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for Tourism and Hospitality (JAAUTH)**journal homepage: <http://jaauth.journals.ekb.eg/>**The Impact of Interpretation of Tour Guide on the Tourist's Memorable Experience and Loyalty to Upper Egypt's Heritage Sites**

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ARTICLE INFO Abstract**Mots-clésrds:**Tour Guide;
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The role of tour guides has gained increasing attention from researchers, as it represents a key aspect of the tourism industry's prestigious professions, and forms an important part of the tourism cycle. In the tourism industry, tour guides play a crucial role in shaping tourists' first impressions of destinations and the experiences they have there. Tour guiding is a vital tourism service, and among the various tourism professions, tour guides stand out for their direct interaction with tourists. Interpretation enhances the visitor experience at cultural and historical attractions, such as museums and heritage site. Effective interpretation is essential to a tour guide's work, and their skill in this area can significantly improve the quality of tourists' experience. The aim of the study is to examine the effect of the interpretation performance of tour guides on memorable tour experiences and loyalty. Data were collected from 387 tourists participating in guided heritage tours in Upper Egypt's heritage sites. A structural model was developed and tested based on previous research on tour guiding, interpretation, and tourist experiences. Results show that interpretation outcomes have a significant impact on all dimensions of tourist's memorable experiences and loyalty. The findings highlight the importance of effective interpretation performance by tour guides in enhancing the memorability of tour experiences and loyalty. whereas tourist's memorable experience directly affects loyalty, and play a vital role in building loyalty, tourists who have memorable experiences are more likely to return and recommend the destination to others.

Introduction

Tour guides play a crucial role in the tourism sector's profitability and public perception. This demanding profession requires not only substantial academic background but also continuous personal development. A successful tour guide must cultivate a comprehensive set of knowledge, abilities, constructive attitudes, and moral principles (Gitonga, 2021). Tour guides act as a vital connection point among various tourism partners like travel agencies, tourists, and attractions. Alzghoul *et al.* (2024). They spend more time with guests than other service providers in the tourism chain. The success of a tour company relies largely on tour guides to fulfill the commitments made to tourists. Therefore, they are fundamental to the

entire tour operation. Their importance in fostering a country's international relations and improving its public image is widely recognized (Nguya *et al.*, 2021). While improving customer service is increasingly recognized as a way to draw more tourists to destinations in a competitive market, the crucial role of tour guides in achieving higher customer satisfaction is frequently underestimated. Tour guides are, in effect, ambassadors for tourist destinations and their nations. Their contribution is instrumental in boosting tourist satisfaction and thereby encouraging more visits (Nejmeddin, 2020)

The central role of interpretation in tour guiding has been overlooked. This interpretation is central to how guides mediate culture, and providing it during a tour is a fundamental aspect of effective guiding. Through their interpretive abilities, tour guides can significantly improve visitors' experiences and deepen their understanding of attractions and their associated cultures (Makopo *et al.*, 2018)

Nowadays there's a clear demand for expert tour guides capable of explaining the historical significance and distinctiveness of tourist sites. As guides engage with a diverse array of visitors with varying linguistic abilities, their capacity to combine language proficiency with cultural understanding is vital for successful visitor service (Syahputra *et al.*, 2017). Furthermore, research indicates that effective interpretation by tour guides positively impacts tourist satisfaction, influencing both the quality of the travel experience and visitor loyalty (Kuo *et al.*, 2016).

Literature review

Tour guiding: conceptual background

Human activities have always included guiding, marking it as one of the oldest known pursuits. For as long as humanity has existed, people have explored the world, and the earliest historical records highlight individuals who acted as leaders: terms like pathfinders, bear leaders, proxemos, and cicerones all represent the forerunners of modern tour guides (Çetinkaya, & Öter, 2016). The activity of tourist guiding is indeed among the oldest in human history. The specific characteristics and functions of the contemporary tourist guide can be directly traced back through its historical development to the Great Tour of the 17th and 18th centuries (Kundi, 2024).

Tour guides are on the front lines, using their expertise to interpret a destination's attractions and culture. With strong communication and service skills, they can turn a simple tour into a memorable experience for visitors. Across the globe, a knowledgeable and skilled tour guide is considered a vital asset to the tourism industry (Abiew *et al.*, 2020; Nguya *et al.*, 2021). A tour guide is a professional who leads individuals through a city or region's buildings, sites, and landscapes, explaining the cultural and natural heritage in the visitor's preferred language (Crespi, 2021; Chang, 2014). Tour guides are also described as coordinators, entertainers, information providers, pathfinders, and sources of knowledge (Crespi, 2021; Al-Okaily, 2022).

This detailed explanation fully captures the scope of a tour guide's responsibilities, which in turn forms the foundation for the interactions that occur between the guide and the tourists. It is worth noting that various researchers employ different terminology when referring to tour guides in their academic work, including designations such as "tour leader," "local guide," or "tour coordinator" (Sulaiman *et al.*, 2016).

A tour guide's ability to understand the needs of their visitors is crucial for ensuring that these visitors feel at ease and comfortable (Mutiaraningrum *et al.*, 2021). Traditionally, tour

guides have been regarded as the "fount of knowledge," offering guidance on both what to observe and how to comprehend what is being seen (Rihova & Alexander, 2025).

Tour guides are capable of making significant positive contributions to a destination, especially within the field of cultural tourism. This is particularly relevant as tourists engaged in such activities generally possess advanced educational backgrounds and an eagerness to acquire knowledge and experience novel things. The act of tour guides conveying information about the destination enriches the entire experience, thereby increasing the perceived value of the destination from the tourist perception.

The guide's multifaceted role involves functioning as a leader who is capable of assuming responsibility; an educator who assists guests in understanding the places they are visiting; an ambassador who extends hospitality and presents the destination in a manner that inspires visitors to return; and a host who can cultivate a comfortable environment for guests (Sulaiman *et al.*, 2016).

Pu *et al.* (2023) highlighted that even though the responsibilities of tour guides are changing with the greater accessibility of information technology, they still significantly impact the experiences of numerous tourists.

Tour guide interpretation

Interpretation, broadly speaking, is a method of communication that uses explanation, clarification, elucidation, description, or exposition to clarify or make sense of a subject (Poudel, 2013). Within the realm of heritage, interpretation is recognized as a vital tool for making historical places meaningful to visitors and helping them understand these sites. It is the process of translating heritage into a language that visitors can easily grasp (Alazaizeh *et al.*, 2019). Heritage interpretation specifically involves explaining the characteristics and significance of a place, including its features and history. This explanation is intended for both residents and visitors—anyone with an interest in natural and cultural heritage, the people connected to it, and the visual and emotional experiences a heritage site offers (Morsy & Beshay, 2018).

Tourists frequently rely on interpretation to comprehend the inherent meaning and value of heritage sites, which contributes to a more worthwhile and enjoyable trip. From a tourism management perspective, interpretive services are provided to help tourists understand the embedded meaning within heritage resources (Cheng *et al.*, 2018). A significant part of a tour guide's job involves interpreting the environments that tourists visit. This interpretation serves as an educational tool, acting as a means to inform and entertain. It caters to tourists' needs and curiosity by supplying information relevant to their destination (Kuo *et al.*, 2016).

If the interpretation is inaccurate, superficial, or overly commercialized, it becomes an impediment to achieving both the cognitive and emotional benefits of a tourist experience (Ngo, 2019). Guiding, as a form of interpretation, can occur formally or informally. Some tour guides stick to rigid, scripted talks that detail factual information about the destination, while others possess a broad knowledge base, allowing them to customize their tours for their clientele (Látková, 2020). The success of tourism heavily depends on the performance of tour guides in each destination, as tourists today often interpret everything they encounter in their own way. In essence, a tour guide's interpretation has been shown to be the most crucial element in creating a meaningful heritage experience (Ababneh, 2018). Interpretation can be categorized into two forms: guided and non-guided. Guided interpretation involves providing information through face-to-face contact and direct personal communication between the visitor and the interpreter, typically via talks and guided tours. Conversely, non-guided interpretation is a non-personal delivery of information, encompassing exhibitions,

excursions, publications, and signs, without the direct intervention of interpreters (Alazaizeh *et al.*, 2019).

Factors crucial for evaluating the quality of tour guide services frequently include their interpretation abilities, specifically their knowledge of the destination and their presentation and communication skills (Cheng, 2019). According to Yılmaz *et al.* (2025), tour guides are expected to possess comprehensive knowledge of the natural attractions, cultural heritage, historical context, notable figures, local legends, and the economic and political landscape of the regions where they operate. Effectively conveying this information to tourists is essential, as the success of this transmission greatly influences how a tour guide's performance is perceived.

Memorable tourism experiences

Memorable Tourism Experiences (MTEs) are essential for understanding what tourists go through, defined as experiences that are retained and recalled long after they've happened. The significance of MTEs stems from the powerful influence past memories have on consumer choices. In fact, these past memories are especially valuable when tourists are deciding whether or not to revisit a particular destination (Tulung *et al.*, 2025).

A tourist experience encompasses the feelings visitors encounter, including their thoughts, emotions, and choices, during their visit to a destination. It's an intangible, fleeting, and continuous process that unfolds throughout their time there (Subramaniam & Thuraishelvam, 2025). The tourist experience is a complex blend of highly subjective elements that shape a tourist's emotions and attitudes toward their trip (Hosseini *et al.*, 2023). Essentially, a tourist experience is a past personal travel-related event impactful enough to be stored in long-term memory (Bagheri *et al.*, 2024).

These experiences are strong indicators of a tourist's future behavioral intentions and significantly influence how memories are formed, based on an individual's assessment of their experience (Aloufi, 2025). MTEs play a central and vital role in the success of a destination. They are not only a critical predictor of customer loyalty but also a decisive factor for a destination's survival and sustainability in a highly competitive market. Memorable experiences can boost customer satisfaction and generate positive word-of-mouth, giving businesses a significant competitive advantage (Guleria, 2024a).

Memorable tourism experiences components

Elements contributing to a memorable tourism experience are viewed as vital aspects of a travel encounter significantly influencing how well the experience is retained in a tourist's memory. Grasping and enhancing tourists' ability to recall positive memories is considered a valuable edge in today's competitive tourism market (Rasoolimanesh *et al.*, 2021).

a) Novelty: A sense of newness, psychologically speaking, comes from engaging in an unfamiliar experience. Novelty has consistently been identified as another significant factor in a traveler's subjective experience and a common reason why people choose to journey (Rasoolimanesh *et al.*, 2022).

b) Refreshment: This requires getting away from one's daily routine, responsibilities, and situations to be in a setting that promotes ease and peacefulness (Sthapit *et al.*, 2023).

C) Knowledge: Tourists seek to gain new information, develop fresh abilities, and acquire new perspectives through their travel experiences. The wish to obtain knowledge is among the socio-psychological motivations that prompt tourists to travel (Rasoolimanesh *et al.*, 2022).

d) Involvement: This refers to the degree to which tourists participate in their travel experiences, which subsequently helps them recollect and vividly articulate the experiences stored in their minds (Guleria, 2024b).

e) Hedonism/Happiness: This refers to the feelings of delight, cheer, and indulgence experienced by tourists while participating in tourism activities (Naparín, 2025).

f) Local culture: This involves acquiring understanding of the area's language, customs, and beliefs (Subramaniam & Thiraiselvam, 2025)

Destination loyalty

Kahraman and Cifci (2023) identify destination loyalty as a key marketing objective within the tourism and hospitality sectors. The concept of loyalty itself originated in marketing, initially referred to consumers' repurchase and recommend practical consumption items. As tourism increasingly contributes to economic growth, the concept of loyalty pertaining to tourist destinations, which are experiential consumption products, has gained more and more attention (Hu & Xu, 2023). Additionally Xu et al. (2022) explain that destination loyalty refers to tourists' dedication to a particular place. This can be seen in their intentions to return and their willingness to recommend that specific destination positively to others through word-of-mouth.

Structural Model

The proposed model was evaluated by investigating the significance of the effects between variables, using standard error values, regression coefficients, and R² values to assess the model's explanatory power.

(H1) Tour guide interpretation has a significant effect on MTE

- H1a Tour guide interpretation has a significant effect on novelty. (H1a: TGI → N)
- H1b Tour guide interpretation has a significant effect on involvement (H1b: TGI → I)
- H1c Tour guide interpretation has a significant effect on refreshment (H1c: TGI → R)
- H1d Tour guide interpretation has a significant effect on local cultural (H1d: TGI → LC)
- H1e Tour guide interpretation has a significant effect on knowledge (H1e TGI → K)
- H1f Tour guide interpretation has a significant effect on happiness (H1f: TGI → H)

(H2) Memorable Tourism Experience (MTE) has a significant effect on Loyalty (LO)

- H2a Novelty has a significant effect on the Loyalty of tourists. (H2a: N → LO)
- H2b Involvement has a significant effect on the Loyalty of tourists. (H2b: I → LO)
- H2c Refreshment has a significant effect on the Loyalty of tourists. (H2c: R → LO)
- H2d Local cultural has a significant effect on the Loyalty of tourists. (H2d: LC → LO)
- H2e Knowledge has a significant effect on the Loyalty of tourists. (H2e: K → LO)
- H2f Happiness has a significant effect on the Loyalty of tourists. (H2f: H → LO)

(H3) Tour guide interpretation has a significant impact on Loyalty. (H3: TGI → LO)

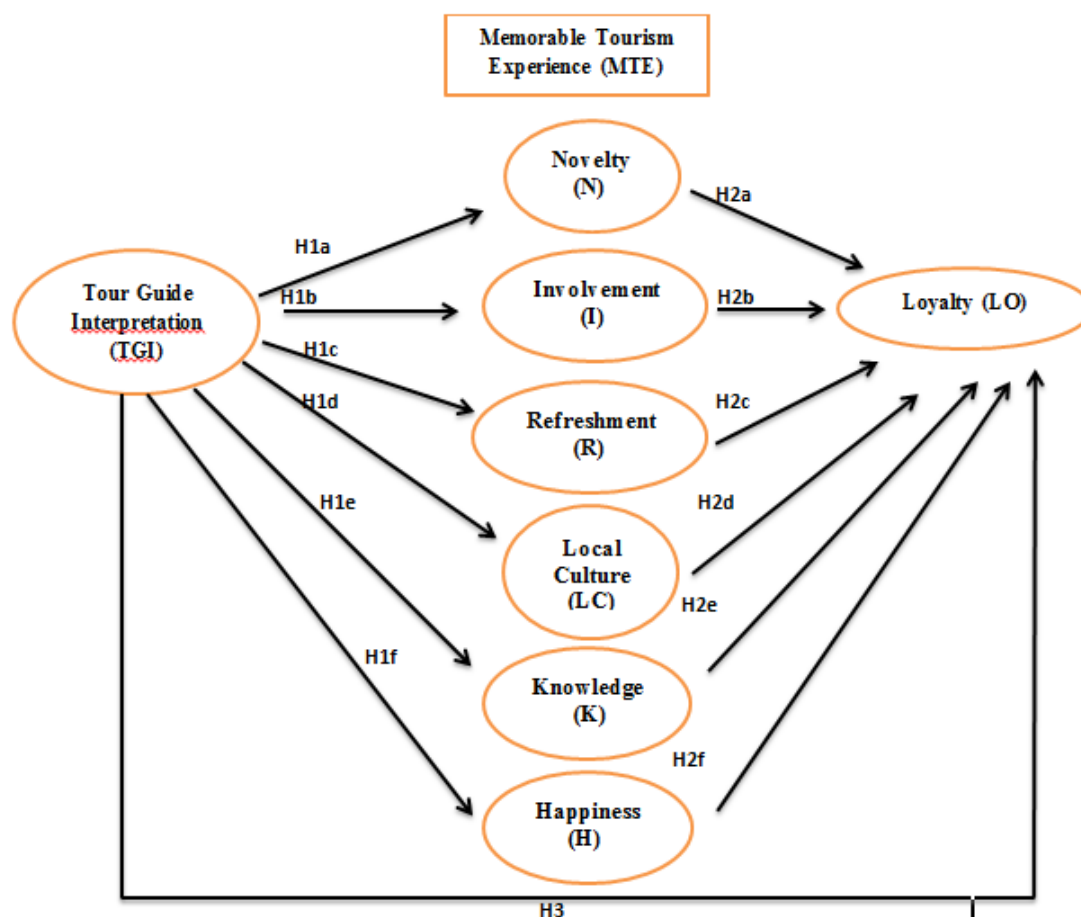


Figure 1 : The research model

Research methodology

Sampling

Sample Size Calculation

To ascertain the statistically valid sample size of the population under consideration, the sampling equation was employed on the unlimited population. According to Steven K. Thompson formula as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

This research aims to study the impact of interpretation performance of tour guides on the tourist's memorable experiences and loyalty. The population of this study was selected randomly. It includes tourists. A total of (400) questionnaire forms were distributed. Only (387) questionnaires have been collected.

Questionnaire design

A quantitative method using the questionnaire survey was utilized. The study data were collected from tourists. It was divided into five main parts. Part one was about respondents' demographic profile as it consists of some information such as gender, age, and educational level, job. The second part was dedicated to ask about Tour guide Interpretation. (18 items)

The third part aimed to determine memorable tourism experience. it consists of 6 elements as follow: novelty (3 items), Involvement (3 items), refreshment (4 items), local culture (3 items), knowledge (3 items), happiness (5 items), fourth part it was dedicated to determine loyalty (6 items). Questionnaire form utilized a five-point Likert scale on which respondents were asked to indicate their level of agreement or disagreement for the second to fifth part as follows: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree = 1

Data Analysis

Data analysis was conducted by using the Statistical Package for Social Sciences (SPSS) version 25. Descriptive analysis was carried out to analyze the respondents' perception toward attributes of variables through the mean scores and standard deviations; Cronbach's α (alpha) is used to measure internal consistency and assess the reliability of the study tool. This study included confirmatory factor analysis to check the validity of the calculating tool. Regression test indicates: 1- the effect of Tour guide interpretation on Memorable Tourism Experience and Loyalty, 2- the effect of Memorable Tourism Experience (MTE) on Loyalty

Reliability

Table 1. Reliability Statistics

Cronbach's alpha	Number of Items
0.973	45

In this study, the Cronbach's alpha is used to assess the reliability of the data. This is due to the fact that Cronbach's alpha is a meaningful measure of internal consistency of a survey. The results showed that the alpha coefficient was 0.973 Therefore, these results were considered reliable.

Validity Statistics

Factor analysis shown in the following table attempted to identify key variables or factors that explain the pattern of correlation within asset of observed variables. Statistical loading should not be less than 0.6.

Table 2. Factor analysis of questionnaire

Variables	Indicators	Items	Extraction
Tour Guide Interpretation	TGI	18	0.792
Novelty	N	3	0.757
Involvement	I	3	0.832
Refreshment	R	4	0.791
Local Culture	LC	3	0.813
Knowledge	K	3	0.847
Happiness	H	5	0.783
Loyalty	LO	6	0.825
Overall		45	0.978

Factor analysis for the variables of the questionnaire rang from (0.792) to (0.978), as the factor analysis shown in previous table states that all variable of the study achieved a percentage bigger than (60%) Hence, it is statistically valid.

Results and Discussion

This section shows the main characteristics of the research sample, including: gender, age, and experience.

Table 3. Profile of the research sample

Gender	Frequency	Percent %
Male	210	54.3
Female	177	45.7
Total	387	100.0
Age		
Less than 20 years	38	9.8
20-40	200	51.7
41-60	133	34.4
Over than 60 years	16	4.1
Total	387	100.0
Education Level		
Secondary School	11	2.8
High School	141	36.4
Postgraduate (MSc - PhD)	184	47.5
Others	51	13.2
Total	387	100.0
Job		
Student	92	23.8
Governmental	101	26.1
Private Sector	175	45.2
Others	19	4.9
Total	387	100.0

The tabulated data in table (3) clarifies that 54.3% of the sample were males and 45.7% of the sample were females. The results shows that 51.7% of the respondents were between 20 to 40 years old, followed by a category ranging from 40 to 60 years 34.4% followed by Less than 20 years 9.8% and finally 4.1% of the sample are more than 60 years. Concerning "job" 45.2% of the sample was private sector and 26.1% of the sample was Governmental. The table shows also that the 23.8% of respondents were students, and 4.9 % of respondents have other jobs.

Table 4. Tour guide interpretation (TGI)

No.	Statements		1	2	3	4	5	Mean	SD	R
1	Engaging tourists in her/his narrative.	Freq	15	20	33	174	145	4.06	1.00661	17
		%	3.9	5.2	8.5	45.0	37.5			
2	Giving examples while narrating.	Freq	11	14	18	176	168	4.23	.91126	8
		%	2.8	3.6	4.7	45.5	43.4			
3	Telling stories/myths/legends about the place visited.	Freq	8	18	21	158	182	4.27	.89730	2
		%	2.1	4.7	5.4	40.8	47.0			
4	Including interesting information about the region during the narration.	Freq	11	18	21	167	170	4.21	.93302	10
		%	2.9	4.7	5.4	43.2	43.9			
5	Explaining scientific terms and topics related to archaeology, history, and architecture in a language that the group can understand.	Freq	13	12	17	150	195	4.30	.92852	1
		%	3.3	3.1	4.4	38.8	50.4			
6	Describing the places visited in detail.	Freq	11	23	37	165	151	4.00	.97536	18
		%	2.9	5.9	9.6	42.6	39.0			
7	Summarizing what was said about the places visited.	Freq	10	20	24	175	158	4.17	.92774	15
		%	2.6	5.2	6.2	45.2	40.8			
8	Expressing the main features of the places visited.	Freq	13	14	17	166	177	4.25	.93159	6
		%	3.4	3.6	4.4	42.9	45.7			
9	The interpretation was presented fluently.	Freq	8	21	28	176	153	4.15	.92298	16
		%	2.4	5.4	7.2	45.5	39.5			
10	The interpretation was clear and easy to understand.	Freq	11	16	16	168	176	4.25	.91328	4
		%	2.9	4.1	4.1	43.4	45.5			
11	The length of the interpretation was appropriate.	Freq	11	17	31	158	170	4.19	.94584	14
		%	2.9	4.4	8.0	40.8	43.9			
12	I gained knowledge from the interpretation.	Freq	9	16	22	165	175	4.25	.89533	5
		%	2.4	4.1	5.7	42.6	45.2			
13	The interpretation was rich in content.	Freq	11	16	23	164	173	4.23	.92573	9
		%	2.9	4.1	5.9	42.4	42.5			
14	The interpretation made me excited about the site.	Freq	12	19	22	163	171	4.20	.95651	12
		%	3.1	4.9	5.7	42.1	44.2			
15	The guide interpretation made me want to talk about what I heard.	Freq	11	18	26	163	169	4.19	.94201	13
		%	2.9	4.7	6.7	42.1	43.7			
16	The guide interpretation made me want to know more.	Freq	12	18	18	159	180	4.24	.94881	7
		%	3.1	4.7	4.7	41.1	46.5			
17	The guide interpretation made protecting heritage seem more important.	Freq	15	14	21	167	170	4.20	.96272	11
		%	3.9	3.6	5.4	43.2	43.9			
18	The guide interpretation made me value heritage preservation more.	Freq	11	15	16	170	175	4.25	.90541	3
		%	2.9	3.9	4.1	43.9	45.2			

Table (4) shows the descriptive analysis for Tour Guide interpretation. From the table, the mean score fell from 4.30 to 4.00, which indicated most of the respondents satisfied with the tour guide interpretation. The descriptive statistics of Tour guide interpretation items were shown. Mean and standard deviation values indicated that the majority of respondents agreed that explaining scientific terms and topics related to archaeology, history, and architecture in

a language that the group can understand with a mean of (4.3057) and std. deviation of (0.92852). followed by Telling stories/myths/legends about the place visited with a mean of (4.2694) and std. deviation of (.89730). followed by The interpretation was clear and easy to understand by score (M=4.2539; SD. = .91328), followed by I gained knowledge from the interpretation by score (M=4.2513; SD. = .89533), followed by Expressing the main features of the places visited by score (M=4.2487; SD. = .93159), while the last ranked item was “Describing the places visited in detail” by score (M=4.00; SD. = .97536).

Table (5) Descriptive Statistics of dimensions of Memorable Tourism Experience (MTE)

Novelty (N)										
No.	Statements		1	2	3	4	5	Mean	SD	R
1	It was once-in-a-lifetime experience.	Freq	13	12	52	169	141	4.09	.94912	2
		%	3.4	3.1	13.4	43.7	36.4			
2	It was a unique experience.	Freq	10	8	40	176	153	4.18	.87283	1
		%	2.5	2.1	10.3	45.5	39.5			
3	It was quite different from my previous tourism experiences.	Freq	10	12	53	180	132	4.07	.90017	3
		%	2.6	3.1	13.7	46.5	34.1			
Involvement (I)										
No.	Statements		1	2	3	4	5	Mean	SD	R
1	I visited a place where I really wanted to go.	Freq	9	10	36	182	150	4.18	.86084	2
		%	2.4	2.6	9.3	47.0	38.8			
2	I enjoyed tourism activities that I really wanted to do.	Freq	11	8	33	167	168	4.23	.88637	1
		%	2.9	2.1	8.5	43.2	43.4			
3	I participated in tourism activities that I have been interested in.	Freq	10	9	44	167	157	4.17	.89155	3
		%	2.6	2.3	11.4	43.2	40.6			
Refreshment (R)										
No.	Statements		1	2	3	4	5	Mean	SD	R
1	I relieved stress during this trip.	Freq	13	23	59	164	128	3.97	1.00203	4
		%	3.4	5.9	15.2	42.4	33.1			
2	I felt free from daily routines during this trip.	Freq	3	15	43	166	160	4.21	.82808	1
		%	0.8	3.9	11.1	42.9	41.3			
3	I had a refreshing experience.	Freq	12	8	33	190	144	4.16	.87985	3
		%	3.1	2.1	8.5	49.1	37.2			
4	I felt better after the trip.	Freq	10	16	35	165	161	4.17	.92494	2
		%	2.6	4.1	9.0	42.6	41.6			
Local Culture (LC)										
No.	Statements		1	2	3	4	5	Mean	SD	R
1	I had a good impression about the local people.	Freq	6	13	55	174	139	4.11	.86221	3
		%	1.6	3.4	14.2	45.0	35.9			
2	I had a chance to closely experience the local culture of a destination area.	Freq	5	19	39	168	156	4.17	.87590	1
		%	1.3	4.9	10.1	43.4	40.3			
3	Local people in a destination area were friendly.	Freq	5	16	37	199	130	4.13	.82301	2
		%	1.3	4.1	9.6	51.4	33.6			
Knowledge (K)										
No.	Statements		1	2	3	4	5	Mean	SD	R
1	It was exploratory.	Freq	6	14	40	178	149	4.17	.85084	2
		%	1.6	3.6	10.3	46.0	38.5			
2	I gained knowledge or information.	Freq	8	11	28	172	168	4.25	.85071	1
		%	2.1	2.8	7.2	44.4	43.4			
3	I learned new skills / activities.	Freq	10	15	45	180	137	4.09	.91144	3
		%	2.6	3.9	11.6	46.5	35.4			

	Happiness (H)									
No.	Statements		1	2	3	4	5	Mean	SD	R
1	I was thrilled about having a new experience.	Freq	10	10	28	184	155	4.20	.86403	5
		%	2.6	2.6	7.2	47.5	40.1			
2	I really enjoyed this tourism experience. .	Freq	9	7	23	179	169	4.28	.82459	2
		%	2.4	1.8	5.9	46.3	43.7			
3	It was exciting.	Freq	8	5	33	177	164	4.26	.81239	3
		%	2.1	1.3	8.5	45.7	42.4			
4	I have wonderful memories of my recent wellness tourism experience.	Freq	9	8	42	171	156	4.30	2.2498	1
		%	2.4	2.1	10.9	44.2	40.3			
5	I will not forget my recent wellness tourism experience.	Freq	8	10	34	174	161	4.22	.85103	4
		%	2.1	2.6	8.8	45.0	41.6			

As shown in table (5) "Novelty", was the first variable of Memorable Tourism Experience (MTE), this study found that the respondents claimed that the item " It was quite different from my previous tourism experiences achieved the highest mean (4.18) with standard deviation (.87283). Followed by It was once-in-a-lifetime experience. with a mean of (4.09) and std. deviation of (.94912).

Involvement consisted of 3 items. The respondents agreed that "I enjoyed tourism activities that I really wanted to do." which was ranked first by score (M= 4.23; SD. = .88637), while the last ranked item was "" by score (M=4.17; SD. = .89155).

Refreshment consisted of 3 items the respondents agreed that I felt free from daily routines during this trip by score (M=4.17; SD. = .89155). On the other hand, the item I relieved stress during this trip has achieved the lowest mean (3.97) with standard deviation (1.00203).

According to the variable of " Local Culture" first item was I had a chance to closely experience the local culture of a destination area by score (M=4.17; SD. = .87590). On the other hand, the least item was I had a good impression about the local people by score (M=4.11; SD. = .86221).

Knowledge consisted of 3 items the respondents agreed that " I gained knowledge or information which was ranked first by score (M=4.25; SD. = .85071). Followed by" It was exploratory" by score (M=4.17; SD. = .85084). Followed by "I learned new skills / activities" by score (M=4.09; SD. = .91144).

According to the variable of " Happiness" first item was" I have wonderful memories of my recent wellness tourism experience" by score (M=4.30; SD. = 2.2498). On the other hand, the least item was I was thrilled about having a new experience " by score (M=4.20; SD. = .86403).

Table (6) Descriptive analysis of Loyalty (LO)

No.	Statements		1	2	3	4	5	Mean	SD	R
1	I would say positive things about this place.	Freq	7	4	27	184	165	4.29	.77208	4
		%	1.9	1.0	7.0	47.5	42.6			
2	I would encourage friends and relatives to visit this place.	Freq	9	4	21	172	181	4.33	.80187	2
		%	2.4	1.0	5.4	44.4	46.8			
3	I would recommend this place to my friends.	Freq	7	8	17	174	181	4.34	.78990	1
		%	1.9	2.1	4.4	45.0	46.8			
4	If given the opportunity, I would return to this place.	Freq	8	8	27	166	178	4.30	.83173	3
		%	2.1	2.1	7.0	42.9	46.0			
5	The narratives of the guide made me want to stay longer.	Freq	7	10	40	154	176	4.25	.86056	5
		%	1.9	2.6	10.3	39.8	45.5			
6	The narratives of the guide made me want to purchase a memento or souvenir directly related to this place.	Freq	11	12	37	154	173	4.21	.92663	6
		%	2.9	3.1	9.6	39.8	44.7			

Table (6) reports the descriptive analysis of the Loyalty construct. The majority of the respondents claimed that they would recommend this place to my friends by score ($M=4.34$; $SD. = .78990$). They also claimed that would encourage friends and relatives to visit this place by score ($M=4.33$; $SD. = .80187$) and they would return to this place. ($M = 4.30$; $SD. = .83173$). Followed by they say positive things about this place ($M=4.29$; $SD. = .77208$). Followed by The narratives of the guide made me want to stay longer ($M=4.25$; $SD. = .86056$) Furthermore, the responses also confirm that the narratives of the guide made them want to purchase a memento or souvenir directly related to this place ($M=4.21$; $SD. = .92663$)

Table (7): Effect of Tour guide interpretation (TGI) on Memorable Tourism Experience (MTE).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adjusted R Square
		B	Std. Error	Beta			
1	(Constant)	4.780	0.529		9.031	.000	0.353
	Tour guide Interpretation(TGI)	.100	0.007	0.595	14.516	.000	
a. Dependent Variable: Novelty (N)							
1	(Constant)	3.607	0.471		7.652	.000	0.493
	Tour guide Interpretation(TGI)	0.119	.006	0.703	19.389	.000	
a. Dependent Variable: Involvement (I)							
1	(Constant)	8.049	0.717		11.234	.000	0.271
	Tour guide Interpretation(TGI)	0.112	0.009	0.523	12.018	.000	
a. Dependent Variable: Refreshment (R)							
1	(Constant)	5.620	0.504		11.145	.000	0.327
	Tour guide Interpretation(TGI)	0.090	0.007	0.573	13.706	.000	

a. Dependent Variable: Local Culture (LO)							0.298
1	(Constant)	5.817	.532		10.941	.000	
	Tour guide Interpretation(TGI)	0.088	0.007	0.547	12.819	.000	
a. Dependent Variable: Knowledge (K)							0.245
	(Constant)	10.079	1.015		9.933	.000	
	Tour guide Interpretation(TGI)	0.148	0.013	0.497	11.220	.000	
a. Dependent Variable: Happiness (H)							

As illustrated in table (7), (TGI) affects directly, significantly and positively on all factors of (MTE) (H1), by the different values. (TGI) affects on (N) by ($\beta = 0.595$, $p > .05$), with R value 35.3%. (H1a). (TGI) affects on (I) ($\beta = 0.703$, $p > .05$), with R value 49.3%. (H1b), (TGI) affects on (R) ($\beta = 0.523$, $p > .05$), with R value 27.1 %.(H1c). (TGI) affects on (I) ($\beta = 0.703$, $p > .05$), with R value 49.3%. (H1b). (TGI) affects on (LO) ($\beta = 0.573$, $p > .05$), with R value 0.32.7 %.(H1d). (TGI) affects on (K) ($\beta = 0.547$, $p > .05$), with R value 0.29.8 %.(H1e). (TGI) affects on (H) ($\beta = 0.497$, $p > .05$), with R value 0.24.5 %.(H1f).

Table (8): Effect of Memorable Tourism Experience (MTE) on Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Adjusted R Square
		B	Std. Error	Beta			
1	(Constant)	14.290	.952		15.004	.000	0.278
	Novelty (N)	.927	.076	0.529	12.225	.000	
a. Dependent Variable: Loyalty (LO)							0.330
1	(Constant)	13.115	.930		14.095	.000	
	Involvement(I)	1.001	.073	0.576	13.793	.000	
a. Dependent Variable: Loyalty (LO)							0.384
1	(Constant)	11.640	.922		12.631	.000	
	Refreshment (R)	.853	.055	0.621	15.540	.000	
a. Dependent Variable: Loyalty (LO)							0.430
1	(Constant)	10.429	.909		11.468	.000	
	LocalCulture (LC)	1.232	.072	0.657	17.086	.000	
a. Dependent Variable: Loyalty (LO)							0.544
1	(Constant)	8.936	.795		11.241	.000	
	Knowledge (K)	1.341	.062	0.739	21.470	.000	
a. Dependent Variable: Loyalty (LO)							0.493
	(Constant)	10.969	.777		14.125	.000	
	Happiness (H)	.694	.036	0.703	19.373	.000	
a. Dependent Variable: Loyalty (LO)							

As noted in table (8) the results have displayed (MTE) affects directly, significantly and positively on (LO) (H2). (N) affects on (LO) by ($\beta = 0.529$, $p > .05$), with R value 0.27. 8% (H2a). (I) affects on (LO) by ($\beta = 0.576$, $p > .05$), with R value 0.33% (H2b). (R) affects on

(LO) by ($\beta = .0621$, $p > .05$), with R value 0.38.4% (H2c). (LC) affects on (LO) by ($\beta = .0657$, $p > .05$), with R value 0.43% (H2d). (K) affects on (LO) by ($\beta = 0.739$, $p > .05$), with R value 0.54.4% (H2e). (H) affects on (LO) by ($\beta = 0.703$, $p > .05$), with R value 0.49.3% (H2f).

Table (9): Effect of Tour guide interpretation on Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Adjusted R Square
		B	Std. Error	Beta			0.260
1	(Constant)	14.342	.991		14.475	.000	0.260
	Tour guide Interpretation	.150	.013	0.512	11.688	.000	
a. Dependent Variable: Loyalty							

As noted in table (9), the results have displayed that tour guide interpretation affects directly, significantly and positively on loyalty by ($\beta = 0.512$, $p > .05$), with R value 0.2.

Table (10) Results of Hypotheses Testing

Hypothesis		Result
H1	H1a: TGI \rightarrow N	Supported
	H1b: TGI \rightarrow I	Supported
	H1c: TGI \rightarrow R	Supported
	H1d: TGI \rightarrow LC	Supported
	H1e: TGI \rightarrow K	Supported
	H1f: TGI \rightarrow H	Supported
	H1a: TGI \rightarrow N	Supported
H2	H2a: N \rightarrow LO	Supported
	H2b: I \rightarrow LO	Supported
	H2c: R \rightarrow LO	Supported
	H2d: LC \rightarrow LO	Supported
	H2e: K \rightarrow LO	Supported
	H2f: H \rightarrow LO	Supported
	H2a: N \rightarrow LO	Supported
H3	H3: TGI \rightarrow LO	Supported

Table indicates that all the hypotheses of the research are supported.

Conclusion

This study aimed to investigate the relationships between tour guide interpretation, memorable tourism experience and tourist loyalty. In order to achieve this goal, this study used a quantitative approach by collecting data from tourists who participated in guided tours. This study measured the effect of tour guide interpretation on Memorable Tourism Experience and concluded that interpretation performance had a significant effect on had a significant effect on all dimensions of (MTE), including Novelty, Involvement, Refreshment, Local Culture, Knowledge, Happiness).

The results of this research highlight the importance of tour guide interpretation performance on memorable tour experiences in guided heritage tours. The findings of this study showed that the more relevant the interpretation performance, the more memorable experiences tourists have. Therefore, it will be useful for tour guides to make relevant interpretations on their tours in order to make the tour experience memorable, tour guides should concentrate on

relevant interpretation as this enhances all dimensions of the tour experience. These results are consistent with findings from the study of Pusparani et al.(2025) which showed that The better the communication established between the tour guides and tourists, the more positive the experience perceived by the tourists.

The study found a strong impact of Memorable Tourism Experience (MTE) on tourist loyalty. Factors influencing loyalty include positive word-of-mouth, personal recommendations, and the storytelling abilities of tour guides) These findings concur with the study of Alturk, et al (2025). who stated that memorable tourism experience is a key variable in creating satisfaction and intention to recommend, the previous result agreed with the result of Kartika, & Edison, (2023) which highlighted that memorable travel experiences in Alamendah Tourism Village can positively influence visitors' behavioral intentions.

Moreover, the results of this study indicate that a significant positive influence of Tour guide interpretation in tourist loyalty .Tour guides play a critical role in creating tourists' loyalty to the destination . This result was in line with the study of Cheng, et al. (2019), which concluded that perceived value serves as an important mediator and key predictor on the relationship between tour guide interpretation service and and tourists' intention to revisit. These results are compatible with the findings from Kapa et al. (2022) study, which stated that the positive image of tourist guide performance is not only positively and significantly related to the satisfaction of tourists but also is one of the factors that determine the destination loyalty of customers. Finally, recommendations can be made for future research, first future research could test the suggested conceptual model in other cultural and natural heritage sites in Egypt, second future research can test the mediation effect of destination image on the relationship between tour guide performance and sustainable visitor behavior.

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تأثير الشرح المقدم من المرشد السياحي على تجربة السائح التي لا تنسى وولائه للمواقع التراثية في صعيد مصر

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الملخص

معلومات المقالة

لقد حظي دور المرشدين السياحيين باهتمام الباحثين، باعتباره جانباً رئيسياً من المهن المرموقة في صناعة السياحة، وجزءاً مهماً في تلك الصناعة، حيث يلعب المرشدون السياحيون دوراً حاسماً في تشكيل الانطباعات الأولى للسائحين عن الوجهات والتجارب التي يخوضونها ، ومن بين المهن السياحية المختلفة، يبرز المرشدون السياحيون لتفاعلهم المباشر مع السائحين، مما يجعل خدمتهم حيوية في صناعة السياحة. يعزز التفسير أو الشرح المقدم من المرشد السياحي تجربة الزائر في المعالم الثقافية والتاريخية، مثل المتاحف والمواقع التراثية. فالتفسير الفعال ضروري لعمل المرشد السياحي، كما أن مهارته في هذا المجال يمكن أن تحسن بشكل كبير جودة تجربة السائحين. يهدف البحث إلى اختبار تأثير أداء التفسير للمرشدين السياحيين على التجارب السياحية التي لا تنسى وولائهم للمواقع التراثية في صعيد مصر. تم جمع البيانات من ٣٨٧ سائحاً زاروا المواقع التراثية في صعيد مصر.

الكلمات المفتاحية

التفسير؛
 المرشد السياحي؛
 تجربة السائح التي لا تنسى؛
 الولاء.

(JAAUTH)

المجلد ٢٩ ، العدد ١ ،
 (٢٠٢٥)،
 ص ٩٥-١١٣.

تم تطوير واختبار نموذج هيكلي بناءً على الأبحاث الموجودة حول الإرشاد السياحي، والتفسير، وتجارب السائحين. وقد أظهرت النتائج أن التفسير المقدم من المرشد السياحي له تأثير كبير على جميع أبعاد تجارب السائح التي لا تنسى وفي تعزيز قابلية تذكر التجارب السياحية لدى السائحين . كما أكدت نتائج البحث على أهمية أداء التفسير الفعال من قبل المرشدين السياحيين على ولائهم للمناطق التراثية بصعيد مصر. وأظهرت النتائج أن تجارب السائحين التي لا تنسى تؤثر بشكل مباشر على الولاء، وتلعب دوراً حيوياً في بنائه ، ومن المرجح أن يعود السائحين الذين لديهم تجارب لا تنسى إلى المقصد مرة أخرى ويوصون بالوجهة للآخرين.