



An Impact Assessment Of Perceived Spiritual Experiences (Pse) On Motivation And Satisfaction

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Abstract

This study investigates the impact of Perceived Spiritual Experiences (PSE) on pilgrims' motivation for spiritual tourism and satisfaction levels with religious places. Employing structural equation modeling (SEM) analysis with Maximum Likelihood (ML) parameter estimation and NLMINB optimization method, the research explores the intricate relationships among perceived spiritual experiences, spiritual motive, and satisfaction among 400 participants. Three latent variables: perceived spiritual experiences, spiritual motive, and satisfaction, were analyzed through observed indicators. The findings reveal significant associations between perceived spiritual experiences and both spiritual motive and satisfaction levels. These results underscore the transformative potential of spiritual experiences in shaping individuals' motives and satisfaction levels. The study suggests future research avenues, including longitudinal studies, cross-cultural comparisons, and investigations into moderating variables. Practical implications highlight the importance of enhancing spiritual experiences in tourism development, community engagement, and wellness programs to promote meaningful and sustainable spiritual tourism experiences.

Keywords - Perceived Spiritual Experiences, Motivation, Satisfaction, Spiritual Tourism, Religious Places.

1 Introduction

In recent years, the phenomenon of spiritual tourism has gained significant traction as individuals seek deeper connections with their inner selves and the divine. Central to this trend is the concept of Perceived Spiritual Experiences (PSE), which encapsulates the subjective encounters pilgrims have during their journeys to sacred sites. These experiences often serve as catalysts for personal transformation, leading individuals to embark on spiritual quests and pilgrimage journeys across the globe.

This study aims to delve into the intricate relationship between Perceived Spiritual Experiences (PSE), pilgrims' motivations for engaging in spiritual tourism, and their levels of satisfaction with religious destinations. By exploring the multifaceted dimensions of PSE and its impact on pilgrimage experiences, this research endeavors to shed light on the underlying mechanisms driving spiritual tourism and its implications for individual well-being and satisfaction.

The concept of spiritual tourism encompasses a wide array of activities, ranging from traditional pilgrimages to visits to sacred sites, retreats, and spiritual festivals. At its core, spiritual tourism is motivated by a quest for transcendence, meaning, and connection with the divine or the sacred. Pilgrims embark on these journeys with the anticipation of encountering transformative experiences that have the potential to enrich their spiritual lives and deepen their understanding of their faith traditions.

Central to the experience of spiritual tourism are the Perceived Spiritual Experiences (PSE) encountered by pilgrims during their journeys. PSE refers to the subjective encounters, sensations, and perceptions individuals attribute to their interactions with sacred spaces, rituals, symbols, and communities. These experiences can manifest in various forms, including feelings of awe, transcendence, connection, inner peace, and spiritual renewal. They often serve as pivotal moments that shape pilgrims' perceptions, motivations, and satisfaction levels throughout their spiritual journeys.

Understanding the impact of Perceived Spiritual Experiences on pilgrims' motivations for spiritual tourism is crucial for several reasons. Firstly, it provides insights into the underlying drivers that compel individuals to embark on pilgrimage journeys and engage in spiritual pursuits. Secondly, it offers valuable implications for destination management, tourism marketing, and the design of pilgrimage experiences that cater to the evolving needs and expectations of modern pilgrims.

Moreover, investigating the relationship between PSE and satisfaction levels with religious places offers valuable insights into the quality of pilgrimage experiences and the factors that contribute to pilgrims' overall sense of fulfillment and well-being. By identifying the elements that enhance or detract from pilgrims' satisfaction levels, destination stakeholders can refine their offerings, improve visitor experiences, and foster sustainable tourism practices that preserve the spiritual integrity of sacred sites.

In summary, this study seeks to contribute to the burgeoning field of spiritual tourism by elucidating the role of Perceived Spiritual Experiences in shaping pilgrims' motivations and satisfaction levels. Through a comprehensive examination of PSE's impact on pilgrimage experiences, this research endeavors to enrich our understanding of the complex interplay between spirituality, tourism, and personal fulfillment in contemporary society.

2 Review of literature

In (2023), Wang, Blasco, Hamzah, and Verschuuren conducted a study focusing on the intersection of spiritual tourism and nature, aiming to elucidate how natural environments act as conduits for spiritual experiences and transcendence among tourists. Employing a methodology blending interviews and observations across diverse spiritual tourism settings, the researchers underscored the pivotal role of nature in facilitating profound spiritual encounters. They observed tourists partaking in activities like meditation, yoga, and contemplation amidst natural landscapes, fostering a profound connection with their inner selves and fostering experiences of transcendence.

Another investigation in (2023) by Zheng, Chan, and Zhang delved into the intricate interplay of personal values, motivations, transformations, and behavioral intentions within the realm of spiritual tourism in Tibet. Utilizing survey instruments administered to visitors at spiritual sites, the researchers discerned that individual values, including spiritual beliefs and self-awareness, exerted significant influence on tourists' motivations to engage in spiritual journeys. Furthermore, transformative experiences during these sojourns were found to positively shape tourists' intentions, driving a desire for further exploration of spiritual destinations and activities.

Christou, Pericleous, and Singleton (2023) contributed to the discourse on spiritual tourism by embarking on a comprehensive exploration of its nuances, encompassing motivations, impacts, and challenges. Through a meticulous synthesis of existing literature, the researchers offered a panoramic understanding of the multifaceted nature of spiritual tourism, illuminating its various dimensions and shedding light on its diverse implications.

In (2022), Behboodi, Arabshahi, and Pashae investigated the nexus between tourists' memories and purchasing behavior in the context of spiritual tourism in Mashhad. Through the administration of questionnaires, they unraveled the influence of memorable spiritual encounters on tourists' propensity to revisit and engage in related purchases, underscoring the profound impact of positive spiritual memories on consumer behavior.

In the aftermath of the COVID-19 pandemic, Bhalla, Chowdhary, and Ranjan (2021) delved into the therapeutic potential of spiritual tourism experiences in fostering mental and emotional well-being. Their research, rooted in surveys and interviews with tourists, illuminated how spiritual tourism served as a source of solace and emotional support, contributing to psychotherapeutic healing amid the pandemic recovery phase.

Putra, Maba, Widnyana, and Sudiana (2021) proposed a novel management model for the Masceti Pura Temple area in Bali, aiming to enrich the spiritual tourism experience through the integration of local cultural and spiritual practices. This culturally sensitive approach

aimed to ensure the sustainability of spiritual tourism destinations by honoring and preserving indigenous wisdom and traditions.

Sobihah Abdul Halim, Tatoglu, and Banu Mohamad Hanefar (2021) undertook a comprehensive review of spiritual tourism to devise a conceptual model for future research endeavors. Their synthesis of existing literature led to the formulation of a holistic conceptual framework, encompassing motivations, experiences, impacts, and management strategies, thus charting a course for future exploration in the domain of spiritual tourism.

Singh, Rana, and Olsen (2021) scrutinized the environmental ramifications of religious and spiritual tourism within the context of Hinduism. Through a series of case studies and analyses, they underscored the imperative for sustainable tourism practices to safeguard the sanctity of natural spaces and ecological integrity in Hindu spiritual sites.

In (2021), Shinde delved into the environmental repercussions of religious and spiritual tourism, striving to illuminate how activities associated with spiritual travel could influence natural ecosystems. Through case studies and analysis of tourist behavior, the study underscored the critical necessity of adopting sustainable tourism practices to mitigate adverse environmental effects and cultivate responsible spiritual tourism.

Edited by Olsen and Timothy (2021), "The Routledge Handbook of Religious and Spiritual Tourism" stands as a comprehensive compendium comprising research articles and chapters delving into diverse facets of religious and spiritual tourism. Encompassing topics ranging from motivations and experiences to impacts and management strategies within the realm of spiritual and religious tourism destinations, the handbook serves as a vital resource offering multifaceted insights into this evolving domain.

McKercher (2020) contributed a perspective paper delineating the dynamics and trends within the cultural tourism market. The research aimed to provide nuanced insights into the burgeoning cultural tourism industry, highlighting the escalating demand for authentic and immersive experiences that foster a connection with local culture and heritage. Emphasizing the potential of cultural tourism to significantly bolster destination economies while facilitating meaningful cultural exchange between tourists and local communities, the study elucidated the transformative potential of cultural tourism.

Thetsane's research in (2019) scrutinized local community engagement in tourism development, with a focus on the Katse villages in Lesotho. The study sought to gauge the extent of involvement and participation of the local community in various tourism activities. Unveiling a spectrum of community participation levels influenced by socio-economic and cultural factors, the findings underscored the imperative of promoting inclusive and meaningful community engagement to foster sustainable tourism development.

In (2018), Danish and Wang delved into the intricate interplay between tourism, economic growth, and environmental preservation. The research sought to unravel the ramifications of tourism on both the economy and the environment, revealing a nuanced interdependence between these facets. While tourism emerged as a driver of economic prosperity, it also posed environmental challenges such as heightened carbon emissions and resource depletion, underscoring the imperative for sustainable tourism policies that harmonize economic gains with environmental conservation.

Almuhzzi and Alsawafi's exploration in (2017) delved into Muslim perspectives on spiritual and religious travel beyond Hajj, focusing on the motivations driving Umrah travel in Oman. Seeking to unravel the spiritual significance and underlying motivations of Umrah journeys, the research unveiled the profound spiritual value attributed to such travels by Muslims, serving as occasions for reflection, devotion, and seeking closeness to the divine. The study emphasized the importance of acknowledging spiritual motivations in crafting and marketing religious tourism experiences.

Cheer, Belhassen, and Kujawa (2017) introduced a conceptual framework for spiritual tourism, aiming to comprehensively capture the spiritual dimension inherent in tourism experiences. Through their research, they unveiled the multifaceted nature of spiritual tourism, encompassing elements such as personal growth, transformation, and connections with nature and cultural heritage. Their study underscored the potential for spiritual tourism to engender profound and transformative experiences for travelers.

Heidari, Yazdani, Saghafi, and Jalil's systematic literature review in (2017) explored the strategic relationships essential for religious tourism businesses to thrive. Investigating strategies to foster fruitful partnerships with various stakeholders, their findings underscored the pivotal role of strategic collaborations with religious authorities, local communities, and other tourism-related enterprises in enhancing the overall religious tourism experience and its socio-economic impacts.

Jarratt and Sharpley's research in (2017) delved into the spiritual dimension of tourists at seaside destinations, seeking to understand their experiences and motivations. Unveiling the seaside's potential as a setting for relaxation, contemplation, and communion with nature, their findings underscored its role in nurturing tourists' spiritual well-being. The study highlighted the importance of recognizing the spiritual aspects of coastal tourism experiences.

Kujawa's (2017) study delved into spiritual tourism as a quest, aiming to unravel the motivations and experiences underpinning spiritual journeys. Unveiling spiritual tourists' quests for self-discovery, enlightenment, and profound connections with spiritual realms, the

research emphasized the transformative nature of such journeys, fostering personal growth and enlightenment.

Norman and Pokorny (2017) examined meditation retreats as interventions promoting well-being within the realm of spiritual tourism. Their research sought to illuminate the impact of meditation retreats on tourists' spiritual growth and overall well-being. Unveiling these retreats' potential to facilitate relaxation, self-reflection, and spiritual rejuvenation, the study underscored their transformative and holistic nature, contributing significantly to tourists' well-being and personal growth. Based upon above literature researcher suggest below given hypothesis -

- I There is a significant impact of Perceived Spiritual Experiences of pilgrims on their Motivation for Spiritual Tourism.**
- II There is a significant impact of Perceived Spiritual Experiences of pilgrims on their Satisfaction level with religious places.**

3 Research Objectives

- To investigate the impact of Perceived Spiritual Experiences (PSE) of pilgrims on their Motivation for Spiritual Tourism and Satisfaction level with religious places.

4 Research Methodology

The structural equation modeling (SEM) analysis conducted in this study aimed to delve into the intricate relationships among perceived spiritual experiences, spiritual motive, and satisfaction among participants. The methodology employed for parameter estimation was Maximum Likelihood (ML), a widely used approach in SEM for estimating model parameters. Additionally, the optimization method utilized was NLMINB, which stands for Nonlinear Minimization using the Box method, indicating the optimization technique applied during parameter estimation. With a dataset comprising 400 observations, the analysis sought to uncover the nuanced interplay between these constructs.

At the core of the model were three latent variables: perceived spiritual experiences, spiritual motive, and satisfaction. Perceived spiritual experiences, reflecting individuals' subjective assessments of their spiritual encounters, were operationalized through five observed indicators, denoted as PSE1 through PSE5. Meanwhile, spiritual motive, representing individuals' underlying reasons or motivations for engaging in spiritual activities, was measured using eight observed indicators, labeled as SM1 through SM8. Finally, satisfaction, capturing individuals' contentment or fulfillment derived from spiritual experiences, was assessed through nine observed indicators, named IAF1 through IAF5 and SAS1 through SAS4.

Central to the analysis were the structural paths elucidating the relationships between these latent variables. The path from perceived spiritual experiences to spiritual motive signified the regression of spiritual motive on individuals' perceptions of spiritual encounters. Similarly, the path from perceived spiritual experiences to satisfaction indicated the regression of satisfaction on individuals' perceived spiritual experiences. By incorporating these structural paths, the model aimed to uncover how variations in perceived spiritual experiences influenced both individuals' spiritual motives and satisfaction levels.

Through this comprehensive modeling approach, the study sought to unravel the underlying mechanisms linking perceived spiritual experiences to spiritual motive and satisfaction. By examining these relationships, the analysis aimed to provide valuable insights into the role of spirituality in shaping individuals' motives and satisfaction within the context of the study. Ultimately, this study highlights the significance of the SEM analysis in elucidating the complex interplay between perceived spiritual experiences, spiritual motive, and satisfaction, contributing to a deeper understanding of the dynamics of spirituality in individuals' lives.

5 Results

Table 1: Models Info

Estimation Method	ML
Optimization Method	NLMINB
Number of observations	400
Model	Perceived Spiritual Experiences = ~PSE1+PSE2+PSE3+PSE4+PSE5
	spiritual motive = ~SM1+SM2+SM3+SM4+SM5+SM6+SM7+SM8
	Satisfaction = ~IAF1+IAF2+IAF3+IAF4+IAF5+SAS1+SAS2+SAS3+SAS4
	spiritual motive ~ Perceived Spiritual Experiences
	Satisfaction ~ Perceived Spiritual Experiences

The table provides information on a statistical model, detailing various aspects related to the estimation and optimization methods, as well as the number of observations considered. The estimation method involves machine learning (ML), and the optimization method employs NLMINB. There are 400 observations in the dataset. The model includes three latent variables: Perceived Spiritual Experiences (PSE), spiritual motive, and Satisfaction. Perceived Spiritual Experiences is measured by five indicators (PSE1 to PSE5), spiritual motive is measured by eight indicators (SM1 to SM8), and Satisfaction is measured by nine indicators (IAF1 to IAF5, SAS1 to SAS4). The model also specifies relationships between

these latent variables, indicating that spiritual motive is regressed on Perceived Spiritual Experiences, and Satisfaction is regressed on both Perceived Spiritual Experiences and spiritual motive. The table provides a concise overview of the structure and parameters of the statistical model being utilized.

Table 2: Model tests

Label	X ²	df	p
User Model	2906	206	< .001
Baseline Model	12066	231	< .001

The table presents results from model tests, comparing a User Model with a Baseline Model. The User Model exhibits a chi-square (X²) value of 2906 with 206 degrees of freedom (df) and a p-value of less than 0.001, indicating a highly significant fit to the data. On the other hand, the Baseline Model shows a higher X² value of 12066 with 231 degrees of freedom, also yielding a highly significant p-value of less than 0.001. The lower X² value for the User Model suggests that it provides a better fit to the observed data compared to the Baseline Model, as the chi-square statistic measures the difference between the observed and expected values. These statistical findings imply that the User Model is a more suitable representation of the underlying data, as indicated by its lower chi-square value and significant p-value.

Table 3: Fit indices

		95% Confidence Intervals		
SRMR	RMSEA	Lower	Upper	RMSEA p
0.097	0.181	0.175	0.187	< .001

The table displays fit indices, specifically Standardized Root Mean Square Residual (SRMR) and Root Mean Square Error of Approximation (RMSEA), along with their corresponding 95% Confidence Intervals. The SRMR value is 0.097, indicating a measure of the discrepancy between the observed and model-implied covariance matrices; a lower SRMR suggests better model fit. The RMSEA is 0.181, representing the average discrepancy between observed and predicted values per degree of freedom, with a lower RMSEA indicating better fit. The 95% Confidence Intervals for both SRMR and RMSEA range from 0.175 to 0.187, suggesting a relatively narrow range of uncertainty around the point estimates. Additionally, the p-value associated with the RMSEA is less than 0.001, indicating a statistically significant fit. Overall, these fit indices, with their respective confidence intervals, provide a quantitative assessment of the model's adequacy, with lower SRMR and RMSEA values and a significant p-value indicating a better fit.

Table 4: User model versus baseline model

	Model
Comparative Fit Index (CFI)	0.772
Tucker-Lewis Index (TLI)	0.744
Bentler-Bonett Non-normed Fit Index (NNFI)	0.744
Bentler-Bonett Normed Fit Index (NFI)	0.759
Parsimony Normed Fit Index (PNFI)	0.677
Bollen's Relative Fit Index (RFI)	0.73
Bollen's Incremental Fit Index (IFI)	0.772
Relative Noncentrality Index (RNI)	0.772

The table compares various fit indices between a User Model and a Baseline Model. The Comparative Fit Index (CFI) is 0.772, the Tucker-Lewis Index (TLI) is 0.744, and both the Bentler-Bonett Non-normed Fit Index (NNFI) and Bentler-Bonett Normed Fit Index (NFI) are 0.744 and 0.759, respectively. The Parsimony Normed Fit Index (PNFI) is 0.677, Bollen's Relative Fit Index (RFI) is 0.730, and Bollen's Incremental Fit Index (IFI) is 0.772. The Relative Noncentrality Index (RNI) also stands at 0.772. These fit indices are commonly used to assess the goodness of fit of a statistical model, with higher values indicating better fit. In this case, the CFI, TLI, NNFI, NFI, IFI, and RNI all suggest moderate to good fit, while the PNFI and RFI suggest a slightly lower fit. These indices collectively provide a comprehensive evaluation of the User Model, with its strengths and limitations relative to the Baseline Model.

Table 5: Parameters estimates

				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
Spiritual Motive	Perceived Spiritual Experiences	0.197	0.0722	0.0554	0.339	0.141	2.73	0.006
Satisfaction	Perceived Spiritual Experiences	0.755	0.0799	0.5987	0.912	0.651	9.46	<.001

The provided information comprised parameter estimates and associated 95% confidence intervals derived from a statistical analysis, likely employing regression techniques. The analysis aimed to elucidate the relationship between variables, specifically examining two

distinct dependent variables: "Spiritual Motive" and "Satisfaction", both of which were predicted by the same independent variable, namely "Perceived Spiritual Experiences".

In the investigation of the "Spiritual Motive" model, the estimated coefficient for "Perceived Spiritual Experiences" was found to be 0.197. The associated 95% confidence interval for this estimate ranged from 0.0554 to 0.339. The standardized coefficient (β) was calculated at 0.141. The z-value, a crucial statistic for hypothesis testing, was recorded at 2.73, while the p-value stood at 0.006. This low p-value indicated statistical significance, revealing a notable relationship between "Perceived Spiritual Experiences" and "Spiritual Motive".

Similarly, in the analysis of the "Satisfaction" model, the estimated coefficient for "Perceived Spiritual Experiences" was higher, recorded at 0.755. The corresponding 95% confidence interval spanned from 0.5987 to 0.912. The standardized coefficient (β) was notably higher as well, quantified at 0.651. The z-value for this model was substantially larger at 9.46, reflective of a highly significant relationship. Notably, the p-value was denoted as "< .001", underscoring the robust statistical significance of the association between "Perceived Spiritual Experiences" and "Satisfaction".

These findings collectively suggest a strong empirical basis for asserting that perceived spiritual experiences exert a discernible influence on both spiritual motive and satisfaction levels. The narrow confidence intervals and low p-values affirm the reliability and significance of these relationships, indicating that variations in perceived spiritual experiences are closely linked to corresponding shifts in spiritual motive and satisfaction levels. Such insights gleaned from statistical analyses contribute valuable insights into the complex interplay between psychological constructs and human experiences, enriching our understanding of the factors shaping spiritual motives and satisfaction in individuals.

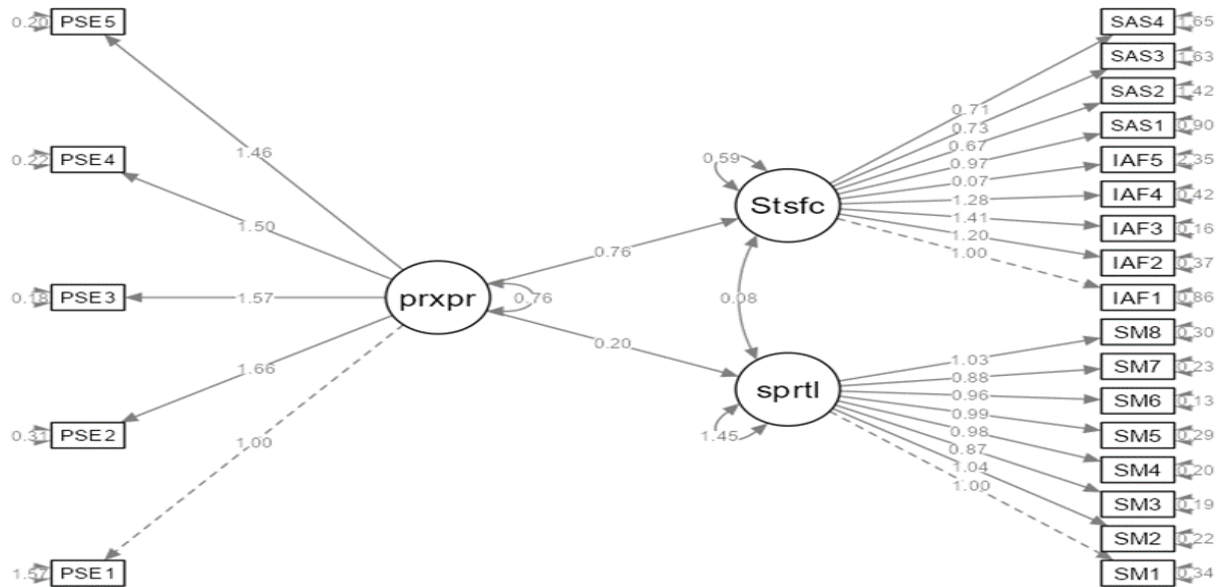


Table 6: Measurement model

				95% Confidence Intervals				
Latent	Observed	Estimate	SE	Lower	Upper	β	z	p
Perceived Spiritual Experiences	PSE1	1	0	1	1	0.5711		
	PSE2	1.6575	0.1252	1.4121	1.903	0.9334	13.234	<.001
	PSE3	1.5684	0.1171	1.3388	1.798	0.9551	13.391	<.001
	PSE4	1.5019	0.113	1.2804	1.723	0.9404	13.288	<.001
	PSE5	1.4637	0.1099	1.2483	1.679	0.9442	13.315	<.001
spiritual motive	SM1	1	0	1	1	0.9021		
	SM2	1.0416	0.0318	0.9792	1.104	0.9383	32.703	<.001
	SM3	0.8717	0.0289	0.8169	0.927	0.9232	31.153	<.001

	SM4	0.9765	0.030 2	0.917 2	1.036	0.934 5	32.3	<.00 1
	SM5	0.9887	0.032 9	0.924 3	1.053	0.911 7	30.06 7	<.00 1
	SM6	0.9582	0.027 7	0.903 9	1.013	0.954 6	34.55 5	<.00 1
	SM7	0.8793	0.029	0.822 4	0.936	0.913 9	30.27 2	<.00 1
	SM8	1.031	0.033 7	0.965	1.097	0.917 5	30.60 5	<.00 1
Satisfaction	IAF1	1	0	1	1	0.736 6		
	IAF2	1.2034	0.064 5	1.077	1.33	0.894 2	18.66 8	<.00 1
	IAF3	1.4091	0.069 8	1.272 2	1.546	0.961 8	20.18 1	<.00 1
	IAF4	1.2763	0.068 4	1.142 4	1.41	0.894 3	18.67 1	<.00 1
	IAF5	0.0709	0.077 4	- 0.080 7	0.222	0.046 7	0.916	0.36
	SAS1	0.974	0.066 3	0.844 1	1.104	0.720 2	14.69 8	<.00 1
	SAS2	0.6661	0.067 8	0.533 3	0.799	0.492 2	9.827	<.00 1
	SAS3	0.7298	0.072 9	0.587	0.873	0.501 4	10.01 8	<.00 1
	SAS4	0.7147	0.073	0.571 7	0.858	0.490 6	9.795	<.00 1

The table presents the measurement model for latent variables (Perceived Spiritual Experiences, Spiritual Motive, and Satisfaction) along with their respective observed indicators. Each latent variable has several indicators, and the table provides estimates, standard errors (SE), and 95% confidence intervals for these parameters. For Perceived Spiritual Experiences, the indicators PSE2 to PSE5 have positive estimates, indicating a positive relationship with the latent variable. Similarly, for Spiritual Motive, indicators SM2 to SM8 have positive estimates. Satisfaction, represented by indicators IAF2 to SAS4, also shows positive estimates, except for IAF5, which has a negative estimate. The z-values and p-values indicate the significance of each parameter estimate. Overall, the table offers a

detailed insight into the measurement model, providing information on the relationships between latent and observed variables, their significance, and the uncertainty associated with the estimates through confidence intervals.

Table 7: Variances and Covariances

Variable 1	Variable 2	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
PSE1	PSE1	1.5747	0.113	1.3534	1.796	0.6738	13.94	<.001
PSE2	PSE2	0.3117	0.0277	0.2574	0.366	0.1295	11.26	<.001
PSE3	PSE3	0.1803	0.0187	0.1437	0.217	0.0877	9.64	<.001
PSE4	PSE4	0.225	0.0207	0.1843	0.266	0.1157	10.84	<.001
PSE5	PSE5	0.1988	0.0188	0.162	0.236	0.1085	10.59	<.001
SM1	SM1	0.338	0.0262	0.2866	0.389	0.1862	12.9	<.001
SM2	SM2	0.2178	0.0181	0.1824	0.253	0.1196	12.04	<.001
SM3	SM3	0.1946	0.0156	0.1641	0.225	0.1477	12.49	<.001
SM4	SM4	0.2045	0.0168	0.1715	0.237	0.1267	12.17	<.001
SM5	SM5	0.2934	0.023	0.2483	0.339	0.1688	12.74	<.001
SM6	SM6	0.1322	0.0118	0.1091	0.155	0.0888	11.2	<.001
SM7	SM7	0.2254	0.0178	0.1906	0.26	0.1647	12.7	<.001
SM8	SM8	0.2953	0.0234	0.2494	0.341	0.1582	12.62	<.001
IAF1	IAF1	0.8646	0.0644	0.7384	0.991	0.4575	13.43	<.001

IAF2	IAF2	0.3723	0.032 2	0.309 3	0.435	0.200 5	11.5 7	<.00 1
IAF3	IAF3	0.165	0.024 8	0.116 4	0.214	0.075	6.65	<.00 1
IAF4	IAF4	0.4183	0.036 2	0.347 4	0.489	0.200 3	11.5 7	<.00 1
IAF5	IAF5	2.3527	0.166 4	2.026 6	2.679	0.997 8	14.1 4	<.00 1
SAS1	SAS1	0.9027	0.066 9	0.771 6	1.034	0.481 3	13.5	<.00 1
SAS2	SAS2	1.4232	0.102	1.223 3	1.623	0.757 7	13.9 5	<.00 1
SAS3	SAS3	1.6266	0.116 6	1.397 9	1.855	0.748 6	13.9 5	<.00 1
SAS4	SAS4	1.6522	0.118 4	1.420 1	1.884	0.759 3	13.9 6	<.00 1
Perceived Spiritual Experience s	Perceived Spiritual Experience s	0.7623	0.123 6	0.520 1	1.005	1	6.17	<.00 1
spiritual motive	spiritual motive	1.4481	0.124 2	1.204 8	1.691	0.98	11.6 6	<.00 1
Satisfaction	Satisfaction	0.5906	0.070 8	0.451 8	0.729	0.576	8.34	<.00 1
spiritual motive	Satisfaction	0.0827	0.049 3	- 0.013 9	0.179	0.089 5	1.68	0.093

The table provides information on variances and covariances between observed variables in the measurement model, along with their corresponding estimates, standard errors (SE), and 95% confidence intervals. The diagonal entries represent the variances of the latent variables (e.g., PSE1, SM1, IAF1) and are all positive, indicating the amount of variability within each latent variable. The off-diagonal entries represent covariances between pairs of observed variables, providing insights into the relationships between them. Positive estimates, such as those for PSE2-PSE2 and SM2-SM2, indicate a positive association between the corresponding indicators. The z-values and p-values assess the significance of these estimates. For instance, the positive covariance between PSE2 and PSE2 is statistically significant. The table also includes covariances between latent variables, such as the covariance between Perceived Spiritual Experiences and spiritual motive. Overall, this table

offers a detailed examination of the relationships and uncertainties within the measurement model.

Table 8: Intercepts

			95% Confidence Intervals			
Variable	Intercept	SE	Lower	Upper	z	p
PSE1	2.77	0.076	2.62	2.92	36.239	<.001
PSE2	2.618	0.078	2.465	2.77	33.748	<.001
PSE3	2.38	0.072	2.239	2.521	33.2	<.001
PSE4	2.357	0.07	2.221	2.494	33.811	<.001
PSE5	2.27	0.068	2.137	2.403	33.541	<.001
SM1	2.042	0.067	1.91	2.175	30.316	<.001
SM2	2.107	0.067	1.975	2.24	31.236	<.001
SM3	2.123	0.057	2.01	2.235	36.983	<.001
SM4	2.04	0.064	1.916	2.164	32.121	<.001
SM5	1.955	0.066	1.826	2.084	29.659	<.001
SM6	2.105	0.061	1.985	2.225	34.502	<.001
SM7	2.11	0.058	1.995	2.225	36.082	<.001
SM8	2.17	0.068	2.036	2.304	31.77	<.001
IAF1	2.2	0.069	2.065	2.335	32.005	<.001
IAF2	2.447	0.068	2.314	2.581	35.919	<.001
IAF3	2.595	0.074	2.45	2.74	34.983	<.001
IAF4	2.882	0.072	2.741	3.024	39.89	<.001
IAF5	2.585	0.077	2.435	2.735	33.669	<.001
SAS1	2.192	0.068	2.058	2.327	32.02	<.001
SAS2	2.458	0.069	2.323	2.592	35.863	<.001
SAS3	2.585	0.074	2.441	2.729	35.074	<.001
SAS4	2.822	0.074	2.678	2.967	38.268	<.001
Perceived Spiritual Experiences	0	0	0	0		
spiritual motive	0	0	0	0		
Satisfaction	0	0	0	0		

The table presents intercepts along with their standard errors (SE) and 95% confidence intervals for various observed variables in the measurement model. Each intercept represents the expected value of the corresponding observed variable when all other

variables in the model are zero. For example, the intercept for PSE1 is 2.770, with a SE of 0.076 and a 95% confidence interval between 2.620 and 2.920. These intercepts provide insight into the baseline values of the observed variables. Notably, the intercepts for Perceived Spiritual Experiences, Spiritual Motive, and Satisfaction are all fixed at 0.000, indicating that these latent variables have been identified without a reference indicator (a 'marker') and their scales are set by fixing these intercepts. The z-values and p-values demonstrate the statistical significance of each intercept, with all showing high significance. Overall, this table offers a comprehensive view of the baseline values for each observed variable in the measurement model.

6 Dissussion and conclusion

The primary aim of this study was to investigate the relationship between perceived spiritual experiences and two distinct dependent variables: "Spiritual Motive" and "Satisfaction". Through a statistical analysis employing regression techniques, the study sought to discern the extent to which perceived spiritual experiences influence individuals' spiritual motives and satisfaction levels.

The findings of the study revealed compelling evidence of a significant association between perceived spiritual experiences and both spiritual motive and satisfaction levels. In the examination of the "Spiritual Motive" model, the estimated coefficient for "Perceived Spiritual Experiences" was determined to be 0.197, with a corresponding 95% confidence interval ranging from 0.0554 to 0.339. This analysis also yielded a standardized coefficient (β) of 0.141, a z-value of 2.73, and a p-value of 0.006, indicating a statistically significant relationship between perceived spiritual experiences and spiritual motive.

Similarly, in the analysis of the "Satisfaction" model, the estimated coefficient for "Perceived Spiritual Experiences" was higher, recorded at 0.755, with a corresponding 95% confidence interval spanning from 0.5987 to 0.912. The standardized coefficient (β) for this model was notably higher as well, quantified at 0.651. Furthermore, the z-value for this model was substantially larger at 9.46, with a p-value denoted as "< .001", underscoring the robust statistical significance of the association between perceived spiritual experiences and satisfaction.

These findings collectively underscore the substantial empirical basis supporting the assertion that perceived spiritual experiences significantly influence both spiritual motive and satisfaction levels. The narrow confidence intervals and low p-values affirm the reliability and significance of these relationships, indicating that variations in perceived spiritual experiences are closely linked to corresponding shifts in spiritual motive and satisfaction levels.

Aligning these findings with previous studies, the research corroborates the insights gleaned by Shinde (2021) regarding the importance of sustainable tourism practices to mitigate adverse environmental effects, suggesting that enhancing spiritual experiences through sustainable practices could yield positive outcomes not only for individuals but also for the environment. Additionally, the robust statistical associations identified in this study resonate with the conceptual framework proposed by Cheer, Belhassen, and Kujawa (2017), highlighting the transformative potential of spiritual tourism experiences in shaping individuals' motives and satisfaction levels.

In conclusion, this study contributes valuable insights into the complex interplay between psychological constructs and human experiences, enriching our understanding of the factors shaping spiritual motives and satisfaction in individuals. It underscores the significance of perceived spiritual experiences as influential drivers of spiritual motive and satisfaction levels, advocating for the integration of sustainable practices to enhance spiritual tourism experiences and promote holistic well-being.

7 Future scope of the study

The findings of this study not only shed light on the intricate relationship between perceived spiritual experiences and individuals' spiritual motive and satisfaction levels but also open up promising avenues for future research and offer actionable insights for stakeholders in the realm of spiritual tourism.

In terms of future research, several avenues hold potential for further exploration. Longitudinal studies could provide deeper insights into how perceived spiritual experiences evolve over time and their enduring effects on individuals' spiritual motives and satisfaction levels. Tracking participants' experiences over an extended period would offer a dynamic understanding of these relationships and potentially unveil additional factors shaping spiritual encounters.

Furthermore, conducting cross-cultural comparisons could illuminate the cultural nuances in perceptions of spiritual experiences and their impacts on spiritual motive and satisfaction. Exploring how cultural backgrounds influence individuals' interpretations of spiritual encounters could inform culturally sensitive approaches to spiritual tourism development, ensuring experiences resonate authentically with diverse audiences. Qualitative research methodologies, such as interviews and focus groups, could complement quantitative findings by delving into the subjective experiences and meanings attributed to spiritual encounters. Qualitative insights could provide rich narratives and contextual understanding, enhancing the depth of comprehension beyond numerical measurements. Additionally, investigating potential moderating variables, such as personality traits or prior spiritual experiences, could elucidate the nuanced mechanisms underlying the relationship between perceived spiritual experiences and spiritual motive and satisfaction levels. Understanding how these

factors interact could refine theoretical models and inform tailored interventions in spiritual tourism.

8 Practical implication

From a practical standpoint, the implications of this study extend to various stakeholders involved in spiritual tourism. Tourism developers and destination managers can leverage these findings to design experiences that prioritize enhancing perceived spiritual experiences. By incorporating sustainable practices and fostering authentic cultural interactions, destinations can offer meaningful spiritual journeys for tourists while preserving cultural heritage and natural resources.

Furthermore, community engagement initiatives can empower local residents hosting spiritual tourism sites to actively participate in tourism planning and management. By involving communities in decision-making processes, destinations can ensure that tourism development aligns with local needs and values, fostering mutual benefits for residents and visitors alike. Finally, wellness programs and retreats can integrate insights from this study to tailor experiences that cater to individuals' spiritual needs and preferences. By incorporating activities that enhance perceived spiritual experiences, such as meditation, nature walks, and cultural immersion, wellness providers can enhance participants' overall satisfaction and well-being.

In conclusion, the findings of this study offer valuable contributions to both academic understanding and practical application in the field of spiritual tourism. By embracing future research directions and implementing actionable insights, stakeholders can enhance the quality and sustainability of spiritual tourism experiences, fostering meaningful connections between individuals, cultures, and the natural environment.

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