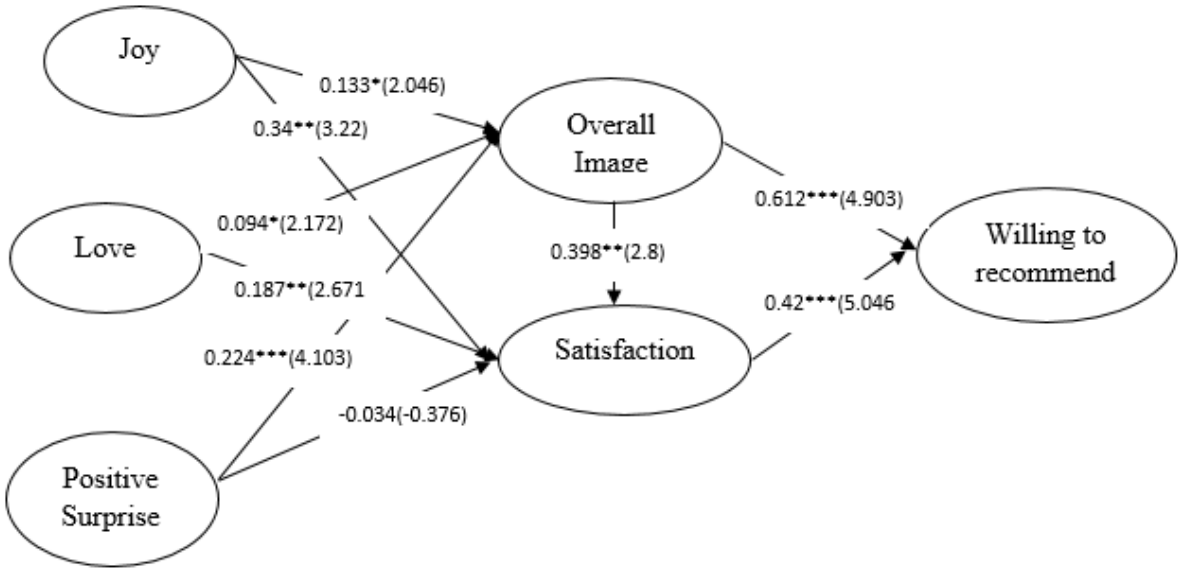
Observed Variable	Coding	Cronbach "α"	Corrected Item	Standard factor loadings	Composite reliability	AVE
Willingness to recommend		0.890			0.89	0.73
"I will recommend that destination(s) to other people"	Rec1		0.819	0.93		
"I will say positive things about that destination(s) to other people"	Rec2		0.851	0.83		
"I will encourage friends and relatives to visit that destination(s)"	Rec3		0.855	0.79		

Appendix 3. The results of the research model



Note: *p<0.05; ** p<0.01, *** p<0.001