



Cultural Sensitivity's Role in Tourist Behavioral Intention: Insights from Salalah, Oman

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Abstract

This study sheds the light on cultural sensibility as it affects behavioural intention among people who visit Salalah, Oman, a city rich in its cultural heritage and known for its magnificent beauty. Data were gathered from a diverse sample of 219 visitors using a quantitative online survey for understanding the extent of cultural sensitivity on destination image and visitor satisfaction. The data show that cultural sensitivity improves both cognitive and affective components of destination image, increasing overall tourist satisfaction. In addition, the study found that tourist satisfaction had a considerable impact on behavioural intentions, such as the likelihood of promoting Salalah and planning future visits. The findings show that destination image influences the association between cultural sensitivity and tourist satisfaction, while decreasing the link between satisfaction and behavioural intentions. These findings highlight the necessity of promoting cultural sensitivity within the hospitality industry in order to improve tourist experiences and encourage sustainable tourism practices. The study's findings suggest that Salalah's hospitality management implement cultural awareness and engagement training programs to increase service quality and tourist satisfaction. Overall, this study stresses the necessity of cultural sensitivity in improving the tourist experience, offering valuable insights for Salalah's hospitality stakeholders.

Keywords: Cultural sensitivity, destination image, tourist satisfaction, tourist behavioral intention