

Shazly, Rana Essam Sayed

Article

Exploring destination image in the Egyptian context : a qualitative study

Marketing i menedžment inovacij

Provided in Cooperation with:

ZBW OAS

Reference: Shazly, Rana Essam Sayed (2022). Exploring destination image in the Egyptian context : a qualitative study. In: Marketing i menedžment inovacij (1), S. 124 - 133.
https://mmi.fem.sumdu.edu.ua/sites/default/files/A570-2021_09_Shazly.pdf.
doi:10.21272/mmi.2022.1-09.

This Version is available at:

<http://hdl.handle.net/11159/7252>

Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics
Düsternbrooker Weg 120
24105 Kiel (Germany)
E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)
<https://www.zbw.eu/>

Standard-Nutzungsbedingungen:

Dieses Dokument darf zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden. Sie dürfen dieses Dokument nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, aufführen, vertreiben oder anderweitig nutzen. Sofern für das Dokument eine Open-Content-Lizenz verwendet wurde, so gelten abweichend von diesen Nutzungsbedingungen die in der Lizenz gewährten Nutzungsrechte. Alle auf diesem Vorblatt angegebenen Informationen einschließlich der Rechteinformationen (z.B. Nennung einer Creative Commons Lizenz) wurden automatisch generiert und müssen durch Nutzer:innen vor einer Nachnutzung sorgfältig überprüft werden. Die Lizenzangaben stammen aus Publikationsmetadaten und können Fehler oder Ungenauigkeiten enthalten.

Terms of use:

This document may be saved and copied for your personal and scholarly purposes. You are not to copy it for public or commercial purposes, to exhibit the document in public, to perform, distribute or otherwise use the document in public. If the document is made available under a Creative Commons Licence you may exercise further usage rights as specified in the licence. All information provided on this publication cover sheet, including copyright details (e.g. indication of a Creative Commons license), was automatically generated and must be carefully reviewed by users prior to reuse. The license information is derived from publication metadata and may contain errors or inaccuracies.




<https://savearchive.zbw.eu/terms-of-use>

<https://doi.org/10.21272/mmi.2022.1-09>

JEL Classification: M30, M31, M39

Rana Essam Sayed Shazly,

Cairo University, Egypt

 ORCID ID, 0000-0002-5470-7744

email: rana_shazly@foc.cu.edu.eg

EXPLORING DESTINATION IMAGE IN THE EGYPTIAN CONTEXT: A QUALITATIVE STUDY

Abstract. *This paper summarizes the arguments within the scientific discussion on destination image. This research aims to investigate the destination image as perceived by tourists to Egypt, the factors shaping this image, and how this affects tourists' behavioral intentions. Also, it aims to empirically design a conceptual framework of the main antecedents and outcomes of destination image in the Egyptian context. This study employs an exploratory research design. Twelve in-depth online interviews were conducted with international tourists who have been to Egypt in the last 3 years. Egypt was chosen as the setting of this research due to different reasons, particularly the lack of research examining destination image in MENA region and the high dependence of Egypt's economy on tourist income (contributing by 20% to the annual GDP of Egypt). The study results show the importance of examining the three dimensions of destination image: cognitive image, affective image, and conative image. The main drivers of destination image were identified and presented in a single framework that entails tourist motivations, memorable tourism experience, and tourist harassment as antecedents to the destination image. In turn, that affects tourists' behavioral intentions, with the moderating role of previous experience and gender. Although examining tourist harassment was not greatly emphasized in earlier literature, the results of this study suggested that it has a major influence on destination image. Also, memorable experiences have greatly shaped the perceived image of Egypt. The results have shed light on the importance of assessing the difference between first-time visitors and repeaters in the relationship between destination image and future behavior. Theoretical and practical recommendations were provided for tourism in Egypt based on the study findings.*

Keywords: destination image, Egypt, memorable tourism experience, qualitative study, tourist harassment, tourist motivation, behavioral intention.

Introduction. Tourism has become one of the main pillars of economic growth in many countries (Remoaldo et al., 2014). According to World Travel & Tourism Council's (WTTC) report, the travel and tourism sector accounts for 10.4% of global GDP and 10% of total employment in 2018 (WTTC, 2019). In addition, the report revealed that the growth of the travel and tourism sector in 2018 was 3.9% which outperformed the global economic growth of 3.2%. Competition among tourism destinations has become strong and fierce (Bornhorst et al., 2010). Due to this competition, tourists exclude some options due to time and money restrictions, and they could build their choice of destination on the preferable image (Foroudi et al., 2018). The destination image is considered a worthy component for destination marketers in light of intense competition (Servidio, 2015). A large body of research intended to study the antecedents of destination image to understand what influences destination image formation (Tan and Wu 2016; Foroudi et al., 2018; Akgün et al., 2020; Hassan and Mahrous, 2019). Other researchers examined the consequences of destination image (Bajs, 2015; Kani et al., 2017; Hasan et al., 2019; Ragab et al., 2020). Despite the importance of destination image, it is considered a challenge for destination management organizations (Ageeva and Foroudi, 2019; Ragab et al., 2020).

Exploratory research helps to have a thorough and meaningful investigation of the study. The current study contributes to the growing body of research in different ways. It qualitatively explores the perceived image of Egypt. Then, it defines the potential factors affecting tourists' future behavior in terms of revisit intention, word of mouth, and recommendation to others, to determine if any other drivers did not exist in

Cite as: Shazly, R. E. S. (2022). Exploring Destination Image in the Egyptian Context: A Qualitative Study. *Marketing and Management of Innovations*, 1, 124-133. <http://doi.org/10.21272/mmi.2022.1-09>

124

Received: 21 February 2022

Accepted: 9 March 2022

Published: 20 March 2022



Copyright: © 2021 by the author. Licensee Sumy State University, Ukraine. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

previous literature. The study results in proposing a conceptual framework highlight the main antecedents of destination image and tourists' loyalty behavior. Determining the antecedents of destination image remains a common research topic in tourism studies (Prayag et al., 2017).

The current study intends to test the image of Egypt perceived by international tourists who have already visited it. Egypt was selected as the setting of this study for different reasons. First, scholars noted a dearth of research in destination image among emerging markets (Foroudi et al., 2018), especially the Middle-East region (Stylidis et al., 2017). Second, Egypt's economy depends greatly on tourism income as it contributes about 20% to the Egyptian annual GDP (WEF, 2018). Third, previous studies in destination image have been applied in western and European cultures (e.g., USA) and in «Sun-and-Sand» destinations. However, research on historical destinations, so far, is lacking in the scientific literature (Ragab et al., 2020). Fourth, Egypt offers diverse types of tourism such as triple-S (sea, sun, and sand), desert and ecotourism, history/culture, religious and urban tourism (Mansfeld and Winckler, 2015). Remarkably, Egypt is deemed one of the oldest historical heritage (UNESCO, 2019). Fourth, despite the hard circumstances faced by Egypt in the last few years, it has been ranked as the second-highest safety and security improvement over the world, stepping up 18 places on the world ranking (WEF 2019). Eventually, this study would benefit marketers and decision-makers in governments to set appropriate plans in developing tourism destinations. It would create a pleasing yet competitive place image, result in more satisfied visitors and positively influence their revisit intention. The paper is organized as follows: first, the researcher expands on destination image theoretically; then, the study explains the research methodology; afterward, the results, discussion, implications for theory and practice are presented; finally, the paper was completed with the conclusion.

Literature Review. The importance of the image concept has been highlighted clearly in the marketing literature (Stern et al., 2001). The image was defined as «the whole of all sensory perceptions and thought interrelationships associated with an entity by one individual» (Enis, 1967). Destination image as a concept was emerged from tourism marketing literature after reviewing different descriptions and conceptualizations of image concepts (Akgün et al., 2020). Although the destination image concept was used frequently, it has not been defined precisely (Beerli and Martin, 2004). Many scholars have conceptualized destination image (Zhang et al., 2014). According to Tasci and Gartner (2007), the destination image is «an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination». It was suggested that destination and overall images are used interchangeably (Sharma and Nayak, 2018). However, their operational definitions differ (Echtner and Ritchie, 1991). Overall, the image refers to the holistic impression of tourists of a destination. Besides, it is measured by a uni-dimensional measurement that ignores the image's underlying dimensions and uses only a single statement (Zhang et al., 2014). A stream of previous research was concerned with examining outcomes of destination image (Chen and Tsai, 2007; Kim and Yoon, 2003; Hasan et al., 2019). Despite that, the consequences of the destination image are well documented. Their results are quite heterogeneous (Afshardoost and Eshaghi, 2020). Destination image has received much attention due to understanding and evaluating tourist behavioral intentions (Beerli and Martin, 2004). Tourist behavior is an aggregate concept that involves destination choice (previsit's decision-making), subsequent evaluations (on-site and experience evaluations), and future behavioral intention (post-visits behaviors) (Chen and Tsai, 2007). Regarding tourism research, modeling tourist behavioral intentions is still a crucial research topic (Parayag et al., 2013). It was widely investigated that tourists' positive word of mouth and revisit intention are two main consequences of destination image (Qu et al., 2011), mostly used to measure tourist loyalty (Eusebio and Vieira, 2013).

The tourism sector in Egypt has suffered a lot in the last decade from different crises such as terrorist attacks, revolution, internal political tensions, and recently COVID-19 pandemic. In the last few years, Egypt started to establish new attractions and tourist spots and renovate the deteriorating infrastructure

and ancient buildings to save the beautiful and valuable history of the country (Egypt today, 2018). According to the Egyptian Central Agency for Public Mobilization and Statistics (CAPMAS) reports, Egypt witnessed a 21% growth in tourist arrivals in 2019, welcoming 13 million visitors (CAPMAS, 2021).

At the beginning of 2020, the COVID-19 pandemic appeared that severely affected the tourism sector and many other sectors. As a result, the government stopped all tourism activities, and tourist sites were closed. As a result, tourism revenues decreased by 70% in 2020. Noteworthy here, tourists' arrivals showed a drop from 13 million in 2019 to 3.6 million in 2020. However, the country hopes to recover by 2021, especially after providing the vaccine to all citizens. Nowadays, the government exerts great efforts to revive the tourism sector: the opening of the National Museum of Egyptian Civilization in April 2021 and the reopening ceremony of the Pharaonic Rams Road (Kebash Road) in Luxor in November 2021. These events grabbed attention and had a great resonance all over the world. As a result, Egypt regained its strong position in the area located in the Middle East on both the Mediterranean and Red seas. Also, Khaled El-Anany, Egypt's minister for tourism and antiquities, expects 2022 to be a great year for Egyptian tourism (Travel weekly, 2022).

The dimensions of the destination image are well-structured in the tourism literature, entailing both cognitive and affective dimensions (San Martín and Bosque, 2008). Cognitive dimensions are the tourist evaluation of tangible destination attributes such as environment, cultural attractions, and safety. In turn, affective dimensions refer to tourists' emotions or feelings towards a specific destination (Kim, 2019). A direct relationship was proved between cognitive and affective destination image and revisit intention (Zhang et al., 2014; Papadimitriou et al., 2018; Hasan et al., 2019). Also, other approaches for operationalizing destination image, such as the three-dimensional continuum approach (Zhang et al., 2014). The continuum approach confirms that destination image includes cognitive, affective, and conative components. Some researchers consider conative image and behavioral intention identical (Chen and Chen, 2010; Styliadis et al., 2015), while others believe that conative image has a distinct role compared to tourists' behavioral intention (Perugini and Bagozzi, 2004; Loureiro and Jesus, 2019). Conative image refers to the desired future consideration of a place as a prospective trip destination (Pike and Ryan, 2004). It was noted that the literature has neglected considering the conative image as a separate dimension in the destination image construct (Tasci, 2009). Thus, the role of the conative image needs more exploration (Afshardoost and Eshaghi, 2020). A conative image was found to be relevant to tourists' visiting Egypt. The current study confirms the continuum approach that entails cognitive, affective, and conative dimensions to bridge this existing gap. Hence, the following relationships were proposed:

RQ1a. Is there a relationship between cognitive image and behavioral intentions?

RQ1b. Is there a relationship between effective image and behavioral intentions?

RQ1c. Is there a relationship between conative image and behavioral intentions?

Destination image is greatly acknowledged as one of the most important topics in the tourism context (King et al., 2015). This importance was reflected by the interest shown in the academic literature in different areas (Martín-Santana et al., 2017). Despite this interest in destination image research, most previous studies conducted are not totally theory-based and lack a strong framework (Beerli and Martin, 2004; Styliadis et al., 2017). Baloglu and McCleary (1999) developed a model of destination image formation based on previous literature. It demonstrates that image is mainly shaped by two main drivers: stimulus factors and personal factors. The stimulus factors refer to external stimulus, previous experience, or physical matter. In contrast, personal factors are social factors (e.g., age, education, etc.) and the perceiver's psychological factors (personality, motivations, and values). The current study is supported by Baloglu and McCleary's (1999) destination image formation model as motivation was found to relate to tourists' visiting Egypt greatly. The literature in tourism has previously reported that travel motivation is strongly related to destination image dimensions (Beerli and Martin, 2004; Maghrifani et al., 2021). Then, the following questions were posed:

RQ2a. Is there a relationship between travel motivation and cognitive image?

RQ2b. Is there a relationship between travel motivation and effective image?

RQ2c. Is there a relationship between travel motivation and conative image?

Other variables examined by previous authors were relevant to tourists visiting Egypt, such as tourist harassment and memorable tourism experience. Tourist harassment refers to any behavior that alarms, upsets, and annoys visitors (Chen et al., 2018). A few qualitative studies have investigated the relationship between tourist harassment and destination image (Alrawadie et al., 2019; Otoo et al., 2019). Furthermore, a memorable tourism experience defined as «A tourism experience remembered and recalled after the event has occurred» (Kim et al., 2010) are highly credible, even more than information gained from other external sources (Mazursky, 1989). The importance of memorable experiences is that traveling decisions greatly depend on travelers' previous experiences stored in their memories (Kim, 2017). According to previous literature, a memorable tourism experience has significantly impacted destination image (Kim, 2018; Sharma and Nayak, 2018; Hu and Shen, 2021). Consequently, the following relationships were suggested:

RQ3a. Is there a relationship between tourist harassment and cognitive image?

RQ3b. Is there a relationship between tourist harassment and affective image?

RQ3c. Is there a relationship between tourist harassment and conative image?

RQ4a. Is there a relationship between memorable tourism experience and cognitive image?

RQ4b. Is there a relationship between memorable tourism experience and affective image?

RQ4c. Is there a relationship between memorable tourism experience and conative image?

In addition, previous studies revealed a direct relationship between travel motivation and tourist behavioral intentions (Huang and Hsu, 2009; Maghrifani et al., 2021), travel harassment, and tourist travel intentions (Nicely and Armadita, 2018; Otoo et al., 2019), memorable tourism experience and behavioral intentions (e.g., Sharma and Nayak 2018) Hence, this study suggests the hypotheses as follows:

RQ5a. Is there a relationship between travel motivation and travel intentions?

RQ5b. Is there a relationship between tourist harassment and travel intentions?

RQ5c. Is there a relationship between memorable tourism experience and travel intentions?

Moreover, identifying past tourist experiences (first-time vs. repeat visitors) to a destination was addressed in the destination image literature. For example, Tosun et al. (2015) study revealed that the impact of affective image on revisit intention provides better results for repeat visitors to a destination than for first-time visitors. Similarly, the relationship between destination image and travel intentions has different results regarding potential and repeat visitors (Maghrifani et al., 2021). Moreover, examining the role of gender differences in tourist behavior has been greatly ignored in tourism research (Han et al., 2017; Wang et al., 2016). A few studies have proved that gender could explain differences in destination image and tourist behavior (Beerli and Martin, 2004; Li et al., 2013). Thus, the researcher suggests a moderating role of gender in the relationship between destination image and tourist behavioral intentions. Hence, the following relationships were proposed:

RQ6. Does tourist experience moderates the relationship between destination image dimensions and travel intention?

RQ7b. Does gender moderate the relationship between destination image dimensions and travel intention?

This study contributes to the destination image literature as it shows how tourists perceive the image of Egypt as a touristic destination. It shed light on the importance of studying the conative dimension of destination image and cognitive and affective dimensions. Additionally, it encapsulates the determinants affecting destination image and tourist behavior. Finally, it raises whether the frequency of visits and gender differences differ in the relationship between perceived image and tourist behavioral intentions.

Methodology and research methods. After reviewing tourism literature, an exploratory study was conducted by employing in-depth online interviews with tourists who visited Egypt in the last three years. Egypt was chosen as the research setting due to the reasons previously mentioned in the introduction. The study's main purpose is to validate the proposed research model and develop hypotheses. In addition, it aims to adapt the research model to the Egyptian context, capture the most influential factors that shape the perceived image of Egypt, and explore the context-related factors. Exploratory studies help apply a more thorough and meaningful quantitative research using surveys (Sieber, 1973). It also helps investigate the presence of contradictions between the research phenomena on hand and extant literature.

The research population includes all international tourists above 18 years old who have been to Egypt for the last three years (since 2018). According to the CAPMAS reports in 2020, the population size equals (11.3 million+13 million +3.7 million = 28 million) in 2018, 2019 and 2020. Since the study follows a qualitative approach, twelve in-depth online interviews were employed with tourists who met the stated criteria, considering the difficulty of approaching the sample through social media platforms. Determining the sample size follows the theoretical sampling process where the data is collected, coded, and analyzed until no new or relevant data or incidents can be uncovered (Seale, 1999; Shazly and Mahrous, 2020).

The study relied on purposive sampling as participants were initially approached from Facebook groups that gather travelers worldwide and share their experiences in different destinations. Online interviews were employed instead of face-to-face interviews due to the COVID-19 restrictions and difficulty meeting tourists. A non-probability sampling technique was chosen as the sample units should meet specific features in the population that allow the researcher to catch the main themes (Ritchie et al., 2003). To increase the reliability of the results, a non-probability purposive (also known as judgmental) were employed to catch information-rich cases in the phenomenon of interest (Ryu and Pearlman, 2013; Khatib and Mahrous, 2016). The purposive technique's main objective is selecting the sample expected to represent the population the most. The criteria for selecting the sample units were the participants over 18 who visited Egypt over the last three years and till now. A flexible approach was employed that made participants better able to freely express their feelings and thoughts. The interviewer ensured that participants were not in a hurry and had enough time to devote to the interview. All interviews were in English. The interviews lasted between 30 to 40 minutes, and they were digitally recorded having the participants' permission. Participants represent different countries, including the United Kingdom, Finland, Turkey, Sweden, India, United States, China, United Arab Emirates. The information gathered as a result of interviews was reviewed, organized, and analyzed to have a better understanding and deep insights to develop the conceptual research framework.

Results. The interview began with a summary of the research's nature and objectives. Then, the participants were asked warm-up questions about the interviewee's origin, the number of visits to Egypt, the places they have visited there, etc. This was followed by questions adapted from the interview guide by White (2005), including two questions: «What is your perception of Egypt as a tourism destination?» and «What image comes to mind when you think of Egypt as a tourist destination?» as an opening question to the interview. Then, participants were asked questions about the factors affecting their perceived image of Egypt and follow-up questions if new information arose. A laddering technique was followed in interviews with participants to understand their core values and beliefs. Other questions were asked: «What are the motives behind your visit?» and «Would you come back? Would you recommend Egypt to your friends as a destination to visit?» Finally, the interview was ended by asking if they wanted to add anything else. This exploratory work has resulted in some temporal assumptions supported by the literature. Thus, the respondents show different perceptions of Egypt's image in cognitive, affective, and conative perspectives. Almost all respondents noted that they are fascinated by the country's physical features in heritage and historical sites, beautiful beaches, food, and the locals. On the other hand, tourists show their dissatisfaction with the pollution of the atmosphere, specifically in Cairo. Respondents

expressed it in their responses such as: «Walking through ruins and these megalithic structures that have lasted through time are incredible. The richness of the culture and history is priceless», stated by a 22 years old female tourist, and «The pollution is horrible, but that only affects you greatly if you live there» said by a 28 years old female tourist. With regards to the affective perspective, the stories differed among tourists. Some tourists described Egypt as «Stressful» as they didn't prefer going outside the hotel most of the time due to some people's hateful behavior, especially in Cairo. Others believe that this is normal and happens everywhere in the world. However, the majority agreed that Egypt is charming and exciting. Moreover, the results support the idea that the tourists' lifetime dream destination and personal goal to visit Egypt ends with a real travel intention. It confirms the distinction between the conative image and behavioral intention proved by some scholars (Loureiro and Jesus, 2019).

Tourist motivation and memorable tourism are two main predictors found in the literature and confirmed by the exploratory study. On top of that, all the participants suggested tourist harassment greatly influences Egypt's image. For the tourists' motives, participants show their motives in their responses such as: «I have a love for archeology and ancient cultures, so there's no better place for me», said a 22 years old female tourist, «I traveled to Egypt to see its' history and civilization» stated by a 30 years old male tourist, and «I was working there, my work trips at least 10 times or more» said by 25 years old female tourist. In addition, respondents show different memorable experiences in their visit to Egypt, as shown in the following statements: «I don't have as many stories from anywhere in the world as I have from Egypt», said a 28 years old female tourist. Remarkably, all participants, males or females, pointed out that they have suffered from different kinds of harassment in Egypt. The majority mentioned that this is the main problem they have faced in their visits. They agreed that some vendors have annoying behavior as they are persistently asking tourists to visit their shops or make a purchase. Vendor persistence is the most common type of tourist harassment (Albuquerque and McElroy, 2001; McElroy et al., 2007; Nicely and Armadita, 2018). It was exhibited in their responses, such as: «Random people coming up to you all the time trying to get you to buy stuff» stated by a 35 years old male tourist, and «You need to have patience if you are a woman and walk alone in the souk (market). Yes, someone's behavior is rude, but on the other hand, everywhere in the world there are annoying people» said by a 25 years old female tourist. The harassment issue has received limited attention in the literature (Alrawadieh et al., 2019) that requires deep investigation about predictors and consequences of it (Kozak et al., 2007).

Tourists were asked about their future behavioral intentions regarding revisit intention and recommendations. All respondents confirmed their desire to revisit Egypt, except one respondent who just doesn't like to come back. The following statements provide evidence on the participants' future behavior towards Egypt; «I would like to visit Egypt again many more times and strongly recommend it» said a 30 years old male tourist, «Definitely! I recommend Egypt all the time, and I can't wait to come back! I was supposed to come last summer but couldn't because of COVID-19» stated by 28 years old female tourist, and also «I don't think I would go back to Egypt» said by 23 years old female tourist. The findings showed that although the participants feel uncomfortable at some locals' misbehavior, their desire to revisit Egypt isn't affected. Based on the study results, the researcher suggests considering socio-demographic variables (e.g., gender and previous experience) moderators in the relationship between destination images and revisit intention. The researcher has found compatibility between the findings of this study and the results of the previous relevant literature in all questions. Although the examination of tourist harassment was neglected in the literature, this study participants' revealed their resentment towards the annoying behavior that happened to them during their visit.

This study has made some theoretical and practical implications for the tourism literature. From a theoretical viewpoint, the current study extends understanding of how tourists think and feel towards Egypt and their behavioral intentions towards the destination accordingly. It results in developing a more comprehensive model for destination image and tourist behavior, considering previous literature.

Furthermore, researchers are likely to use only cognitive and affective dimensions in the testing destination image. The dearth of empirical results on the inclusion of conative dimension in examining destination image is still evident, hence the current study calls for future empirical evidence to bridge this gap. This study contributes to destination image literature by providing insights about a critical touristic spot in the MENA region. The study results also suggest examining the difference between first-time visitors and repeaters regarding their perceived image and how it affects their future behavior.

From the practical viewpoint, this study makes some implications. First, all the participants have mentioned their tolerance for the annoying behavior of some people (e.g., sellers and beggars) during their visit. However, they expressed their willingness to recommend Egypt to their friends and relatives as a tourist destination. They will probably warn them of the annoying incidents they experienced there. Undoubtedly, this may have a negative impact on the perceived image of Egypt by potential tourists. Hence, the government should have regular supervision over the tourism service providers. Also, there should be criteria for choosing the labor force providing services to tourists such as; sellers in tourist spots, employees in hotels, resorts, airports, attractions, etc. It would help improve the service quality and change the unfavorable image taken by visitors about Egypt that may affect their revisit intentions and word of mouth. Second, the media has a role as well. They should design awareness campaigns for all members of society about the importance of tourism in social and economic development. Thus, it would reflect people's behavior and attitude with visitors in terms of good reception and hospitality, serving tourists, and avoiding harassment and exploitation by vendors. Third, memorable experiences have greatly influenced shaping the affective image of the destination. Hence, destination management organizations should focus their marketing efforts on what impresses and attracts tourists emotionally the most.

Conclusions. This qualitative study is the first phase of multifaceted research that employs unstructured interviews for a better investigation. As mentioned earlier, exploratory studies help a researcher uncover the reasons behind the phenomenon on hand, raise new research questions, and lay a base stone for quantitative research. This phase will be followed by a second one that quantitatively examines the framework resulting from the exploratory phase. This quantitative study would help generalize the results from a sample to an entire population. Thus, to move to the quantitative stage, the researcher suggests some research hypotheses as shown in the conceptual framework (Figure 1).

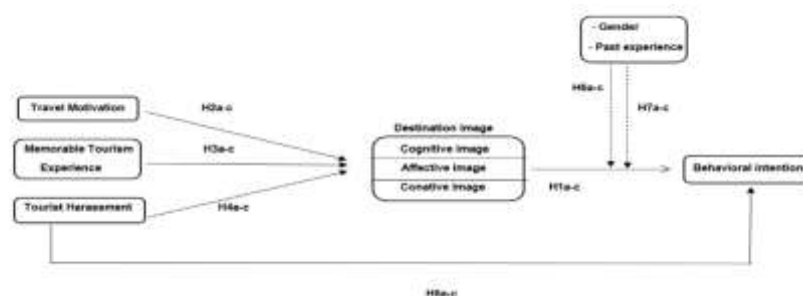


Figure 1. Conceptual framework

Sources: developed by the authors.

This study aims to shed light on the major antecedents and outcomes of destination image found in the literature and confirmed by the qualitative study findings to be relevant to Egyptians' tourism context. The study has revealed a distinction between conative image and revisits intention. In addition, destination image dimensions (cognitive, affective, and conative) were found to be associated with tourist revisit intentions (H1a-c). Also, a conceptual framework was developed that highlights the most relevant

predictors to the perceived image of Egypt by tourists as follows; tourist motivation (H2a-c), tourist harassment (H3a-c), memorable tourism experience (H4a-c), with a moderating role of gender (H5a-c) and previous experience (H6a-c).

Funding: This research received no external funding.

References

- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta analysis. *Tourism Management*, 81. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ageeva, E., & Foroudi, P. (2019). Tourists' destination image through regional tourism: From supply and demand sides perspectives. *Journal of Business Research*, 101, 334-348. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Akgün, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management*, 16, 100355. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Alrawadieh, Z., Alrawadieh, Z., & Kozak, M. (2019). Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. *Tourism management*, 73, 13-20. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, 26(4), 868-897. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- CAPMAS. (2021). Annual reports. Retrieved from [\[Link\]](#)
- Bornhorst, T., Ritchie, J. B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism management*, 31(5), 572-589. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- De Albuquerque, K., & McElroy, J. L. (2001). Tourist harassment: Barbados survey results. *Annals of Tourism Research*, 28(2), 477-492. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Egypt today. (2018). «2018 Accomplishment: Egypt's Tourism Ministry revives industry». Retrieved from [\[Link\]](#)
- Echtner, C. M., & Ritchie, J. B. (1991). The meaning and measurement of destination image. *Journal of tourism studies*, 2(2), 2-12. [\[Google Scholar\]](#)
- Enis, B. M. (1967). An analytical approach to the concept of image. *California Management Review*, 9(4), 51-58. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Eusébio, C., & Vieira, A. L. (2013). Destination attributes' evaluation, satisfaction and behavioural intentions: A structural modelling approach. *International Journal of Tourism Research*, 15(1), 66-80. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Foroudi, P., Akarsu, T. N., Ageeva, E., Foroudi, M. M., Dennis, C., & Melewar, T. C. (2018). Promising the dream: Changing destination image of London through the effect of website place. *Journal of Business Research*, 83, 97-110. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Han, H., Meng, B., & Kim, W. (2017). Bike-traveling as a growing phenomenon: Role of attributes, value, satisfaction, desire, and gender in developing loyalty. *Tourism Management*, 59, 91-103. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). Determining factors of tourists' loyalty to beach tourism destinations: A structural model. *Asia Pacific Journal of Marketing and Logistics* [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Hassan, S., & Mahrour, A. A. (2019). Nation branding: the strategic imperative for sustainable market competitiveness. *Journal of Humanities and Applied Social Sciences*, 1(2), 146-158. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Hu, F., & Shen, H. (2021). Memorable Tourism Experiences, Destination Image, Satisfaction, and Revisit Intention of Chinese Outbound Tourists to South Pacific Islands. In *Advances in Hospitality and Leisure*. Emerald Publishing Limited [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, 48(1), 29-44. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management*, 31(1), 29-35. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism management*, 28(4), 1115-1122. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Chen, N., Hsu, C. H., & Li, X. R. (2018). Feeling superior or deprived? Attitudes and underlying mentalities of residents towards Mainland Chinese tourists. *Tourism Management*, 66, 94-107. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kani, Y., Aziz, Y. A., Sambasivan, M., & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, 32, 89-98 [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kim, J. H. (2017). Memorable service experiences: A service failure and recovery perspective. *Service failures and recovery in tourism and hospitality: A practical manual*, 56-69. [\[Google Scholar\]](#)

- Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856-870. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kim, J. H., Ritchie, J. R., & Tung, V. W. S. (2010). The effect of memorable experience on behavioral intentions in tourism: A structural equation modeling approach. *Tourism Analysis*, 15(6), 637-648. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kim, S., & Yoon, Y. (2003). The hierarchical effects of affective and cognitive components on tourism destination image. *Journal of Travel & Tourism Marketing*, 14(2), 1-22. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kim, S., Lehto, X., & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- King, C., Chen, N., & Funk, D. C. (2015). Exploring destination image decay: A study of sport tourists' destination image change after event participation. *Journal of hospitality & tourism research*, 39(1), 3-31. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Kozak, M., Crofts, J. C., & Law, R. (2007). The impact of the perception of risk on international travellers. *International Journal of Tourism Research*, 9(4), 233-242. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Li, X., Li, X. R., & Hudson, S. (2013). The application of generational theory to tourism consumer behavior: An American perspective. *Tourism Management*, 37, 147-164. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Maghrifani, D., Liu, F., & Sneddon, J. (2021). Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity. *Journal of Travel Research*, 00472875211018508. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Mansfeld, Y., & Winckler, O. (2015). Can this be spring? Assessing the impact of the «Arab Spring» on the Arab tourism industry. *Tourism: An International Interdisciplinary Journal*, 63(2), 205-223. [\[Google Scholar\]](#)
- Martin-Santana, J. D., Beerli-Palacio, A., & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of tourism research*, 62, 13-25. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Mazursky, D. (1989). Past experience and future tourism decisions. *Annals of Tourism Research*, 16(3), 333-344. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- McElroy, J. C., Hendrickson, A. R., Townsend, A. M., & DeMarie, S. M. (2007). Dispositional factors in internet use: personality versus cognitive style. *MIS quarterly*, 809-820. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Otoo, F. E., Badu-Baiden, F., & Kim, S. (2019). A qualitative cognitive appraisal of tourist harassment. *International Journal of Tourism Research*, 21(5), 575-589. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Papadimitriou, D., Kaplanidou, K., & Apostolopoulou, A. (2018). Destination image components and word-of-mouth intentions in urban tourism: A multigroup approach. *Journal of Hospitality & Tourism Research*, 42(4), 503-527. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Perugini, M., & Bagozzi, R. P. (2004). The distinction between desires and intentions. *European Journal of Social Psychology*, 34(1), 69-84. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of travel research*, 42(4), 333-342. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of travel research*, 56(1), 41-54. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism management*, 32(3), 465-476. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ragab, H., Mahrous, A. A., & Ghoneim, A. (2020). Egypt's perceived destination image and its impact on tourist's future behavioural intentions. *International Journal of Tourism Cities*, 6(2), 449-466. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ragab, H., Mahrous, A. A., & Ghoneim, A. (2020). A proposed measurement scale for mixed-images destinations and its interrelationships with destination loyalty and travel experience. *Tourism Management Perspectives*, 35, 100677. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Remoaldo, P. C., Ribeiro, J. C., Vareiro, L., & Santos, J. F. (2014). Tourists' perceptions of world heritage destinations: The case of Guimarães (Portugal). *Tourism and Hospitality Research*, 14(4), 206-218. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Ritchie, J., Spencer, L., & O'Connor, W. (2003). Carrying out qualitative analysis. *Qualitative research practice: A guide for social science students and researchers*, 2003, 219-62. [\[Google Scholar\]](#)
- Ryu, K., Bordelon, B. M., & Pearlman, D. M. (2013). Destination-image recovery process and visit intentions: Lessons learned from Hurricane Katrina. *Journal of Hospitality Marketing & Management*, 22(2), 183-203. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- San Martín, H., & Del Bosque, I. A. R. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism management*, 29(2), 263-277. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Seale, C. (1999). Quality in qualitative research. *Qualitative inquiry*, 5(4), 465-478. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Servidio, R. (2015). Images, affective evaluation and personality traits in tourist behaviour: An exploratory study with Italian postcards. *Tourism Management Perspectives*, 16, 237-246. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Sharma, P., & Nayak, J. K. (2018). RETRACTED: Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41-52. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Shazly, R. E., & Mahrous, A. A. (2020). Capture the hearts to win the minds: cause-related marketing in Egypt. *International Review on Public and Nonprofit Marketing*, 17(3), 255-276. [\[Google Scholar\]](#) [\[CrossRef\]](#)

- Siebert, S. D. (1973). The integration of fieldwork and survey methods. *American journal of sociology*, 78(6), 1335-1359. [[Google Scholar](#)] [[CrossRef](#)]
- Stern, B., Zinkhan, G. M., & Jaju, A. (2001). Marketing images: Construct definition, measurement issues, and theory development. *Marketing theory*, 1(2), 201-224. [[Google Scholar](#)] [[CrossRef](#)]
- Stylidis, D., Belhassen, Y., & Shani, A. (2015). Three tales of a city: Stakeholders' images of Eilat as a tourist destination. *Journal of Travel Research*, 54(6), 702-716. [[Google Scholar](#)] [[CrossRef](#)]
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism management*, 58, 184-195. [[Google Scholar](#)] [[CrossRef](#)]
- Tan, W. K., & Wu, C. E. (2016). An investigation of the relationships among destination familiarity, destination image and future visit intention. *Journal of destination marketing & management*, 5(3), 214-226. [[Google Scholar](#)] [[CrossRef](#)]
- Tasci, A. D. (2009). Social distance: The missing link in the loop of movies, destination image, and tourist behavior?. *Journal of Travel Research*, 47(4), 494-507. [[Google Scholar](#)] [[CrossRef](#)]
- Tasci, A. D., Gartner, W. C., & Tamer Cavusgil, S. (2007). Conceptualization and operationalization of destination image. *Journal of hospitality & tourism research*, 31(2), 194-223. [[Google Scholar](#)] [[CrossRef](#)]
- Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, 4(4), 222-234. [[Google Scholar](#)] [[CrossRef](#)]
- Travel weekly. (2022). «Egypt prepares for 'very special year' for tourism in 2022». Retrieved from [[Link](#)]
- UNESCO. (2019). «World heritage list», UNESCO, Paris. Retrieved from [[Link](#)]
- Wang, C., Qu, H., & Hsu, M. K. (2016). Toward an integrated model of tourist expectation formation and gender difference. *Tourism Management*, 54, 58-71. [[Google Scholar](#)] [[CrossRef](#)]
- WEF. (2018). «The Travel & Tourism Competitiveness Report 2018». Retrieved from [[Link](#)]
- WEF. (2019). «The Travel & Tourism Competitiveness Report 2019». Retrieved from [[Link](#)]
- White, C. (2005). Destination image: to see or not to see? Part II. *International Journal of Contemporary Hospitality Management*. [[Google Scholar](#)] [[CrossRef](#)]
- WTTC. (2019). «Travel and tourism economic impact 2019». Retrieved from [[Link](#)]
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism management*, 40, 213-223. [[Google Scholar](#)] [[CrossRef](#)]

Рана Ессам Саїд Шазлі, Каїрський університет, Єгипет

Якісний аналіз іміджу країни-призначення: приклад країн Єгипту

У статті підлягають розгляду питання щодо іміджу країни-призначення. Головною метою статті є аналіз сприйняття туристичного іміджу Єгипту, факторів, які його формують, а також їх впливу на поведінкові наміри туристів. У рамках дослідження розроблено концептуальну схему antecedentів та результатів сприйняття іміджу країни-призначення на прикладі країн Єгипту. Відповідно до мети дослідження авторами проведено 12 глибинних онлайн-інтерв'ю з іноземними туристами, які відвідували Єгипет в останні три роки. Об'єктом дослідження обрано країну Єгипет, що обумовлено недостатністю наукових напрацювань, присвячених дослідженню іміджу країн в регіоні MENA, а також значної залежності економіки Єгипту від туристичної галузі (частка туризму у ВВП Єгипту становить 20%). За результатами дослідження, автором зроблено висновок щодо необхідності вивчення трьох компонентів іміджу країн-призначення, а саме: когнітивної, афективної та конативної. У ході дослідження визначено та представлено в єдиній структурі головні рушійні сили формування позитивного іміджу країни-призначення, якими є мотивація туристів, незабутній туристичний досвід та комунікація з туристами як antecedentами (представниками туристичного досвіду в країнах Єгипту). Авторами зазначено, що виокремлені фактори мають статистично значущий вплив на поведінку туристів, при цьому їх попередній досвід та гендерний фактор виступають у ролі посередника. Отримані результати дослідження засвідчили значний вплив якості комунікацій з туристами на формування позитивного іміджу країни-призначення. Крім цього, встановлено, що незабутні враження значно впливають на імідж країни-призначення. Автором наголошено, що при оцінюванні взаємозв'язку між іміджем країни-призначення та майбутньою поведінкою туристів, необхідно враховувати відмінності між ними, які вперше приїхали до Єгипту та тими, що відвідують його повторно. За результатами дослідження автором сформовано низку практичних та теоретичних рекомендацій для розвитку туризму в Єгипті.

Ключові слова: імідж місця призначення, Єгипет, незабутній туристичний досвід, якісне дослідження, домагання до туристів, мотивація туристів, поведінкові наміри.