culture and Arts, and Fuhais Art Festival (Alhroot, 2007).

Jerash Festival of Culture and Arts

Jerash festival take place in Jerash city in Jordan, which is about 48 kilometres from Jordan's capital, Amman (Jerash Festival of Culture and Arts, n.d.). Jerash Festival is a celebration of Arabic and international cultures that is held at the end of July every year. The festival has become the most important and popular international-level cultural event, which attracts hundreds of thousands of attendees worldwide to watch a variety of performances including cultural, singing, acting, dancing, poetry, literature and much more (Harahsheh, 2009; Al-Khasawneh, 2016; Al-Hamarneh, 2005).

Jerash festival plays a key role in enhancing Jordan's image as a destination, promoting Jordan's culture abroad, developing tourism in Jordan and specifically in Jerash city, extending the tourism season, generating direct and indirect economic impacts to Jordan and also Jerash local community, as well as attracting large numbers of tourists to the Jerash archaeological site (Albattat et al., 2018). Arab visitors have been the most frequent visitors to the Jerash festival among international visitors (Muala, 2020). When the number of Arab tourists to the festival is compared to the number of Jordanian visitors, the festival attracts more Arab visitors than other international Arab visitors (Schneider & Backman,1996; Schneider & Sönmez, 1999).

Arab Tourists: Characteristics and Behavior

Arab tourists constitute a diversified and rapidly expanding tourism market worldwide (Reisinger & Moufakkir, 2015). The current focus of this study is Arab tourists' behaviour. The reasoning behind focusing on Arab tourists is because Arab people share many characteristics and values that distinguish them and determine their identities such as religion, morality, a culture of honour, generosity and hospitality values, and the central role of the family (Harb, 2016). Thus, considering that Arabians are different in terms of culture, religion, and their view

(Harb, 2016), such a study may help in understanding their travel behaviour, especially when it comes to attending festivals.

Arab tourists' behaviour, they travel with their family in groups (Al-Hamarneh, 2005), spend more, stay longer in the visited destination and are more resilient than other foreign tourists in times of crisis witnessed by the Middle East region, owing to its greater knowledge of the region's reality (Al-Hamarneh, 2005; Farahani & Mohamed, 2013; UNWTO, 2015). So, the Arab market can play a particularly important role in tourism development in the Middle East (UNWTO, 2015).

Festival tourists' behavior to festivals located in Arab countries has been addressed by researchers. For example, a study by Aref and Mohammad (2014) aimed to identify the main motivations of Saudi tourists to participate in Janadriyah Festival in Saudi Arabia. A similar study was implemented by Schneider and Backman (1996) to investigate the motivations of tourists when attending Jerash Festival of Culture and Arts in Jordan, as expressed by both Arabic-speaking and not Arabic-speaking tourists. Sayed et al., (2016) carried out a study to evaluate the experience of international and local visitors to Al-Janadriyah Festival in Saudi Arabia by developing a model to investigate the tourists' motivations, service quality, satisfaction, experience, behavioural intention, and word of mouth. Another study was made by Anwar and Suhail (2004) to analyze the perceptions of first-time and repeat visitors to a shopping festival and other related events and areas in the United Arab Emirates (UAE). Schneider and Sönmez (1999) explored Jordan's touristic image from the perspective of international tourists (Arab and no-Arab tourists) who have attended the Jerash Festival in Jordan. So far, there is not a single study focused solely on the Arabs tourists' behavior when attending festivals.

Revisit Intention
Tourists' behaviour encompasses three key phases, namely, pre-visitation, during visitation, and post-visitation (Chen & Tsai, 2007). The pre-visitation phase is related to tourists' decision-making process to visit a destination or event, during the visitation phase is related to the actual or on-site experience, and the post-visitation phase is related to the experience evaluation and future behavioural intentions and behaviours. The behavioural intention is delineated as "indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behaviour" (Ajzen, 1991, p. 181). Moreover, Oliver (1997, p. 28) defined it as "a stated likelihood to engage in a behaviour". An individual's intention is considered a focal factor and best predictor for a person's specific behaviour (Ajzen, 1991). Accordingly, tourists' intention refers to one's forecast future travel behaviour, which was considered an important factor that is correlated closely with actual travel behaviour (Chang et al., 2014). Robust intention towards engaging in a specific behaviour leads individuals to perform that behaviour (Ajzen, 1991).

Revisit intention is a salient topic in tourism research. It is a necessary prerequisite for successful marketing efforts to be implemented (Gitelson & Crompton,1984). It has received early attention from scholars because of its great importance and benefits in tourism marketing (Gitelson & Crompton, 1984; Kozak, 2001; Li et al., 2008; Oppermann, 1999). as, as well as repeated visitors to a destination are likely to become loyal to that destination (Opperman, 1999).

Researchers argued that repeated tourists are likely to spend more money than first-time tourists, stay longer and recommend the visited destination to others such as relatives and friends through positive word of mouth (WOM) communication without any cost, and become loyal to that destination (Kim et al, 2013; Hui et al., 2007; Lehto et al, 2004; Oppermann,1999; Petrick, 2004; Sayed et al., 2016; Wang, 2004). Similarly, repeat tourists constitute over half the total number of tourists for a given destination (Wang, 2004). In addition, the marketing costs spent on marketing and promotional activities to lure and retain repeat tourists are low compared to the costs spent to attract new tourists (Alegre & Juaneda, 2006; Hasan et al., 2019; Kim et al., 2013; Um et al.,2006), which in consequence contributes to gaining a competitive cost advantage, which is crucial in becoming a sustainable destination or event (Hasan et al., 2019).

Tourists' revisit intention in tourism, events and festival studies have often been studied as dependent variables (Choo et al., 2016; Hasan et al., 2019; Quintal & Polczynski, 2010). Previous studies also covered related topics like behavioural intentions (Ghorbanzade et al., 2019; Jeong et al., 2019; Smith et al., 2010; Yang et al., 2011) and loyalty (Akroush et al., 2016; Akhoondnejad, 2016; Kim, 2017; Yi et al., 2018; Yoon & Uysal, 2005).

Studies focusing on revisit intention for festivals were considered a new research area. In fact, variables that affect revisit intention for festivals are still being debated by scholars that cover the following aspects: satisfaction, push and pull motivations, tourists' emotion, perceived value and festivalscape, festival attributes, festival experience, perceived service quality, festival quality, music quality, behavioural factors, group norm, social identity, novelty-seeking, food involvement, food tourism behaviour, attitude, anticipated emotions, perceived behavioural control, subjective norms and desire (Akgunduz & Cosar, 2018; Chang et al., 2018; Choo et al., 2016; Hall et al., 2016; Jung et al., 2015; Kim et al., 2016; Kruger & Saayman, 2018; Rivera et al., 2015; Smith et al., 2010; Thrane, 2002; Yang et al., 2011).

Place Attachment
Attachment is a related term that denotes an emotionally charged bond between an individual and a particular object (Bowlby, 1979). Attachment is a complex process that describes people's strong feelings and expressions about an entity (Funk & James, 2006). Attachment is a well-defined concept that has been studied and discussed in the tourism literature (Ouyang, et al., 2017). There has been a considerable amount of research into the bonds formed between tourists and destinations, referred to as place attachment (e.g., Song et al., 2017; Tsai, 2016; Yuksel et al., 2010), between tourists and communities, referred to as community attachment (e.g., Eslami et al., 2019; Lee et al., 2014), and more recently between tourists and events, referred to as event attachment, festival attachment, and exhibition attachment (e.g., Alonso-Vazquez et al., 2019; Yen, 2020; Yi et al., 2018). Thus, place attachment is the most used concept in the tourism literature thus far (Dwyer, 2019).

Place attachment is a concept that was applied to environmental psychology to investigate the emotional bonds that people establish with the environment (e.g., Bonaiuto et al., 2016; Hidalgo & Hernandez, 2001). It combines the terms "place" and "attachment" (Low & Altman, 1992). "Attachment" is the focus of effect or emotions, but "place" is the focus of the settings of an environment in which people get emotionally attached, including "neighbourhoods, villages, towns, and cities" (Cresswell, 2004, p. 11). Affect, emotion, and feeling are considered the fundamental components in the concept of place attachment, and these senses

are primarily accompanied by cognitive (thought, knowledge, and belief) and behavioural components (Low & Altman, 1992).

Place attachment is a useful tool for improving the performance and efficiency of tourism marketing (Tsai, 2012). It has been used in the tourism field to demonstrate the connections or bonds formed between tourists and the visited destination as a result of the consumption of their experience (e.g., Alshemeili, 2014; Hosany et al., 2020; Song et al., 2017; Brown et al., 2016; Jeong et al., 2019; Su et al., 2018).

Place attachment was defined as positive personal bonds that tourists feel towards a given destination in which they appreciate and are genuinely interested in that destination (Nasir et al., 2020; Suntikul & Jachna, 2016). Place attachment results from subsequent destination appraisal which establishes emotional links between tourists and the destination to represent favourable tourists' feelings towards a destination (Nasir et al., 2020). Other researchers conceptualized place attachment as a set of functional, cognitive and emotional bonds formed between tourists and a destination (Kil et al., 2012; Yuksel et al., 2010). Studies added that social bonding is another component or bond that can be formed between tourists and the visited place (Kyle et al., 2004; Kyle et al., 2005; Lee et al., 2012).

Place attachment is well-known to be multi-dimensional. This claim has already been mentioned and asserted by Dwyer et al., (2019), who conducted a review study of 177 research papers related to the using concept of place attachment in the tourism field and found that a multi-dimensional concept of place attachment is prevalent in the literature, with "place identity" and "place dependence" being the most commonly used dimensions. Place affective, also known as affective attachment, and social bonding are two additional elements of place attachment (Dwyer, 2019).

The first dimension, which is place identity, points out the tourists' relations with specific places as well as their preferences or their subjective tendencies towards these places, whether these preferences are conscious or unconscious (Yi et al., 2018; Yuksel et al., 2010). Furthermore, place identity was found to refer to symbolic meanings or what a place represents, which may range from the deeply personal to the widely common, and they can help people create emotional ties to a place (Williams & Vaske 2003).

The second dimension, which is place dependence, expresses how well a setting fits a goal achievement given the existing array of alternatives (Jorgensen & Stedman, 2001). This describes a condition in which the relationship between an individual and a place is viewed as distinct from the functional relationship with other places (Tsai, 2016). It is therefore described as a functional attachment that represents the value of a place in providing features and conditions that support particular goals or activities required (Williams & Roggenbuck 1989; Williams & Vaske 2003). Thus, this type of attachment can be developed with any environment or place that supports high-value goals or activities (Williams & Vaske, 2003). In the context of tourism, place dependence articulates how specific facilities or attributes of a destination satisfy and meet the tourists' needs (Tsai, 2016), which exerts a fundamental influence on tourists' revisit decisions towards a destination or an event (Han et al., 2019; Yi et al., 2018).

The third dimension, which is place affective, indicates the emotional bonds between individuals and an environment or a setting (Ramkissoon et al., 2013; Yuksel et al., 2010). Place affective can be treated as a part of place identity or as a separate dimension (Yuksel et al., 2010). In line with previous studies, the researchers in this study treated place affective as an independent dimension from place identity.

Regarding the fourth dimension, which is social bonding, it signifies the interpersonal connections that people establish with a given place (Tsai. 2016). Given that meaningful social relationships take place and are retained in specific places, it is likely that these places share certain characteristics in common (Kyle et al., 2004). As was articulated in past research, attachment has been linked to the meanings associated with relationships shared with significant individuals (i.e., family and close friends) and place experiences that occur in the presence of others (Hidalgo & Hernandez 2001; Kyle et al, 2004).

Festival Attachment
Festival attachment is considered an important element in determining why visitors choose to engage in and revisit a particular festival (Lee & Kyle, 2014a). The high-level of festival attachment provides the attendees with a strong identification with the festival in line with their self-image, a strong desire to revisit the festival to maximize psychological benefits and reduce economic costs, and a strong resistance to substitute the festival for another (Lee & Kyle, 2014a). According to Lee et al. (2014), the attendees' attachment to cultural festivals can be built through their attachment to a certain culture of cultural community which significantly affects festivals attendees' revisit intentions. From a marketing perspective, festival attachment is a useful tool for segmentation the attendees of the festival (Lee & Kyle, 2014a).

A humble number of studies were carried out on the attachment in the context of festivals to study the bonds that can be formed between attendees and festivals. Some of these studies defined and conceptualized the festival attachment based on the concept of place attachment which is a well-studied concept in tourism literature. For example, Alonso-Vazquez (2016) and Alonso-Vazquez et al. (2019) defined the festival attachment as the emotional ties established between attendees and festivals. The authors suggested that festival attachment consist of four dimensions: festival dependence, festival identity, social bonding, and festival affect. These four dimensions were used by Cooper (2017) in operationalizing of the festival attachment. In another study, Quillian (2019) employed only two dimensions to operationalize festival attachment: festival identity and festival dependence.

Tsaur et al. (2019) defined festival attachment as the bonds formed between a visitor and a festival as a result of experiencing functional knowledge, emotional connections, and symbolic expression from a festival. The festival attachment in their study was operationalized as functional, emotional, and symbolic relationships between a festival and its visitors. In different way, Kim et al. (2019) conceptualized it as visitors' perceived importance, value, self-concept, symbols, and functions towards a festival. While, attachment to a festival was described as an attendee's cumulative experiences with the festival in terms of its physical and social aspects (Yen, 2020).

Festival attachment in this study is borrowed from the concept of place attachment. The reason behind this is that the concept of place attachment is not restricted to territorial or geographical boundaries but is broad enough to be applied to a variety of organizational and relational

settings, including communities/neighborhoods, countries and cities, historical or imagined places, and events and festivals (Alonso-Vazquez et al., 2019; Cooper, 2017; Davis, 2016; Fu 2019; Fu et al., 2019; Yi et al., 2018), all of which focus on the interactions or emotional bonds between people and a place (Fu et al., 2019). Festivals, like places, have their unique environments where visitors can engage with other visitors or residents, as well as the festivals' settings and programs (Alonso-Vazquez et al, 2019; Getz, 2010). Getz (1970) underlined that a festival's environment comprises both physical and community settings. The organizers create this environment, which relates to the venue where the festival is held, as well as its atmosphere and facilities (Tanford & Jung, 2017).

Based on the discussion above, it is appropriate to borrow the concept of festival attachment from the concept of place attachment to describe the bonds formed between visitors and festivals. Consequently, festival attachment in the current study is defined as the bonds formed between festival attendees and the festival itself, resulting from the interaction between the attendees and the festival environment or setting (Fu, 2019; Yi et al., 2018). These bonds could be functional, emotional, symbolic, and social (Alonso-vazquez et al., 2019; Tsaur et al., 2019; Yuksel et al., 2010). This study deals with festival attachment as a multi-dimensional construct, consisting of four dimensions: festival dependence, festival affect (affective attachment), festival identity, and social bonding (Alonso-vazquez et al., 2019; Cooper, 2017).

Festival identity is important for the sustainable development of a festival (Lee & Chang, 2017). Festival identity denotes the visitor's strong identification with a festival as it relates to their self-identity (Fu et al., 2019), the symbolic connections to a festival (Fu, 2019; Lin & Lee, 2020), as well as the visitors' conscious or unconscious preferences for a festival (Yuksel et al., 2010).

Festival dependence refers to how well festival facilities, features, and other attributes meet visitors' needs or help them achieve their goals when compared with other festivals (Fu, 2019; Fu et al., 2019; Yi et al., 2018; Yuksel et al., 2010). Festival affect or affective attachment is defined as the emotional bonds that visitors develop with a festival (Fu et al., 2019; Yuksel et al., 2010). Social bonding refers to bonds that are formed between the tourists or visitors themselves (Kyle et al, 2004; Lee et al., 2014).

Based on the discussion above, despite the importance and popularity of the concept of place attachment in understanding the bonds between tourists and visited destinations in tourism research, it is nevertheless used recently in studies of event and festival tourism. Accordingly, there has been very little research that has used the notion of place attachment and its dimensions to investigate the nature of bonds that might develop between tourists and a festival or event, or to explain how tourists become attached to a festival or event.

The Relationship between Festival Attachment and Revisit Intention
Since the current study borrows the concept of festival attachment from the concept of place attachment, and since attachment created between tourists and a tourist place could be formed between tourists and a festival, the relationship between festival attachment and revisit intention will be hypothesized based on empirical findings of the previous research that has investigated the relationship between place attachment and revisit intention (see table 1). Place attachment with its four dimensions has been empirically supported as an important antecedent to tourists' revisit intention. For example, Isa et al. (2020) investigated the influences of four

dimensions of place attachment, namely, "place identity", "place dependence", "affective attachment", and "social bonding" directly on revisit intentions in the context of island tourism in Indonesia. The study revealed that all these dimensions have positive correlations with revisit intention. Han et al. (2019) found that place attachment with its four dimensions mentioned above, positively influences revisit intention to the tourist destination through attitude, subjective norms, and perceived behavioural control.

There is a little empirical evidence on the relationship between festival attachment and revisit intention (Tsaur et al., 2019; Yen, 2020). Tsaur et al. (2019) proposed the festival attachment as a mechanism and examined it as a predictor of both place attachment and place loyalty. The place loyalty in that study includes revisiting places, recommending and sharing positive things about it to others in the future. The study finding reported that festival attachment is a strong predictor for place attachment and place loyalty. Yen (2020) investigated the relationship between event attachment and revisit intention from the perspective of event attendees in the context of cultural festivals. The findings, in contrast to findings in previous studies, revealed that there was no relationship between event attachment and revisit intention. Accordingly, festival attachment is an important concept in understanding visitors' revisit intentions. However, the nexus between festival attachment with its four dimensions (festival identity, festival affect, festival dependence, and social bonding) and revisit intention remains under-researched.

Further, the term festival attachment is used interchangeably with emotional commitment (Tanford et al., 2012), psychological commitment (Kim et al., 1997; Lee, 2014; Lee & Kyle, 2014), and event attachment (Yen, 2020), in referring to the relational strength. Visitors with a high level of commitment to festivals are more likely to revisit the same festival in the future (Kim et al., 1997). Tanford et al. (2012) found that emotional commitment to the festival has a positive relationship with attendees' behavioural intentions to revisit a festival in Los Angeles-USA. Lee (2014) found that visitors' psychological attachment to the festival has a significant and positive influence on festival loyalty. Lee and Kyle (2014) indicated that increases in visitor psychological commitment to the festival has a significant and positive influence on visitors' loyalty to the festival. Revisit intention in Lee (2014) and Lee and Kyle's (2014) studies were treated as a component of loyalty. Thus, this study assumes that there is a significant relationship between festival attachment and revisit intention. This relationship will be examined in a future empirical study from the perspective of Arab tourists in the context of festival tourism in Jordan.

Table 1: The Relationship between Attachment and Revisit Intention

No.	Author(s) and Date	Title and Country	Brief description
1-	Hui-Min Song, Kyung-Sik Kim, and Brian H. Yim (2017)	The Mediating Effect of Place Attachment on the Relationship between Golf Tourism Destination Image and Revisit Intention	Tourists' attachment (identity and dependence) to a golf tourist destination was utilized to investigate its positive influence on tourists' revisit intention. The results revealed the positive influence exerted only by dependence on revisit intention as suggested by the researcher.

2-	Sandra Maria Correia Loureiro (2014)	The Role of the Rural Tourism Experience Economy in Place Attachment and Behavioral Intentions / Portugal	Tourists' attachment (identity and dependence) to a rural tourist destination was utilized to investigate its influence on tourists' revisit intention. The results revealed the positive influence exerted by attachment on revisit intention as suggested by the researcher.
3-	Sheng-Hshiung Tsaur, Yao-Chin Wang, Chyong-Ru Liu, and Wen-Shiung Huang (2019)	Festival Attachment: Antecedents and Effects on Place Attachment and Place Loyalty / Taiwan	Festival attachment was used by the researchers to indicate the functional, symbolic and emotional bonds created between the festival and its attendees. Festival attachment was used as predictor to place attachment and attendees' loyalty (intention to revisit, recommend, and saying positive things) to the festival's host destination. The positive relationship was found between festival attachment and loyalty.
4-	Tsai-Fa Yen (2020)	Assessing the Effects of Perceived Value on Event Satisfaction, Event Attachment, and Revisit Intentions in Wine Cultural Event at Yibin International Exhibition Center, Southwest China / China	The concept of event attachment was used by researcher, indicating the attendees' attachment to a cultural festival in China. The relationship between event attachment and revisit intention was examined. The results revealed that there was insignificant relationship.
5-	Jenny (Jiyeon) Lee (2014)	Visitors' Emotional Responses to the Festival Environment / Korea	The concept of psychological commitment was used by the author, indicating the visitors' attachment to community cultural festivals to examine its influence on visitors' loyalty (intention to revisit, recommend, say positive things, willingness to pay more, and Strength of preference) to the festivals.
6-	Salmi Mohd Isaa, Hepy H. Ariyantob and Shaian Kiumarsi (2020)	The Effect of Place Attachment on Visitors' Revisit Intentions: Evidence from Batam / Indonesia	Four dimensions of dependence, identity, dependence, and affective attachment constituting the tourists' attachment towards tourist destination, were individually found to have positive relationship with revisit intention.

7-	Ju Hyoung Han, Jinok Susanna Kim, Choong-Ki Lee, Namjo Kim (2019)	Role of Place Attachment Dimensions in Tourists' Decision-Making Process in Cittáslow / Republic of Korea	Tourists' attachment to a tourist destination consisting of dependence, identity, dependence, and affective attachment exerted indirect effect on revisit intention through attitude, subjective norm, and perceived behavioural control.
8-	Carol Xiaoyue Zhang, Lawrence Hoc Nang Fong, ShiNa Li (2019)	Co-creation Experience and Place Attachment: Festival Evaluation / Macao	The study examined the visitors' attachment to a cultural festival host destination and its influence on their intentions to revisit the festival, recommend it for others, and say positive things about it. Two dimensions of attachment (i.e., identity and dependence) were hypothesized to be 9-positively related to revisit intention. However, only the dependence dimension was revealed to be positively related to revisit intention.
9-	Vanessa Phoebe Cooper (2017)	The Impact of Motivation, Festival Attachment, Place Attachment, and Psychological Ownership on Volunteerism: Understanding the Traverse City Film Festival from the Volunteer Perspective / United State of America	Festival attachment was investigated from the volunteer perspective to examine its role on volunteers' future intention to volunteer. Festival attachment was borrowed from the place attachment concept and operationalized as it has four dimensions i.e., festival identity, festival affect, festival dependence, and social bonding. Four dimensions were proposed by the researcher to have positive influence of volunteers' future intention. Only festival dependence and festival affect were found to be significant predictors for future intention to volunteer.
10-	Mei-lan Jin, Youngjoon Choi, Choong-Ki Lee, and Muhammad Shakil Ahmad (2020)	Effects of Place Attachment and Image on Revisit Intention in an Ecotourism Destination: Using an Extended Model of Goal-Directed Behavior / China	Tourists' attachment to ecotourism destination and its effect tourists' revisit intention were assessed in this study. Attachment, which includes identity and dependence components, was found to practice a positive influence on revisit intention.

Looking at the table above, the current research gaps can be easily identified as following:

1- The concept of festival attachment emerged as a new concept in understanding the bonds developed between festivals and their attendees.

2- Studying place attachment with its four dimensions, which are identity, affect (affective/emotional attachment), social bonding, and dependency (functional attachment) remains the focus of the tourism studies that investigated the tourists' attachment to tourism places or destinations, and more recently applied in the festival context. So, it is useful and worthwhile to apply the place attachment concept in the festival tourism research to study and understand the bonds created between festivals and their tourists or attendees and examined its relation to the revisit intention. Therefore, borrowing from the concept of place attachment, festival attachment can be a useful predictor for revisit intention, constituting of festival identity, festival affect, social bonding, and festival dependence.

Methodology

This study highly depended on the existing literature that concerned about the factors affecting the tourists' future intention to revisit festivals and some extensive discussion on festival tourism in Arab destinations and on Arab tourists' behavior. Based on the extensive review of the related literature, the researchers proposed the conceptual model as shown in figure (1) and hypotheses below:
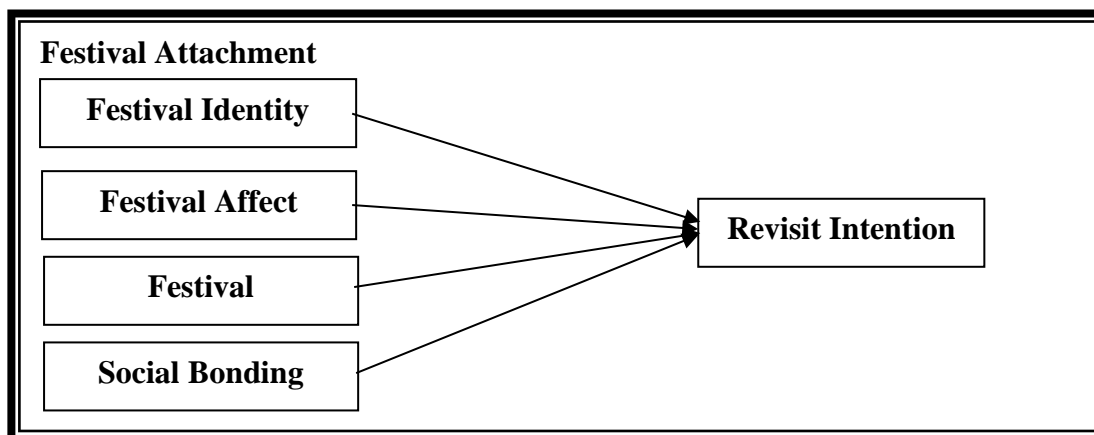

Figure 1: A Conceptual Model

Research Hypotheses:

H1: There is a significant relationship between festival attachment and revisit intention.

   H1a: There is a significant relationship between festival identity and revisit intention.

   H1b: There is a significant relationship between festival affect and revisit intention.

   H1c: There is a significant relationship between festival dependence and revisit intention.

   H1d: There is a significant relationship between social bonding and revisit intention.

Conclusion

This conceptual paper contributes to the existing body of knowledge on festival tourism in one of the Arab destinations i.e., Jordan by developing a conceptual framework proposing theoretical nexus between festival attachment with its four dimensions (festival identity, festival dependence, festival affect, social bonding) and revisit intention. The proposed

framework will be empirically tested in the context of Jerash festival in Jordan from the perspective of Arab visitors. Borrowing from the concept of place attachment, this study offers the concept of festival attachment as an attempt to investigate the bonds generated between Jerash festival and the tourists as well as the relationship between these bonds and revisit intention to the festival.

This study contributes to the comparative lack of studies on the relationship between festival attachment and revisit intention of Arab tourists. The limitation of this study is the lack of empirical evidence. Researchers are encouraged to use structural equation modelling to empirically test the model. This will help managers of Jerash festival organizers focus on festival attachment to ensure the strength of the visitors' intentions to revisit Jerash Festival. It would further provide the festival organizers with an understanding of how to foster festival attachment. It can help festival organizers identify the elements of festival attachment that are most important in influencing visitors to revisit Jerash Festival.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Akgunduz, Y., & Coşar, Y. (2018). Motivations of event tourism participants and behavioural intentions. *Tourism and Hospitality Management*, *24*(2), 341–358.

Akhoondnejad, A. (2016). Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management*, *52*, 468–477.

Akroush, M. N., Jraisat, L. E., Kurdieh, D. J., AL-Faouri, R. N., & Qatu, L. T. (2016). Tourism service quality and destination loyalty-the mediating role of destination image from international tourists' perspectives Introduction. *Tourism Review*, *71*(1), 1–31.

AL Khasawneh, M. S. (2016). The reality of tourist sites management in Jordan and its obstacles. *International Journal of Business and Management Invention*, 5(9), 41–53.

Albattat, A. R., Tadros, S., & Miranda-Fernandez, K. (2018). Social media impact on tourism events: A case study in Jordan. In Hassan, A., & Sharma, A. (Eds.), *tourism events in Asia* (pp. 82-97). London: Routledge.

Alegre, J., & Juaneda, C. (2006). Destination loyalty: Consumers' economic behavior. *Annals of Tourism Research*, *33*(3), 684–706.

Al-Hamarneh, A. (2005). New tourism trends in the Arab world. *Islamic Tourism*, *16*(2), 50-54.

Alhroot, A. H. H. (2007). *Marketing of a destination: Jordan as a case study* (Doctoral Dissertation, University of Huddersfield, UK).

Allan, M. (2016). Place attachment and tourist experience in the context of desert tourism – the case of wadi rum. *Czech Journal of Tourism*, *5*(1), 35–52.

Alonso-vazquez, M. (2016). *Factors that influence engagement in on-site environmentally responsible behaviours at music festivals* (Doctoral Dissertation, University of Queensland, Austrailia).

Alonso-Vazquez, M., Packer, J., Fairley, S., & Hughes, K. (2019). The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviours at music festivals. *Tourism Recreation Research*, *44*(1), 91–102.

Alshemeili, A. (2014). *The relationship between place attachment and return visits to heritage sites: A Case study of Ras Al Khaimah* (Doctoral Dissertation, Edith Cowan University, Australia).

Anwar, S. A., & Sohail, M. S. (2004). Festival tourism in the United Arab Emirates: First-time versus repeat visitor perceptions. *Journal of Vacation Marketing*, *10*(2), 161–170.

Aref, B., & Mohammad, A. (2014). Festival Tourism in Saudi Arabia: A study of image and motivation of participating in Janadriyah Festival. *American Journal of Tourism Management*, *3*(2), 45–54.

Bonaiuto, M., Alves, S., De Dominicis, S., & Petruccelli, I. (2016). Place attachment and natural environmental risk: Research review and agenda. *Journal of Environmental Psychology*, *48*, 33–53.

Bowlby, J. (1979). On knowing what you are not supposed to know and feeling what you are not supposed to feel. *Canadian Journal of Psychiatry*, *24*(5), 403–408.

Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. *Tourism Management*, *55*, 160–172.

Campón-Cerro, A. M., Alves, H. M. B., & Hernández-Mogollón, J. M. (2015). Attachment as a factor in generating satisfaction with, and loyalty to rural tourism destinations. *Tourism & Management Studies*, *11*(1), 70–76.

Chang, L. L., Backman, K. F., & Huang, Y. C. (2014). Creative tourism: A Preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention. *International Journal of Culture, Tourism, and Hospitality Research*, *8*(4), 401–419.

Chang, M., Kim, J.-H., & Kim, D. (2018). The effect of food tourism behavior on food festival visitor's revisit intention. *Sustainability*, *10*(10), 3534.

Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, *28*(4), 1115–1122.

Cheng, T. M., C. Wu, H., & Huang, L. M. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for Island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*, *21*(8), 1166–1187.

Choo, H., Ahn, K., & Petrick, J. F. (2016). An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/qatisfaction. *International Journal of Contemporary Hospitality Management*, *28*(4), 818-838.

Cooper, V. P. (2017). *The impact of motivation, festival attachment, place attachment, and psychological ownership on volunteerism: Understanding the traverse city film festival from the volunteer perspective* (Master thesis, Iowa State University, United States).

Cresswell, T. (2004). *Place: A Short introduction*. Wiley-Blackwell.

Cudny, W. (2011). Film festivals in Łódź as a main component of urban cultural tourism. *Bulletin of Geography. Socio-economic Series*, (15), 131-141.

Cudny, W. (2013). Festival tourism - The concept, key functions and dysfunctions in the context of tourism geography studies. *Geographical Journal*, *65*(2), 105–118.

Davis, A. (2016). Experiential places or places of experience? Place identity and place attachment as mechanisms for creating festival environment. *Tourism Management*, *55*, 49–61.

Dwyer, L., Chen, N. (Chris), & Lee, J. (Jiyeon). (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing*, *36*(5), 645–652.

Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D., & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel and Tourism Marketing*, *36*(9), 1061–1079.

Farahani, B. M., & Mohamed, B. (2013). Relationship between nationality and tourists' behaviour: case of Middle East tourists in Malaysia from tour guides perspective. *International Journal of Tourism Anthropology*, *3*(1), 43-57.

Fu, X. (2019). An experience-attachment-loyalty model for exhibition attendees: the mediation effect of exhibition attachment. *International Journal of Hospitality and Event Management*, *2*(2), 109.

Fu, X., Yi, X., Okumus, F., & Jin, W. (2019). Linking the internal mechanism of exhibition attachment to exhibition satisfaction: A comparison of first-time and repeat attendees. *Tourism Management*, *72*, 92–104.

Funk, D. C., & James, J. D. (2006). Consumer loyalty: The meaning of attachment in the development of sport team allegiance. *Journal of Sport Management*, *20*(2), 189–217.

Getz, D. (1970). Special events. *Journal of the Air Pollution Control Association*, *20*(11), 745–746.

Getz, D. (2010). The nature and scope of festival studies. *International Journal of Event Management Research*, *5*(1), 1–47.

Ghorbanzade, D., Mehrani, H., & Rahehagh, A. (2019). The effect of experience quality on behavioral intentions of domestic tourists in visiting water parks. *Cogent Business and Management*, *6*(1), 1-24.

Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research*, *11*(2), 199–217.

Godar, S., & O'Connor, P. (2001). Same time next year: Buyer trade show motives. *Industrial Marketing Management*, *30*(1), 77–86.

Gross, M. J., & Brown, G. (2008). An Empirical structural model of tourists and places: Progressing involvement and place attachment into tourism. *Tourism Management*, *29*(6), 1141–1151.

Hall, S., Oriade, A., & Robinson, P. (2016). Assessing festival attendees' behavioral intentions through perceived service quality and visitor satisfaction. *Event Management*, *20*(1), 27–40.

Han, J. H., Kim, J. S., Lee, C. K., & Kim, N. (2019). Role of place attachment dimensions in tourists' decision-making process in Cittáslow. *Journal of Destination Marketing and Management*, *11*, 108–119.

Harahsheh, S. S. (2009). *An evaluation of the image of the Hashemite Kingdom of Jordan in the British and Swedish markets and the implications for marketing the country as a tourism destination* (Doctoral Dissertation, Bournemouth University, UK).

Harb, C. (2016). The Arab region: Cultures, values, and identities. In Amer, M. M., & Awad, G. H. (Eds.), *Handbook of Arab American Psychology* (pp. 23-38). New York: Routledge.

Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, *13*(2), 218-234.

Hidalgo, M. C., & Hernández, B. (2001). Place attachment: Conceptual and empirical questions. *Journal of Environmental Psychology*, *21*(3), 273–281.

Hosany, S., Buzova, D., & Sanz-Blas, S. (2020). The influence of place attachment, ad-evoked positive affect, and motivation on intention to visit: Imagination proclivity as a moderator. *Journal of Travel Research*, *59*(3), 1–19.

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. (Sam), & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between

tourists' emotions and intention to recommend. *Journal of Travel Research*, *56*(8), 1079–1093.

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, *28*(4), 965–975.

Isa, S. M., Ariyanto, H. H., & Kiumarsi, S. (2020). The effect of place attachment on visitors' revisit intentions: evidence from Batam. *Tourism Geographies*, *22*(1), 51–82.

Jeong, Y., Kim, S. K., & Yu, J. G. (2019). Determinants of behavioral intentions in the context of sport tourism with the aim of sustaining sporting destinations. *Sustainability*, *11*(11), 1–15.

Jerash Festival of Culture and Arts. (n.d.). About Jerash. Retrieved from: http://jerashfestival.jo/ar/page/3/Jerash

Jin, M., Choi, Y., & Lee, C. (2020). Effects of Place Attachment and Image on Revisit Intention in an Ecotourism Destination: Using an Extended Model of Goal-Directed Behavior.

Jorgensen, B. S., & Stedman, R. C. (2001). Sense of place as an attitude: Lakeshore owners attitudes toward their properties. *Journal of Environmental Psychology*, *21*(3), 233–248.

Jung, T., Ineson, E. M., Kim, M., & Yap, M. H. T. (2015). Influence of festival attribute qualities on slow food tourists' experience, satisfaction level and revisit intention: the case of the mold food and drink festival. *Journal of Vacation Marketing*, *21*(3), 277–288.

Kil, N., Holland, S. M., Stein, T. V., & Ko, Y. J. (2012). Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. *Journal of Sustainable Tourism*, *20*(4), 603–626.

Kim, J. H. (2017). The impact of memorable tourism experiences on loyalty behaviors: the mediating effects of destination image and satisfaction. *Journal of Travel Research*, *57*(7), 856-870.

Kim, J., Kim, B., & Park, S. (2013). The effects of tourism ritualization, ritual performance on tourist satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, *14*(3), 245-263.

Kim, M. J., Lee, C. K., Kim, J. S., & Petrick, J. F. (2019). Wellness pursuit and slow life seeking behaviors: Moderating role of festival attachment. *Sustainability*, *11*(7), 1–21.

Kim, S. S., Scott, D., & Crompton, J. L. (1997). An exploration of the relationships among social psychological involvement, behavioral involvement, commitment, and future intentions in the context of birdwatching. *Journal of Leisure Research*, *29*(3), 320–341.

Kim, S., Lee, Y. K., & Lee, C. K. (2016). The moderating effect of place attachment on the relationship between festival quality and behavioral intentions. *Asia Pacific Journal of Tourism Research*, *22*(1), 49–63.

Kozak, M. (2001). Repeater's behavior at two distinct destinations. *Annals of Tourism Research*, *28*(3), 784–807.

Kruger, M., & Saayman, M. (2018). 'All That Jazz': The relationship between music festival visitors' motives and behavioural intentions. *Current Issues in Tourism*, *22*(19), 2399-2414.

Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of Environmental Psychology*, *24*(4), 439–454.

Kyle, G., Graefe, A., & Manning, R. (2005). Testing the dimensionality of place attachment in recreational settings. *Environment and Behavior*, *37*(2), 153–177.

Lee, I. S., Lee, T. J., & Arcodia, C. (2014). The effect of community attachment on cultural festival visitors' satisfaction and future intentions. *Current Issues in Tourism*, *17*(9), 800–812.

Lee, J. (Jiyeon). (2014). Visitors' Emotional responses to the festival environment. *Journal of Travel and Tourism Marketing*, *31*(1), 114–131.

Lee, J. S., Lee, C. K., & Yoon, Y. (2009). Investigating differences in antecedents to value between first-time and repeat festival-goers. *Journal of Travel and Tourism Marketing*, *26*(7), 688–702.

Lee, J., & Kyle, G. T. (2014). The affective-psychological process of festival visitor loyalty formation. *Tourism Analysis*, *19*(3), 377–382.

Lee, J., Kyle, G., & Scott, D. (2012). The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination. *Journal of Travel Research*, *51*(6), 754–767.

Lee, T. H., & Chang, P. S. (2017). Examining the relationships among festivalscape, experiences, and identity: Evidence from two Taiwanese aboriginal festivals. *Leisure studies*, *36*(4), 453-467.

Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, *31*(4), 801–818.

Li, X. (Robert), Cheng, C. K., Kim, H., & Petrick, J. F. (2008). A systematic comparison of first-time and repeat visitors via a two-phase online survey. *Tourism Management*, *29*(2), 278–293.

Lin, Y. H., & Lee, T. H. (2020). How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Festival Management*, *11*(3), 357–373.

Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, *40*, 1–9.

Low, S. M., & Altman, I. (1992). Place Attachment: A Conceptual inquiry. In Altman, I., & Low, S. M. (Eds). *Place attachment* (pp. 1-12). New York: Plenum Press.

M. Al Muala, A. (2020). Antecedents of destination tourists' loyalty through tourists' satisfaction: an empirical study of international tourists in Jerash Festival in Jordan. *Global Journal of Economics and Business*, *9*(3), 669–677.

Ministry of Tourism and Antiquities. (2015). *National Jordan tourism strategy 2011-2015*. Retrieved from http://www.mota.gov.jo/Documents/NTS_2011-2015_English.pdf

Ministry of Tourism and Antiquities. (2016). *Annual Report*. Jordan.

Nasir, M. N. M., Mohamad, M., Ghani, N. I. A., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, *10*(2), 443–454.

O'sullivan, D., & Jackson, M. J. (2002). Festival tourism: A Contributor to sustainable local economic development?. *Journal of Sustainable Tourism*, *10*(4), 325–342.

Oliver Richard, L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York ' NY: Irwin-McGraw-Hill.

Oppermann, M. (1999). Predicting destination choice - a discussion of destination loyalty. *Journal of Vacation Marketing*, *5*(1), 51–65.

Osti, L., Disegna, M., & Brida, J. G. (2012). Repeat visits and intentions to revisit a sporting event and its nearby destinations. *Journal of Vacation Marketing*, *18*(1), 31–42.

Ouyang, Z., Gursoy, D., & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*, *63*, 426–438.

Petrick, J. F. (2004). The roles of quality, value and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research*, *42*(4), 397–407.

Prayag, G., Mills, H., Lee, C., & Soscia, I. (2020). Team identification, discrete emotions, satisfaction, and event attachment: A social identity perspective. *Journal of Business Research*, *112*, 373–384.

Quillian, E. S. (2019). *Residents' and tourists' motivations, attachment, and perceived impacts at US festivals: a national panel study* (Master dissertation, University of Georgia).

Quintal, V. A., & Polczynski, A. (2010). Factors influencing tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, *22*(4), 554–578.

Ramkissoon, H., Graham Smith, L. D., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism Management*, *36*, 552–566.

Reisinger, Y., & Moufakkir, O. (2015). Cultural issues in tourism, hospitality and leisure in the Arab/Muslim world. *International Journal of Culture, Tourism and Hospitality Research*, *9*(1).

Rivera, M., Semrad, K., & Croes, R. (2015). The five E's in festival experience in the context of Gen Y: Evidence from A Small Island Destination. *Revista Española De Investigación De Marketing ESIC*, *19*(2), 95–106.

Sayed, T. Sayed, Abdallah, A., & Alajloni, A. (2016). Towards developing a model to assess the experience of visitors of the Janadraih Festival, Saudi Arabia. *International Journal of Tourism Cities*, *2*(1), 45-76.

Schneider, I. E., & Backman, S. J. (1996). Cross-cultural equivalence of festival motivations: A study in Jordan. *Festival Management and Event Tourism*, *4*(3-4), 139-

Schneider, I., & Sönmez, S. (1999). Exploring the touristic image of Jordan. *Tourism Management*, *20*(4), 539–542.

Shahateet, M., & Partale, K. (2019). *Jordan's tourism sector analysis and strategy for sectoral improvement.* Deutsche Gesellschaft Für Internationale Zusammenarbeit (GIZ) Gmbh. Retrieved from https://jordankmportal.com/resources/jordans-tourism-sector-analysis-and-strategy-for-sectoral-improvement

Smith, S., Costello, C., & Muenchen, R. A. (2010). Influence of push and pull motivations on satisfaction and behavioral intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality and Tourism*, *11*(1), 17–35.

Song, H. M., Kim, K. S., & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research*, *22*(11), 1182–1193.

Su, W. S., Hsu, C. C., Huang, C. H., & Chang, L. F. (2018). Setting attributes and revisit intention as mediated by place attachment. *Social Behavior and Personality*, *46*(12), 1967–1981.

Suntikul, W., & Jachna, T. (2016). The co-creation/place attachment nexus. *Tourism Management*, *52*, 276–286.

Tanford, S., & Jung, S. (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, *61*, 209–220.

Tanford, S., Montgomery, R., & Hertzman, J. (2012). Towards a model of wine event loyalty. *Journal of Convention and Event Tourism*, *13*(2), 77–99.

Thrane, C. (2002). Music quality, satisfaction, and behavioral intentions within a jazz festival context. *Event Management*, *7*(3), 143–150.

Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *Tourism Research*, *18*(6), 536-548.

Tsai, S. Pei. (2012). Place attachment and tourism marketing: Investigating international tourists in Singapore. *Tourism*, *113*, 101–113.

Tsaur, S. H., Wang, Y. C., Liu, C. R., & Huang, W. S. (2019). Festival attachment: Antecedents and effects on place attachment and place loyalty. *International Journal of Event and Festival Management*, *10*(1), 17–33.

Um, S., Chon, K., & Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, *33*(4), 1141–1158.

United Nations World Tourism Organization (UNWTO). (2015). UNWTO and ATM ministerial forum address intra-Arab tourism. Retrieved from https://www.unwto.org/archive/middle-east/press-release/2015-05-11/unwto-and-atm-ministerial-forum-address-intra-arab-tourism

Wang, D. (2004). Tourist behaviour and repeat visitation to Hong Kong. *Tourism Geographies*, *6*(1), 99–118.

Weber, K., & Ali-Knight, J. (2012). Events and festivals in Asia and the Middle East/North Africa (MENA) region: Opportunities and challenges. *International Journal of Event and Festival Management*, *3*(1), 4–8.

Williams, D. R., & Roggenbuck, J. W. (1989, October). Measuring place attachment: Some preliminary results. In *NRPA Symposium on Leisure Research, San Antonio, TX*, *9*.

Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science*, *49*(6), 830–840.

Yang, J., Gu, Y., & Cen, J. (2011). Festival tourists' emotion, perceived value, and behavioral intentions: A test of the moderating effect of festivalscape. *Journal of Convention and Event Tourism*, *12*(1), 25–44.

Yen, T.-F. (2020). Assessing the effects of perceived value on event satisfaction, event attachment, and revisit intentions in wine cultural event at Yibin international exhibition Center, Southwest China. *Asian Journal of Education and Social Studies*, *7*(3), 41–54.

Yi, X., Fu, X., Jin, W., & Okumus, F. (2018). A model of exhibition attachment: motivation, attachment, and loyalty. *Tourism Management*, *65*, 224–236.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, *26*(1), 45–56.

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, *31*(2), 274–284.

Zhang, C. X., Fong, L. H. N., & Li, S. N. (2019). Co-creation experience and place attachment: festival evaluation. *International Journal of Hospitality Management*, *81*, 193–204.

Ziyadin, S., Koryagina, E., Grigoryan, T., Tovma, N., & Ismail, G. Z. (2019). Specificity of using information technologies in the digital transformation of event tourism. *International Journal of Civil Engineering and Technology*, *10*(1), 998-1010.