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**A Multidimensional Interpretation of the Tourist and Hotel Services
Determinants in Nubian Destinations and their Impact on Visit Intention:
A Case of Gharb Soheil Village**

Mohamed Ahmed Elsaied¹, Esraa Ahmed Abd El-mageed², Ahmed Anwar Elsaied³,
Aya Ahmed Abd Elmajeed⁴

Faculty of Tourism and Hotels, Mansoura University

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Abstract

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This study aims to identifying the multidimensional interpretation of the tourism and hotel services determinants their impact on visit intention in Gharb Soheil village. Data were collected from 433 guests of Nubian destinations and hotel in Gharb Soheil Village using a survey questionnaire. Convenience sampling was used to draw the sample. The findings of the Structural Equation Modeling (SEM) revealed that physical environment significantly and positively affects perceived value, physical environment has a significant and positive impact on image, physical environment has no significant and positive impact on behavioral intentions, image has no significant and positive impact on perceived value, perceived value has no significant and positive impact on behavioral intentions, and image has a significant and positive impact on behavioral intentions. Therefore, the hotels in the study sample need to pay attention to developing and maintaining better physical environments so that positive perceptions of image and value can be developed to create positive behavioral intentions for customers and make the purchasing decision to return again.

1. Introduction

Having a positive reputation is crucial for obtaining financial success. Globally, attaining financial, social, and political objectives depends heavily on destination's image (Papadimitriou *et al.*, 2015). In this regard, tourist destinations can be thought of as "Images" that lead the way, fostering good expectations about their offerings, boosting quality, and fostering trust (Khuong and Phuong, 2017). The perception that both internal and external stakeholders have of an organization, derived from its previous actions and the probability of its future behavior, is known as its destination image (Sharma and Nayak, 2019). A positive reputation raises a destination's perceived worth and provides it with a sustained competitive advantage (Afshardoost and Eshaghi, 2020). It will be simpler to achieve a destination's objectives if its

¹ Lecturer, Department of Hotel Studies, Faculty of Tourism and Hotels, Mansoura University.

² Lecturer, Department of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University.

³ Lecturer, Department of Hotel Studies, Faculty of Tourism and Hotels, Mansoura University.

⁴ Lecturer, Department of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University.

stakeholders have a positive perception of it. When a place manages its perception by improving its physical surroundings, travelers will pick it over other places to visit (Viana *et al.*, 2021).

The problem of the study lies in that, despite the fact that the image is so critical, many destinations do not give its image first consideration and do not use its physical environment and hotel services as a value that could be perceived, which indirectly impacts tourists' visit intention. The importance of this research derives from that there is a case to be made for investigating how Gharb Soheil village's image, through improving its physical environment and hotel services as a viable tourist destination, has improved, which results in an increase in its perceived value and tourist arrivals. Hence, this research aims to shedding light on the integrative relationship among physical environment, perceived value, image and behavioral intentions towards tourism and hotel services in Nubian destinations

1.1.Limitations of the study are divided into:

a- Time limitations, which lasted for four months; from June 2024 to October 2024. This period included the time of collecting theoretical data, distributing questionnaire forms to tourists and customers from June 2024 to August 2024, and finally the trip which was made to Gharb Soheil in October 2024.

b- Place limitations, which represented in the Nubian crafts village of Gharb Soheil including its accommodation houses, bazaars, local crafts' exhibitions, and local crafts' workshops.

2. Theoretical background and hypothesis development

2.1.Tourist and Hotel Services in Nubian Destination

Tourist services is the term used to refer to a set of products and services that provide travelers with a variety of conveniences and comfort while they are travelling to or staying in tourist sites outside their home country (Stylos *et al.*, 2016). The consensus among researchers is that tourism-related services can be broadly classified into two groups: primary, complementary services, which are either supplementary services that offer customers additional value or services that facilitate the provision of primary services or enhance their usability, and primary, basic services, which are indispensable and foundational to the tourism sector. In comparison to other products, additional services are indispensable when contrasting basic services (Abdul Razak *et al.*, 2014; Abd ElJalil *et al.*, 2018; Reyes Vélez *et al.*, 2019; Abdou *et al.*, 2022).

Generally, tourist services comprise one of the subsequent elements: natural heritage, which manifests itself in both topography and terrain. Life experiences, demographic information, and habits and practices comprise the human heritage. The nation's structural, legal, political, and administrative dimensions, strategies for providing essential services such as transportation, housing, food and financial initiatives (Ardani *et al.*, 2019; Jeong *et al.*, 2019; Viana *et al.*, 2021). A significant proportion of tourist destinations offer inclusive tourism products and services, encompassing religious and social services, cultural and recreational goods, and influence-related services, in order to develop a holistic approach to their tourism offers (Bushara *et al.*, 2023).

Nubia, situated in an unusually attractive and historically significant region of Egypt, obtains its nomenclature from the Nebo, a phrase of ancient Egyptian origin that meant "gold." This contributed to the region's moniker as the "land of gold." Furthermore, this region has been a priority for every Egyptian ruler since the reign of the Pharaohs (El Cheikh, 2016). The utopia that the Nubians once inhabited has been entirely eradicated from the Nubian settlements, down

to the very foundations of each dwelling and wall. This paradise serves as an intimate connection to the Nile banks, the attractive surroundings, and the awe-inspiring landscape in that sub-Nile zone and desert region of Egypt at now. The cities situated in Nubia are globally recognized tourist destinations owing to the unique Nubian culture that imbues them with lifelike qualities; millions of individuals visit these areas annually (El Gamil, 2017). Tourism generates a significant beneficial influence by providing people with the chance to explore these extraordinary destinations and immerse themselves in this atmosphere. A multitude of communities in Nubia are recognized on an international level as tourist destinations, drawing people from across the world (El Cheikh, 2018).

Nubian Destination is comprised of three principal stakeholder groups. Internal stakeholders, who include personnel, travel agencies, investors, and visitors, are situated within the destination and have differing degrees of enthusiasm for the wide range of activities it offers (Elcheikh, 2015). External parties may sometimes, peripherally, vainly, or superficially exert influence or input. Examples of such enterprises include regional and political alliances, airlines, international organizations, banks and insurance companies. Despite not having physical presence at the destination, external stakeholders continue to wield influence and are subject to the consequences of the decisions and activities undertaken there (Salama, *et al.*, 2020).

When exploring uncharted regions, tourists eagerly await the chance to become completely engrossed in the indigenous cultures. The name "Nubia" encompasses a wide range of intangible elements that are integral to Nubian culture. These include folkloric performances, food, the Nubian language and culture, as well as unique festivals and events. When the business was prospering, several Nubian communities, notably women, sold beaded necklaces and crocheted items to tourists. Both Nubians and Egyptian travel firms have actively pushed the physical environment of Nubian culture in the tourist industry (Orabi, 2019).

Believing that the Nubian tradition can be effectively utilized to cater to the numerous tourist delegations interested in immersing them in the Nubian culture, it can also be leveraged to achieve the established tourism objectives in the region, including the provision of sustainable and suitable employment opportunities and the provision of training for individuals to enter the tourism industry. This would entail catering to tourists and capitalizing on the demand for their archaic products, such as decorative tools, which are well received by tourists (El Cheikh, 2018). Numerous locals are also engaged in the tour guide and antiquities industries. Additionally, both domestic and international tourists have access to their motorized and sailboat services (Bahaa Eldin and Hammad, 2022).

An attribute that differentiates Nubian cuisine from other culinary traditions is its notable preference for dried mallow, sometimes referred to as "powder," and its exceptional capacity to tolerate hot dishes. A further feature that distinguishes Nubian cuisine is its utilization of both fresh and dried meat (Shakiya, 2018). Additionally, certain foods were employed "as a remedy" for particular afflictions; for instance, salami was consumed, soaked henna was consumed, acacia tree fruits were consumed, castor oil was applied to wounds, specific varieties of "Nile silt" were utilized to treat headaches, and plants such as "camel's hay" were utilized to treat kidney ailments (El Cheikh, 2018). Furthermore, on certain occasions, fenugreek seeds and leaves, "wormwood," and "thermos" are employed for the purpose of diabetes management. Nubian food is another distinctive culinary tradition that exhibits substantial distinctions from Egyptian cuisine. Although Nubian Jakud and mallow combined with parsley and greens is the most notable dish, the cuisine is more diverse and more reminiscent of Sudanese fare than Egyptian (Salama, *et al.*, 2020).

2.2.Physical Environment, Perceived Value, Image as a Drives to Behavioral Intentions

2.2.1. Physical Environment

The physical environment of an organization consists of its general structure, aesthetics, and design (Ruiz *et al.*, 2012). Aboobaker and Edward (2019) referred to the physical environment created by humans where service product delivery occurs as the "services scape." It has recently been shown that this phenomenon plays a significant role in how customers assess their level of satisfaction with services. Accordingly, a suitable physical setting encourages more positive consumer reactions, such as a sense of comfort and a desire for positive word-of-mouth recommendations (Ahsani *et al.*, 2020).

"The constructed environment, or more specifically 'the man-made' physical surrounds as opposed to the natural or social environment," is what Ali and Amin (2013) referred to as "the service scape." Parallel to this, Chen *et al.*, (2018) defined the physical environment as anything that the service provider created, including overall layout, design, ornamentation, and aesthetics. Recent research has demonstrated that this phenomenon has a big impact on how happy clients are with the services they get. The importance of creating a visually appealing physical location is becoming increasingly recognized by academics and hospitality managers, since it plays a crucial role in attracting and retaining guests in the hospitality industry (Arokiasamy, 2019). In this case, a service company's physical environment plays a critical role in differentiating itself, defining its brand, and influencing consumer behavior (Elian *et al.*, 2020).

Consumers in the hotel sector are now more educated and knowledgeable about travel-related services and goods. As a result, service providers can no longer successfully depend solely on offering competitive or inexpensive prices (Gelfand, 2017). Consumers looking for a tranquil stay at a resort hotel are no longer prepared to forgo atmosphere (the actual setting) or subpar service in exchange for a decent deal (Cheng and O-Yang, 2018). To satisfy them, a nice and appealing physical setting that provides exceptional service quality must be established (Alén, 2018). Researchers have focused a great deal of emphasis on the impact of the physical environment on consumer behavior, but there are still many unanswered questions. The impact of emotions in influencing how the physical environment affects customers' behavioral responses is one of these topics that has received the least research (Fazio *et al.*, 2017; O'Neill and Follmer, 2020; Tuncer *et al.*, 2021; Lineley *et al.*, 2022). In addition, other experts advise looking at consumers' emotional reactions when they analyze the impact of their behavioral intents and the physical surroundings (Chrisniyanti, and Fah, 2022).

Recently, fiercely competitive industry, it's commonly believed that providing superior customer service is the key to getting an advantage and winning over happy clients. Customers typically view the physical environment as a critical component of their experience when evaluating the quality of the services, especially in the tourist and hospitality industries (Hassan *et al.*, 2020). In resort hotels, a pleasant and appealing physical environment should elicit positive feelings from patrons, which should increase patron pleasure and loyalty. The impact of the physical environment on patron feelings, contentment, and behavioral intentions in resort hotels, however, has not received much attention in studies (Zeng *et al.*, 2021).

The environment is frequently seen as the primary draw for tourists, adding to the appeal and desirability of a travel location and serving as an essential resource for the travel and tourism sector. As a result, the environment has a major influence on tourism, particularly ecological tourism (Majó *et al.*, 2021). The definition of tourist and hotel services is "a

collection of employment and activities that offer comfort and amenities to tourists when they travel or stay in tourist facilities distant from their original homelands and purchase and consume tourist goods and services (Lee *et al.*, 2021). Tourist satisfaction has been extensively studied in tourism research due to its significant influence on destination preference, consumption level, and loyalty (Han and Chen, 2021). Even though these elements and their interactions have been examined by earlier scholars, further research is still necessary to fully comprehend how these aspects affect consumer behavior. So, this research set the following hypotheses:

H2. Physical environment is positively related to image

H3. Physical Environment is positively related to Behavioral Intentions.

2.2.2. Image

Owing to its complexity, the literature has a variety of definitions and operationalization of image. For instance, brand image was described by Abdallah (2015) as a set of consumer-formulated perceptions about a brand that is represented in brand associations. Similarly, "the reasoned or emotive perceptions consumers link to specific brands" is how Sageder *et al.*, (2018) defined image. Image was also defined as "the aggregate of beliefs, ideas, and impressions that people hold of a location or destination" by Majó *et al.*, (2021). Several scholars have examined image in the hospitality sector. For example, Shaheer *et al.* (2018) used four items to measure customer satisfaction in order to examine the impact of food quality and physical quality on restaurant image and customer satisfaction. However, Lee *et al.* (2021) also used two sub-dimensions, namely image characteristics and image holistic, to study the correlations between service quality, perceived value, and image satisfaction in the hotel business. As a result, every service provider aspires to cultivate a positive reputation because it can influence revenues and recurring business (Viana *et al.*, 2021).

In a word, brand image expresses the opinions and feelings of the customer regarding a product. Put differently, a brand's image is the entire perception that consumers have of it, including how unique it is from other businesses (Zhang, 2015). As a result, brand image has a big impact on consumer behavior. This is particularly true given how challenging it is to distinguish between goods and services based only on their outward appearance (Sharma and Nayak, 2019). Then, building a solid reputation for a brand in the travel industry aids in customers developing strong opinions about it. Given this, it is reasonable to assume that consumers' perceptions of image will continue to grow and have a lasting effect on the tourism industry (Afshardoost and Eshaghi, 2020).

A reputation is formed when those with the greatest insider knowledge provide an organization's picture. Reputation and image are often linked, or reputation is reduced to elements like plausibility. Owing to the significance of image for the tourism sector, the industry has spent the last ten years developing a conceptual framework for image and strengthening the impression that the sector leaves on customers (Khuong, and Phuong, 2017). So, this research set the following hypotheses:

H4. Image is positively related to perceived value.

2.2.3. Perceived Value

Research has shown that perceived value is a stable construct that may be used to forecast customer behavior (Ryu *et al.*, 2012). There are numerous definitions of perceived worth in the literature. Value, for instance, was described by Cheng and O-Yang (2018) as the consumer's whole evaluation of a product's utility based on perceptions of what is given and received. Similarly, Abdou *et al.* (2022) assert that the customer is the only one who can determine if a good or service is valuable, and that the idea of consumer perceived value is seen as being highly individualized and subjective. According to Bushara *et al.* (2023), value should be determined by the customers themselves, provided they are happy with their overall experience. It is evident from these definitions and conceptualizations that the value that a client has for a business is highly individualistic and can differ significantly amongst them. Several studies have demonstrated how important perceived value is when assessing service quality, pricing equity, customer loyalty, and recurring purchase patterns.

The collective opinion of stakeholders regarding how a tourist destination presents itself, whether on purpose or accidentally, with the aim of influencing consumers' decisions to visit the destination in question rather than another, can be referred to as the destination image (Alén, 2018). The perception of a tourism destination can be used to estimate the quality of a trip based on a comparison between the expectations of visitors and the actual performance of tourism services. Visitors are more likely to return to these tourist destinations if they are more satisfied with the products and attractions offered by the tourism industry, if they have greater preferences for these products and attractions, and if they have a more positive perception of the industry as a whole (Meepprom, and Silanoi, 2020). A location, city, or area's name or symbol that represents a brand can have positive associations with satisfaction and loyalty to the brand, name recognition, perceived value, and other positive brand linkages (Tuncer *et al.*, 2021).

By relating image to the concept of perceived value, it was defined. One of the most crucial components of destination image is being a place that embodies the way a particular business welcomes all of its partners and makes them more accessible to a wider audience. A destination's physical surroundings can enhance or detract from its image. the connection between a company's image and brand (Stylos *et al.*, 2016). Destination perceived value is required in order to have a destination image that is linked to the culture. It is hypothesized that a positive perception of the location will persuade travelers to stick with it and to favor its goods and services (Khuong and Phuong, 2017).

H1. Physical environment is positively related to perceived value.

2.2.4. Behavioral Intentions

Behavioral intents "... Signal whether clients will remain with or defect from the organization," according to Lineley *et al.* (2022). There are two types of behavioral intentions: positive and negative. Positive word-of-mouth, increased spending with the service provider, paying a premium, and sticking with them are examples of the positive. The unfavorable include terminating the relationship with the service provider, bad press, reducing purchases from the business, and/or filing a lawsuit (Zeng *et al.*, 2021 and Bushara *et al.* 2023). Likewise, behavioral intentions were defined by Chrisniyanti and Fah (2022) as a stated likelihood to engage in conduct. Recurrence and word-of-mouth intentions are seen as behavioral intentions in this context (Hassan *et al.*, 2020). Customers' attitudes regarding a provider are formed as a result of their prior experiences with the product or service, and these attitudes are strongly

correlated with their intents to suggest and repurchase the product (Lee *et al.*, 2021; Bushara *et al.* 2023).

Some researchers refer to these behavioral intents as loyalty intentions because of the multifaceted character of loyalty (Ali and Amin, 2013; Abdul Razak *et al.*, 2014; Papadimitriou *et al.*, 2015; Abd ElJalil *et al.*, 2019). The literature makes clear that loyalty comprises behavioral as well as purposeful components. The former refers to a customer's repeated purchases of a good or service, while the latter reflects the customer's intentions to make more purchases or recommendations (Reyes Vélez *et al.*, 2019). Since the preceding line of reasoning essentially equates loyalty to the favorable combination of the two behavioral intention components, it is sufficient to use behavioral intents in place of loyalty in this paradigm (Afshardoost and Eshaghi, 2020).

H6. Image is positively related to behavioral intentions.

2.3. Gharb Soheil as a tourist destination in Egypt

Referred to as travelers, these locations offer historical monuments, natural wonders, and architectural exploration opportunities for tourists. Certain tourist destinations offer extra attractions like games or rides in addition to strange novelty items. These places regularly sell souvenirs, and a large number of these communities depend on the money that tourists bring in (Hieu and Rasovska, 2017). Many Nubians today wish to capitalize on their culture to create a new type of tourism that will both validate their cultural identity and increase their income. Tourists can experience the Nubian way of life, learn about the Nubian culture, see historical places, take in the hospitality and natural surroundings, and purchase Nubian handicrafts in Nubian villages (Khalil, 2018). Among these communities is Gharb Soheil, which is situated around 15 kilometers south of Aswan on the Gharbern bank of the Nile, across from Soheil Island. The village's inhabitants make a living from a variety of sources, including formal work, fishing, farming, and tourism. They are employed in the tourism industry as taxi drivers, folkloric dancers, traditional performers, hotels, feluccas, and craftspeople (Elcheikh, 2016). They are well-known for producing wicker crafts from river palm leaves, which were formerly used to adorn homes (Elcheikh, 2018).

Gharb Soheil is one of the Nubian communities in the city of Aswan and is located on a sandy foot Gharb of the Nile. The village was established about 100 years ago, when the old Aswan reservoir was built, and the most important feature of the village is the houses that have a Nubian character in their picturesque colors, as well as the raising of crocodiles inside the houses of the inhabitants, which is an important tourist aspect (Radwan, 2016). The tourist can buy handmade products while wandering in the village, riding camels, and using the Nubian henna design on the body (Rouhi, 2017). Moreover, feeding and taming the Nile crocodiles that are reared in homes is also Nubian food, especially the sun bread, which is served with cheese and black honey for foreigners, as well as the distinctive wicker selections, beads, collars, and traditional Nubian clothing such as gorgab, which is a light black jalabiya of hollow fabric with many fragments, and wearing them over colored jalabiya (Orabi, 2018). The village also has places to host tourists; the number of houses reached 50 with the establishment of a tourist marina on the Nile along 60 meters to receive the arrivals (Salama *et al.*, 2020). Since Nubia is known for henna among the governorates of Egypt, drawing henna for tourists is a key requirement due to its attractiveness, which reflects the Aswan culture in natural colours that do not harm the skin. Tourists ask for the drawing of the tattoo, which often expresses paranoiac drawings and the life key (Bahaa Eldin and Hammad, 2022).

3. Research Methodology

3.1.Measures and Instrument Development

The following five items, which were adapted from Wu and Liang (2009), were used to measure the physical environment (PE): (a) appropriate lighting in tourist and hotel areas; (b) comfortable temperature in tourist and hotel areas; (c) clean surroundings and hotel services; (d) impressive design in tourist and hotel areas; and (e) integrated and coordinated color schemes in tourist and hotel areas. The PE scale's internal consistency reliability, or Cronbach's alpha, was 0.768. Three items were used to measure perceived value (PV) (Ryu et al., 2008 and Ryu et al., 2012). These are: (1) Nubian travel places have good PR value; (2) the experience at Nubian travel destinations was well worth the cost; and (3) these Nubian travel destinations provide me excellent value in comparison to other options. The PV scale's internal consistency reliability, or Cronbach's alpha, was 0.595. According to Kim and Kim (2004) and Ryu et al. (2012), the image was evaluated based on four criteria: (a) Nubian destinations are sophisticated; (b) they have a happy and enchanting ambiance; (c) they had good enjoyment relative to price; and (d) Nubian arts. The Image scale's Cronbach's alpha (a measure of internal consistency reliability) was 0.662. For behavioral intentions (BI), four elements were used from (Jani and Han, 2011). These are: (1) I want to keep going to those Nubian places; (2) I think these Nubian destinations are my top pick; (3) I will promote this Nubian destination positively; and (4) I will tell my friends and other people about this Nubian destination. The BI scale's internal consistency reliability, or Cronbach's alpha, was 0.727. Additionally, a five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree, was used to compute the response rate. An increased average score indicates a greater inclination to depart. Regarding the Physical Environment Scale, the Cronbach's alpha for internal consistency reliability was 0.768.

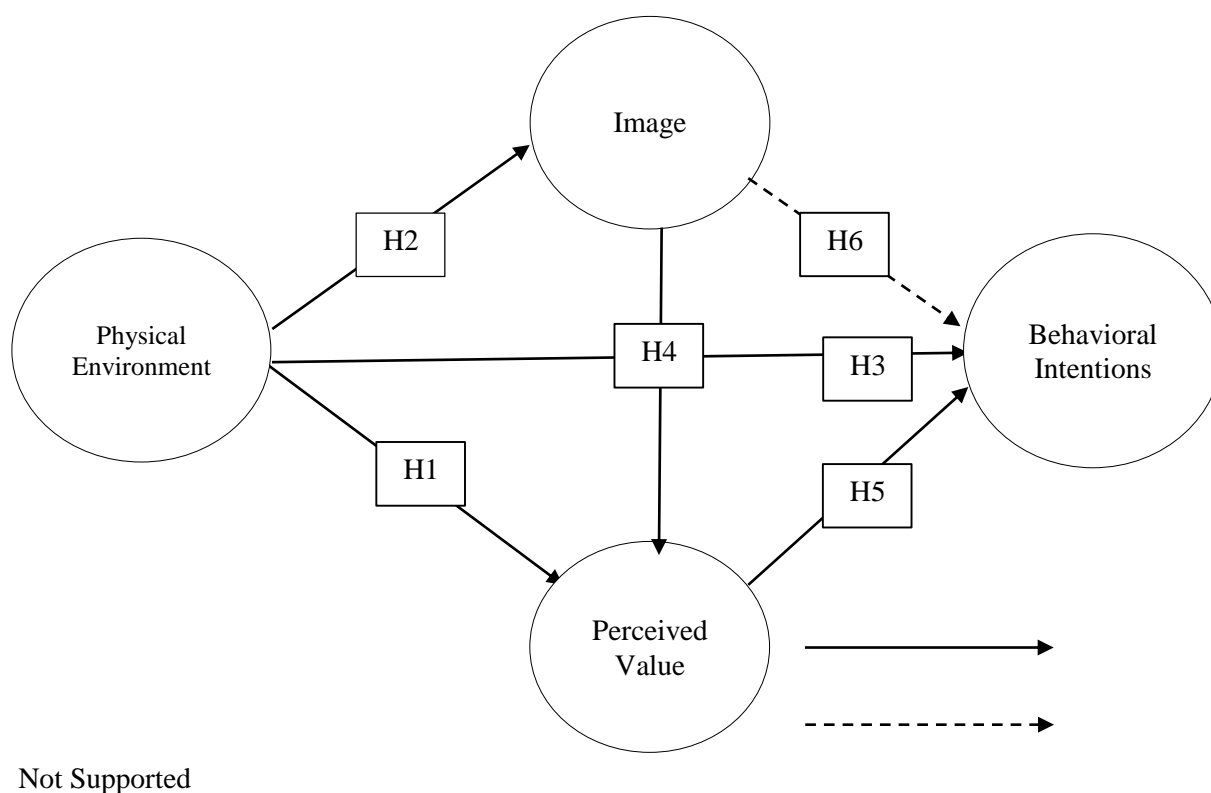


Figure 1: The conceptual model of research

The questionnaire was initially created in the respondents' native language, Arabic, and then translated into English. To ensure that the Arabic and English versions are identical, the questionnaire was subjected to feedback translation by two experts who are fluent in both languages. It was exactly the same in the original and revised translation. Furthermore, to confirm the validity of the questionnaire form content, three hospitality Academics with experience in the hotel and tourism industry were asked to carefully review the questionnaire, provide feedback to ensure the relevance of the questions, and test the accuracy of the questionnaire tool. Obtain the information you intend to obtain. In addition, to ensure that the questions were understandable to the respondents, there were sufficient response options, and the questions were not too long or confusing. A pilot study was conducted with 40 participants, and based on their feedback, some changes in the wording of the questionnaire were adopted. As a result, the questionnaire was found to have adequate content validity. During the data-gathering period June 2024 to August 2024, a total of 452 forms were collected. Among them, only 433 forms were analyzed.

3.2.Sampling and data collecting

The study population for this research was limited to clients and guests who frequented Nubian accommodations at least once. Gharb Suhail village in Nubia was chosen as one of the landmarks and tourist destinations in Aswan. The survey was conducted by interacting face-to-face with customers and guests in various locations in the Nubian destinations and hotels. A self-managed survey was used to collect data. Samples were made by distributing questionnaires to guests at different times of the day. The guests were explained for the purpose of searching. The criteria given by Nunnally (1994), which suggests a 1:10 ratio of items to sample, was used to determine the appropriate sample. So, for the question set of 16 items, having 250 participants was considered suitable. Moreover, this figure (N = 433) complied with Hair et al.'s (2019) suggestion of using 100–150 samples for maximum likelihood estimation and reflected Boomsma's (1992) recommendation of having a minimum of 200 samples for structural equation modelling.

3.3.Data Analysis

In this study, SPSS V. 25 and Amos V.24. Were used to analyze the data. To provide an overview of the demographic characteristics of the participants, frequencies and percentages were calculated. Confirmatory factor analysis (CFA) was used in combination with Cronbach's alpha to assess the construct items' reliability and validity. The Harman single-factor test was implemented to recognize common method variance (CMV). In order to assess the convergent validity of the study, composite reliability (CR) and average variance extracted (AVE) were calculated. Moreover, indicators' cross-loading and the Heterotrait-Monotrait Ratio (HTMT) were used along with the Fornell-Larcker criterion to assess the discriminant validity. The coefficient of determination (R²). Finally, structural equation modeling (SEM) was employed for determining the direction, as well as interrelationships between study hypotheses.

4. Results

4.1.Descriptive Statistics

For data analysis, the total sample size was 433 participants, comprising 64.7% males (N = 280) and the others (35.3%) females. Regarding their ages, 15-24 were (13.9%, N = 60), 25-35 (35.3%, N = 153), 36-44 (24.9%, N = 108), and 45 and above (25.9%, N = 112). With respect to marital status, the largest group of participants were single (33.9%, N = 147), followed by those who were married (62.1%, N = 269), and others were (3.9%, N = 17). The

largest category of the investigated participants (72.5%, N = 314) illustrated that their nationality was Egyptian, and (27.5%, N = 119) were Foreigners.

4.2.Measurement Model

4.2.1. Common Method Variance (CMV)

To minimize the chances of CMV, the researchers employed anonymity, confidentiality, and honesty to encourage accurate responses. They notified respondents that their answers would be kept confidential and merely used for research purposes. Anonymity was proposed to cover potential biases, while honesty was proposed to guarantee reliable results. Furthermore, Harman's single-factor test was used to detect CMV. According to Podsakoff *et al.* (2003), CMV may be present if most of the variance (over 50%) can be explained by a single factor. Harman's test was implemented by using un-rotated principal component exploratory factor analysis with one-factor extraction. This study did not find any issues with CMV as only one factor could account for 41.03% of the variance.

4.2.2. Results of Measurement Model Assessment

Table 1. Reliability and validity of the study's variables

Variables	Code	Attributes	Factor Loading	Theta	¹ CR	AVE ²	Sqrt (AVE)	MSV ³
Physical Environment	PE1	lighting Nubian destinations hotels is appropriate.	0.765	0.414	0.857	0.555	0.745	0.688
	PE2	The temperature of Nubian tourist hotel destinations is comfortable.	0.632	0.600				
	PE3	The environment of Nubian destinations hotels services is clean.	0.993	0.013				
	PE4	The design of the Nubian destinations hotels is impressive.	0.641	0.589				
	PE5	The colors within the Nubian destination's hotels are integrated and coordinated.	0.628	0.605				
Perceived Value	PV6	Nubian destinations hotels offer good PR value.	0.508	0.741	0.828	0.631	0.794	0.921
	PV7	The Nubian destinations experience was well worth the money.	0.976	0.047				

¹ CR5 = Composite Reliability

² AVE6 = Average Variance Extracted,

³ MSV7 = Maximum shared variance

	PV8	These Nubian destinations provide me with great value compared to others.	0.827	0.316				
Image	IM9	Nubian destinations hotels are sophisticated.	0.657	0.658	0.836	0.565	0.752	0.577
	IM10	It has a cheerful and enchanting atmosphere.	0.894	0.200				
	IM11	It had good enjoyment compared with price.	0.785	0.383				
	IM12	Nubian arts	0.645	0.589				
Behavioral Intentions	BI13	I intend to continue visiting those Nubian destinations hotels.	0.636	0.595	0.841	0.577	0.760	0.09
	BI14	I consider these Nubian destinations hotels to be my first choice.	0.691	0.522				
	BI15	I will spread positive word-of-mouth about this Nubian destination hotels.	0.675	0.544				
	BI16	I will recommend these Nubian destinations hotels to my friends and others.	0.987	0.025				

Note: *** $p < 0.001$.

The initial step in assessing the measurement model required looking at the indicator loadings (Hair et al., 2019). It is recommended to have an outer loading of more than 0.708 so that the construct can explain more than 50% of the indicator’s variability, which will provide satisfactory item reliability. Table 1 shows that loadings of major factors were greater than 0.70 and statistically significant. The second step was evaluating internal consistency and reliability. Cronbach’s alpha and CR were both applied. In Table 1, Cronbach’s alphas ranged from 0.881 to 0.897, while CR scores ranged from 0.828 to 0.857. As these values exceed Hair et al. (2019) 0.70 threshold, they ensure excellent internal consistency and reliability. The third step in evaluating the measurement model focused on investigating the convergent validity of each construct measure. This was done by determining the AVE. A higher level of AVE (equal to or higher than 0.50) is suggested (Hair et al., 2019). As shown, the AVE of the study constructs ranged from 0.555 to 0.631, indicating acceptable convergent validity.

The discriminant validity of a research study was assessed utilizing three pieces of statistical evidence. Firstly, as proposed by Fornell and Larcker (1981), it was necessary to confirm that the square root of the construct’s average variance extracted (AVE) was larger than its correlation with any other construct in the structural model in order to ensure the construct’s discriminant validity remained intact. The data in Table 2 showed that each construct’s AVE

square root was greater than its correlation with other constructs, demonstrating good discriminant validity.

Table 2. Discriminant validity based on the Fornell-Larcker criterion.

Construct	1	2	3	4
1- Physical Environment	0.745			
2- Perceived Value	0.48	0.794		
3- Image	0.30	0.05	0.752	
4- Behavioral Intentions	0.20	0.17	1.4	0.76

Note: Bold diagonal numbers represent the square root of AVE’s study constructs.

4.2.3. Assessment of the Structural Model

For determining the direction as well as interrelationships between study hypotheses, SEM was employed. The goodness-of-fit statistics of the proposed model showed that the model reasonably fits the current data. Chi square value of the model ($\chi^2 = 208.9$, $df = 83$, $P = 0.000$ $\chi^2/df = 2.517$) and other goodness of fit indices (Root-Mean Square Error of Approximation (RMSEA) = 0.059; Comparative Fit Index (CFI) = 0.969; Goodness of Fit Index (GFI) = 0.942), Normed Fit Index (NFI) = 0.949, Root Mean Square Residual (RMR) = 0.053, Incremental Fit Index (IFI) = 0.969, Relative Fit Index (RFI) = 0.927) revealed that the model fit the data reasonably well. The structural results of the proposed model are depicted in Figure (2).

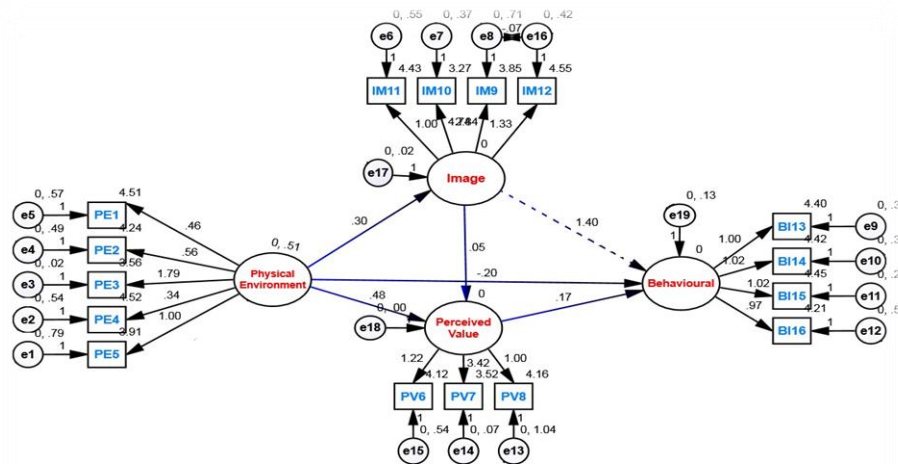


Figure 2: Structural Model

Following the assessment model, the next step is the evaluation of the structural path for the evaluation of path coefficients (relationships amongst study constructs) and their statistical significance. H1 evaluates whether physical environment significantly and positively affects perceived value. The results revealed that physical environment has a significant and positive impact on perceived value (t-value = 6.295, $P < 0.001$). Hence H1 was supported. H2 evaluates whether physical environment significantly and positively affects image. The results revealed that physical environment has a significant and positive impact on image (t-value = 6.459, $P < 0.001$). Consequently, H2 was supported. H3 evaluates whether the physical environment significantly and positively affects behavioral intentions. The results revealed that physical environment has no significant and positive impact on behavioral intentions (t-value = -0.312,

$p > 0.05$). Consequently, H3 was not supported. H4 evaluates whether image significantly and positively affects perceived value. The results revealed that image has no significant and positive impact on perceived value (t -value = 0.665, $p > 0.05$). Consequently, H4 was not supported. H5 evaluates whether perceived value significantly and positively affects behavioral intentions. The results revealed that perceived value has no significant and positive impact on behavioral intentions (t -value = 0.131, $p > 0.05$). Consequently, H5 was not supported. H6 evaluates whether image significantly and positively affects behavioral intentions. The results revealed that image has a significant and positive impact on behavioral intentions (t -value = 6.459, $P < 0.001$). Consequently, H6 was supported. The results are presented in Table 3. The structural model is presented in figure 2.

Table 3: Results of structural parameter estimates

Hypothesized path		Path Coefficients	t - value	P	Result
Direct Path					
H1	PE → PV	0.965	6.295	0.000	Accepted
H2	PE→IM	0.831	6.459	0.000	Accepted
H3	PE→BI	-0.298	-0.312	0.755	Not Accepted
H4	IM→PV	0.035	0.665	0.506	Not Accepted
H5	PV→BI	0.128	0.131	0.896	Not Accepted
H6	IM→BI	0.762	4.77	0.000	Accepted

Note: PE = Physical Environment; PV = Perceived Value; IM = Image; BI = Behavioral Intentions.

5. Discussion and Implications

Examining the connections between the physical surroundings, perceived value, image, and behavioral intentions toward Nubian destinations and hotel services was the primary goal of this empirical study, which was conducted on hotels in the Gharb Suhail village. The study model demonstrated that the image directly affects perceived value, and that perceived value affects behavioral intentions. The conceptual model, which was based on prior research, assumed that the physical environment directly influences perceived value as well as image and behavioral intentions. Lastly, behavioral intentions are impacted by the image. The literature review will address the subsequent findings. Researchers did not pay much attention to the participants' perceptions of how the physical environment influences consumer behavior, which contradicted the findings of other studies (Ali and Amin, 2013; Papadimitriou et al., 2015; Ryu et al., 2012), which stated that the physical environment had a significant impact on behavioral intentions and perceived value. Additionally, scholars have focused a great deal of attention on the impact of the physical surroundings on perceived value, which is consistent with what was said by (Tuncer et al., 2021; Bushara et al., 2023; Ryu et al., 2012). Few studies, meanwhile, have examined its impact on the creation of brand image; the findings indicate that researchers have given the physical environment's impact on image considerable attention, which is consistent with what was stated by (Ryu et al., 2012). The H4 result contradicted what was stated by the researchers, indicating that no substantial attention had been paid to image and perceived value (Khuong and Phuong, 2017). Who said that a customer's perception of a brand's worth is significantly influenced by its image? According to Ryu et al. (2012), there was a positive correlation between behavioral intentions and perceived value; however, this finding conflicted with that of H5, which indicated that perceived value had no bearing on behavioral intentions.

6. Theoretical Implications

Researchers should be aware of the study's consequences, especially those in the hospitality industry. First off, the study adds a great deal to the body of speculative literature on the physical environment, image, perceived value, and, lastly, behavioral intentions in the hospitality sector, particularly with regard to Gharb Suhail hotels and resorts. It is clear that the management considers building a high-quality and appealing environment to be an essential component of providing excellent service, rather than an optional choice. As a result, guests' physical surroundings can serve as a crucial indicator of the value of the services provided by resort hotels (Meepprom and Silanoi, 2020). Research on the physical environment, customer image, perceived value, and behavioral intentions in the hospitality industry is scarce. We have created a novel theoretical framework in the current study to investigate the relationships between different sets of previous variables. By offering a clearer understanding of the degree to which the physical environment influences customers' perceptions of hotel establishments and their image, the proposed conceptual model aids in the management of the physical environment, image, perceived value, and behavioral intentions in the hospitality sector. The study offers proof of the physical environment's direct and indirect effects on behavior intentions, image, and perceived value in addition to the image's direct impact on perceived value. Second, this study's findings may help scholars studying hotels and the hospitality industry pinpoint the elements of the physical setting that influence perceived value and image. This will open up new avenues for investigation into the interplay between the aforementioned factors.

7. Limitations of the Study

The following are some of the study's limitations: First, the study's focus was on regular guests staying in Gharb Suhail region lodging facilities—a sample that isn't considered a tourist demographic. Therefore, it would be challenging to generalize these findings. Applying the study's findings to this particular segment of the hospitality and hotel industries is recommended. The views of visitors to hotels in the Aswan Governorate and other hospitality-related sectors—which are categorized as tourism—may be investigated in the next study. Second, the model with four variables is the exclusive subject of this research study (physical environment - image - behavioral intentions - perceived value). It might be feasible to include more variables or an intermediary variable in further studies. Thirdly, the participants were free to respond with their own opinions because the questionnaire used to gather the data was given to the guests of the facilities included in the study sample. Consequently, additional studies employing a combined (qualitative and quantitative) methodology might offer a deeper comprehension.

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تفسير متعدد الأبعاد لمحددات الخدمات السياحية والفندقية في المقاصد النوبية وتأثيرها على نية الزيارة: حالة قرية غرب سهيل

محمد أحمد السعيد إسرائ أحمد أحمد عبد المجيد أحمد أنور السعيد آية أحمد عبد المجيد

كلية السياحة والفنادق – جامعة المنصورة

المخلص

معلومات المقالة

تهدف هذه الدراسة إلى التعرف على العلاقة بين البيئات المادية والقيمة المدركة والصورة الذهنية والنوايا السلوكية للعملاء تجاه المقاصد السياحية النوبية والخدمات الفندقية. تم جمع البيانات من 433 عملاء المقاصد السياحية النوبية والفنادق في قرية غرب سهيل بأسوان باستخدام الاستقصاء كأداة للمسح الميداني. تم استخدام أخذ العينات الملائمة لسحب العينة. كشفت نتائج نمذجة المعادلات الهيكلية (SEM) أن البيئة المادية تؤثر بشكل كبير وإيجابي على القيمة المدركة. البيئة المادية لها تأثير كبير وإيجابي على الصورة الذهنية للمنشأة. كما أن البيئة المادية ليس لها تأثير كبير وإيجابي على النوايا السلوكية. وكذلك الصورة الذهنية ليس لها تأثير كبير وإيجابي على القيمة المدركة. كما أوضحت النتائج أيضا أن القيمة المدركة ليس لها تأثير كبير وإيجابي على النوايا السلوكية. وأشارت إلى أن الصورة الذهنية لها تأثير كبير وإيجابي على النوايا السلوكية. لذلك، تحتاج الفنادق في عينة الدراسة إلى الاهتمام بتطوير وصيانة بيئات مادية أفضل حتى يمكن تطوير تصورات إيجابية للصورة الذهنية والقيمة لخلق نوايا سلوكية إيجابية للعملاء واتخاذ قرار الشراء بالعودة مرة أخرى.

الكلمات المفتاحية

البيئة المادية؛ الصورة؛
القيمة المدركة؛
النوايا السلوكية؛
الخدمات الفندقية؛
المقاصد السياحية؛
قرية غرب سهيل.

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