



The influence of tourism event constraints and hospitableness on tourists with disabilities satisfaction and revisit intention in Saudi Arabia

Assistant Prof. Huthayfah Madkhali¹
 Assistant Prof. Salman Alotaibi²
 Assistant Prof. Thaib Alharethi³

¹College of Business Administration, Jazan University, Kingdom of Saudi Arabia

²College of Tourism and Archaeology, King Saud University, Kingdom of Saudi Arabia

³Faculty of Tourism, King AbdulAziz University, Kingdom of Saudi Arabia

| ARTICLE INFO | Abstract |
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| <p>Keywords:</p> <p>Disabled tourism, constraints, hospitableness, satisfaction, revisit intention</p> <p>(IJTHS), O6U</p> <p>Vol. 5, No. 2, October 2023, pp. 1 – 23</p> <p>Received: 4/7/2023 Accepted: 12/9/2023 Published: 26/9/2023</p> | <p>This study contributes to the existing knowledge and enriches practices regarding the influence of tourism event constraints and hospitableness on tourists with disabilities (TwD) and its relationship with their satisfaction and revisit intention. There is dearth in applied studies that examine the influences between tourism event constraints, hospitableness, TwDs satisfaction and their intention to revisit destinations. More specifically, little empirical research had been done to examine the influence of tourism event constraints and hospitableness on TwD’s satisfaction and revisit intention in a Saudi Arabian tourism context. The current study reported on data collected empirically through questionnaires distributed among TwD in Saudi Arabia. The findings stated that there are significant relationships between the influence of tourism event intrinsic, interactional, and environmental constraints and perceived hospitableness on TwD satisfaction and revisit intention regarding their tourism experiences. These findings strengthen related theory by hypothesizing the effects of the tourism satisfaction and past experiences of TwD on their revisit intention. The results help the industry decision makers, suppliers, intermediaries, marketers and governmental sectors to improve the overall destination requirements to improve the experiences of TwD, their satisfactions and revisit intention.</p> |

1. Introduction

TwD are increasingly becoming an important segment for destinations and service providers (Darcy et al., 2010). According to the World Bank report (2022), approximately 15% (one billion) of the world population suffer from some form of disability. The tourism industry recognized the rights of individuals with disabilities to enjoy tourism event and travel as everybody else that can involve in barrier-free tourism experiences (Buhalis et al., 2012) and yet, they still experience some barriers when they travel or attend tourism events (McKercher and Darcy, 2018). In an earlier study by McGuire (1984) constraints equal in meaning with barriers that can be defined as those impediments encountered while participating in a tourism experience. For instance, people with disabilities are more likely to change or cancel their tourism plans when the destinations they intend to travel to are not accessible to them (Stumbo and Pegg, 2010). The literature has studied different types of constrains TwD may face. According to Gassiot et al., (2018) TwD faced three main types of constraints: intrapersonal, interpersonal, and structural. The first group of functioning constraints are caused by lack of knowledge, health-related difficulties, and physical and psychological dependency. The second group are due to factors such as skill-challenge incongruities and communication difficulties. The third group are structural constraints that are caused by factors such as information and communication difficulties, cost and attendant, socio-spatial difficulties, and attitudinal difficulties (Gassiot et al., 2018).

Moreover, Gladwell and Bedini (2004) introduced three types of constraints that tourists may face which are physical, social, and emotional obstacles. Mahmoudzadeh et al., (2018) studied the transportation, attractions, and accommodation constraints. Oliver (1996) introduced the information/communication, physical, and attitudinal constraints. Also, Smith (1987) introduced four types of constrains related to leisure-travel barriers as; intrinsic constraints e.g., lack of knowledge, health related problems, social ineffectiveness, and physical dependency, environmental constraints such as architectural constraints and transportation constraints, hotel satisfaction and interactive constraints such as language and communication barriers (Tutuncu, 2017). This study in its first part focuses on Smith's (1987) constraints and how these constraints would influence satisfaction of TwD which were labelled as intrinsic, interactional, and environmental constraints in the Saudi Arabian community and tourism industry.

The second part of the current study examines the influence of destination hospitableness on tourists with disabilities. The feelings of being welcome (hospitableness) among TwD is an important factor that may influence their experience. According to Tasci and Semrad (2016) being hospitableness is a key aspect of hospitality firms. This study also examines the influence of hospitableness on TwD's satisfaction. Previous studies indicated that tourists' intention to revisit is triggered by their previous experienced satisfactions (Huang and Hsu 2009; Meleddu et al., 2015). Tourists with disabilities' intention to revisit is an important outcome of their satisfaction during their holiday experiences.

This study aims to (a) examine the influence of intrinsic constraints on the satisfaction of TwD, (b) measure the influence of interactional constraints on the satisfaction of TwD, (c), the influence of environmental constraints on the satisfaction of TwD, (d) examine the influence of hospitableness feeling on TwD's satisfaction, and (e) determine the influence of their satisfaction on their intention to revisit.

This study contributes to the existing literature by highlighting the importance of different types of constraints on TwD's satisfaction, as well as the importance of the hospitableness feeling of TwD which have not been studied before. Therefore, this study provides new insights into how TwD's feeling of hospitableness would increase their satisfaction during their tourism experience. Lastly, this study highlights the importance of TwD's satisfaction in increasing their intention to revisit tourism events.

2. Literature Review and Hypothesis Development

2.1 Intrinsic constraints

TwD with the so-called intrinsic constraints show negative intention for travel participation (Lee et al., 2012; Wen et al., 2020). Intrinsic constraints refer to the physical, cognitive, psychological, and social barriers that can limit a person's ability to fully participate in activities or experiences. For tourists with disabilities, these constraints can be particularly challenging, as they may not be able to access certain attractions or services due to their disability. As such, understanding the relationship between intrinsic constraints and tourists with disabilities' satisfaction is essential for ensuring that all visitors have an enjoyable experience that depends on tourism product attributes.

One of the key challenges that people with disabilities face in their daily life is the limited common knowledge and awareness of their needs and wants, particularly in service development. According to WHO (2022) people with disabilities in general experience difficulties accessing services such as health, employment, education, and other services.

Tourist destinations and services have been mostly focused on mass tourism where they serve a large number of tourists with common interests. However, although people with disabilities can share many of the common interests of other tourists, they do have their own needs and wants that destinations and service providers need to cater for. According to Blichfeldt and Nicolaisen (2011) the limited knowledge about this continuously growing segment of tourists limits their travel experiences and opportunities. Therefore, it is crucial for the service providers in the tourism industry to gain knowledge on TwD to develop products and services of value to them (Gillovic and McIntosh, 2020).

In the current research, three elements of intrinsic constraints are being assessed i.e., lack of knowledge, social ineffectiveness, and physical dependency. Lack of knowledge among people with disabilities, especially those with cognitive disorders is a common barrier to their leisure experiences. Such segments of people are normally unable to make travel and leisure related decisions. According to Sarmah et al., (2022) the inability to build awareness and gain knowledge about tourism related activities among TwD is an outcome

of their lack of information. Such lack of information is the result of service providers' unawareness of this important segment of tourists (Yau et al., 2004). Moreover, the limited knowledge of the needs of TwD among holiday service providers may also limit their social effectiveness, their role in the decision-making process and engagement in leisure activities (Lim, 2020). In this concern, Seligman's (1975) proposed theory about learned helplessness that can be used as theoretical basis framework on studying the influence of tourism event constraints and hospitableness on TwDs satisfaction and revisit intention.

The social ineffectiveness of people with impaired mobility can be linked to environmental barriers, e.g., access to amenities, information, and transport. Social barriers such as lack of support from family members or friends who may not understand the needs of those with disabilities or may not be willing to provide assistance when needed can also limit TwD's satisfaction (Reindrawati, et al., 2022). Additionally, the limited access to transportation options among those with mobility impairments can further limit their ability to participate in activities and experiences available at a destination. It is therefore important for tourism providers to ensure that there are adequate transportation options available so that everyone has equal access regardless of their disability status.

Overall, the relationship between intrinsic constraints and tourists with disabilities' satisfaction is important because it can have a significant impact on the overall experience of those who visit a destination. By understanding these constraints and taking steps towards addressing them through physical accessibility accommodations, positive attitudes towards people with disabilities, and adequate transportation options; tourism providers can ensure that all visitors have an enjoyable experience regardless of their disability status. Nonetheless, despite the intrinsic constraints examined by Lee et al., (2012) and Wen et al., (2020); this paper identifies the critical influence affecting intrinsic constraints on TwDs through discussing and examining the following hypothesis:

H1: There is a negative relationship between intrinsic constraint and the satisfaction of tourists with disabilities.

2.2 Interactional constraints

Interactional constraints refer to any barriers that disproportionately affect people with disabilities from engaging in meaningful interactions with others. These barriers can take many forms, including physical, social, and attitudinal barriers. Physical barriers are those that limit access to physical spaces or activities, such as stairs or narrow doorways. Social barriers are those that limit access to social activities or interactions, such as lack of accessible transportation or limited access to social networks. Attitudinal barriers are those that limit access to services or activities due to negative attitudes towards people with disabilities, such as discrimination or lack of understanding. These constraints can have a significant impact on the satisfaction of tourists with disabilities, as they may limit their ability to fully enjoy their travel experience. Holmstrom and Kim (2015) stated that the

interactional constraints hinder the participation of TwDs in enriching tourism activities and economy.

According to Lee et al., (2012) the limited opportunity of TwD to interact with other people were major constraints in achieving a full tourism experience. Tourism literature has also found a direct influence from tourism constraints and people with disabilities' intention to participate in tourism activities. Therefore, to improve the satisfaction of tourists with disabilities, these constraints must be eliminated.

The presence of interactional constraints can have a significant impact on tourists with disabilities' satisfaction levels when travelling. Studies have found that TwD often experience feelings of exclusion and frustration due to physical, social, and attitudinal barriers they encounter while travelling (Kastenholz et al., 2015). This can lead to decreased satisfaction levels and a feeling of being unwelcome in certain destinations. Additionally, studies have found that TwD often feel less satisfied than their counterparts with no disabilities when travelling (Park et al., 2023). This suggests that interactional constraints can have a significant impact on the overall satisfaction levels experienced by TwD when travelling.

Another major interactional constraint faced by TwD is social stigma and discrimination. Those who have visible physical impairments may be subject to negative attitudes from others which can make them feel unwelcome and uncomfortable in certain situations (Lim, 2020). This can lead to feelings of exclusion and further dissatisfaction as they are unable to fully participate in activities due to fear of judgement from others.

To sum up, interactional constraints have a significant impact on the satisfaction of tourists with disabilities. These constraints limit their ability to access transportation, communicate effectively, and participate fully in activities due to fear of judgement from others which can lead them to feel frustrated and isolated during their travels. It is therefore important for tourism providers and destinations alike to ensure that they are taking steps towards creating an accessible environment for all visitors so that everyone has an enjoyable travel experience regardless of any physical or mental impairments they may have. Therefore, the current study investigates the following hypothesis:

H2: There is a negative relationship between interactional constraint and tourists with disability satisfaction.

2.3 Environmental constraints

Among the key limitations that TwDs face in their travel experiences is environmental constraints which refer to the external physical, health, social, and economic inhabiting aspects of a destination that can not only affect the travel planning process but also limit the ability of TwDs to access and enjoy the destination experiences (Lee et al., 2012; Shaw and Coles, 2004; Sarmah et al., 2022). These constraints can also include physical barriers such as stairs, narrow pathways, or lack of accessible transportation, ecological features, social barriers, and economic barriers such as high costs associated with accommodations

or services. The influence of the environmental constraints including attitudes and interaction of staff toward TwDs with the application of Seligman's helplessness theory have been discussed (Lee et al., 2012; Poria et al., 2010 and 2009; Kennedy et al., 1991).

When environmental constraints are present, TwD may experience decreased satisfaction levels due to their inability to access certain areas or activities. In addition, TwD dissatisfaction regarding service failure can create reluctance among them to participated in travel (Lee et al., 2021). For example, if a tourist with a mobility impairment is unable to access certain attractions due to physical barriers, they may feel frustrated and dissatisfied. Similarly, if a tourist with a hearing impairment is unable to communicate effectively due to language barriers or lack of appropriate services for their needs, they may also experience decreased satisfaction levels.

In addition to physical and social barriers, economic constraints can also have an impact on the satisfaction levels of tourists with disabilities. For example, if accommodation or services are too expensive for TwD to afford, they may be unable to access certain areas or activities that would otherwise be available. This could lead to feelings of frustration and dissatisfaction as well as financial strain for those who are already struggling financially due to their disability (Barnes et al., 2010).

Furthermore, environmental constraints can lead to increased stress levels among TwD and their families due to their inability to access certain areas or activities that would otherwise be available without these constraints in place (Kong and Loi, 2017). This could lead them to feel overwhelmed by the situation they find themselves in and potentially cause them further distress. It is therefore important for destinations to ensure that appropriate measures are taken in order reduce these environmental constraints so that all tourists – including those with disabilities can enjoy their holiday experience without any additional stressors or limitations placed upon them. The current study investigates the extent to which environmental constraints influence TwDs satisfaction. Therefore, the following hypothesis was proposed:

H3: There is a negative relationship between environmental constraint and tourists with disability satisfaction.

2.4 Perceived Hospitableness

Perceived hospitableness is a measure of how welcoming and accommodating a destination is to tourists, including those with disabilities. It includes factors such as the availability of accessible facilities, the attitude of staff towards visitors with disabilities, and the overall level of service provided. TwD satisfaction is an indication of how satisfied they are with their experience in a particular destination.

In this concern, accessible tourism refers to the capacity of TwD to easily access all travel, tourism, entertainment, leisure, and hospital services and activities by reducing or eliminating the different types of constraints or destination barriers encountered (Martínez and Alba, 2014).

Research has shown that perceived hospitableness has a significant impact on TwD satisfaction. It can be conducted that when destinations had higher levels of perceived hospitableness, TwD were more likely to be satisfied with their experience. This was true regardless of whether they had physical or cognitive impairments (Tutuncu, 2017). The study also revealed that destinations which provided more accessible facilities, hotel services, national parks accessibilities, special air services and behavioral hospitable staff toward TwDs were more likely to be rated as satisfied hospitable firms by TwD (Poria et al. 2010; Chikuta et al. 2019).

In addition to providing accessible facilities and services, it is also important for destinations to have an attitude of acceptance towards visitors with disabilities (Chang and Chen, 2012). This means that staff should be trained in disability awareness and should be willing to make reasonable adjustments for guests with disabilities. It also means that there should be clear signage throughout the destination indicating which areas are accessible and which are not, as well as providing information about any special services or assistance available for visitors with disabilities. Therefore, it is crucial for destinations to provide suitable services for those with disabilities to avoid their negative emotional evaluation, decision making, attitude, behavior, and its consequences from one side and their reaction to service failures from another side (Lee et al., 2021). This includes being patient and understanding when dealing with requests or queries from TwD, as well as being willing to go above and beyond their expectations in order to ensure their satisfaction. Good customer service can go a long way towards creating a positive experience for visitors with disabilities, which in turn can lead to higher levels of satisfaction overall (Nyanjom et al., 2018).

Overall, tourism literature emphasizes that there is a strong relationship between perceived hospitableness and TwD's satisfaction. Destinations should strive to provide accessible facilities and services, have an attitude of acceptance towards TwD, and provide good customer service in order to ensure that all visitors have a positive experience at their destination. By doing so, they can help ensure that all tourists – including those with disabilities – have enjoyable experiences which leads to greater levels of overall satisfaction and increase their engagement in tourism activities, and hence influences their revisit intention. Therefore, the following hypothesis was proposed:

H4: There is a relationship between perceived hospitableness and tourists with disability satisfaction.

2.5 TwD' Satisfaction and Revisit intention.

The relationship between TwD's satisfaction with their experience has a direct impact on their intention to revisit (Chen et al., 2013). TwD are often faced with unique challenges when it comes to travel, such as accessibility issues, lack of understanding from service providers, and limited resources. As a result, it is important for tourism organizations to

ensure that they are providing an inclusive and accessible environment for these travelers (Sarmah et al., 2022).

Tourists normally return to a destination to recall memories and enjoy it further (Hui et al., 2010). TwD are also likely to return to the destination when they have a positive experience, feel welcome and find that their chosen destination accommodates them and caters for their needs. With strong competition among destinations and service providers nowadays, it is necessary that policymakers in destinations consider providing accessible facilities to this important segment of tourists, such as wheelchair ramps and elevators, as well as making sure that staff members are knowledgeable about how best to serve TwD. Additionally, it is important for tourism organizations to provide information about local attractions and services that are available specifically for those with disabilities.

Furthermore, it is important for tourism organizations to create an environment where TwD feel safe and respected. This could include providing special assistance or support services such as interpreters or guides who can help them navigate the destination more easily. Additionally, it is important for tourism organizations to provide clear information about any disability-related restrictions or limitations that may be in place so that tourists can plan accordingly before visiting the destination (Cloquet et al., 2018).

Finally, it is important for tourism organizations to recognize the importance of feedback from TwD in order to improve their services and make sure that they are meeting the needs of these travelers. By listening closely to what these travelers have experienced during their visit and taking steps towards addressing any issues or concerns they may have had can help ensure that they will return in the future and become loyal (Sarmah et al., 2017). Overall, by understanding the needs of TwD and taking steps towards creating an inclusive environment where these travelers feel welcomed and respected can lead directly towards increased satisfaction levels which will ultimately result in higher intentions of revisiting the destination again in the future. Hence, the following hypothesis was proposed:

H5: There is a relationship between tourists with disability satisfaction and their intention to revisit.

2.6 Tourism in Saudi Arabia and services of TwD

Genuine hospitality is considered a key characteristic of the people of Saudi Arabia in their everyday interactions with locals and visitors. Since the launch of the Saudi Vision 2030 tourism in Saudi Arabia has flourished with several destinations are being developed across the country. Moreover, tourism and hospitality services including services for TwD have seen dramatic improvements as a result of the government's focus on tourism as a key contributor to the country's economy (SPA, 2015).

According to the Saudi Authority of Tourists with Disabilities (TwD) (2017), 4% (1.4 million) of the total population (34 million) in Saudi Arabia, have some form of disability. Globally, TwD makes up 16% (1.4 billion) of the total population (WHO, 2022) and this makes them a vital segment for many economies and industries, including tourism and

hospitality (Ray and Ryder, 2003). Saudi Vision 2030 in its quality-of-life component, concentrates on raising the quality of services provided to TwD, including a number of initiatives directed to increasing employment among individuals with disabilities, building an infrastructure that accommodates their needs, developing services that suit them, and increasing the degree of their engagement in the society and economy. One of the key government initiatives directed to TwD is the launch of the Authority of People with Disabilities in 2018 aiming to improve services and quality of life standards for them.

As is the case for many segments of tourists, improving services for local TwD also benefit tourists with disabilities. Nevertheless, despite these improvements in services and initiatives, TwD globally continues to feel excluded. Moreover, in Saudi Arabia as an emerging tourism destination, such exclusion is expected to be high. Therefore, the current study aims to understand the influence of tourism event constraints and hospitableness on TwD's satisfaction and revisit intention in Saudi Arabia.

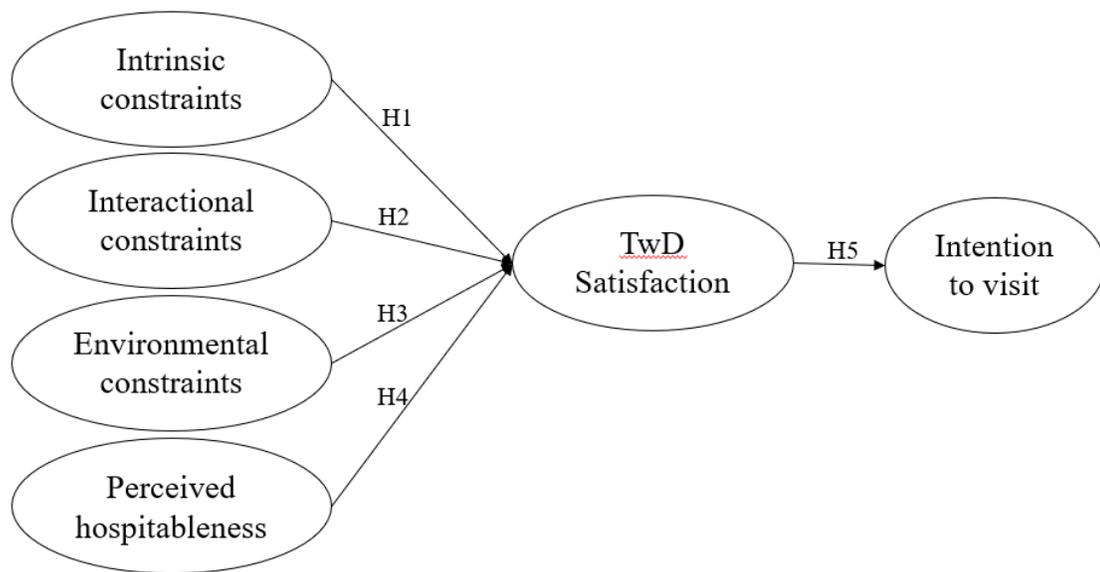


Fig. 1. Conceptual framework

3. Method

3.1. Sample and procedure

The target population of this study was individuals who are 18 years old and above with disabilities and visited one of the tourism events in Riyadh and Jeddah cities in Saudi Arabia. This study collected data from those who are older than 18 years old to make sure that they are more likely to rely on themselves and express their perception of constraints freely. Data collectors were recruited and sent to different tourism events to distribute the survey. Also, due to the low response rate, the survey was also distributed to students with

disabilities in King Saud University who fit the sample criteria. The survey was sent to 250 participants, 116 completed surveys were obtained.

3.2. Instrument development

All measurement items used in this study were adopted from previous studies and showed high level of reliability and validity. Intrinsic constraint was measured by using 10 items, interactional constraint was measured by using 8 items, and environmental constraint was measured by using 6 items, all were borrowed from Smith (1987). Hospitableness was measured by using 4 items adopted from Tasci and Semrad (2016) and Mody et al., (2019). Three items were used to measure satisfaction and they were adopted from Oliver (1997). Lastly, the intention to revisit was measured by using three items developed by Huang and Hsu (2009). This study used a 5-point Likert scale rating from 1 (strongly disagree) to 5 (strongly agree) to assess all measurement items. Demographic information was obtained from respondents (i.e., age groups, gender, education, income, and marital status), and presented in Table 1.

3.3. Data screening.

Out of the 239 received responses, 123 were removed due to incomplete responses. For normality, the data was assessed by using skewness and kurtosis. The skewness' values ranged between -1.250 and .736 and kurtosis's values ranged between -0.217 and 1.228, which indicated that all values were within the recommended range (Kline, 2011). For multi-collinearity, the variance inflation factor (VIF) and tolerance were checked, and all values of tolerance were greater than .10 and all VIF were less than 10 (Kline, 2011).

3.4. Data analysis

Descriptive data (e.g., exploring the sample's characteristics) was analyzed by using SPSS v.24.0. The proposed hypotheses were analyzed by following Anderson and Gerbing (1988)'s recommendation which was a two-step process that is needed to perform Structural equation modeling. During the first step, confirmatory factor analysis (SEM) was done to ensure that every measurement item was associated with its latent variable. During the second step, the SEM test was used to examine the proposed associations among the study's constructs. Lastly, multiple tests were used to assess reliability and validity, i.e., Cronbach's alpha, composite reliability (CR), the average variance extracted (AVE).

4. Results

The national vision 2030 and SDG addressed that decreasing the intrinsic and interactional constraints in the destinations and in providing multiple tourism sectors aims to reduce the inequalities faced by TwD and enables them to equally have adequate access to tourism. The most important insights of this study concerned that TwD's past experience and actual participation in the tourism related activities and services influences their future satisfaction and revisit intention.

4.1. Respondents' profile

As presented in Table 1, out of the 116 participants, 92 (79.3%) were male while 24 (20.7%) were female. The majority of participants were aged between 18 to 44 (89.7%). Also, when they go to a tourism event they prefer to go with friends (41.4%), then family

(40.5%), and the least preferred option is they go alone (18.1%). Regarding education, the majority of respondents have bachelor's degree (42.2%). In terms of the monthly income, 37.1% of respondents make less than 5,000 SAR, 19% of respondents make between 5,001 and 10,000 SAR, 14.6% (17 respondents) make monthly between 10,001 and over 20,000 SAR. 59.5% of the respondents were never married (69 respondents), while 35.3% (41 respondents) were married, and 5.2% (6 respondents) were divorced. Regarding the sample's disability type, 69.8% had motor disability, 12.1% had hearing disability, 9.5% had visual disability, and 8.6% of participants had other different disabilities.

Table 1. Sample characteristics ($n=116$).

| Variables | Frequency | Percent |
|--|-----------|---------|
| Gender | | |
| Male | 92 | 79.3 |
| Female | 24 | 20.7 |
| Age | | |
| 18-24 years old | 27 | 23.3 |
| 25-34 years old | 39 | 33.6 |
| 35-44 years old | 38 | 32.8 |
| 45-54 years old | 9 | 7.8 |
| 55-64 years old | 2 | 1.7 |
| 65 or older | 1 | 0.9 |
| With whom did you visit the event | | |
| Friends | 48 | 41.4 |
| Family | 47 | 40.5 |
| Along | 21 | 18.1 |
| Education | | |
| High school or less | 33 | 28.4 |
| Diploma or equivalent | 18 | 15.5 |
| Bachelor's degree | 49 | 42.2 |
| Graduate degree | 16 | 13.9 |
| Monthly Income | | |
| 5,000 SAR and less | 43 | 37.1 |
| 5,001 SAR to 10,000 SAR | 22 | 19.0 |
| 10,001 SAR to 15,000 SAR | 10 | 8.6 |
| 15,001 SAR to 20,000 SAR | 4 | 3.4 |
| 20,001 SAR and over | 3 | 2.6 |
| Prefer not to disclose | 34 | 29.3 |
| Marital Status | | |
| Married | 41 | 35.3 |
| Never married | 69 | 59.5 |
| Divorced | 6 | 5.2 |
| Type of disabilities | | |
| Visual disability | 11 | 9.5 |
| Hearing disability | 14 | 12.1 |
| Motor disability | 81 | 69.8 |
| Others | 10 | 8.6 |

Note: Each 3.75 SAR is equal to 1 US dollar

4.2. Measurement model

Before examining the proposed hypotheses, the measurement model was specified and the results indicated that the original model ($\chi^2= 839.040$, $df = 114$, $p<.001$, $TLI =.845$, $CFI = 0.859$, $SRMR = 0.083$, $RMSEA= 0.083$) did not show an acceptable fit of data (Kline, 2011). Several steps were taken to improve the model fit, and those steps were: 1) assess each item's standardized factor loading, and 2) examine the standardized residuals between items. Therefore, 8 measurement items (IC3, IC6, IC7, IC9, IC10, EC2, TC7, TC8) were removed due to the poor factor loadings. Also, one item (SAT2) was deleted due to the standardized residuals. After taking these steps the re-specified model showed an acceptance fit ($\chi^2= 436.917$, $df = 87$, $p<.001$, $TLI =.878$, $CFI = 0.895$, $SRMR = 0.070$, $RMSEA= 0.098$) (Kline, 2011)

As presented in Table 2, the standardized factor loadings were good as they ranged from 0.524 to 0.973. To assess reliability, composite reliability and Cronbach's alpha were assessed and they were all above 0.7 which implies a good reliability of the measurement model was achieved (Hair et al., 2006). Also, all AVE values were greater than 0.4 which indicates an acceptable convergent validity. As shown in Table 3, all AVE were higher than the squared correlations between two constructs, which indicating an acceptable discriminant validity (Hair et al., 2006).

Table 2. Results of confirmatory factor analysis, constructs validity, and reliability.

| Variable | Std. loadings | CR | AVE | Cronbach's Alpha |
|---|---------------|------|------|------------------|
| Intrinsic constraints (IC) | | 0.79 | 0.44 | 0.798 |
| Fear of doing something by myself (IC1) | 0.524 | | | |
| Fear of not getting along with other people (IC2) | 0.678 | | | |
| Travel imposes requirements that are beyond my capabilities (IC3)* | | | | |
| Fear of causing others discomfort and inconvenience (IC4) | 0.719 | | | |
| Conditions of not getting along with others (IC5) | 0.634 | | | |
| Being in a situation where I need others help to do something (IC6)* | | | | |
| Lack of knowledge about traveling without discomfort and inconvenience (IC7)* | | | | |
| Vague fears (IC8) | 0.742 | | | |
| Various regulations faced while traveling (IC9)* | | | | |
| Doctors' recommendation for maintaining my health (IC10)* | | | | |

| Variable | Std. loadings | CR | AVE | Cronbach's Alpha |
|--|---------------|------|------|------------------|
| Environmental constraints (EC) | | 0.82 | 0.53 | 0.81 |
| Inappropriate physical conditions (EC1) | 0.748 | | | |
| My condition requires me to wear assistive devices (EC2)* | | | | |
| Inconvenient facilities (EC3) | 0.783 | | | |
| Lack of my physical ability to move around freely (EC4) | 0.731 | | | |
| Inconvenient transportation facilities to use (EC5) | 0.667 | | | |
| Specific environmental conditions to avoid (e.g., cold or hot weather) (EC6)* | | | | |
| Interactional constraints (TC) | | 0.81 | 0.42 | 0.81 |
| Others' burdensome glances (TC1) | 0.684 | | | |
| Fear of being ignored by others (TC2) | 0.732 | | | |
| Fear of getting hurt (TC3) | 0.776 | | | |
| Fear of being an object of others' interest (TC4) | 0.579 | | | |
| Over protection from guardians (TC5) | 0.531 | | | |
| Others' excessive kindness (TC6) | 0.566 | | | |
| Others' prejudice against me (TC7)* | | | | |
| Lack of experience on making friends (TC8)* | | | | |
| Hospitableness (HO) | | 0.91 | 0.73 | 0.91 |
| I felt welcome at this event (HO1) | 0.876 | | | |
| I was treated friendly in this event (HO2) | 0.878 | | | |
| Employees in this event was very concerned about guest's well-being and satisfaction (HO3) | 0.826 | | | |
| I was treated with respect in this event (HO4) | 0.838 | | | |
| Satisfaction (SAT) | | 0.92 | 0.86 | 0.92 |
| I am pleased with my experience. (SAT1) | 0.906 | | | |
| My experience is pleasurable (SAT2)* | | | | |
| My choice was a wise one (SAT3) | 0.953 | | | |
| Intention to Revisit (ITR) | | 0.95 | 0.88 | 0.95 |
| I think I intend to revisit this event (ITR1) | 0.953 | | | |
| I think I intend to recommend this event to others (ITR2) | 0.891 | | | |
| I think I will plan to revisit this event (ITR3) | 0.973 | | | |

Table 3. Descriptive statistics and correlations matrix ($n=116$)

| | Construct | M | SD | 1 | 2 | 3 | 4 | 5 | 6 |
|---|----------------------|----------|-----------|-------------|-------------------|-------------|-------------|-------------|-------------|
| 1 | Intrinsic | 2.46 | 0.99 | - | 0.23 ^b | 0.36 | 0.372 | 0.00 | 0.13 |
| 2 | Environmental | 3.18 | 1.02 | 0.48** | - | 0.17 | 0.07 | 0.01 | 0.02 |
| 3 | Interactional | 3.00 | 0.94 | 0.63** | 0.42** | - | 0.00 | 0.10 | 0.22 |
| 4 | Hospitableness | 3.79 | 0.90 | -0.61 | -0.028 | 0.09 | - | 0.33 | 0.70 |
| 5 | Satisfaction | 3.82 | 1.09 | -0.003 | -0.14 | -0.33 | 0.58** | - | 0.79 |
| 6 | Intention to Revisit | 3.66 | 1.17 | 0.37 | -0.16 | -0.47 | 0.84** | 0.89** | - |
| | AVE | | | 0.44 | 0.53 | 0.42 | 0.73 | 0.86 | 0.88 |

Note: *M* = mean; *SD* = standard deviations

a Correlations between variables are below the diagonal.

b Squared correlations between variables are above the diagonal.

** $p < .01$

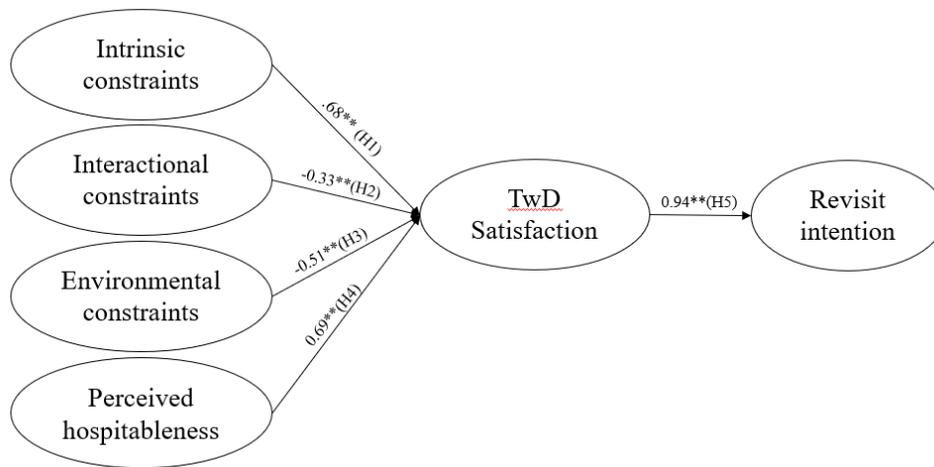
4.3. Structural equation

With maximum likelihood estimation, Structural equation modeling (SEM) was utilized in order to assess the study's proposed hypotheses. The model was fit with the data reasonably ($\chi^2 = 442.254$, $df = 83$, $p < 0.001$, $TLI = 0.879$, $CFI = 0.879$, $SRMR = 0.097$, $RMSEA = 0.071$) (Kline, 2011). All proposed direct except H5 effects were statistically supported (Table 4). The proposed influence of intrinsic constraints on tourists with disabilities' satisfaction was significant but positive ($\beta = 0.685$, $p < 0.001$), concluding that H1 was not supported. The influence of environmental constraint on TwD's satisfaction was significant and negative ($\beta = -0.337$, $p < 0.001$), therefore, H2 was supported. The influence of interactional constraints on TwD's satisfaction was significant and negative ($\beta = -0.516$, $p < 0.001$), implying H3 was supported. H4 aims to examine the influence of hospitableness on TwD's satisfaction, and it was significant ($\beta = 0.697$, $p < 0.001$), indicating that H4 was supported. Lastly, the influence of TwD's satisfaction on their intention to revisit was supported ($\beta = 0.947$, $p < 0.001$). Hence, H5 was supported.

Table 4. Direct effects ($n=116$).

| Hypothesis | Linkage | Standard Estimates | P-value | Results |
|------------|-----------------------|--------------------|------------|---------------|
| H1 | IC \rightarrow SAT | 0.685 | $p < 0.05$ | Not Supported |
| H2 | EC \rightarrow SAT | -0.337 | $p < 0.05$ | Supported |
| H3 | TC \rightarrow SAT | -0.516 | $p < 0.05$ | Supported |
| H4 | HO \rightarrow SAT | 0.697 | $p < 0.05$ | Supported |
| H5 | SAT \rightarrow ITR | 0.947 | $p < 0.05$ | Supported |

Note: IC: intrinsic constraints; EC: environmental constraints; TC: interactional constraints; HO: hospitableness; STA: satisfaction; ITR: intention to revisit.



Note: ** $p < .001$

Fig. 2. The results of structural model.

5. Results and Discussion

The objectives of this study were to assess the links between intrinsic (IC), interactional (TC), environmental constraints (EC) and TwD's satisfaction (SAT), the links between perceived hospitableness (HO) and TwD's satisfaction (SAT), and the links between TwD satisfaction (SAT) as a mediating variable and revisit intention (ITR). To meet the study objectives, a quantitative approach was followed, using close ended questionnaire to collect data from people with disabilities across Saudi Arabia. The study findings back the proposed study model and of four of its five hypothesis.

The study's results revealed that intrinsic constraint significantly and positively affects TwD's satisfaction. This result differs from some previous studies. For example, Lee et al. (2012) and Wen et al. (2020) concluded that intrinsic constraints negatively affect the satisfaction of TwD. The satisfaction of those tourists decreases due to the intrinsic constraint due to their inability to obtain the required services and a distinctive tourist experience (Lee et al., 2012). Also, the negative impact of intrinsic constraints on the satisfaction of TwD stems from the lack of awareness and knowledge of the essential needs of those tourists, and the inability to meet them (Lim, 2020), in addition to their weak social effectiveness, and their inability to access tourist information or facilities (Reindrawati et al., 2022).

A possible explanation for such result stems from the socio-cultural structure of the Saudi society. Despite its contradiction with previous research on TwD studies, the result is in line with previous research on the Saudi society. Research suggests that the strong connectivity and religiosity of the Saudi society influence individuals' behaviour towards others (Madkhali et al., 2023). According to Al-Aoufi et al., (2012) Islamic societies consider supporting disadvantaged people including TwD as a moral and religious duty.

Therefore, in the current research, TwD may have felt less influenced by intrinsic constraints due to the support they receive from the society.

The results also indicated that environmental constraint significantly and negatively affects TwD's satisfaction. This negative effect is based on the fact that TwD suffers from environmental constraints from their inability to reach and enjoy a distinctive tourist experience in the destination (Sarmah et al., 2022). The difficulties for those tourists in moving to places (such as places of residence) and the use of different facilities (such as the use of stairs or narrow corridors) are reflected in their dissatisfaction with the experience (Poria et al., 2010). Lee et al. (2021) added that these constraints might contribute to TwD's inability to benefit from the service provided to him at the destination; thus, they feel frustrated and distressed. Also, TwD may find difficulties in tourist destinations due to the designs of the physical environment and their inability to practice certain activities or reach a place they desire, which reduces their satisfaction (Kong and Loi, 2017).

Additionally, the results highlighted that interactional constraint affects significantly and negatively TwD's satisfaction. This finding is consistent with the study of Holmstrom and Kim (2015), which demonstrated the negative impact of interactional constraints on the satisfaction of TwD. This negative impact is based on the fact that these restrictions limit the ability of TwD to interact effectively with others. Furthermore, these constraints also limit TwD's ability to access services or activities due to the insufficient assistance provided to them by others (Lee et al., 2012). Also, this low satisfaction of TwD due to interactional constraints is related to the physical, behavioral, and social barriers that tourists experience while traveling with others, which generates feelings of distress and isolation for them (Kastenholz et al., 2015). In addition, the interactional constraint associated with not welcoming this segment of tourists due to their disability, whether physical or mental, creates a kind of discomfort and satisfaction for them (Lim, 2020).

The results also demonstrated that hospitableness significantly and positively affects TwD's satisfaction. This finding is consistent with what Tutuncu (2017) reported, who stated that hospitableness contributes positively to the satisfaction of TwD. According to the same source, this is justified by the fact that tourist destinations that offer a distinguished level of hospitality create a unique experience for this segment of tourists and make them satisfied with that experience.

Furthermore, Martínez and Alba (2014) claimed that the willingness of tourist destinations to provide various hospitality services in line with the needs of TwD, as well as the welcome of workers and their impressions towards those tourists and avoiding any constraints that negatively affect tourist's benefit from services and activities positively affects increasing the satisfaction of those tourists. Chikuta et al. (2019) agreed that where they indicated an increase in the satisfaction of TwD with hospitableness when they find the ease of access to all facilities in the tourist destination, enjoyment of tourism and

hospitality services, easy movement between different places, and excellent customer service. Additionally, workers should be trained and qualified on how to deal positively with this segment of tourists, meet their needs and desires, how to communicate with them, provide all support and assistance to them, and be patient and respectful when dealing with them, because this makes tourists feel welcome and that everyone is ready to serve and help them, which is what enhances their satisfaction (Chang and Chen, 2012; Nyanjom et al., 2018).

Finally, the results confirmed the significant and positive effect of TwD satisfaction on intention to revisit. This finding is in line with the study of Chen et al. (2013), which showed that the satisfaction of TwD with the tourist experience in the destination has a positive effect on their frequency of visiting this destination. Furthermore, Hui et al. (2010) discussed the enjoyment of those tourists with a distinctive experience in the tourist destination. Their satisfaction makes them feel that they have chosen that destination well because it appreciates and respects them, meets their needs, and provides them with all the support and assistance to increase their enjoyment of their vacations. According to Colquet et al. (2018) all elements of the destinations, including people working within the tourism and hospitality business contribute to TwD satisfaction and their intention to revisit.

5.1 Implications

The current study adds significantly to the theoretical knowledge of TwD's satisfaction. It contributes to current knowledge in the hospitality and tourism sectors by showing links between tourism event constraints and hospitableness and TwD's satisfaction and revisit intention in Saudi Arabia. It also adds to the existing knowledge by describing the influence of TwD's satisfaction on their intention to revisit. The current study made a new contribution by bringing to the notice of the academic community the seldom studied influence of the three constraints of tourism events (intrinsic, environmental, and interactional). This study demonstrated how the effect of tourism event constraints and hospitableness on TwD's satisfaction and revisit intention in Saudi Arabia. Regarding regional applicability, there has also been a notable paucity of empirical studies on the impact of tourism event constraints and hospitableness on TwD's satisfaction and revisit intention in the Middle East in general and Saudi Arabia in particular.

This study lays the groundwork for developing valuable guidelines for policymakers in tourism destinations and other interested stakeholders regarding tourism event constraints and hospitableness, considering their impact on TwD's satisfaction and revisit intention. In terms of practice, the current study's findings suggest numerous recommendations that, if implemented, have the potential to lessen tourism limitations and increase TwD's satisfaction and revisit intention.

Therefore, there is a need to form committees that include specialists and technicians to assess the level of services quality provided in various tourist and hospitality institutions and sites to determine the availability of supportive services for TwD, such as mobility,

visual or audio facilities so that those tourists can enjoy a unique tourism experience. Finally, there is a need to raise awareness among all workers in the tourism and hospitality sector and the local community about accessible tourism so that they can treat TwD with respect and appreciation.

5.2 limitations and future studies

This research had a few limitations, it concentrates on studying the influence of tourism event constraints and hospitableness on TwD satisfaction and revisit intention. Also, the place limitation of the current research investigated the TwD attending tourism events in Riyadh and Jeddah cities in Saudi Arabia. In addition, only three main constraints discussed in this research namely, intrinsic, interactional, and environmental. Future studies can be conducted on TwD's satisfaction with travel services, marketing and planning requirements and designs, such as airlines services, hotel and cruises, entertainments, visiting and shopping areas, restaurants and national parks. Future research should have been built on measuring the applicability of concerned theories in TwD different services' satisfaction, behavior, attitude and loyalty.

Future studies could also address the role of the local community in improving the satisfaction of TwD. These studies can also discuss the role of media in making Saudi Arabia a TwD friendly destination. With the expansion of tourism and entertainment activities in Saudi Arabia, such as the Riyadh season.

6. References

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تأثير قيود الفعاليات السياحية وكرم الضيافة على رضا السياح ذوي الإعاقة ونيتهم إعادة الزيارة

ذيب الحارثي^٣

سلمان العتيبي^٢

حذيفة مدخلي^١

^١جامعة جازان، جازان، المملكة العربية السعودية

^٢كلية السياحة والآثار، جامعة الملك سعود، المملكة العربية السعودية

^٣جامعة الملك عبد العزيز، المملكة العربية السعودية

تساهم هذه الدراسة في المعرفة الموجودة وتثري الممارسات المتعلقة بتأثير قيود الفعاليات السياحية وكرم الضيافة على السياح ذوي الإعاقة وعلاقتها برضاهم ونية إعادة الزيارة. هناك ندرة في الدراسات التطبيقية التي تدرس التأثيرات بين قيود الفعاليات السياحية، وكرم الضيافة، ورضا السياح ذوي الإعاقة وعزمهم على إعادة زيارة الوجهات والفعاليات السياحية. وبشكل أكثر تحديداً، عدد قليل من الدراسات السابقة تأثير قيود الفعاليات السياحية وكرم الضيافة على رضا ونية إعادة النظر في سياق السياحة في المملكة العربية السعودية. تناولت الدراسة الحالية البيانات التي تم جمعها من خلال الاستبيانات الموزعة على عدد من السياح ذوي الإعاقة في المملكة العربية السعودية. أشارت النتائج إلى أن هناك علاقات كبيرة بين تأثير القيود الجوهريّة والتفاعلية والبيئية للحدث السياحي ورضا السياح ذوي الإعاقة ونية إعادة الزيارة فيما يتعلق بتجاربيهم السياحية.

تعزز هذه النتائج النظريات ذات الصلة من خلال افتراض تأثيرات رضا السياح والتجارب السابقة للسياح ذوي الإعاقة على نية إعادة الزيارة. تساهم النتائج الحالية في الدراسات السياحية الناشئة حول السياح ذوي الإعاقة في المملكة العربية السعودية من خلال تقديم التفسيرات حول تأثير القيود الجوهريّة والتفاعلية والبيئية للفعاليات السياحية والكرم الملحوظ على رضا السياح ذوي الإعاقة ونية إعادة الزيارة فيما يتعلق بتجاربيهم السياحية. كما تساعد النتائج صناع القرار في الصناعة والموردين والوسطاء والمسوقين والقطاعات الحكومية على تحسين متطلبات الوجهة الشاملة لتحسين تجارب السياح ذوي الإعاقة ورضاهم ونية إعادة الزيارة.

الكلمات الدالة: المعوقات، الضيافة، الفعاليات السياحية، الرضا، إعادة الزيارة