

The Impact of Motivations, Perceptions and Satisfaction on Tourists' Loyalty

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Abstract Over the last fifty years tourism has grown to be one of the major industries in the world, playing an important role in the economies of many countries. Recent tourism marketing researches focus mainly on competitiveness, attractiveness, tourist loyalty to a destination, tourist satisfaction and perceived service quality, and destination image. In this study, tourist behaviour can be regarded as an aggregate construct, comprising pre-visit determinants for destination choice (e.g., motivation); on-site experience (e.g., perception); post-visit evaluation (e.g., satisfaction); and future behavioural intentions (destination loyalty). Combined, these factors help to understand comprehensive destination visitor behaviour. Identifying motivations of visitors and increasing the service quality of destinations are viable ways for destinations to remain competitive. In order to secure or expand Egypt tourism market share, tourism marketers in Egypt should pay close attention to travelers' behaviour and their perceptions of Egypt as a tourism destination. This study aims to: Understand and examine the theoretical and empirical evidence on the causal relationships among tourist motivations, tourist perceptions and tourist satisfaction and destination loyalty and examine tourists' motivations and perceptions of Egypt as a tourism destination to gain a better understanding of tourists' behavior finally, examine the relationship between satisfaction and loyalty. To achieve these aims a self field questionnaire was used to collect information. Path analysis used to study the relationships among variables. 400 tourists were investigated as a sample and the collected Questionnaires are 232 ones which represent a response rate of 58%. The important findings indicated that tourists' motivations and perceptions had an effective influence on satisfaction as well as willingness to return, both motivations and perceptions are significantly affecting satisfaction and also motivations, perceptions and satisfaction are significantly affecting loyalty.

Keywords: Motivations, Perceptions, Satisfaction, Loyalty and Egypt

INTRODUCTION

Over the last fifty years tourism has grown to be one of the major industries in the world, playing an important role in the economies of many countries. It has also become a 'social phenomenon' as a result of people's increased leisure time, rising disposable income and the development of more efficient transport, making more countries accessible and this has led to the point where marketing has become a complex and crucial tool in the competitive global marketplace of tourist destinations (Jesus, 2013).

When tourism is well planned, it can generate benefits at the destination by increasing tourist receipts, government revenue, and employment. For more successful tourism development, it is crucial to attract tourists and to recommend the destination for others to revisit. Recent tourism marketing researches focus mainly on competitiveness, attractiveness, tourist loyalty to a destination, tourist satisfaction and perceived service quality, and destination image (Som and Badarneh, 2011). The customer is the heart of effective services marketing (Zeithaml and Bitner, 2003). Therefore, there is a need for consumer behaviour research within tourism (Weeden, 2001).

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Challenged to find ways to retain current visitors and attract new ones, marketers must understand tourist behaviour and decision-making. According to Ryan (2002) and Williams and Buswell (2003), tourist behaviour can be divided into four stages, including pre-visit, on-site, post-visit, and future decision-making. In this study, tourist behaviour can be regarded as an aggregate construct, comprising pre-visit determinants for destination choice (e.g., motivation); on-site experience (e.g., perception); post-visit evaluation (e.g., satisfaction); and future behavioural intentions (destination loyalty).

Combined, these factors help to understand comprehensive destination visitor behaviour. Identifying motivations of visitors and increasing the service quality of destinations are viable ways for destinations to remain competitive. In turn, these could lead to better understanding of the needs of different destination consumer segments; more careful shaping and launching of new services; pruning of weak services; more effective methods of delivering services; more flexible pricing approaches; and higher levels of client satisfaction (Kotler, 1979). In the past two decades the vacation decision making has become an important issue in tourism research but the empirical applications of the various proposed theories are still scarce (Bonera, 2008).

Scholars from a variety of social science disciplines focus on how individuals go about making decisions. The utility of this work is evident in the field of marketing, in which a substantial body of decision making literature builds from since the 1950s. A systematic and in-depth understanding of buying processes is the main goal of pioneering models of consumer behaviour (Sirakaya and Woodside, 2005). In order to secure or expand Egypt tourism market share, tourism marketers in Egypt should pay close attention to travelers' behaviour and their perceptions of Egypt as a tourism destination (Ayad and Shujun, 2012).

Therefore, in order to understand comprehensively customer behaviour in tourism, various models have been developed to describe and generalize consumer behaviour patterns. The models attempt to show the important role of different elements affecting the decision making process.

How people consume travel and tourism products has become a focus of much tourism research. Understanding travel behaviour is imperative in today's highly competitive business environment (Pizam and Mansfeld, 1999).

Recently, in the field of marketing and consumer research there has been a growing interest in studying market place phenomena from new cultural and postmodern perspective. Alternative approaches to theorizing and empirical research have been proposed and discussed in an attempt to improve both the social and practical pertinence of academic research (Moisander and Valtonen, 2006). The gradual institutionalization of the interpretive and thus also the

culture marketing and consumer research project that has come to be known as the consumer behaviour odyssey (Belk, 1991).

To understand why consumers buy certain products instead of others, marketers study consumer behaviour- the way in which external and internal forces shape people exchange activities. The study of consumer behaviour comprises external forces such as family and culture. Internal forces such as attitude and behaviour in the form of participation in exchange activities (Gilbert and Peter, 1995). Wright (2006) confirmed that If marketers understand why consumer behave in the way that they do, why they make the decisions in the way that they do and why they buy the products and the brands that they do, then marketers will need to look deeply into the whole manner of decision making. This will include such things as attitude, perception, motivation, and so on. This research aims to examine the theoretical and empirical evidence on the causal relationships among tourist motivations, tourist perceptions, tourist satisfaction and destination loyalty, examine tourists' motivations and perceptions of Egypt as a tourism destination to gain a better understanding of tourists' behavior and finally examine the relationship between satisfaction and loyalty.

LITERATURE REVIEW

Travel Motivations

The travel is a mixture of conscious and subconscious escape and compensation factors. One must also take into consideration both the individual characteristics of tourist and his cultural background and the attributes of the destination in question such as weather, atmosphere, hotels, activities and attractions. Motives not only change according to, for example, stages in tourist's life cycle, but might change during the course of one trip. The following figure (1) illustrates the tourist's travel motives.

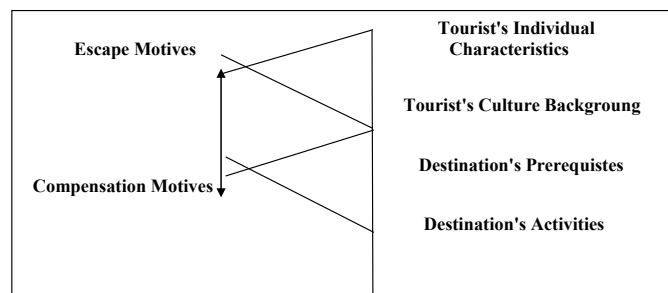


Fig. 1: Tourist's Travel motives

Source: Gabbott and Hogg (1998, p.145).

According to Bonera (2008), the tourist motivation represents what pushes a person or a group to travel, regarding both

conscious and unconscious aspects, and both stable needs and transitional ones. Even the tourist motivation, like other behavioural impulses, may be positive or negative and may, in the first case, consist in looking for something to obtain or, in the second one, in avoiding unwanted situations and the possibility of raising or lowering the level of psychophysical intensity through a type of travel depends on the traveler perspective but also on what that person does daily.

Motivation can be considered essential for the development of tourism because without interest or the need to travel the tourism could not exist. Over the 1990s tourism motivation research has gained importance, but it is considered one of the most complex areas of tourism research. Motivations represent the main influence of tourism demand patterns. There have been several studies on tourism motivations derived from a variety of disciplinary subjects that have led to a variety of approaches (Bonera, 2008).

Holloway (2004) pointed out that motivations for travel and tourism can be categorized as follow:

1. Holiday travel.
2. Business travel.
3. Health travel.
4. Visiting friends and relatives (VFR).
5. Religious travel.
6. Travel for economic benefit (e.g. shopping).
7. Travel for educational purposes (study tours , etc).
8. Sports and activities travel (participation or observation).

In fact, we can summarize all of these activities under five basic: physical, cultural, interpersonal, status and prestige and commercial. Although there will be some overlap of motives between these categories , it will be useful to see how these needs are met by tourism facilities or destinations , and how they relate to levels of need in Maslow's hierarchy.

On the other hand, Middleton and Clarke (2001) classified travel motivations as follow:

1. Business / work-related motives.
2. Physical / physiological motives.
3. Cultural / psychological / personal education motives.
4. Social / interpersonal and ethnic motives.
5. Entertainment / amusement / pleasure / pastime motives.
6. Religious motives.

Tourist Perceptions

Perceptions play an important role in understanding human and consumer behaviour. In simple terms perception can be

seen as the way that humans experience, try to understand and so make sense of the world around them. It begins with the moment of birth and then continues as we grow from children into adults and will only end at the moment of death. It includes all the senses: sight, sound, smells, touch and taste, that we use every day in constantly interacting with environment .The use of each will vary according to thoughts, emotions and situation in hand as well as other factors such as culture, illness and disability, such as deafness or being blind (Wright, 2006).

Tourists, on their first visit to a destination, or on a repeat visit, will perceive a primary image of the place which will enable them to have a more general perception. More visits made and time spent, more substantially influence the formation of the image of the destination in tourists mind (Hassan et al., 2011). According to Xia et al., (2009), destination image has been frequently proved to have direct effect on tourist behaviour, i.e. tourist expectation and perceived value.

The destination image is defined as a “*mental perception made by tourists through multiple sources of information*” (Jamaludin et al, 2012, p. 90). Also, Ayad and Hamdy, (2013) mentioned that the image based on the perceptions each tourist has of all the destinations they have been to or have heard of.

Fan et al., (2012) defined the Tourist perception as “the tourist's comprehensive perception on the attractions, environment, products and services in tourism destination. Tourists receive their perceptions through the five senses from different sources of information such as media and internet”.

According to the destination image attributes designative attributes relate to the perceptual and cognitive component of image, while evaluative attributes deal with the affective component of image. Some authors integrated eight evaluative-image attribute into a market positioning map. Besides, beyond the market positioning studies, tourist image attributes were incorporated into behavioural research cent rating on the relationship between tourist image and other types of behaviours. Tourists' cognitive image of travel destinations influenced their choice behaviours (Mohamed, 2008).

Some authors categorized attributes into nine dimensions: (1) natural resources; (2) tourist leisure and recreation (3) natural environment (4) general infrastructure (5) culture, history, and art (6) social environment (7) tourist infrastructure (8) political and economic factors (9) Leisure and recreations.

Another authors classified attributes into nine aspects, (1) travel environment (2) natural attractions (3) entertainment & events (4) historic attractions (5) infrastructure (6) accessibility (7) relaxation (8) outdoor activities and (9) price and value (Rajesh, 2013).

According to Gunn (1988), Echtner and Ritchie (2003) and Rajesh (2013) divide the destination image into three components as follow:

(1) Organic image; (2) Induced image; (3) Modified image.

People create their own image of a tourism destination based on their general knowledge and feeling, or from an external influence, such as friends and relatives, the advertisements, the intermediaries, or, also, their own past experiences. Therefore, destination image depends on the previous experience the traveler had in a specific destination, the degree of familiarity, geographic origin, social and cultural background and most importantly the expectations one has about that tourism destination. The stages of image formation are based on the different tourists' perceptions, considering also the impact of all internal and external factors that can influence the tourists' image of the destination and tourists formed the destination image from information sources and personal factors (Siri et al., 2012).

Marketers must determine how dis/satisfaction will affect customer's perceptions of the service experience (Hensley and Sulek, 2007). Eskildsen et al., (2004a) concludes that image determines the influence of perceived value, customer satisfaction and customer loyalty. A favorable image is viewed as a critical aspect of a company's ability to maintain its market position in the competitive industry (Jamaludin, 2012).

Perceived value is defined as *"the customer's assessment of the services based on the perceptions of what is received and what is given"* (Zeithaml, 1988). This perception directly influences the satisfaction of the customer. Several authors such as Huang and Su (2010), Song et al., (2011), and Chen and Chen (2010) believe that when the tourists perceive that the quality of services given to them is greater than the money paid by them, the satisfaction is created (Sadeh et al., 2012).

Previous study of residents' tourist behaviour confirms the importance of destination image in a quality-satisfaction-loyalty framework. Their results show that image is a direct antecedent of the evaluation of the stay and future behaviour, where perceived quality acts as a mediator between destination image and satisfaction. There is a positive relationship between destination image and trip quality; furthermore, quality mediates the relationship between image and perceived value (Ljubica et al., 2009).

Tourist Satisfaction

Since tourist satisfaction can influence the choice of the destination by potential visitors, it is seen as a major indicator of a destination's performance and its financial results. A definition of tourist satisfaction has been discussed for more than 30 years, with a variety of approaches within the tourism literature. These include: destination features,

their qualities and relationships with customer evaluations and satisfaction and all of the above well documented. Some researchers defined satisfaction simply as the result of customers' assessment of perceived quality. However, in some papers, quality and satisfaction are modeled as separate constructs, because the underlying processing mechanisms for evaluating quality and satisfaction are distinct (Vetitnev et al., 2013).

Tourist satisfaction is one of the most investigated topics in the field of tourism, due to its role in the survival and future of any tourism products and services. As a result tourist satisfaction is one of the most important concerns of competitive destinations as it considerable impacts on the tourist's choice of the holiday destination, and the decision to visit the destination in the future (Naidoo et al., 2010). Satisfaction is a key variable in marketing. Identifying the elements that influence the satisfaction experienced by the tourist is a priority task. Satisfaction is *"the tourist's sense that consumption provides outcomes against expectations and a standard of pleasure versus displeasure"* (Lobato et al., 2006, p.346)

In tourism context, tourist satisfaction is defined as *"the degree of positive feelings"* activated from the experience at the destination" (Pratminingsih et al., 2014)

Tourists' satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before- and during the trip. People go on holiday to satisfy one or several of their needs, whatever these needs are. To achieve satisfaction people try to behave in a rational way. They choose, for instance, activities that they expect will fulfill their needs satisfactorily. This tendency of rational behaviour, illustrates that there are relationships between motives for travelling, choices made and satisfaction. The literature often portrays the potential distance between expectations and experience, e.g. *"expectation-experience gaps"* or *"expectation-perception gaps"* (Zeithaml et al., 1996), as result of customers evaluation of product elements (including those of service).

The next figure (2): illustrates a simplified view or model of the process by which tourists are either satisfied or not.

Satisfaction is performed after a buying decision has been made or services have been received. In terms of consumers' expectations, there are comparison results between the perception of service operation and the effectiveness of products and services. If consumers' expectations are not met, they are dissatisfied and will see satisfaction elsewhere. However, if consumers perceive the services as satisfactory to their expectation, they will be satisfied; and, services that are provided beyond their expectation result in high satisfaction (Tidichumrernporn et al., 2010).

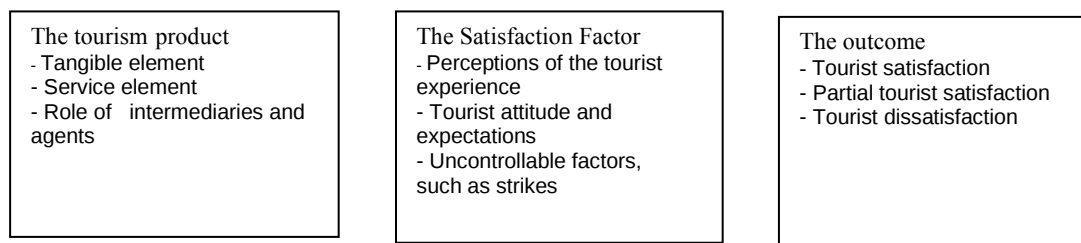


Fig. 2: The tourist satisfaction process

Source: Swarbrooke and Horner (2007).

Satisfaction factors have been classified still differently in studies on consumption. This approach groups the attributes of a product or service into three categories, depending on the different ways in which their performance can influence consumer satisfaction. Thus a distinction is made among the following factors:

- Basic factors.
- Excitement factors.
- Performance factors.
- Basic factors

Basic factors

Basic factors are those that only lead to the consumer's dissatisfaction; they are factors that generate great dissatisfaction if not up to expectations, yet if they are satisfied, they do not increase consumer satisfaction.

Excitement factors

Excitement factors are factors that increase the consumer's satisfaction when offered, however they do not generate dissatisfaction when absent.

Performance factors

Performance factors, on the other hand, work in directions, generating satisfaction when they work well and dissatisfaction when they do not. Thus, whereas performance factors have a symmetrical effect on consumer satisfaction, the basic and excitement factors have asymmetrical effects. This model has been applied to different types of services, including those of the tourism sector.

The operation of the attributes can be evaluated differently, although the consumer is often asked about his/her degree of satisfaction with each of the attributes by means of a Likert scale. A different tool applied is the Kano questionnaire. In this questionnaire, each attribute is evaluated by means of two questions: the first records the respondent's reaction in the case of the attribute's proper working order (functional form of the question), and the second elicits his/her reaction in the case that the same attribute is in poor working order (dysfunctional form of the question). The combination of the two answers enables the classification of each attribute into

one of the three groups (Marin and Taberner, 2008).

Tourist satisfaction is caused by two dimensions: Firstly, it is related to the pre-expectation of the tourist before travel. Secondly it referred to justification of the tourist on the delivered services after the travel based on the real experience (Pratminingsih et al., 2014). In other words, tourist satisfaction is directly affected by the tourist expectation and perceived value (Sadeh et al., 2012).

Chi (2005) further proposed a framework for developing context-specific definitions of consumer satisfaction, incorporating the following essential dimensions: 1) satisfaction is a summary affective response that varies in intensity; 2) satisfaction has a time-specific point of determination and limited duration; 3) satisfaction is directed towards focal aspects of product acquisition and/or consumption.

Tourist Loyalty

Past research in leisure and travel fields (Backman and Crompton, 1991; Pritchard and Howard, 1993 and Baloglu, 2001) has revealed that loyalty, comprised of attitudinal and behavioural components, can be configured into four segments: (1) high loyalty, (2) latent loyalty, (3) spurious loyalty, and (4) low loyalty.

The next table (1) shows four loyalty types based on the cross classification of consumers' behavioural consistency (behaviour) and psychological attachment (attitude): low loyalty, spurious loyalty, latent loyalty, and high loyalty. While empirical support for the typology has been noted in wider marketing literature and leisure services, hospitality researchers have further confirmed the application of four distinct types of loyalty in a multitude of settings. True/high loyalty customers are characterized by strong attitudinal attachment and high behavioural patronage with a product/service, and are least vulnerable to competitive offerings. Latent loyalty customers are those who show low patronage levels in spite of a strong attitudinal attachment to the brand. This may occur because patronage barriers such as price, convenience (e. g., times available, routing), or location (e. g., ease of access, distribution) prevent them from becoming repeat customers.

Spurious/artificial loyalty customers are those who make frequent purchases yet are not emotionally attached to the brand. The high patronage level of spuriously loyal customers may be attributed to habitual buying, financial incentives, convenience, lack of alternatives, etc. Low loyalty customers refer to those exhibiting low levels of both attitudinal attachment and behavioural usage with a brand. Spurious- and low-loyalty groups are more susceptible to 'courting' from competitors, as their patronage tends to be highly volatile (Backman and Compton, 1991).

Table 1: Loyalty Typology Based on Attitude and Behaviour Attitude

		Attitude	
		Low	High
Behaviour	Low	Spurious Loyalty	True Loyalty
	High	Low Loyalty	Latent Loyalty

Source: Backman and Compton (1991).

Opperman (2000) proposed (though did not operationalize) a loyalty typology based largely on behavioural frequency: non-purchasers (have yet to purchase), disillusioned (first time purchasers, who had a negative experience), unsteady (first time purchasers who had a positive experience, but switch between providers), disloyal (first time purchasers who are not switchers) and somewhat loyal, loyal and very loyal (multiple visits, differentiated by frequency and intensity of previous visits).

Petrack (2004) suggested that the traditional four-quadrant typology (i. e., low-spurious-latent-high loyalty) cannot be applied to all tourists' loyalty. They operationalized loyalty typology using both attitudinal and behavioural measures as suggested by Backman and Crompton (1991), while recognizing the vast differences between first-time and repeat visitors (Opperman, 2000). They segmented first-timers using 'satisfaction', while segmented repeaters using 'attachment'. As a result, first time visitors were classified as 'satisfied' and 'dissatisfied', while repeat visitors were classified as 'loyal' and 'disloyal' (Chi, 2005).

As for the relationship between perceptions of value and loyalty, perception of value recently has been recognized as one of the most salient determinants of purchase intentions and repeat visit. There is considerable support that perception of value is a better predictor of repurchase or revisit intentions and recommendation intentions than either satisfaction or perceptions of service quality in tourism studies. This means that high levels of perception of value result in higher levels of future behavioural intentions. Perception of value can significantly explain larger variance in purchase intentions than perceived performance in a variety of service settings (Hsieh, 2010).

Research Framework and Hypotheses

Having identified the research conceptual framework, it is important for the researchers to form some hypothesis. A hypothesis is a statement, which asserts a relationship between two or more concepts (Fayed, 2002).

The research has adopted five hypotheses to be investigated:

H1: There is a relationship between motivations and satisfaction.

H2: There is a relationship between perceptions and satisfaction.

H3: There is a relationship between motivations and loyalty.

H4: There is a relationship between perceptions and loyalty.

H5: Overall satisfaction is positively influencing tourist loyalty of a destination.

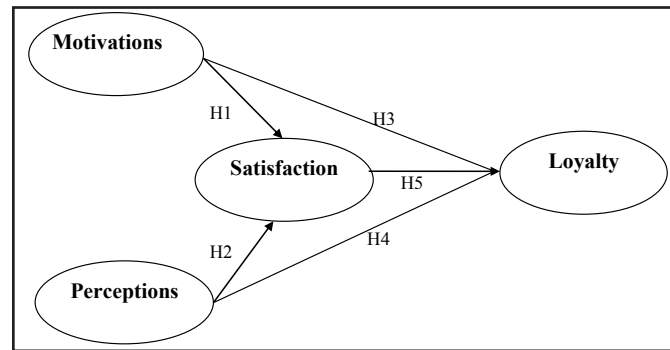


Fig. 3: Hypotheses Model

RESEARCH METHODOLOGY

Data Collection Tourist Method:

To achieve the aims of this work, the researchers depend on designing a questionnaire form which directed to some tourists in various areas in Egypt. These areas are (Cairo, Luxor, Aswan, Sharm El Shiekh, Hurghada) because they are the most areas which tourists come to.

The Design of the Questionnaire:

A crucial part of good research design concerns making sure that the questionnaire design addresses the needs of the research and will collect the precise data that is required to answer the research questions and achieve the research objective (Burgess, 2001; Saunders, et al., 2003). According to Burgess (2001) added that clear and concise questionnaires can help to obtain the best response. The questions in questionnaire are produced based on a literature review and particular destination characteristics.

A questionnaire is designed to achieve the aims of the research.

The structured questionnaire was divided into six sections including:

Section 1. Destination Visit Behaviour

Section 2. Motivations

Section 3. Perceptions

Section 4. Satisfaction

Section 5. Loyalty

Section 6. Visitor demographics

Sample Structure

Population

Different researchers have defined a population in different ways. For example, Veal (1997) defines a population as the total category of subjects, which is the focus of attention in a particular research project. The population is simply all the members of the group that the researcher is interested in (Burgess, 2001). The target population of this study is outbound tourists who visited Egypt in 2013. According to the statistics of the number of tourists in 2013 is about 9.5 million (Central Agency for Public Mobilization and Statistics, 2014).

Sample Size

Two questions arise when selecting the sample:

1. What procedures must be followed to ensure that the sample is representative of the population?
2. How large should the sample be?

Although there is no consensus on what the size should be. However, there is agreement that there should be more participants than variables and it is essential that the sample should be sufficiently large to enable the reliability of the analysis (Fayed, 2002).

Katz (1997) recommended the formula for random sample as below:

$$n = \frac{N}{1 + Ne^2}$$

Where, n: size of sample

N: population of sample e^2 : probability of error

Therefore, with $e = 5\%$ (at 95% confidence level), the sample size for the study is computed as below:

$$n = \frac{9500000}{1 + (9500000)(0.05^2)} = 400$$

Since population size of the outbound tourists visited Egypt in 2013 was 9,500,000 tourists, 400 tourists were

investigated as a sample. Questionnaires collected are 232 ones which represent a response rate of 58%.

Table 2: Response Rate

Distributed questionnaires	400
Received questionnaires	232
Response rate	58%

Sampling Techniques

After recognizing the most appropriate data collection techniques, the upcoming step was to choose whom the data would be collected from or the participants. Most social researchers face the fact that the required data cannot be collected from everyone who is in the category being researched. As a result, these researchers depend on getting responses from a part of the whole (Fayed, 2002).

The Random sampling technique is utilized in this research to sampling and involves the selection of people or events literally 'at random'. This type of sampling guarantees equal opportunities for each participant to be selected. The survey requires a sample of respondents to reply to a number of questions that have been previously determined as relevant to the research. By using the same questions for the selected sample of respondents, individuals in the sample may be compared (Birley and Moreland, 1998).

RESEARCH FINDINGS AND DISCUSSION

Descriptive Statistics

Result portrayed shows an almost equal distribution with (51.3%) being male and (48.7%) female. Thus, both male and female tourists prefer to visit Egypt.

Table 3: Age

	Age	Frequency	Percent %
1	Less than 20	30	13.3
2	>20-40	113	50.0
3	>40-60	73	32.3
4	>60	10	4.4
Total		226	100

Results on age presented in the previous table (3) reveal that half of tourists visiting Egypt belong the age between ages 21 and 40 years (50%) and (32.3%) being between ages 41 and 60. This age period reflects stable and sufficient spending power as people at that age most likely have permanent jobs and can afford travel to various destinations

with their families. This age has different travel interests as they are always willing to see new destinations, practice new activities. The most frequently visiting nationality to Egypt is Russian (53.7%). The lowest visiting nationalities are Argentines, Spanish, Chinese, Turkish, Polish and Finish. The residual nationalities have approximate percentages. Also, Results depicted in the next table (4) indicate that the majority of respondents (42.5%) have university graduate and (28.9%) are postgraduates, which reflect that highly educated people are more interested in visiting Egypt. (25.4%) are technical education.

Table 4: Education Level Distribution

Education level		Frequency	Percent %
1	Post graduate	66	28.9
2	University graduate	97	42.5
3	Technical education	58	25.4
4	Other	5	2.2
Total		228	100

Finally, Respondents are distributed among income groups: (39.6%) have high income; (49.1%) have average income; and (11.3%) have low income.

HYPOTHESES TESTING AND DISCUSSION

The study tests five hypotheses formed to evaluate tourists' motivations, tourists' perceptions, tourists' satisfaction on a tourist destination and their intention to return to the same site (loyalty).

H1: There is a relationship between motivations and satisfaction.

H2: There is a relationship between perceptions and satisfaction.

Table 5: The Effect of Motivations and Perceptions on Satisfaction

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	74.053 ^a	87	.851	6.785	.000
Intercept	362.762	1	362.762	2891.624	.000
Motivation	34.283	52	.659	5.255	.000
Perception	23.814	28	.851	6.780	.000
Error	18.065	144	.125		
Total	1126.429	232			
Corrected Total	92.118	231			

a. R Squared = .804 (Adjusted R Squared = .685)

The results from the previous table (5) showed that there are many variables that could affect tourist motivation, the most important are the push and pull factors. On the other hand, tourist satisfaction has been affected by the quality of service offered in the destination which affected by the push & pull factors and perception.

Given that, there are strong relationship between tourist motivation, perception and satisfaction.

To proof this results univariate ANOVA analysis is used. Results showed that there is a strong positive relationship between motivations, perceptions on satisfaction. Whereas, motivations, perceptions are significantly affecting satisfaction as these two variables explain 80% of tourist satisfaction where (R Square value=0.804).

These findings are in accordance with Yoon and Uysal (2005), and Jang and Feng (2007) who proved that there is a positive relationship between tourists motivation and satisfaction (H1).

These findings are also in line with several authors such as Song et al., (2011) and Chen and Chen (2010) who believed that perception directly influences the satisfaction of the customer (H2).

And also, Foster (2001) and Prebensen (2004) confirmed that the needs to be a much broader, more encompassing means of measuring satisfaction, one that relates closely to the motivations which tourists have for visiting the destination in the first place and satisfaction with the destination is conceived as the resultant outcome of tourist motivations, their goal directed choices (activities) and perceptions of product elements, which proved (H1) and (H2).

This could highlight the importance of this relationship which means that the tourist Authority should pay attention to the push and pull factors, at the same time building the right image for tourists which leads to satisfaction and loyalty as Pratminingsih et al., (2014) confirmed.

H3: There is a relationship between motivations and loyalty.

H4: There is a relationship between perceptions and loyalty.

H5: Overall satisfaction is positively influencing tourist loyalty of a destination.

Univariate ANOVA analysis is used to test the effect of motivations and perceptions and satisfaction on loyalty as shown in table (6). Results showed that there is a strong positive relationship between motivations, perceptions on loyalty. Results revealed also that there is a strong influence of overall tourist satisfaction on tourist loyalty. Whereas, motivations, perceptions and satisfaction are significantly affecting loyalty as these three variables explain 90% of loyalty where (R Square value=.929).

Table 6: The Effect of Motivations and Perceptions and Satisfaction on Loyalty

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Intercept	69.329	1	69.329	1307.313	.000
Motivation	27.676	51	.543	10.233	.000
Perception	15.930	27	.590	11.126	.000
Satisfaction	10.087	17	.593	11.188	.000
Error	6.735	127	.053		

a. R Squared = .929 (Adjusted R Squared = .871)

These findings are consistent with Yoon and Uysal (2005) who reported that there are the casual relationship among the pull, push factors of motivation, tourist satisfaction and destination loyalty (H1, H3). Also, Chi (2005) concluded that image and loyalty has an indirect relationship via perceived quality; and loyalty and service quality has both a direct relationship and indirect relationship via satisfaction.

These findings are also agreed with Hsieh (2010) who arrested that perception has recently been recognized as one of the most salient determinants of purchase intentions and repeat visit. There is considerable support that perception is a better predictor of repurchase or revisit intentions and recommendation intentions and also Huang and Su (2010), Song et al. (2011), and Chen and Chen (2010) believe that when the tourists perceive that the quality of services given to them is greater than the money paid by them, the satisfaction is created, finally Ljubica et al., (2009) confirmed that image is a direct antecedent of the evaluation of the stay and future behaviour, where perceived quality acts as a mediator between destination image and satisfaction. There is a positive relationship between destination image and trip quality; furthermore, quality mediates the relationship between image and perceived value (H4).

These findings are also in line with Pratminingsih et al., (2014) who provided empirical evidences that tourists satisfaction is a significant indicator of their intention to revisit and recommend the destination to other people, and Som and Badarneh (2011) who reported that customer satisfaction is significant to achieve loyalty not only in physical products, but also in tourism context when visitors intend to revisit the same destination, or another within the same country, and Mark and Albinsson (2004) who concluded that customer satisfaction is a direct determining factor in customer loyalty, which in turn, is a central determinant of customer retention and market share, finally Kozak (2001) proved that there is a significant cause-effect relationship between travel satisfaction and destination loyalty as well as between motivations and travel satisfaction (H5).

This could highlight the role of tourist satisfaction which played in developing destination loyalty. It is assumed that if tourists are satisfied with their travel experiences, they are more willing to revisit a destination as well as spread positive WOM. This study provided empirical evidence supporting this assumption: satisfaction was found to directly affect destination loyalty in a positive direction. Higher tourist satisfaction will lead to higher destination loyalty, which prompts tourists to visit a destination again and/or recommend the destination to others. Therefore, destination managers should focus on establishing a high tourists' satisfaction level so as to create positive post-purchase tourist behavior and improve/sustain destination competitiveness.

RECOMMENDATIONS

- Studying tourists' motivations continuously through market research to identify the changing needs of tourists and meet their wants.
- The Egyptian Tourism Authority should clearly promote the attractions of Egypt to pull tourists visit Egypt. Push factors should be handled and to retain tourists.
- To expand Egypt tourism market share, tourism marketers should carefully study travelers' behaviour and their perceptions of Egypt as a tourism destination to make use of it in improving quality of services.
- Training staff continuously to deal with different patterns of tourists and satisfy their needs to keep their loyalty.
- Tourist satisfaction has an important role in planning marketable tourism products and services for destinations and its assessment must be a basic parameter used to evaluate the performance of destination products and services.
- Tourist satisfaction monitoring should be performed on a continuous basis. Its results may serve as inputs for a trend analysis on the one hand and strategic decisions on the other.
- Marketers should point out different activities and attractions which may attract potential tourists to visit Egypt. Tourists should be aware that there are different kinds of tourism in Egypt.

CONCLUSION

Findings revealed that the four research hypotheses with causal associations among "motivations," "perceptions," "satisfaction," and "loyalty" are supported. It is found that both motivations and perceptions are significantly affecting satisfaction. It is found also that motivations, perceptions and

satisfaction are significantly affecting loyalty. Consumers can have a certain attitude or behave in a sense that gives a pleasing answer that the researcher might be looking for. Another criticism is that these topics are not easy to investigate based on one research method, it requires both qualitative and a quantitative research methods. Future research should address this point. Future studies should investigate the effect of many other variables such as: past experiences, learning, attitudes at the pre-visit phase on the visitors' overall satisfaction at the post-visit stage, in addition to the mediating effect of perceptions of service quality in the causal relationship between satisfaction and loyalty.

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