Title: Tourism in Pakistan is not Achieving Its Real Potential Due to a Lack of Infrastructure and Promotion

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Citation:
Batool, M., Ansari, J., Dyer, M. F., Bashir, M., A. (2024). Tourism in Pakistan is not achieving its real potential due to a lack of infrastructure and promotion Market Forces, 19(1), 177-200.

Conflict of Interest
The author (s) declared no conflict of interest and have not received any funds for the project.

Tourism in Pakistan is not Achieving Its Real Potential Due to a Lack of Infrastructure and Promotion

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Abstract

Tourism is one of the fastest-growing industries in the world. However, in Pakistan, it is facing many problems. Pakistan has many natural and cultural resources that it can use to promote tourism. The country has the potential to attract visitors from all around the globe. Unfortunately, the government's lack of resources and dedication has led to the country's underutilization of tourism's potential. Given its importance, the study has examined the impact of traveler constraints, traveler anxiety, tourism distribution channels, and product offering on travel intention. It also examined the moderating effect of the usefulness of advertising content on traveler intention. The study collected the sample data from travelers at Jinnah International Airport. The study found that traveler constraints and traveler anxiety negatively affect traveler intention. It also found that tourism distribution channels and product offerings positively affect travel intention. The study also supported the moderating effect of the usefulness of advertising content between product offering and travel intention. Social media and conventional news channels have distorted the country's image, and many travelers perceive it as not a safe place to visit. Tourism Bureau and the government must spend

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considerable resources to improve its image.

Keywords: Travel intention, travel constraints, travel anxiety, travel distribution, product offering, the usefulness of advertising content.

Introduction

Many tourists from around the world regularly visit countries that are attractive to them. Tourism is a growing and dynamic industry, significantly contributing to employment generation and GDP (Irfan et al., 2023). The economy profoundly depends on tourism in many countries like Singapore, Thailand, and Dubai (Alnaser, 2023). These countries use different marketing tools to attract tourists, including brochures, guidebooks, and social media (Allmark, 2023). Pakistan has natural beauty and a rich historical and cultural heritage, which it can use to attract tourists (Hayat et al., 2021). Despite all these attractive resources, Pakistan has not exploited them to increase tourism in Pakistan (Gul et al., 2023). Many studies, including those of Irfan et al. (2023), examined the impact of promotion, cultures, festivals, and heritage on tourism. Besides other factors, the studies found that Pakistan has not effectively used social media to attract tourists in Pakistan (Zafar & Siddiqui, 2023).

Similarly, other studies document Pakistan's need to develop infrastructure, like railroads, hotels, and motels, to attract tourists (Aftab & Khan, 2019). Moreover, Qasim, 2022) stresses that if Pakistan addresses these issues, its tourism will grow and benefit the local communities of northern areas where tourists visit. Many past studies on tourism lack clarity on the factors necessary to promote tourism in Pakistan (Zafar & Siddiqui, 2023). For example, besides other factors, one important antecedent of tourism is safety and security, which limited studies have examined (Sardak et al., 2020). In the same context, Rehman et al. (2020) assert that issues of terrorism after 9/11 have adversely affected the tourism industry in Pakistan. Therefore, we argue that the Pakistan Tourism Bureau must project that the country is safe and there are no terrorist activities. Moreover, extant literature underscores that many factors, including sightseeing, shopping, games, culture, history, wildlife, and means of some recreation" are important for attracting tourists to a country (Aftab & Khan, 2019). These factors promote and make the tourism industry competitive (Gul et al., 2023). Similarly, Zafar and Siddiqui (2023) cite that, like the global economy, the tourism industry has also become highly competitive and dynamic. Thus, we argue that countries that use social media and television to promote tourism are faring well.

Travel intention (TI) is an important precursor of an actual visit to a destination (Soliman, 2021). The Theory of Planned Behavior (TPB) asserts that travel intention (TI)

significantly depends on subjective norms, attitudes, and perceived behavior control (Liu et al., 2021). Subjective norms include culture and peer group pressure, where attitudes are long-term perceptions about a good, service, or person (Chen et al., 2023; Yang et al., 2023). Past studies have examined the impact of various factors that affect travel intention (TI). For example, the literature highlights that traveler constraints (TCs) are an important precursor of travel intention (TI) (Yang et al., 2023).

Furthermore, many past studies have examined the effect of different variables on travel intention (TI) in different domains with varying results. For instance, a study conducted in China, with a sample size of 225, found that celebrity endorsement, object-based authenticity, and existential authenticity significantly promote travel intention (TI) (Zhu et al., 2023). This implies that firms in the tourism industry can strategically use celebrity involvement in TikTok videos to enhance tourists' travel intentions and increase their customer base. Similarly, a study focused on the tourists of Russia and Turkey during the COVID-19 era found that boredom and travel motivation promote travel intention (TI). They also document that travel intention (TI) and fear of Covid-19 are significant predictors of willingness to pay, and bordem enhances travel motivation (Durgun & Davras, 2024). The study recommended that tourist operators identify and target those segments who could afford to travel to Russia and Turkey. Solo female travelers are very common in the Western countries. Given its importance, a study examined the effect of solo female travel risks and anxiety by collecting the responses of Facebook users. The study documents that solo female travel risks and anxiety negatively affect their travel intention (TI). It also found that risks promote anxiety(ANX) (Karagöz et al., 2021). Thus, the study recommended that solo female travelers are a growing sector. Therefore, we argue that countries can increase tourism by targeting it. However, for that, the countries must focus on reducing gender discrimination and providing an environment where females are safe. This highlights the industry's responsibility to promote equality and ensure a safe and environment for all travelers.

Past studies have used various moderators affecting travel intention. A study in the United States during the COVID-19 era found that public trust in the government moderates travel concerns and intentions (Thapa et al., 2023). Similarly, another study on female solo female travelers found that online social support insignificantly moderates (i) travel risks and anxiety and (ii) travel risks and travel intention (TI) (Karagöz et al., 2021). Moreover, another study used destination image (DI) and ease of use (EOI) as moderators. The study collected a sample of 258 respondents using online platforms. The study documents that ease of use (EOI) moderates (i) Vlog marketing (VM) and consumer travel intention (CTI) and (ii) Vlog marketing (VM) and consumer purchase intention (CPI). However, the study found an insignificant moderating effect

of destination image (DI) on (i) Vlog marketing (VM) and consumer travel intention (CTI), and (ii) Vlog marketing (VM) and consumer purchase intention (CPI).

Given the above discussion, the study examines the effect of travel anxiety (ANX), tourism distribution channels (TDCs), and product offering (PP) on travel intention (TI). It also examines the moderating role of useful advertisement content (UAC) on product offering (PO) and traveler intention (TI). We believe the study will provide a deeper understanding of these dynamics

Literature Review

Hypothesis Development

Travel Constraints and Travel Intention

Literature on leisure and travel asserts that tourists consider time and money constraints while selecting a destination (Karl et al., 2020). Subsequent literature suggests that the sub-dimensions of traveler constraints (TCs) include "opportunity, knowledge, ability, overcrowding, and safety of the choice destination" (Aziz & Long, 2022). Researchers believe all these sub-dimensions of traveler constraints (TCs) individually and collectively positively affect travel intentions (TI) (Aziz & Long, 2022). Similarly, Schiopu (2022) asserts that besides other sub-dimensions of travel constraints, intrapersonal, interpersonal, and structural constraints promote travel intention (TI) (Medai & Wu, 2023).

In the context of gender, studies researchers believe that constraints such as "socio-cultural, personal, practical and spatial" are more specific for sole female travelers than male tourists (Sun et al. 2020). Moreover, several studies examined the association between travel constraints and visit intention, but most found inconsistent results (Nazir et al., 2021). For example, Huang and Hsu (2009) found that disinterest inversely affects travel intention (TI). Similarly, other studies found an inverse association between travel constraints (TCs) (i.e., intrapersonal, interpersonal, and structural) and travel intention (TI) (Hung & Petrick, 2012). At the same time, many studies, including those of Dedeoglu et al. (2023), show that travel constraint (TCs) (i.e., intrinsic, interactional, and environmental) insignificantly affects travel intention (TI). These studies also found that demographic factors such as age and gender moderate travel constraints (TCs) and travel intention (TI). On the contrary, other studies found that demographic factors insignificantly moderate travel constraints (TCs) and travel intention (TI) (Şengel et al., 2023). Moreover, studies also found inconsistent results on the effect of gender, marital status, and age on travel intention (TI). Some studies found these factors positively

affect travel intention (TI), while other studies found an inverse association between these factors and travel intentions (TI) (Sari et al., 2023).

H1: Travel constraints negatively affect travel intention.

Anxiety and Travel Intention

Anxiety (ANX), in broad terms, refers to an individual perception of potential risks. It also relates to fear of negative consequences (Şengel et al., 2023). Dogra et al. (2023) also assert that when individuals buy something risky, they are afraid of negative consequences. Moreover, many researchers have extended the definition of anxiety (ANX) by including "uncomfortable, disturbed, scared or panicked" in it (Luo & Lam, 2020). Furthermore, travelers visiting any destination often suffer from anxiety (ANX) (Karagöz, 2021). Some factors that promote anxiety (ANX) in travelers are risks, uncertainty, and cultural values. Risk includes physical and financial risks. Uncertainty includes timely booking of hotels and other visiting places. Cultural risks relate to similarities and differences between visitors' and destination cultures. In this context, many researchers assert that consumers' perception of a destination may vary from one traveler to another (Zenker et al., 2021). For example, many studies cite that some travelers found one destination scary and dangerous, while others found the same destination fun and exciting (Tepavčević et al., 2021). Furthermore, many studies found inconclusive results on the association between anxiety (ANX) and traveler intention (TI). For example, some studies found that anxiety (ANX) is positively associated with traveler intention (TI), while other studies document an inverse association between anxiety (ANX) and travel intention (TI) (Angguni & Lenggogeni, 2021).

H2. Traveler anxiety negatively affects travel intention.

Tourism Distribution Channels and Travel Intention

A tourism distribution channel (TDCs) refers to the channels a tourist uses to acquire tourism products from suppliers (Nguyen & Tong, 2023). An efficient tourism distribution channel (TDC) increases consumers' travel intention (TI) (Wu & Ding, 2023). Tourists obtain tourist products via traditional channels, including travel agents, government information centers, and tour operators (Wang & Park, 2023). A typical tourism distribution channel (TDC) comprises suppliers, wholesalers, retailers, and consumers. Suppliers provide accommodation, transportation, and avenues for attraction and experience. Wholesalers develop tourist packages for retailers. A typical tourist package includes tours, activities, accommodations, and travel insurance.

Meanwhile, resellers purchase various products from wholesalers to sell directly to

consumers. It includes online travel agents, including Expedia and TripAdvisor (Wu & Ding, 2023). Past studies document that Pakistan needs to improve the efficiency of the tourism distribution channels (TDCs) to enhance its tourism industry (Wang & Park, 2023). Similarly, Wu and Ding (2023) argue that technology-based distribution channels can increase travel intention (TI). Furthermore, studies document that Pakistan needs to improve the efficiency of tourism distribution channels (TDCs) by incorporating technology to enhance its tourism industry (Rana & Ameen, 2023).

H3: Tourism distribution channels positively affect travel intention.

Product Offering and Travel Intention

Product offering (PO) is an important aspect of the marketing mix. In the context of tourism, it includes "attractions, accommodation, and the environment"(Nguyen & Tong, 2023). All these factors, directly and indirectly, affect travel intention (TI). Extant literature asserts that product offering positively affects travel intention (TI) (Zhang et al., 2021). Moreover, product offering (PO) as a destination includes destination image, historical heritage, and cultural richness. All these factors individually and collectively affect travel to intention (TI) (Tsai & Bui, 2021). Moreover, extant literature suggests that travelers develop destinations' reputations based on the airport image (Wattanacharoensil et al., 2022). Given the importance of the airport image, countries like Singapore, Dubai, and Hong Kong have spent considerable resources on developing the airports. As a result, the travel intention (TI) to these countries has significantly increased (Maxim, 2020).

H4: Product offering as a destination positively affects travel intention.

The Usefulness of Advertising Content and Travel Intention

This study has used the usefulness of advertising content (UAC) as a moderating variable between product offering (PO) and travel intention (TI). Past studies document that it has a varying effect on the association between product offering (PO) and travel intention (TI) (Chu et al., 2020). Extant literature recommends that countries sharing conventional and social media advertising content must communicate the value proposition to existing and potential tourists. However, studies document that the impact of conventional advertising on the association between product offering (PO) and traveling intention (TI) differs from social media advertising (Cheng et al., 2020). Similarly, Nguyen et al. (2021) underscore that user-generated content significantly affects travel intention (TI) (Chu et al., 2020). Extending this argument, we assert that exciting and interesting user-generated content shared on social media increases the relationship between product offering (PO) and travel intention (TI).

H5: Usefulness of advertising content moderated product offering and travel intention.

Conceptual Framework

Given the above theoretical discussions, we have proposed a model containing four independent variables {i.e., traveler constraints (TCs) , traveler anxiety (ANX), traveler distribution channels (TDCs)}, and {product offering(PO)}, one dependent variable {(i.e., travel intention)} and one moderating variable, {i.e., the usefulness of advertising content(UAC)}. Figure 1 exhibits the conceptual framework.

Figure 1: Conceptual Framework
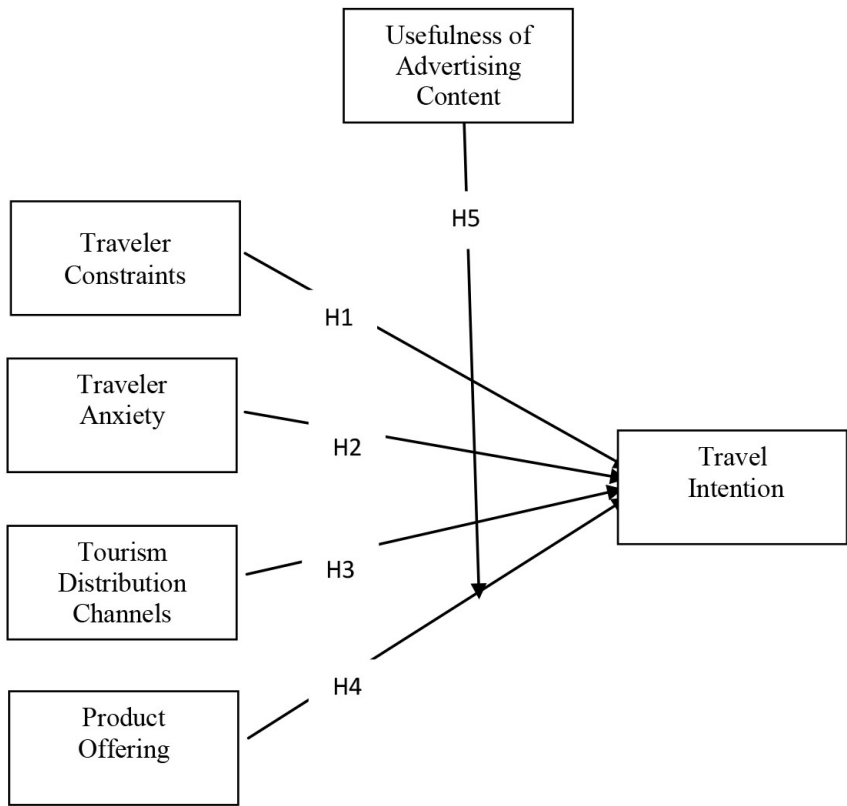
Methodology

Research Design

A research design helps a researcher follow the steps to achieve its objectives (Kratochwill et al., 2020). It includes types of study, methods used to collect data, and data analysis (Williams et al., 2023). This study has used a descriptive and deductive approaches to achieve its objectives (Carter et al., 2023). It collected data from the target

segment using an online survey method. It used SPSS for data analysis, which includes reliability and validity analyses (Dineva, 2023). For the results of the hypotheses, the study used multiple regression analysis.

Population and Sample Size

The study's target population is the passengers who travel from Jinnah International Airport, Karachi. The civil aviation authority reports that about 11 million passengers travel annually from Jinnah International Airport Karachi. Based on this population, we have calculated a minimum sample size of 385 respondents. However, to increase the study's generalizability, we collected a sample of 470. After dropping incomplete questionnaires and outliers, the valid sample size was 439.

Scale and Measure:

All the indicator variables used in the study are based on a five-point Likert Scale. (5= Very High agreement and 1= Very Low agreement). Usually, the respondents feel comfortable filling out the Five Point Scale questionnaire. The study has four independent variables {i.e., traveler constraints (TCs) traveler anxiety (TA) , travel distribution channels, (TDCs) and product offering (PO)}. It also has one dependent variable, {travel intention (TI), and one moderating variable, {I.e the usefulness of advertising content (UAC)}. The study adopted the questionnaire from past studies. As recommended by many researchers, we initially conducted the face and content validity followed by reliability and validity analyses. Table 1 exhibits the summary related to the adapted scale and measures.

Table 1: Scale and Measures

Constructs	Sources	Items
Travel Intention (TI)	Zhu et al. (2022)	3
Tourism Distribution Channel (TDC)	Pearce and Schott (2005)	3
Product Offering(PO)	Hussain(2020)	3
Trvaleller Constraints (TCs)	Khan et al. (2019)	5
The Usefulness of Advertising Content (UAC)	Ayeh et al. (2013	5
Traveller Anxiety (TA)	Reisinger and Mavondo (2005).	5

Statistical Analysis

The study used SPSS for statistical analysis. Researchers widely use it in social sciences for data analysis. The tool allows the researchers to generate results related to descriptive and infernal statistics. The study also used it for results related to "normality, reliability, validity, and hypotheses testing of direct and moderating relationships.

Results

Profile of the Respondents

Out of the total respondents, about 62% were females, and the rest 38% were males. Most respondents belonged to the age group of 21-30 (40%), and the rest (60%) in higher age groups. The marital status shows that 60% are married and 40% are single. Regarding education, about 40% of respondents have post-graduate education, 35% have graduate-level education, and 25% have intermediate education level. 95% of the respondents answered that Pakistan should formally promote tourism using social media.

Descriptive Statistics

The study used Skewness and Kurtosis analyses to evaluate the uni-variate normality of the adopted constructs. Table 2 depicts results related to the descriptive analysis.

Table 2: Descriptive Analysis

Construct	Mean	Std Dev	Skewness	Kurtosis
Travel Intention (TI)	4.101	0.601	-0.262	0.581
Traveler Constrainsts (TCs)	4.372	0.734	-1.325	1.828
Traveler Anxiety(TA)	3.441	0.950	-0.154	-0.717
Tourism Distribution Channels (TDCs)	3.555	0.870	-0.100	-0.691
Product Offering (PO)	3.332	0.833	0.052	-0.086
The Usefulness of Advertising Content (UAC)	3.712	0.963	-0.424	-0.634

The Table above shows that the highest Skewness level (SK=-1.325) is for the construct traveler constraints (TCs) (Mean=4.372, SD= 0.734), and the lowest (SK=0.052) is for the construct product offering (PO) (Mean = 3.332, SD=0.833). Conversely, the highest Kurtosis level (KR=1.828) is for the construct traveler constraints (TCs) (Mean=4.372, SD=0.734), and the lowest is for product offering (PO) (Mean=3.332, SD=0.833). As Skewness and Kurtosis range from -2.5 to +2.5, all the adopted constructs fulfill uni-variate normality requirements (Park, 2015).

Reliability Analysis

The two most important factors of precision are reliability and validity. Reliability is measured by analyzing several measurements on the same objects(Hair, 2015). The study has examined the internal consistency of the adopted constructs using Cronbach's Alpha values. Table 3 depicts the results related to the reliability analysis.

Table 3: Reliability Analysis

Construct	Cronbach's Alpha	No of Items	Mean
Travel Intention (TI)	0.745	3	4.101
Traveler Constraints (TCs)	0.827	5	4.372
Traveler Anxiety(TA)	0.785	5	3.441
Tourism Distribution Channels (TDCs)	0.738	3	3.555
Product Offering (PO)	0.748	3	3.332
The Usefulness of Advertising Content (UAC)	0.772	5	3.712

The above Table shows that the highest reliability (α= 0.827) is for the construct traveler constraints (TCs), while the reliability for the tourism distribution channels (TDCs) is the lowest(α= 0.738). All the Cronbach's alpha values of the constructs are greater than 0.6, indicating adequate consistency (Hair, 2015; Iqbal & Usmani, 2009).

Exploratory Factor Analysis

The study used Exploratory Factor Analysis (EFA) to understand the relationships between the constructs and their indicators. Table 4 summarizes the results.

Table 4: Exploratory Factor Analysis

Constructs	Items	BToS	KMO	CFL
Travel Intention (TI)	3	267.86	0.720	75.32%
Traveler Constraints (TCs)	3	267.94	0.719	74.33%
Traveler Anxiety(TA)	3	213.006	0.702	70.10%
Tourism Distribution Channels (TDCs)	5	179.365	0.661	65.90%
Product Offering (PO)	5	179.365	0.661	67.00%
The Usefulness of Advertising Content (UAC)	5	201.829	0.680	69.00%

Correlation Analysis

The study conducted correlation analysis to find whether there is any hidden relationship between two or more variables (Mustafa & Rahman, 2024). The results presented in Table 5 exhibit the results related to correlation analysis.

Table 5: Correlation Analysis

Constructs	TI	TCs	TA	TDCs	PO	UAC
Traveler Intention (TI)	1					
Traveler Constraint (TCs)	0.252	1				
Traveler Anxiety(TA)	0.420	0.039	1			
Tourism Distribution Channel (TDCs)	0.426	0.129	0.655	1		
Product Offering (PO)	0.406	0.050	0.578	0.646	1	
The Usefulness of Advertising Content (UAC)	0.349	0.285	0.194	0.257	0.331	1

The above Table shows that the strongest relationship (r=0.655) was between tourism distribution channels (TDCs) and traveler anxiety (AN). The lowest (r=0.039) is between traveler anxiety (TA) and traveler constraints (TCs), suggesting there is no multi-colinearity between the variables used in the study (Sadriddinovich, 2023).

Discriminant Validity

The study used Fornell Larcker's (1981) criteria to ascertain whether the constructs used are "unique or distinct." Table 6 depicts the results related to discriminant validity.

Table 6: Discriminant Validity

Constructs	TI	TCs	TA	TD	PO	UAC
Traveler Intention (TI)	0.867					
Traveler Constraints (TCs)	0.252	0.861				
Traveler Anxiety(TA)	0.420	0.039	0.838			
Tourism Distribution Channels (TDCs)	0.426	0.129	0.655	0.812		
Product Offering (PO)	0.406	0.050	0.578	0.646	0.819	
The Usefulness of Advertising Content (UAC)	0.349	0.285	0.194	0.257	0..331	0.831

The results in Table 6 show that the square root of AVE (0.867) is the highest for traveler intention (TI) and the lowest (0.812) for tourism distribution channels (TDCs). At the same time, the strongest relationship (r=0 .655) was between the tourism distribution channels (TDCs) and traveler anxiety (TA). The lowest correlation (r=0.039) is between traveler anxiety (TA) and traveler constraints (TCs). Thus, we have inferred that the constructs used in the study are "unique and distinct."

Convergent Validity

Since the study adopted all the constructs from published research, we also ascertained the convergent validity (Tavakol & Wetzel, 2020). Table 7 exhibits the results related to construct validity.

Table 7: Convergent Validity

Construct	Mean	Std Dev	Composite Reliability	Variance Explained
Travel Intention (TI)	4.101	0.601	0.757	0.752
Traveler Constraint (TCs)	4.372	0.734	0.843	0.741
Traveler Anxiety(TA)	3.441	0.950	0.801	0.702
Tourism Distribution Channel (TDC)	3.555	0.870	0.798	0.660
Product Offering (PO)	3.332	0.833	0.801	0.670
Usefulness of Advertising Content (UAC)	3.712	0.963	0.779	0.691

All the composite values in Table 7 are at least 0.757, and AVE values are at least 0.660, suggesting that all the constructs and their indicators are theoretically associated (Tavakol & Wetzel, 2020).

Overall Model Regression

The study used Multiple Regression Analysis to test the overall model and the results related to the proposed hypotheses. Table 8 depicts the results derived from Multiple Regression Analysis.

Table 8: Regression Model Results

Variables	Unstandardized Coefficient		Standard Coefficient	T	Sig
	B	St Error	Beta		
Constant	0.791	0.133		5.964	0.000
Traveler Constraints (TCs) H1	-0.130	0.026	-0.158	5.079	0.000
Traveler Anxiety(TA) H2	-0.148	0.026	-0.231	5.575	0.000
Tourism Dist. Channel (TDC) H3.	0.156	0.032	0.223	4.940	0.000
Product Offering (PO) H4.	0.086	0.031	0.118	2.792	0.006

Dependent Variable: Travel Intent (TI), R2 = 0.79% Adjusted R2 = 0.78%, P<0.05

Table 8 shows that the combined effect of independent variables on the dependent variable is 78% (R^2 = 0.78, P< .0.05) The results also show that t>1.96 and p< 0.05 for all the hypotheses, suggesting that our results support all four direct hypotheses.

Moderation Analysis

To ascertain the moderating impact of the variable, we first calculated the Z-score of the independent variables. We then multiplied each variable's Z-score values to create an interactive term. The below-mentioned regression analysis shows that the interactive term is statistically significant suggesting the existence of moderating effects. That is

usefulness of advertising contents (UAC) moderates the relationship between product offering (PO) as destination' and 'travel Intention (TI). Refer to Table 9 for results.

Table 9: Moderation Analysis

	Un. Standardized Coefficient		Std. Coefficient	t	Sig
	B	**Std. Error**	**Beta**		
(Constant)	2.418	0.212		11.423	0.000
Usefulness of Advertising Content (UAC)	0.320	0.034	0.212	9.515	0.000
Product offering (POD)	0.118	0.047	0.034	2.527	0.012
IT_ZUAC_ZPOD	-0.066	0.028	0.047	-2.383	.0018

R^2=0.400, P<0.05,

The negative β coefficient indicates that the 'usefulness of advertising content's (UAC) effect becomes more negative -or less positive with the increase in product offering (PO) as the destination. At p <0.05, all three effects are highly statistically significant.

Discussion and Conclusion

Discussion

The study accepted Hypothesis 1 (β= -0.158, t=5.079<0.05), stating, "Travel constraints (TCs) negatively affect travel intention (TI)." Literature on leisure and travel asserts that tourists consider time and money constraints while selecting a destination (Karl et al., 2020). Subsequent literature suggests that the sub-dimensions of traveler constraints (TCs) include "opportunity, knowledge, ability, overcrowding, and safety of the choice destination" (Aziz & Long, 2022). Researchers believe all these sub-dimensions of traveler constraints (TCs) individually and collectively positively affect travel intentions (TI) (Aziz & Long, 2022). Several studies examined the association between travel constraints and visit intention, but most found inconsistent results (Nazir et al., 2021). For example, Huang and Hsu (2009) found that disinterest inversely affects travel intention (TI). Similarly, other studies found an inverse association between travel constraints (TCs) (i.e., intrapersonal, interpersonal, and structural) and travel intention (TI) (Hung & Petrick, 2012). At the same time, many studies, including those of Dedeoglu et al. (2023), show that travel constraint (TCs) (i.e., intrinsic, interactional, and environmental) insignificantly affects travel intention (TI). These studies also found that demographic factors such as age and gender moderate travel constraints (TCs) and travel intention (TI). On the contrary, other studies found that demographic factors insignificantly moderate travel constraints (TCs) and travel intention (TI) (Şengel et al.,2023).

The study accepted Hypothesis 2 (β= -0.231, t=5.575, p<.05), stating "travel anxiety (TA) negatively affects travel intention (TI)." Many researchers have extended the definition of anxiety (ANX) by including "uncomfortable, disturbed, scared or panicked" in it (Luo & Lam, 2020). Furthermore, travelers visiting any destination often suffer from anxiety (ANX) (Karagöz, 2021). Some factors that promote anxiety (ANX) in travelers are risks, uncertainty, and cultural values. Risk includes physical and financial risks. Uncertainty includes timely booking of hotels and other visiting places. Cultural risks relate to similarities and differences between visitors' and destination cultures. In this context, many researchers assert that consumers' perception of a destination may vary from one traveler to another (Zenker et al., 2021). For example, many studies cite that some travelers found one destination scary and dangerous, while others found the same destination fun and exciting (Tepavčević et al., 2021). Furthermore, many studies found inconclusive results on the association between anxiety (ANX) and traveler intention (TI). For example, some studies found that anxiety (ANX) is positively associated (TI), while other studies document an inverse association between anxiety (ANX) and travel intention (TI) (Angguni & Lenggogeni, 2021).

The study accepted Hypotheses 3 (β= 0.118, t= 2.792, p<0.05), stating, "Tourism distribution channels (TDCs) positively affect travel intention (TI). A distribution channel (TDC) comprises suppliers, wholesalers, retailers, and consumers. Suppliers provide accommodation, transportation, and avenues for attraction and experience. Wholesalers develop tourist packages for retailers. A typical tourist package includes tours, activities, accommodations, and travel insurance. Meanwhile, resellers purchase various products from wholesalers to sell directly to consumers. It includes online travel agents, including Expedia and TripAdvisor (Wu & Ding, 2023). Past studies document that Pakistan needs to improve the efficiency of the tourism distribution channels (TDCs) to enhance its tourism industry (Wang & Park, 2023). Similarly, Wu and Ding (2023) argue that technology-based distribution channels can increase travel intention (TI). Furthermore, studies document that Pakistan needs to improve the efficiency of tourism distribution channels (TDCs) by incorporating technology to enhance its tourism industry (Rana & Ameen, 2023).

The study accepted Hypothesis 4 (β= 0.223, t=4.940, p<.05), stating, "Product offering (PO) positively affects travel intention (TI)." Product offering (PO) is an important aspect of the marketing mix. In the context of tourism, it includes "attractions, accommodation, and the environment"(Nguyen & Tong, 2023). All these factors, directly and indirectly, affect travel intention (TI). Extant literature asserts that product offering positively affects travel intention (TI) (Zhang et al., 2021). Moreover, product offering (PO) as a destination includes destination image, historical heritage, and cultural richness. All

these factors individually and collectively affect travel intention (TI) (Tsai & Bui, 2021). Moreover, extant literature suggests that travelers develop destinations' reputations based on the airport image (Wattanacharoensil et al., 2022). Given the importance of the airport image, countries like Singapore, Dubai, and Hong Kong have spent considerable resources on developing the airports. As a result, the travel intention (TI) to these countries has significantly increased (Maxim, 2020)

The study accepted Hypothesis 5: Usefulness of advertising content (UAC) moderates the relationship between product offering (PO) as destination and travel intention (TI). Past studies document that it has a varying effect on the association between product offering (PO) and travel intention (TI) (Chu et al., 2020). Extant literature recommends that countries sharing conventional and social media advertising content must communicate the value proposition to existing and potential tourists. However, studies document that the impact of conventional advertising on the association between product offering (PO) and traveling intention (TI) differs from social media advertising (Cheng et al., 2020). Similarly, Nguyen et al. (2021) underscore that user-generated content significantly affects travel intention (TI) (Chu et al., 2020). Extending this argument, we assert that exciting and interesting user-generated content shared on social media increases the relationship between product offering (PO) and travel intention (TI).

Conclusion

Tourism is important for a country's reputation. It generates economic activities and employment and significantly contributes to GDP. Given its importance, the study has examined the impact of traveler constraints (TCs), traveler anxiety (TA), tourism distribution channels (TDCs), and product offering (PO) on travel intention (TI). It also examined the moderating effect of the usefulness of advertising content (UAC) on traveler intention (TI). The study collected the sample from travelers at Jinnah International Airport. The study found that traveler constraints (TCs) and traveler anxiety (TA) negatively affect traveler intention (TI). It also found that tourism distribution channels (TDCs) and product offering (PO) positively affect travel intention (TI). The study also supported the moderating effect of the usefulness of advertising content (UAC) between product offering (PO) and travel intention (TI).

Implication for Managers and Policy Makers

The study recommends that the government must improve the infrastructure and ambiance of Pakistan's airports. It enhances the image of the airport and country and attracts tourists. Tourism distribution channels (TDCs) in Pakistan are not efficient and effective. The government must improve them by involving all the stakeholders, including retailers and wholesalers. The government must advise wholesalers and

retailers to use technology to improve the distribution network. The hotels and motels, especially in the country's Northern part, need considerable improvement to attract travelers. The tourism bureau must develop proper marketing strategies to promote the country's historical and cultural heritage. The government must invest considerable resources to maintain the cultural and historical places in Pakistan, as they are in pathetic conditions.

Limitation and Future Research

The scope of this study was for tourism in Pakistan. Other studies may focus on other destinations. We have focused on four antecedents of travel intention: travel constraints, travel anxiety, travel distribution channels, and product offering. Future studies may include other antecedents to travel intention, including cultural values. Demographic factors, including age and gender, directly and indirectly affect travel intention, which future studies may incorporate in their studies. A comparative study between the two countries may bring more insight into the discussed phenomenon, which we recommend for future studies.

Annexure 1

Constructs and Items Used in the Questionnare

Travel Intention

TI1. If I plan for a trip, I will visit Pakistan.

TI2. If I can travel, I will consider a trip to Pakistan.

TI3. I think Pakistan is a good place deserving a visit.

Tourism Distribution Channel

TDC1. The website I use has good search options.

TDC2. The website I use has good booking options.

TDC3. The website I use has good payment options.

Product Offering

PO1. Pakistan has a beautiful landscape for visitors.

PO2. Pakistan has a rich historical heritage for visitors.

PO3. Pakistan has a natural diversity, which visitors will like to experience.

Traveller Anxiety

TA.1 I am worried while traveling to Pakistan.

TA2. I am tense while traveling to Pakistan.

TA3. I am stressed while traveling to Pakistan.

TA4. I am nervous while traveling to Pakistan.

TA5. I am scared while traveling to Pakistan.

Trvaleller Constraint

TC1.Due to family commitments, I cannot travel to Pakistan.

TC2. Due to official commitments, I cannot travel to Pakistan.

TC3. Due to budgetary contents, I cannot travel to Pakistan.

TC5. Due to different cultural values, I cannot travel to Pakistan.

The Usefulness of Advertising Content

UAC1. The advertising content improves my travel planning.

UAC2. The advertising content helps me improve my efficiency.

UAC3. The advertising content makes my traveling plan easier.

UAC4. The advertising content makes my travel-related decisions easier.

UAC5. Over all, I found advertising content useful for travel plan.

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