

Muslim travelers' inconvenient tourism experience and self-rated mental health at a non-islamic country: Exploring gender and age differences

Han, H.
Lee, S.
Ariza-Montes, A.
Al-Ansi, A.
Tariq, B.
Vega-Muñoz, A.
Park, S.-H.

Abstract

This research examined international Muslim travelers' intention formation of a non-Islamic country. Our proposed theoretical framework encompassing inconvenient tourism experience, mental health, hedonic value experience, and satisfaction included a sufficient level of predictive power for intent. These variables played a vital role in increasing intention, whereas an inconvenient tourism experience decreases self-rated mental health and hedonic value. Our result also provided meaningful information that boosting Muslim travelers' mental health, hedonic experience, and satisfaction is essential for minimizing the effect of the inconvenient tourism experience. In addition, gender and age have been shown to play a moderating role in affecting behavioral intention.

Author keywords

Age
Gender
Inconvenient tourism experience
Muslim travelers
Self-rated mental health
SEM
Value from hedonic experience