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## EGYPT'S IMAGE AS A TOURIST DESTINATION – A PERSPECTIVE OF FOREIGN TOURISTS

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*The influence of tourism image on consumer behaviour was studied by many researches. Others have pointed out the effect of tourism image on quality perceived by tourists and on the satisfaction of them. This study was conducted with the purpose of studying the relationship between the image of a destination and tourist's behavioural intentions, and between that same image and the post-purchase evaluation of the quality of the whole destination and the tour. This study also examined the relationship between quality and satisfaction and between quality and the tourist's behaviour variables. In addition, the relationship between promotion tools and image were also examined. The empirical study was conducted in two cities: Hurrahed representing recreational tourism and Cairo for cultural tourism .A self field questionnaire was used to collect information. Path analysis used to study the causal relationships among variables. The findings indicated that for recreation tourism image had effective role on behavioural variables and satisfaction. Perceived quality of the destination had a positive influence on satisfaction as well as willingness to return. On the contrary, for cultural tourism image affected the quality of both the destination and the tour. Whereas, image had no effect on willingness to return, satisfaction or recommendation.*

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**Keywords:** *Tourism image; quality; satisfaction; Intention to return; willingness to recommend.*

### INTRODUCTION

The most common used definition of tourism product image was that of Reynolds (1965), his definition is: The mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions; it comes into being through a creative process in which these selected impressions are elaborated , embellished and ordered. Whereas, Kotler et al. (1993), defined place image as “The sum



of beliefs, ideas and impressions that people have of a place. It represents simplification of a large number of associations and pieces of information connected with the place. They are a product of the mind trying to process and 'essentials' huge amounts of data about a place. Tourists destination image has been one of the more frequently investigated topics studied by tourism researchers (Calantone, di Benedetto, Hakam & Bojanic, 1989; Echtner & Richie, 1993; Goodrich, 1977; Milman & Pizam, 1995, Pearce, 1982; Phelps, 1986).

Tourism image is defined as an individual's overall perception or total set of impressions of a place (Fakeye&Crompton, 1991; Hunt, 1975; Phelps, 1986). The writers concluded that potential travellers might translate their perceptions of destinations' attributes in formulating their destination choice decision.

Many authors assured the influence of tourism image on the behaviour of tourists (Ashworth & Goodall 1988; Mansfeld, 1992. Cooper, Fletcher, Gilbert & Wanhill, 1993).

Image will influence a tourist's decision of choosing a destination or a trip, the subsequent evaluation of that trip and his/her future decisions.

Thus this study was conducted to examine the relationship between destination image and tourist behaviour, on the one hand, and between image and the post consumption evaluation of stay on the other. Decision to return and desire to recommend the destination were considered as behavioural variables and "perceived quality" for the trip and for the whole destination and "satisfaction" were the evaluative variables. Moreover, the relationship between promotion tools and Image and between these and the behavioural variables were also examined. Besides, the relationship between perceived quality and satisfaction and between these and the behavioural variables was examined. All the relationships were tested using a structural equation model. The empirical investigation was examined in two major tourism towns in Egypt, Cairo representing cultural tourism and Hurghada indicating recreation tourism.

## **STUDY HYPOTHESES**

The following two hypotheses were postulated:

1. The mental image , promotion of tourist service, quality of the trip and quality of the tourism destination , as independent variables have a direct causative effect on satisfaction about tourist visit , willingness of tourists to come back and their recommendation to others to visit Egypt , as dependent variables, within the context of recreational tourism in Egypt.

2. There is a direct causative effect of mental image, tourist service marketing, quality of tourist service and quality of tourist experience, as independent variables on satisfaction about tourist visit, willingness of tourists to come back and their recommendation to others to visit Egypt, as dependent variables, within the context of cultural tourism in Egypt.

## **Image**

Image has been proven to be a pivotal factor in travellers' decision process and destination selection behaviour (Gartner, 1993; Goodrich, 1978; Woodside & Lysons, 1989; Um & Crompton, 1990, Calantone et al., 1989; Court and Lupton, 1997; Echtner & Ritchie, 1993; Gartner & Hunt 1987; Good rich, 1977, Milman & Pizam, 1995, Chen & Hsu, 2000).

Tourism image is defined by many authors as an individual's overall perception or total set of impressions of a place (Fakeye & Crompton, 1991; Hunt, 1975, Phelps, 1986), others defined it as the mental portrayal of a destination (Alhemoud & Armstrong, 1996; Crompton, 1979, Kotler, Haider & Rein, 1993; Middleton, 1994, Milman & Pizam, 1995, Seaton & Bennett, 1996). Gunn (1972) first articulated that tourist's destination image is distinguished by two dimensions (1) organic image which deals with tourist's impression of a destination without physically having visited the place, and (2) induced image which is forged through promotional materials or actual visitation.

Fakeye and Crompton (1991), applying Gunn's theory, augmented the categorization by listing three factors: organic, induced, and complex. Gartner (1993), in his study of the image formation process subdivided tourists' image into eight domains, which included Overt Induced I, Overt Induced II, Covert Induced I, Covert Induced II, Autonomous, unsolicited organic, Solicited Organic, and Organic. All the relationships are tested jointly using a structural equation model.

To assess the magnitude of tourists' image of places (e.g.) cities, states, and countries, two sets of attributes in regard to designative and evaluative images have been used frequently by researchers (Baloglu & Brinberg, 1997; Walmsley & Jenkins, 1992; Walmsley & Young, 1998).

Designative attributes relate to the perceptual and cognitive component of image, while evaluative attributes deal with the affective component of image. To date, most image studies have utilized the above two sets of image attributes as descriptors to assess the relative position of particular places. Walmsley and Jenkins (1992) integrated eight evaluative-image attribute into a market positioning map.

## **Post purchase behaviour**

Many authors in marketing has pointed out that there is a positive relationship between perceived quality and intentions after the purchase (Boulding et al., 1993; Cronin & Taylor, 1992; Keaveney, 1995, Ruyter De, Wetzels & Bloemer, 1996; Zeithmal et al., 1996; Zeithaml, 2000).

It seems reasonable that Satisfaction has a positive influence on post-purchase behaviour (Anderson & Sullivan, 1990; Cronin & Taylor, 1992, Fornell, 1992; Keaveney, 1995; Oliver, 1980, Oliver & Swan, 1989).

Appiah-Adu et al. (2000) stated that the greater satisfaction the more likely it is that the tourist will return to the destination and recommend it.

Customer loyalty measures how likely customers are to return and their willingness to perform partner shipping activities for the organization (Kotler et al., 2006).

Besides, beyond the market positioning studies, tourist image attributes were in corporate into behavioural research cent rating on the relationship between tourist image and other types of behaviours. Chen and HSU (2000) found that tourists' cognitive image of travel destinations influenced their choice behaviours.

Tourists' behaviour can be expected to be partly conditioned by the image that they have of destinations (Bigné et al., 2001). This influence begins at the stage of choosing the holiday destination, so holiday choice cannot be explained exclusively in terms of the objective environment (Johnson & Thomas, 1992). The influence of tourism image on the choice of holiday destination has been considered by various authors in decision models (Crompton & Ankomah, 1993; Kent, 1990; Mathieson & Wall, 1982; Moutinho, 1987; Schmoll, 1977; Stabler, 1990).

The influence of image does not only affect selecting the destination, but also affects the behaviour of tourists in general (Ashworth & Goodall, 1988; Bordas & Rubio, 1993; Cooper et al., 1993; Mansfeld, 1992).

Many studies of the relationship between service quality, satisfaction and the behaviour of individuals have centered on the intention to buy as the behavioural variable (Anderson and Sullivan, 1990; Cronin and Taylor, 1992, Woodside, Frey and Daly, 1989). Other studies have focused both on the intention to repurchase and on the willingness to recommend or positive word of mouth communication (Boulding et al., 1993; Zeithmal, Berry & Parasuraman, 1996). Loyalty becomes a fundamental strategic component for the firm. Loyal customers are more valuable than satisfied customers (Kotler et al., 2006). Bigné (1997) stated that organizations must seek to satisfy their customers to retain them, but a further objective must be to establish a lasting relationship.

## **Satisfaction versus quality**

The variables relating to the evaluation of the stay used in this study are perceived quality and satisfaction.

As Oliver (1993) points out, the word 'satisfaction' comes from the Latin *satis* (enough) and *facere* (to do or to make). Thus the original meaning of satisfaction is linked to an adequacy construct.

According to Zeithaml and Bitner (2003), "satisfaction is the consumer fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provide a pleasurable level of consumption - related fulfillment".

Giese and Cote (2000), pointed out conceptual and operational definitions for consumer satisfaction. These definitions included three components which are (1) consumer satisfaction is a response, an emotional or cognitive judgment (the emotional response predominating); (2) the response refers to a specific focus (the object of the consumer satisfaction); (3) the response is linked to a particular moment (prior to purchase, after purchase, after consumption, etc.). Besides, consumer satisfaction is distinguished from overall satisfaction with individual attributes. Attribute-specific satisfaction is not the only antecedent of overall satisfaction (Spreng, Mankenzie, & Olshavsky, 1996). According to Fornell (1992) & Groth (1994), overall satisfaction is a much broader concept implying holistic evaluation after purchase, and not the sum of the individual assessments of each attribute.

Satisfying the consumer in tourism is important for three main reasons (Swarbrooke & Horner, 1999).

It leads to positive word-of-mouth recommendation of the product to friends and relatives, which in turn brings in new customers.

Creating repeat customer by satisfying them with their first use of the product brings a steady source of income with no need for extra marketing expenditure.

Dealing with complaints is expensive, time-consuming and bad for the organization's reputation. Furthermore, it can bring direct costs through compensation payments.

There is still some confusion about the similarities and differences between service quality and customer satisfaction (Bigné et al., 2001). Many authors suggested that satisfaction is a broader concept than service quality. Satisfaction includes both cognitive and affective evaluations, while service quality evaluations are mainly a cognitive procedure (Oliver, 1997; Tian-Cole & Crompton, 2003). Satisfaction is also influenced by factors, which are not related to service quality, such as

situational (e.g., the weather) or personal (e.g., personal expectations) (Alexandries et al., 2004). A number of studies in the services marketing literature have reported that these two constructs are strongly related (Alexandris et al., 2001; Caruana, 2002; Cronin & Taylor, 1992; Spreng & Chiou, 2002; Spreng and Mckoy, 1996; Woodside et al., 1989). Some authors suggested a set of differences between service quality and customer satisfaction such as the expectations referred to in each case is different. On one hand satisfaction expectations are interpreted as predictions; on the other hand, quality expectation are interpreted as wishes or an ideal result. Besides, Oliver (1997) stated that service quality expectations are based on perceptions of excellence, whereas expectations of satisfaction refer to need or equity. Oliver (1997) added that service quality judgments are more specific referring to particular attributes, while customer satisfaction judgments are more holistic. Another two differences between satisfaction and quality pointed out by Anderson, Fornell and Lehmann (1994) that in order to determine a customer's satisfaction, the tourist must have visited the destination this is not necessary in order to evaluate quality. The last difference is that satisfaction depends on price but quality does not.

Perceived quality will in turn determine the satisfaction of consumers (Fornell, Johnson, Anderson, Cha, & Bryant, 1996), because the latter is the result of the assessment by the customer of the perceived quality (Anderson et al., 1994; Gnoth, 1994; Kotler et al., 1996).

Parasuramen et al. (1985, 1988) pointed out that perceived quality is a comparison between expectations and the performance perceived by the consumer. Parasurman et al. (1988) added that, quality is the overall judgement made by the consumer regarding the excellence of a service. Moreover, it is a type of attitude, related but not equivalent to satisfaction, which is described as the degree and direction of the discrepancies between the perceptions of the performance and the consumer's expectations of the service.

As with the word 'quality' the meaning of satisfaction has evolved to imply gratification and fulfilment (Consumers and service). If the product's performance falls short of expectations, the customer is dissatisfied, if performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied (Kotler et al., 2006). Churchill and Suprenant (1982) consider that process is more complex that perception will affect satisfaction in two ways: by disconfirmation and by direct experience, on the other hand, some authors point out that disconfirmation is the most immediate antecedent of satisfaction. Most of authors agreed with the

disconfirmation model, whereas some authors have stated that there are situations where perceived performance can be used as a good approach to consumer satisfaction and to service quality as well.

Kozak and Rimmington (2000) in their articles studied customer satisfaction; they concerned different fields in the tourism industry such as travel agencies, tour guides, specific tours, hotels, restaurants, recreation facilities and destinations. In tourism, Appliah – Adu, Fyall, and Singh (2000); Heung and Cheng (2000) and Kozak and Rimmington (2000) suggested that perceived quality is antecedent of satisfaction. Besides, they mention some studies measured tourist's satisfaction in specific destinations using different approaches.

In this research, tourists evaluated perceived quality and satisfaction referring to their evaluation of the holiday experience including the tour and the destination. Both are based on post purchase judgements of the stay. The researcher focused on overall evaluation for satisfaction. On the other hand, she focused on analyzing the individual components of the construct to evaluate quality of the trip or of the whole destination.

### **Tourism Image, quality and satisfaction**

Tourism image exercises a positive influence on perceived quality and satisfaction because it moulds the expectations that the individual forms before the visit, and these variable depends on the comparison of such expectations with experience (Font, 1997; Phelps, 1986, Grönroos, 1984). Moreover, the evaluation of the experience at the destination will also affect the image and modify it. (Chon, 1991; Echtner & Richie, 1991; Fakey & Crompton, 1991; Ross, 1993).

The following sequence was considered by Kotler, Bowen, and Makens (1996): Image → quality → satisfaction → post purchase behaviour. Additionally the Nordic school of service quality reflects the idea in the Image model, this model considers that the quality perceived by the consumer is influenced by three-factors which are: technical quality, functional quality, and corporate image (Grönroos, 1990).

Satisfaction is the result of the assessment by the customer of the perceived quality (Kotler et al., 1996). Perceived quality in turn will determine the satisfaction of consumers (Fornell, Johnson, Anderson, Cha, & Bryant, 1996).

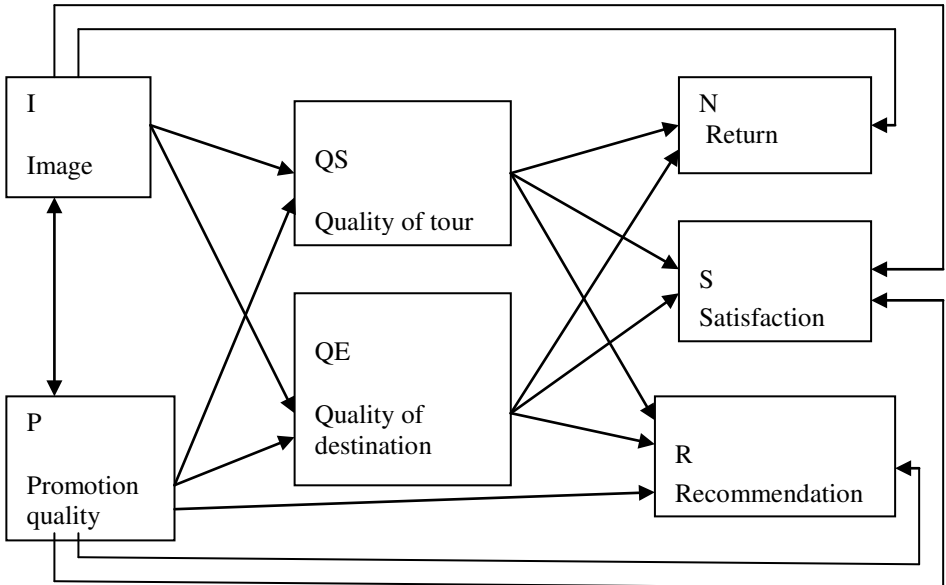


## METHODOLOGY

The purpose of this study is to clarify the interrelationships among destination image, perceived quality, satisfaction, promotional tools, intention to return and willingness to recommend the destination. In order to accomplish this main objective, the two hypotheses will be tested.

Path analysis was used to study the causal relationships among variables. This approach allows the analysis of relations between independent and dependent variables. The following diagram illustrates the proposed interaction model.

Figure 1.



Both “Image “ and “Promotion “ may affect the perceived quality of tour and quality of destination, as well as willingness to return , satisfaction and recommending tourism in Egypt to others.

### Study sample and data collection

The field study was carried out in two important Egyptian tourist cities. The study sample included two basic groups:

- 1) Group I of 180 tourists at Hurghada city.
- 2) Group II of 178 tourists in Cairo city.

The first group represented tourism in Hurghada, whereas the second one represented tourism in Cairo. The data were gathered during December 2005 and January 2006. The questionnaire was administered personally to the respondents. The survey sites were chosen at random at five star hotels in both cities. The questionnaire included asking for descriptive data including: age, gender, marital status, education level, annual income, purpose of visit, country of origin, occupation, and household size.

### **Questionnaire design and operationalisation of constructs**

The questionnaire was distributed in both destinations. It included seven questions concentrate on socio-demographic properties of the respondents. opinion of the quality of the tour; overall image and quality , respondents perceptions and expectations, evaluation the promotion tools, willingness to revisit and return, and intention to recommend the destination to others.

### **Variables of the study**

The study includes seven variables which are:  
Promotion quality.  
Image.  
Quality of tour.  
Quality of destination.  
Intention to return.  
Willingness to recommend the destination.  
Satisfaction.

### ***Operationalisation of Promotion***

The respondents were asked about the effectiveness of promotion tools by using multiple attributes approach. The promotion tools include travel agent, tour operator Brochures, Advertisements , Articles , Books, Direct mail and T.V. 5 point likert scale was adopted to get a wide range of tourist responses as score 1 represents "very little ", and score 5 represents "very high".

### ***Operationalisation of Image***

Most researches of destination image have used either a multiattribute test (Echtner & Ritchie, 1991, 1993). And non-structured techniques. In this study, image was measured by using the multi-attribute method; image is assessed by means of a Likert scale or a semantic differential scale. The responses can range from very unfavourable (1) to highly favourable (5). The attributes included standard hygiene and cleanliness, personal safety, infrastructure, entertainments, appealing local foods, friendly people unpolluted environment, good value of money, good climate, the availability of tourism information, low trip cost, and inexpensive goods and services. Baloglu and Mc clearly (1999) measured overall destination image by means of a single- item rating scale. The purpose of their study being to test a model of destination image formation using path analysis .In this research, the overall score for image was the mean of scores for different items. Path analysis was conducted to study the causal relationships among different variables by proposing an interaction model as well.

### ***Operationalisation of quality***

Asking for quality was divided into two sections:

Quality of the tour contains asking for: meet & assist and transfer, domestic transportation, comfort ability, driver, traffic, park places, punctuality, tourist programs, guidance, interesting cultural attractions, interesting historical attractions, beautiful scenery and accommodation.

Quality of the whole experience (the destination) includes: standard hygiene and cleanliness, personal safety, quality of infrastructure, good entertainment, appealing local food, friendly people, unpolluted environment, good value of money, good climate, the availability of tourism information, low trip cost and inexpensive goods and services.

Quality of the tour and the destination were measured by asking respondents about their opinion for the quality of these attributes post-visit using likert scale. The responses can range from very unfavourable (1) to highly favourable (5).

The researcher did not use the method following the gap model and the SERVQUAL scale reported by Parasuraman et al. (1985, 1988), and Carman (1990) who measured both expectations and perceptions.

### **Operationalisation of satisfaction**

Satisfaction may be measured by multi-item scales or by using a single measure of overall satisfaction. In this study, the researcher evaluated overall satisfaction. The tourist's satisfaction with the holiday experience, was tested by a single – item five point rating scale by asking the guest 'How would you evaluate your trip, unsatisfactory at all= 1 to very satisfactory=5. Most authors have used a single measure of overall satisfaction (Fornell et al., 1996; Bloemer & Ruyter, 1998; Bolton & Lemon, 1999).

### **Operationalisation of behavioural variables**

Willingness to return and to recommend the destination to others were measured by using a single five – point rating question for each, like Bigné et al.(2001) & Boulding et al.(1993). The respondents were asked if they would return and recommend it to others, responses were rated from surely yes (1) to surely no (5).

## **RESULTS AND DISCUSSION**

### **Demographic factors**

Table (1) shows the descriptive data for both groups.

**Table 1.** Descriptive data for the study sample

Variable	Distribution	Cairo		Hurghada	
		No.	%	No.	%
Age (years)	18 -< 25	19	10.7	28	15.6
	25 -<35	71	39.9	36	20
	35 -< 45	39	21.9	60	33.3
	45 -< 54	19	10.7	48	26.7
	54 -< 64	24	13.5	8	4.4
	64 and over	6	3.4	0	0
	Total	178	100%	180	100%
Gender	Male	108	60.7	90	50
	Female	70	39.3	90	50
	Total	178	100%	180	100%

<b>Marital status</b>	Single	64	36	64	35.6
	Married	105	59	114	63.3
	Divorced	3	1.7	2	1.1
	Separated	6	3.4	-	-
	Total	178	100	180	100
<b>Education level</b>	High school or less	37	20.8	108	60
	Intermediate College	55	30.9	62	34.4
	University	86	48.3	10	5.6
	Total	178	100%	180	100%
<b>Annual income</b>	Under 25.000 \$	19	10.7	88	48.9
	25.000-<34.000 \$	16	9	54	30
	34.000-<49.000 \$	37	20.8	14	7.8
	49.000-<75.000\$	45	25.3	14	7.8
	75.000-<100.000\$	38	21.3	6	3.3
	100.000 \$ and over	23	12.9	4	2.2
	Total	178	100%	180	100%
<b>Purpose of Visit</b>	Recreation	57	32	124	68.9
	Cultural visit	58	32.6	32	17.8
	Sports	27	15.2	20	11.1
	Conference and Meetings	4	2.2	0	-
	Therapeutic visit	12	6.7	2	1.1
	Others	20	11.2	2	1.1
	Total	178	100%	180	100%
<b>Country of Origin</b>	Italy	62	34.8	140	2.2
	Germany	59	33.1	4	77.8
	Russia	4	2.2	32	17.8
	Others	53	29.9	4	2.2
	Total	178	100%	180	100%
<b>Occupation</b>	Student	21	11.8	20	11.1
	Housewife	2	1.1	4	2.2
	Skilled worker	3	1.7	26	14.4
	Semi-skilled worker	13	7.3	66	36.7
	Clerical worker	8	4.5	8	4.4
	Self-employed worker	3	1.7	14	7.8
	Professional	28	15.7	8	4.4
	Executive / Manager	16	9	22	12.2

	Retired	7	3.9	-	-
	Unemployed	1	0.6	-	-
	Others	76	42.7	12	7.6
	Total	178	100	180	100
<b>Household Size</b>	One Person	41	23	50	27.8
	Two Persons	58	32.6	14	7.8
	Three Persons	39	21.9	56	31.1
	Four Persons	35	19.7	85	32.3
	Five Persons	5	2.8	2	1.1
	Total	178	100%	180	100%
<b>Visiting frequency</b>	First	116	65.2	112	62.2
	Repeated	62	34.8	68	37.8
	Total	178	100%	180	100%

The majority of respondents' tourists are married in both Cairo and Hurghada. The educational level of respondents in Cairo was higher compared with those in Hurghada. In Cairo, the largest category was university graduates (48.3%), whereas the majority of Hurghada's tourists (60%) were high school or less.

The Largest age group of tourists were from (25-<35) in Cairo, and from (35- 45 years) in Hurghada. For annual income the largest group of respondents were belonging to low income in Hurghada (below 25.000\$), whereas in Cairo the largest group had higher income, (49.000-<75000\$). Gender of the respondents was almost evenly distributed between males and females in Hurghada; on the other hand males are more frequent (60.7%) in Cairo sample. Purpose of visit in Cairo is distributed mainly between cultural visit (32.6%) and recreation (32%) , whereas , in Hurghada, recreation occupied the first rank (68.9%).Tourists from Germany (34.8%) and from Italy (33.1%) were the majority in Cairo , In Hurghada, the majority was from Germany (77.8%). Unskilled workers occupied the first rank in Hurghada (36.7), whereas professionals occupied the second rank in Cairo (15.7%).

The majority of respondents for the household size were two persons in Cairo (32.6%), whereas it was four persons (32.3%) in Hurghada.

Visiting frequency seems to be homogenous. The majority of respondents were first visit in both Cairo (65.2%) and in Hurrahed (62.2%).

## Hypotheses Testing

To test the truth of the two study hypotheses, the Path analysis method was adopted, using LISREL 8 program. Correlation coefficients were also used to determine their significance

### Studying the First Hypothesis

For the first hypothesis, the correlation coefficients among the seven chosen adopted coefficients were calculated by the researcher.

**Table 2.** Matrix of Correlation Coefficients in Hurghada

Variable	Return	Recommendation	Satisfaction	Image	Quality of Tour	Quality of Destination	Promotion
Return	1.00	0.83	0.94	0.47	0.51	0.44	0.21
Recommendation	-	1.00	0.72	0.39	0.30	0.27	0.31
Satisfaction	-	-	1.00	0.49	0.53	0.40	0.15
Image	-	-	-	1.00	0.26	0.12	0.33
Quality of tour	-	-	-	-	1.00	0.83	0.31
Quality of Destination	-	-	-	-	-	1.00	0.25
Promotion	-	-	-	-	-	-	1.00

The result of the correlation matrix was as follows:

The correlation Matrix derived from the above table was used to develop a diagram showing the relationships between the study variables and the significance of correlation coefficients among study variables to measure the significance of differences, the Student t test was used. The significance level was set at  $p < 0.05$ , Corresponding to a T-test value of 1.96.

1. The Image score was significantly correlated with Return, Satisfaction and Recommendation scores. On the other hand, it was not significantly correlated with: Quality of tour and Quality of Destination scores.
2. The Promotion score was significantly correlated with Quality of Tour and Quality of Destination scores; however, it was not

significantly correlated with Return, Satisfaction and Recommendation scores.

3. The Quality of Tour score was significantly correlated with Return and Satisfaction scores. On the other hand, it was not significantly correlated with Recommendation scores.

This result may refer to the fact that visiting Hurghada means enjoying the Red Sea and the sun with some water sports, in the tourist resorts regardless tours or destinations. This means that Hurghada tours means joining a package almost by charter flight including accommodation and meals arrangements which is all needed, on the contrary, Cairo means joining a tour including sightseeing and entertainment which are more expensive and needs higher education levels for visiting different attractions.

In Hurghada, it is clear that, in order to achieve the loyalty of a tourist, image is very important. This result was concluded by Bigné et al. (2001), who pointed out that, destination image plays an essential role and the relationship with the tourist must be handled proactively to develop it into a lasting relationship beneficial to both parties.

Thus, tourism organizations must pay much more attention to Hurghada's image, promotion campaigns and the quality of destination as these factors affect tourists' satisfaction, intention to return and willingness to recommend Hurghada to others.

Thus, the strength of the model has been proved and the first hypothesis has been proved to be true with regard to certain relationships.

1. The Quality of Destination score was not significantly correlated with Return, Satisfaction and Recommendation scores.

Image → Return	Promotion → Quality of tour
Image → Satisfaction	Promotion → Quality of destination
Image → Recommendation	
Quality of Destination → Return	
Quality of Destination → Satisfaction	

Path coefficients and their significance was determined using LISREL 8 program as shown in figure (2). If we compare these results with Kotler et al. (1996): Image → Quality → Satisfaction → Post purchase behaviour.

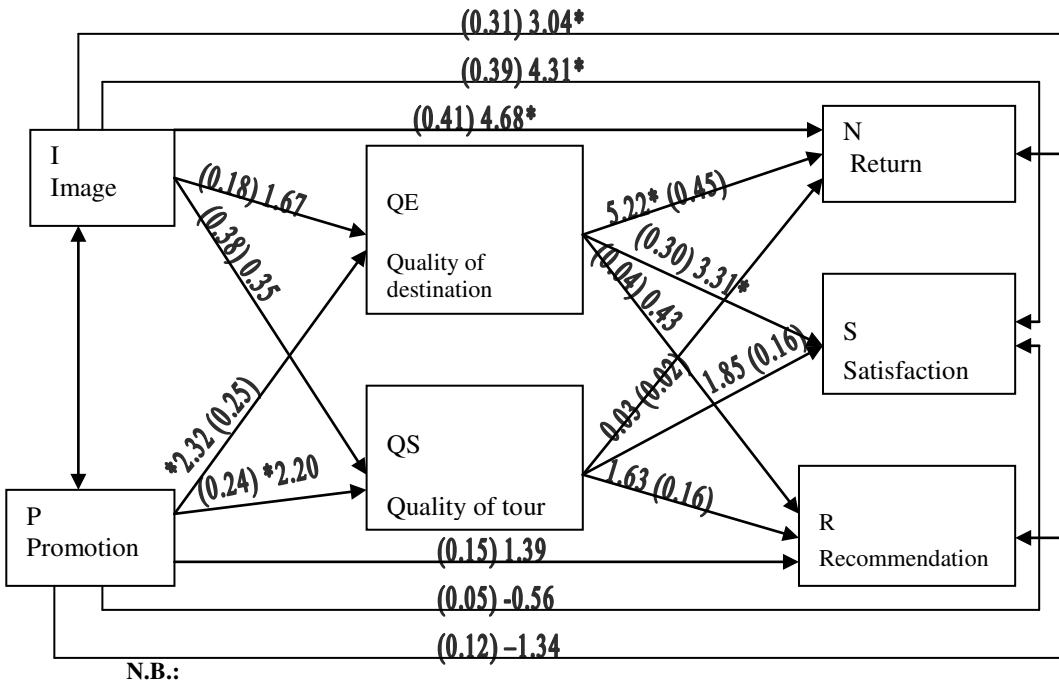
Results will be concluded as follows: it is true that Image influences post purchase behaviour and satisfaction for recreational tourism. Image influences quality of tour and quality of destination, but does not affect the willingness to return, satisfaction, or recommendation in cultural tourism. Regarding promotion tools, only its influence on quality of the



tour and quality of the destination has been proved obviously, but definite conclusions cannot be drawn for the satisfaction, the willingness to recommend the destination or the desire to return for recreational tourism whereas, for cultural tourism promotion tools affect quality of destination, but have no effects on willingness to return, satisfaction, recommendation or quality of the tour. Quality of destination is a determinant of satisfaction and return. On the contrast, Quality of destination is not a determinant of recommendation for recreational tourism. For cultural tourism, quality of destination has no effects on willingness to return, satisfaction or recommendation. Bigné et al. (2001) stated in their research that quality would affect the satisfaction and recommendation as well.

Quality of the tour does not influence willingness to return, satisfaction, or recommendation for recreational tourism. On the other hand, quality of the tour influences satisfaction, but has no effects on willingness to return, and recommendation for cultural tourism.

**Figure 2. Path Analysis for tourism in Cairo**



- \* The t value was considered significant at  $p < 0.05$  if exceeding 1.96 (irrespective of + or – signs).
- \*Values between parentheses are calculated path coefficients.
- \*Values outside parentheses are t values corresponding to path coefficients
- \*path is statistically significant at  $p < 0.05$ .

From the above model, path correlation coefficients and their significance were determined as shown in Table (3) below:

**Table 3.** Path analysis values of Hurghada

Effect	Path coefficient value	t	
Image → Quality of tour	0.18	1.67	Not significant at $p < 0.05$
Image → Quality of destination	0.38	0.35	Not significant at $p < 0.05$
Image → Return	0.41	√ * 4.68	significant at $p < 0.05$
Image → Satisfaction	0.39	√ * 4.31	significant at $p < 0.05$
Image→Recommendation	0.31	√ * 3.04	significant at $p < 0.05$
Promotion → Quality of tour	0.25	√ * 2.32	significant at $p < 0.05$
Promotion → Quality of destination	0.24	√ * 2.2	significant at $p < 0.05$
Promotion → Return	0.12	- 1.34	Not significant at $p < 0.05$
Promotion → Satisfaction	0.05	-0.56	Not significant at $p < 0.05$
Promotion→Recommendation	0.15	1.39	Not significant at $p < 0.05$
Quality of tour → Return	0.45	√ * 5.22	significant at $p < 0.05$
Quality of tour → Satisfaction	0.30	√ * 3.31	significant at $p < 0.05$
Quality of tour→Recommendation	0.04	0.43	Not significant at $p < 0.05$
Quality of destination → Return	0.002	0.03	Not significant at $p < 0.05$
Quality of destination → Satisfaction	0.16	1.85	Not significant at $p < 0.05$
Quality of destination →Recommendation	0.16	1.63	Not significant at $p < 0.05$

It is noteworthy that the goodness of fit criteria, were achieved for the model, showing its power to explain the causative relation between the included variables. Thus

1. The  $X^2$  value for goodness of fit index was 353.26 (statistically significant at  $p < 0.01$ ).

2. The Roots Means Square Residual (RMSR) value was 0.025. Its value could vary between 0 and 1, the nearer it is to zero value, the better would be the fit of the model to sample data.

3. The goodness of fit index (GDI) value was 0.57. Its value could vary between 0 and 1. The nearer it is to 1, the better would be the fit of the model to sample data.

### **Studying the second hypothesis**

For the second Hypothesis the correlation coefficients among the seven chosen adopted coefficients were calculated by the researcher.

### **Variables of the study**

The study included seven variables which are:

1. Promotion tools.
2. Image.
3. Quality of tour.
4. Quality of destination.
5. Intention to return.
6. Willingness to recommend the destination.
7. Satisfaction.

The result of the correlation matrix was as follows:

A correlation matrix for all independent and dependent studied variables was established (Table 4)

**Table 4.** Matrix of Correlation Coefficient in Cairo

Variable	Satisfaction	Recommendation	Return	Image	Quality of tour	Quality of destination	Promotion
Return	1.00	0.28	0.73	0.24	0.08	0.12	0.02
Recommendation	-	1.00	0.39	0.23	0.10	0.14	0.15
Satisfaction	-	-	1.00	0.22	0.09	0.13	0.03
Image	-	-	-	1.00	0.24	0.38	0.08
Quality of tour	-	-	-	-	1.00	0.26	0.23
Quality of destination	-	-	-	-	-	1.00	

Promotion	-	-	-	-	-	-	1.00
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The correlation Matrix derived from the above table was used to develop a diagram showing the relationships between the study variables and the significance of correlation coefficient to among study variables to measure the significance of differences, the Student t test was used. The significance level was set at  $p < 0.05$ , Cassestranding to a T-test value of 1.96. It was found that:

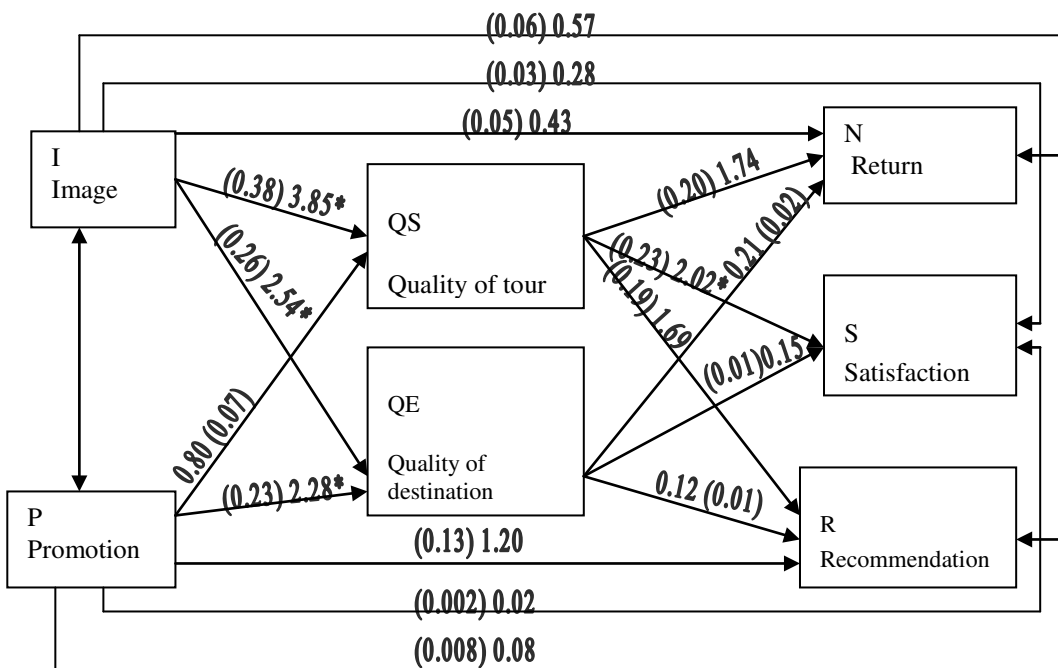
1. The Image score was significantly correlated with quality of tour and quality of destination scores; on the other hand, it was not significantly correlated with return, satisfaction and recommendation scores.
2. The Promotion score was significantly correlated with quality of destination, on the other hand, it was not significantly correlated with return, satisfaction, recommendation and quality of tour score.
3. The Quality of tour score was significantly correlated with satisfaction, on the other hand, it was not significant with return and recommendation scores.
4. The Quality of destination score was not significantly correlated with return, satisfaction and recommendation scores.

The structural equation model confirms the following causal relationships

Cultural tourism	Recreation tourism
Image → Quality of tour Image → Quality of destination Promotion → Quality of destination Quality of tour → Satisfaction	Image → Return Image → Satisfaction Image → Recommendation Promotion → Quality of tour Promotion → Quality of destination Quality of destination → Return Quality of destination → Satisfaction

Path coefficients and their significance were determined using LISREL 8 program as shown in diagram (3)

**Figure 3. Path Analysis for tourism in Hurghada**



**N.B.:**

\*Values between parentheses are calculated path coefficients.

\*Values outside parentheses are t values corresponding to path coefficients

\*means that the path is statistically significant at  $p < 0.05$ .

From the above model ,path correlation coefficients and their significance were determined as shown in table (5) below: The t value was considered significant at  $p < 0.05$  if exceeding 1.96 (irrespective of + or -signs).

**Table 5.** Path analysis value of Cairo

Effect	Path coefficient value	t	Significance
Image → Quality of tour	0.38	√ * 3.85	significant at p < 0.05
Image → Quality of destination	0.26	√ * 2.54	significant at p < 0.05
Image → Return	0.05	0.43	Not significant at p < 0.05
Image → Satisfaction	<b>0.03</b>	0.28	Not significant at p < 0.05
Image→Recommendation	<b>0.06</b>	0.57	Not significant at p < 0.05
Promotion → Quality of tour	<b>0.07</b>	0.80	Not significant at p < 0.05
Promotion → Quality of destination	<b>0.23</b>	√ * 2.28	significant at p < 0.05
Promotion → Return	<b>0.008</b>	0.08	Not significant at p < 0.05
Promotion → Satisfaction	<b>0.002</b>	0.02	Not significant at p < 0.05
Promotion→Recommendation	<b>0.13</b>	<b>1.2</b>	Not significant at p < 0.05
Quality of tour → Return	<b>0.20</b>	1.74	Not significant at p < 0.05
Quality of tour → Satisfaction	<b>0.23</b>	√ * 2.02	significant at p < 0.05
Quality of tour→Recommendation	<b>0.19</b>	<b>1.69</b>	Not significant at p < 0.05
Quality of destination → Return	<b>0.02</b>	<b>0.21</b>	Not significant at p < 0.05
Quality of destination → Satisfaction	<b>0.01</b>	<b>0.15</b>	Not significant at p < 0.05
Quality of destination →Recommendation	<b>0.01</b>	<b>0.12</b>	Not significant at p < 0.05

It is noteworthy, that the goodness of fit criteria, were achieved for the model, showing its power to explain the causative relation between included variables. Thus:

1. The X<sup>2</sup> value for goodness of fit index was 63.77(statistically significant at p < 0.01).

2. The Roots Means Square Residual (RMSR) value was 0.15. Its value could vary between 0 and 1, the nearer it is to zero value, the better would be the fit of the model to sample data.

3. The goodness of fit index (GDI) value was 0.83. Its value could vary between 0 and 1. The nearer it is to 1, the better would be the fit of the model to sample data.

Thus, the strength of the model has been proved and the second hypothesis has been proved to be true with regard to certain relationships.

Bigné et al (2001) confirmed the following causal relationships:

Image→ Quality	Quality →Satisfaction
Image → Satisfaction	Quality → Return

Image → Recommendation      Satisfaction → Recommendation  
Image → Return

In Cairo, it seems to be a special trip to the tourist including its tours for visiting pyramids, Sphinx, Sakkara, Coptic and Moslem monuments.

Thus, Quality of tour, by which includes: sightseeing, Transfers, accommodation transportation, etc. leads to Satisfaction. Return was not affected by quality of tour or any other factors, it may be because Cairo is full of monuments of different eras so when one visits it once, he does not need to visit it again, but he prefers to watch other civilizations. Sirakay, Mclellan & uysal (1996) agree with this result, they pointed out that tourists may seek variety or be availability. Thus, the quality of tour or destination does not guarantee their return. Moreover, quality of the tour as well as quality of the destination do not influence the intention to return more the willingness to recommend the city to others , Thus, marketers of Cairo , particularly national tourism offices(NTOs) must take special intention in verifying the willingness to recommend and intention to return as well as satisfaction.

In Cairo the most significant causal relationship was gained between image and quality of tour. This result refers to that Cairo consists of many historic sightseeing.

This result approved by Baloglu and Mangaloglu (2001) in their research concerning tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by tour operators pointed out that the first rank for Egypt image was given to Historic ancient ruins, archaeology , old. Baloglu (1997 ab) , after investigating US travellers' perceptions of the same Mediterranean tourist destinations , suggested that tour operators and travel agents operating in US market should be encouraged to develop and sell alternative and specialized tours that would help these destinations preserve the heritage attractions and create a more favourable perception.

Consequently, the model outlined in the conceptual framework is confirmed for the most part.

## **CONCLUSION**

The path analysis indicates that the recreation destination image has a positive effect on behavioural variables and satisfaction in Hurgada. On the other hand, the image does not affect the factors of the quality of destination or a tour. Regarding the relationship between perceived quality and satisfaction, perceived quality of destination has a positive

influence on satisfaction and willingness to return, its influence on willingness to recommend the destination did not satisfactorily proved. On the other hand, perceived quality of the destination affects willingness to return and Satisfaction. This result indicates that the quality of the destination in recreation tourism is more effective than the quality of the tour. With regard to the sequence: image → quality → satisfaction → post purchase behaviour suggested by the review of the literature, the analysis of the interrelationships as a whole confirms this model to a large extent, although satisfaction does not affect behavioural variables. Furthermore these results approved the suggested matrix by the present study regardless of the relationship between the quality of the whole experience and behavioural variables. Besides, promotional tools affect perceived quality of destination & quality of the tour, but it does not affect the willingness to return, to recommend the destination or satisfaction.

For cultural tourism in Cairo, image affects the quality of both the tour and the whole trip. On the contrary, image does not affect willingness to return, satisfaction, or recommendation to visit the destination. Furthermore, quality of tour affects satisfaction, but does not affect willingness to return or recommendation and promotional tools affect quality of the destination.

The findings should be interpreted under several limitations. The sample population of this study was chosen randomly among tourists who were visiting Cairo and Hurghada in a specific time of the year. Despite the practical significant of the sample, there may be other tourists visiting these destinations and their perceptions may differ from those included in this study. Second, the sample size was small. Thus, the findings can not be generalizable over all tourists who are visiting Cairo and Hurghada.

Further researches may focus on a larger sample including tourists who visited these destinations more than one time. This would provide valuable remarks on the Causal relationships between behavioural variables consisting loyalty including willingness to return, intention to recommend and other variables.

Similarly, tourists in different cities in Egypt such as Luxor, Aswan, and Sharm Elsheikh should also be surveyed to get a boarder picture for the international image of these cities.

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