
DETERMINANTS THAT IMPACT A DESTINATION IMAGE: APPLICATION ON EL GOUNA THE RECENTLY FOUNDED CONTEMPORARY RESORT CONURBATION IN EGYPT.

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Abstract

The purpose of this research paper is to investigate the factors influencing destination image as destination image is a major determinant that influences purchase decisions of going to a destination or not, either consciously or subconsciously. The authors investigate the factors impacting destination image application on El Gouna which is a recently founded touristic destination in Egypt well noted for its engaging events, stunning coral reefs, diverting beaches, lagoons, and a multitude of other alluring variables overlooking the Red Sea. The researchers proposed a conceptual model based on a thorough review of the literature. A non-probability convenience sampling technique was used to collect primary data. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS) software. Implications to further improve the perceived destination image include campaigns conducted by El Gouna managers and the relevant ministries and a suggested change in market prices of hotel brands functioning in El Gouna. A suggestion for further research is to conduct a comparative cross-cultural study to investigate if the studied factors also impact foreigners visiting El Gouna.

Keywords: *tourism , destination image*

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Introduction

Tourism is an economic constituent that is of importance in aiding a country's burgeoning economy. It is defined as a phenomenon in which individuals embark on a trip to another location, usually a divergent country, on either business or personal grounds (McKercher, 2020). It is not merely the movement from area to area, but the gross bundle of touristic activities involved and procurable experiences withal. This occurrence is a cultural, social, and economic integrant that vast, multifarious nations depend on as a lucrative and viable source of economic stability. Three primary types of tourism, which encompass all subtypes, are: inbound, outbound, and domestic tourism. The most relevant classification of tourism is inbound tourism, which is the gesture of traveling to a country by people who are not residents of said country (Stylidis, 2022).

Vacation and cultural tourism is a prominent variant of inbound tourism; Egypt's far-reaching and august reputation precedes it, making it a matchless suitor for this type of tourism. The country not only possesses outstanding historical value and sites for it also holds enticing tourist locations, such as the Pyramids, Luxor, Aswan, Sharm El Sheikh and El Gouna. The latter site is a contemporary resort conurbation, situated near the Red Sea. It is noted for its engaging events, stunning coral reefs, diverting beaches, lagoons, and a multitude of other alluring variables as well as the host of a mega event which is an International Film Festival named after the place thus is an attractive spot for celebrities and elites. The self-sufficient town is deemed an ideal tourist destination by all standards, maintaining a positive image to outsiders, asserts El Sakka (2016). El Gouna is a vital contributor to Egypt's repute and economic growth as tourism heightens standards of living, allows better and more employment opportunities, and improves tax revenue.

A myriad of factors are at play when tourists identify a destination as apt and suitable; those same elements manifest when tourists deem a destination unfavorable. Destination image is the fountainhead of such perceptions; discernibly, it has its own set of variables which bring it to fruition or impact an existing image (Kislali, Kavartzis, & Saren, 2020). Pinpointing and scrutinizing said factors is imperative in possessing a more lucid and comprehensive understanding of destination image, what affects it, and how it defines a destination's fate. Kanwel et al. (2019) assert that tourists are provided with a multitude of locations and the images associated with said areas gravely impact their purchase decisions. El Gouna is a prominent, Egyptian tourist destination is a perfect candidate for conducting destination

image analysis. The aim of this study is to investigate factors that impact destination image with an application on El Gouna. Scrutinizing the factors that enhance a destination image and aid in its formation would prove pertinent and of value to El Gouna's as well as to Egypt's established image.

Hypotheses development based on Literature Review

Destination Image

The concept of destination image encompasses the amalgamation of knowledge, beliefs, perceptions, impressions, and feelings held by individuals regarding a select place or area or venue (Nghiem-Phú & Bagul, 2020). Folks having visited the destination is not a prerequisite for constructing a mental destination image. It is an affair defined by people's own gathered notions regarding a location. Although it materializes on its own and often subconsciously, a destination is capable of swaying the narrative and restoring or rebuilding its image, as stated by Kichin, Ayob, and Kasuma (2021). This practice can be carried out through the implementation and modification of a selected set of components that are within the location's competence.

Destination Image Formation

There are seven stages in which destination image is prone to formation or alteration to a pre-existing image. Kislali et al. (2020) declare that these phases account for a prior visit to the area and are as follows: firstly, mental images regarding the destination are amassed by potential visiting tourists. Said visuals are later reconstructed and modified in accordance with contemporary information learned. Then, the touristic and purchase decision to book a vacation is initiated. The trip is later commenced and the individual travels to the destination. Succeeding the tourist reaching the location, they are to engage in the destination. The individual then returns home. Finally, and eventually, the destination image is modified forasmuch it is a first-hand experience.

Destination Image Components: Destination image has been operationalized as possessing three pivotal constituents: cognitive, affective, and conative dimensions (Kislali et al., 2020). The cognitive component attributes the collection of information and beliefs held by individuals that reflect evaluations of the discernible attributes of a product. Cognition refers to a mental exercise of attaining knowledge and comprehension through an individual's senses, perception, thoughts, and experiences. Affective image, on the other hand, regards tourists' emotional responses and feelings towards a destination. Such imagery is not visual-based, but more so an image that is

created in the mind and holds an emotional factor to it (Hernández-Mogollón, Duarte, & Folgado-Fernández, 2018). Finally, the conative component is based on both the cognitive and affective images, and refers to the holistic image of a location (Stylidis, 2022). Notably, the meld of cognitive and affective component does not only yield the shared facets, but also the distinct images which render a destination especial and unequaled (Goetschalckx et al., 2019).

Factors Influencing Destination Image

When deciding on a destination, prospective tourists face a myriad of location options; what differentiates each destination from the other is the destination image. It is a major determinant that influences purchase decisions either consciously or subconsciously. Huete Alcocer and López Ruiz (2020) aver that formation or transfiguration of a destination image that does not revolve around post-visit acumen and perception is dependent on a manifold of concepts, categorized into a few classifications: amenities, accessibility, environment, safety, and perceived value.

Amenities: To transcend competition, there must lie an idiosyncratic, distinctive difference in the product. Features or identifying factors of a property, product, or location which make it more intriguing to a prospect, thus deeming it valuable, are amenities (Fan, Guthrie, & Levinson, 2016). The presence of and access to rudimentary facilities and services can sometimes be overlooked or taken for granted; however, Kichin *et al.* (2021) maintain that these facets play a massive role in succoring tourists into feeling a sense of comfort and security in the destination. These conveniences comprise of additions that are in excess of a person's basic needs and surface-level expectations. These resources are indispensable in touristic destinations.

Amenities for tourists can range from simple gestures to colossal acts of provision. They include the areas and facilities intended for recreational use. Such services can be the inclusion of appurtenances like fitness centers, walking trails, arcades, tennis courts, infrastructure, transportation provided, and the like. Public restrooms, viable drinking water, postal facilities, and signage are all primary, prerequisite amenities in a prospective tourist destination. Essentially, they consist of vital tangibles. Thus, there is a need to have an effective management to work on improving the destination infrastructure to make sure that the destination with positive image will be able to increase potential to visit (Aniley, 2018).

Amenities and Destination Image

Amenities are the sought-after facets of a destination and yield convenience and comfort for visitors. The aforementioned factor includes augmentations that surpass a person's basic needs. The internet, pools, gyms, toilets, parking lots, air conditioning, and the like are all examples of necessitated amenities that ameliorate a destination. Ensuring exceptional standards in terms of amenities, such as facilities available and tangibles, has a positive reinforcement on destination image. When tourists identify merit in a location that is not present within competitors, they are more inclined to have a positive perception of a destination (Bodolica et al., 2022). Such affairs paint the area in a more unique light, making customers feel like they are onto something remarkable and special. Therefore, an image of fascination and peculiarity delineates the destination.

There is a direct relationship between the factors placed and the destination image, where the volume of amenities affects the consumers' individual ability to integrate a balanced way in the tourism development plan and make sure that they tend to have a level of motivation to travel and visit such destination (Chenini & Touaiti, 2018). In addition, the positive destination image can work as a marketing construct that affects people's degree of satisfaction, high level of frequency intention and the degree to recommend the destination to others. When the destination has a positive pre-visit image, this positive image will increase visiting intention and enhance their interactions during the visit (El Sheikh, 2020). The more amenities available at the destination, the more favorable image available, because the total impressions that consumers locate in a specific destination. It's about the collection of many variables and attributes related to a destination as product description, physical appearance, economic and political context, history, and civilizations (Wiyana et al., 2018). Thus, the researchers set forth the following hypothesis:

H1: Amenities available in a destination impact a destination image.

Environment

Environment generally incorporates every aspect of the location that acts as a collective for the area; however, it can be assorted into 5 diverse variables: climate, entertainment, food, accessibility, and friendliness (Koval *et al.*, 2019). The term involves the atmosphere, ambience, circumstances and conditions, objects, and the like by which one is surrounded (Bichler, Pikkemaat, & Peters, 2020). Of these elements is **climate**, which is

undoubtedly a salient influence on a tourist's travel encounter and ultimately, their decision-making process. It is a foremost facet heavily examined and contemplated by visitors for it also represents both a push and pull factor for these individuals. The image of sunny places and blue sky can be a major pull factor for some and for others snow covered mountains and forests could be the source of attraction.

Another element of the tourism environment includes **entertainment**. Activities and affairs that enthrall or immerse tourists account for the entertainment value of a location. These leisure and recreational activities or schemes are imperative units of the overall tourist experience and satisfaction (Bodolica, Spraggon, & Saleh, 2020). The entertainment place's positive affective aspect is affected by the information available at the cognitive level, where it includes good memory, good social environment, socialization, and having fun (El Sheikh, 2020).

Entertainment is the fountainhead of jest for tourists, and aids in providing a stimulating environment. Festivals, events, and recreational activities not only accumulated disparate individuals together for the common objective of celebration, they are also critical constituents that attract tourists. These affairs are carried out by stakeholders to pave the way for the destination; Akbaba and Aydin (2022) assert that they disclose visitors' distinct perceptions regarding a destination. Festivals bring about a sense of community and create and strengthen bonds between complete strangers. In case of the research under study El Gouna Film Festival which is an International Film Festival is among the main entertainment events but not the only attractive activities. Moreover, the favorable experience through entertainment in the destination also lead to better recommendations from the tourists and willingness to visit again in the future (Chenini & Touaiti, 2018).

Culinary tourism is important in composing a gratifying touristic experience; dining out is commonplace for visitors and **food** is highly ranked amongst accommodation, climate, and landscaped vistas. Bahja *et al.* (2018) vocalize that friendliness goes hand in hand with accommodation, hospitality, and geniality. The manner of staff friendliness and behavior, as a term explains the degree of suitable and **friendliness** environment including the employees' ability to have pre-visit information used to take the decision and visit the destination. Also, it's affected by the post evaluation behavior intention and other intentions in the future including positive word-of-mouth (Giao *et al.*, 2020).

Accessibility can denote how within reach information is and how comprehensible and accessible it can be to those interested, assesses Dalvi (2021). This is evident in the utilization of QR codes on advertisements, the amplification of distributed ads and extensive promotions, using the company name as the website URL along with simple search keywords, and the like. Accessibility can be enhanced using advertisements and ensuring that target market are aware of the benefits provided at the destination; this involves a cognitive component, which is the level of an individual's knowledge in regard to a specific object or location (Shankar, 2018).

Furthermore, ease of accessibility regarding information, websites, and advertisement and promotions is pivotal in destination image formation; there are only a limited number of outlets besides the official destination's statements. Data available regarding the location can make or break an image. It is critical for information to be easily attained otherwise tourists will develop an untrustworthy image of the destination or collect biased information through potentially malicious sources (Kim *et al.*, 2017).

Inclusion of handicapped folks is a crucial component of accessibility. The term can also refer to how easy it is to acquire information regarding a product or place. Bigby and Beadle-Brown (2018) assert that such altruistic showmanship assures those with disabilities are welcome in a location and creates an overall holistic sense of ease and invigoration. Enhancing accessibility, although costly breeds numerous benefits. And, it certainly aids those without disabilities as well.

Environment and Destination Image

If a destination's environment is lacking or has universally deemed unfavorable conditions, the destination image suffers drastically. However, if the location boasts superb hallmarks in terms of its environment acquisitions, then the destination image becomes propitious.

Since the environment of a destination subsumes a number of other factors, said elements can save the environment factor and salvage positive tourist perception and a favorable destination image. Climate, entertainment, food, and friendliness are all weighted differently; therefore, if one or two of these are either lacking or nonexistent, the higher-valued components can allow visitors to overlook them.

As such, **H2: Environment of a destination impacts a destination image.**

Safety

Beyond any economic-related matters, yielding quality is a concern dependent on security and safety. Providing a reliable and secure environment for tourists is the genesis of the inevitable success of a tourist destination. Perpetually, safety poses as an indispensable constraint for travel. Tourism accommodation providers are culpable for the well-being of their guests while they are on their premises (Trung & Khalifa, 2019); therefore, it is a shrewd move to follow a list of precautions. For example, ensuring furnishings are fit and secure, alerting tourists to emergency procedures and exits, eliminating risks and obstructions, verifying the safety of electrical tools, and so on are various ways to protect visitors.

There are several gains that come out of safety besides tourist comfort and welfare. Those visiting a destination are less likely to suffer from illnesses and injury, which protects a business from negative notions. Such also applies to employees in terms of personal injury and an increase in productivity. This eliminates direct compensation costs for the destination.

Safety and Destination Image

Tourists who favor a risky adventure do not make up a miniscule amount of a destination's visitors, but it is still critical to secure visible safety precautions. Maintaining an image of wellbeing and protection is more likely to result in a positive destination image rather than the promise of risk and daring activities, declare Trung and Khalifa (2019). This is due to the fact that it still leaves those who prefer hazard with an opening to enjoy the destination, whilst the same cannot be said for those who are more inclined to a serene, safe experience. In addition to that, the assurance of safety allows individuals to create a more responsible image of the destination and subsequently view it as more esteemed and valuable.

Therefore, **H3: A destination's safety impacts a destination image.**

Perceived Value

Future behavioral intention of tourists is directly and positively affected by perceived value. It is the consumer's personal and unique discernment and perception of a product or service's value and caliber in contrast to its competitors. Dam, (2020) contends that perceived value is reliant on the customer's assessment of a product or service's avail based on their perception of what is provided. It is a function of patrons' attitudes towards a product or service. The nature of individuals' beliefs varies according to individual

internal factors. In addition, individual own needs and preferences also differ from one to another (Shankar, 2018). Essentially, perceived value is quantified and evaluated by how much individuals are disposed to pay for a product or service.

Perceived Value and Destination Image

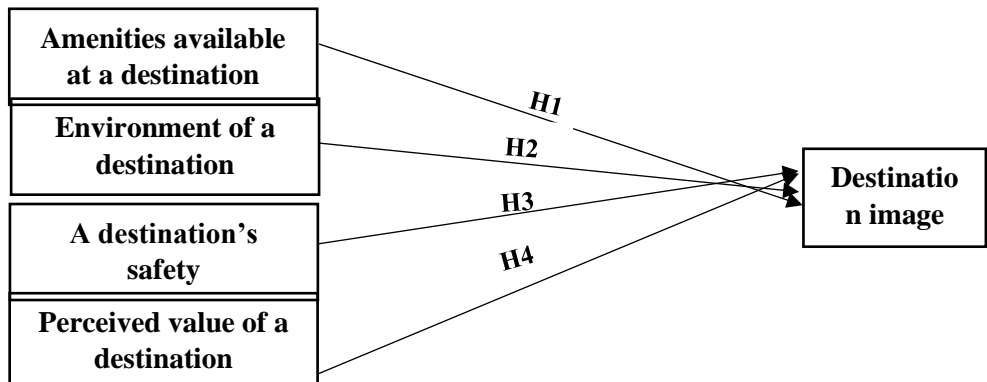
Improving perceived value through various efforts, such as improving the quality of products and services while maintaining an economic cost, differentiates the destination. This allows for the formation of a positive image, leaving prospects sanguine about the destination. Having the location appear disparate and a cut above other destinations provides clientele with an image of superiority regarding the area (Dalvi, 2021). Obtaining such a mental image of the destination makes individuals more susceptible to visiting the area, or re-visiting the tourist destination.

Therefore, **H4: Perceived value of a destination has an impact on a destination image.**

Conceptual Framework

The authors set forth the suggested conceptual model:

Figure (1): Conceptual Framework



Methodology

A conclusive, descriptive approach was adopted in this research. The researchers started with secondary data in terms of the previous literature, which was reviewed to investigate the constructs under study. Afterwards, the researchers collected primary data for the purpose of hypotheses testing via an

online self-administrated questionnaire which according to Rada, and Domínguez-Álvarez, (2014) is an effective way to collect primary data. The questionnaires were set on WHATSAPP and Facebook groups as the social media platform consisted of multiple pages dedicated to El Gouna and its visitors. The time devoted to data collection was a month.

Data Collection Tool

The statements of the data collection tool were adapted from various previous literature to ensure the validity of these statements as follows: statements about Amenities were adapted from Aniley (2018) and statements about facilities were adapted from Kichin et al. (2021); El-Adly (2019) and Fan, Guthrie, and Levinson (2016). As for statements of destination image, the cognitive statements were adapted from Shankar (2018) and affective statements were adapted from Stylidis (2022). As for the statements about the climate of a destination were adapted from Bichler, Pikkemaat, and Peters (2020); and from Shankar (2018). As for the statements about destination safety were adapted from Dalvi (2021) and statements about crisis control were adapted from Trung and Khalifa (2018). With regards to statements about Perceived value of a destination they were adapted from Dam (2020); Stylidis (2022) and Aniley (2018).

Furthermore, the researchers resorted to two experts in the field to further ensure the face validity of the data collection tool. Researchers used in-depth interviews with the field experts. Nora Badr who has been a marketing director at El Gouna for almost 3 years. Nora Badr is directly associated with El Gouna, the main topic of interest, which pertains insider information. Basant Sami is a specialist in Travel, Tourism, and Hospitality. She has been a travel agent at Sutherland for many years. They both ensured that the data collection tool covers the main concepts of destination image and are highly applicable to El Gouna.

Moreover, the questionnaire was pilot tested before conducting the final questionnaire amongst a sample unit; this was to check the functionality of the questionnaire and to identify ambiguous wording or difficulties in the statements which may lead to unfair choices by the respondents or the feeling that some questions are repeated. According to Gumbo, (2014) pilot testing cover issues and errors at an early stage. It took the respondents around 8 minutes to answer the questionnaire during the pilot testing. The respondents of the pilot testing comprehended the questions and believed that they were properly articulated and well understandable. The respondent also considered the questions to be appropriate for the subject and for the study. The pilot study

was done at El Gouna city downtown and the marina, with existing locals and tourists.

Measurements: The questionnaire starts with a filtering question to ensure that respondents have visited El Gouna at least once. The researchers used a nominal scale for measurements to get information on personal data from the respondents. Five-point Likert scale was used to measure the degree of agreement on the statements that measure the main constructs of the study starting from "Strongly agree", "agree," "neutral", "disagree", to "strongly disagree" which is an easily understood measurement as per Reeves, (2016).

Population and sampling; The research population is large and includes all respondents who visited El-Gouna- Egypt. The sampling technique adopted is non-probability convenience sampling, where the researchers don't have a frame of reference to the research population. The researchers thus started with a filtering question to make sure of the respondents' eligibility to answer the questionnaire.

Data Collection Process

Researchers collected 100 valid responses out of 113 responses; an excess of 13 did not pass the filtering question as they did not visit El Gouna before. The data was gathered through English questionnaires over the course of a month. The most efficient way to spread the survey was through Facebook groups as the social media platform consisted of multiple pages dedicated to El Gouna and its visitors. For the purpose of data analysis the researchers employed Statistical Package for Social Sciences (SPSS) version 26. The researchers used descriptive analysis for the sample demographics including the frequencies, percentages of the sample; then used Cronbach's alpha to determine the reliability of the statements. Taber (2018) asserts that for social sciences purposes least acceptable reliability coefficients appear to be between 0.6 and 0.7. To conduct hypotheses testing, researchers used Spearman correlation.

Results

The total number of respondents was 100 respondents, 49% of whom were males while 51% were females which have visited El Gouna; indicating that both genders are practically proportionate visitors of El Gouna. With 48% ranging between the age of 18 – 39 years old, meaning that young adults are the most prevalent group invested in El Gouna as a vacation spot. Taking into

account the decently high price point and contemporary events, it is axiomatic that it would be the prevailing age of El Gouna's visitors. The monthly income of the sample unit sitting at 15000 L.E or more recorded 46% and those who make below 5000 L.E. appear to be less inclined to visit El Gouna as it does hold steep fares. Unsurprisingly, 47% of the respondents are working in the private sector. 64% of the sample unit go often on vacations. Finally, 47% of the respondents claimed that they tend to look for the number of activities and events available in a destination when making a travel decision.

Table 1: Reliability testing

Construct	Cronbach's Alpha
Amenities available in a destination	0.918
Destination Image	0.950
Environment of a destination	0.869
A destination's safety	0.809
Perceived value of a destination	0.691

Cronbach's alpha, which is used in the research, is viable in evaluating Likert-scale questionnaires. An alpha of 0.7 displays a decent level of reliability and an alpha of 0.8+ displays a great level of reliability; (Taber, 2018). Accordingly, table 1 shows the reliability of the statements measuring each of the constructs were all found to be reliable and apropos; with an approximation for the statements measuring the perceived value of a destination indicating their reliability as well.

Table 2: Hypotheses Testing Results

Relationship	Correlation Coefficient	P Values	Decision
H1: Amenities available in a destination → Destination image	0.407	0.000***	Supported
H2: Environment of a destination → Destination image	0.540	0.000***	Supported
H3: A destination's safety → Destination image	0.431	0.000***	Supported
H4: Perceived value of a destination → Destination image	0.328	0.000***	Supported

Table 2 demonstrates the correlation coefficient and p-values for testing each of the hypotheses. Regarding the correlation coefficient, values higher or almost equal to 0.4 but lower than 0.7 they indicate a moderate relationship (Schober, Boer, & Schwarte, 2018). This is the case for the results where the correlation coefficients range between 0.328 which is almost 0.4 –to-0.540 thus all indicate a positive moderate relationship.

As for testing H1, it was found to be a statistically significant and supported relationship for scoring a p-value less than 0.005 (Akoglu, 2018). Its correlation coefficient stands at 0.407 which indicates a positive moderate relationship between the **Amenities** available in a destination and the destination image. As for testing H2, it was found to be a statistically significant and supported relationship for scoring a p-value of 0. Its correlation coefficient stands at 0.540 which indicates a positive moderate relationship between the **Environment** of a destination and the destination image.

The third hypothesis was found to be statistically significant and supported the relationship as well, scoring a p-value of 0. Its correlation coefficient stands at 0.431 which indicates a positive moderate relationship between a destination's **safety** and the destination image. The fourth hypothesis also showed a statistically significant and supported relationship between the variables for scoring a p-value of 0. Its correlation coefficient stands at 0.328 which indicates a positive almost moderate to a weak relationship between the **perceived value** of a destination and the destination image.

Discussion and Conclusion

The results conducted by the research showed that all hypotheses were accepted and were found to have a positive relationship between the variables. The results of testing the first hypothesis (H1) were aligned with those of previous studies, as they confirm that amenities available in a destination have a significant impact on a destination image. The visitors' view of a destination depends on the physical facilities available, fitness centers, restaurants, hotels, and shopping options, (Audretsch, Lehmann, & Seitz, 2021). They include the areas and facilities intended for recreational use.

Such services can be the inclusion of appurtenances like fitness centers, walking trails, arcades, tennis courts, infrastructure, transportation provided, and the like. Public restrooms, viable drinking water, postal facilities, and signage are all primary, prerequisite amenities in a prospective tourist destination, which is perfectly aligned with the previous studies as the more amenities available at the destination, the more favorable image available

because the total impressions that consumers located in a specific destination. It's about the collection of many variables and attributes related to a destination (Wiyana et al., 2018). Amenities are a pertinent factor when it comes to destination image formation and a location's perceived image is reliant on the amenities available. Carlino and Saiz (2019) state that areas with more attractive amenities allure better-educated individuals and economic growth.

From testing the second hypothesis (H2), the results clarified that the **environment** of a destination has a significant impact on the destination image. They are consistent with the studies of Bichler, Pikkemaat, & Peters (2020), which indicate that there is a direct positive relationship between the **environment** of a destination and the destination image as the environment generally incorporates every aspect of the location and acts as a collective for the area. Pavlović *et al.* (2019) iterate that mindful use of environmental factors, especially in terms of sustainable approaches like creating accessibility, further cement the destination in tourists' eyes. Subsequently, they have an elevated view of the location. The environment of a destination. Additionally, food tourism is indispensable to destination image as it is used as a form of interaction with tourists (Ellis *et al.*, 2018).

Regarding the third hypothesis (H3), the results were consistent with the previous studies discussed, proving that a destination's **safety** has a positive relationship with the destination image. Beyond any economic-related matters, yielding quality is a concern dependent on security and safety. Providing a reliable and secure environment for tourists is the genesis of the inevitable success of a tourist destination. Perpetually, safety poses an indispensable constraint for travel. Tourism accommodation providers are culpable for the well-being of their guests while they are on their premises (Trung & Khalifa, 2019).

The result of testing the fourth hypothesis (H4), are similar results of previous studies which describe and confirm the relationship between the perceived value of a destination and destination image. Future behavioural intention of tourists is directly and positively affected by perceived value. It is the consumer's personal and unique discernment and perception of a product or service's value versus what they sacrifice in terms of pay in contrast to its competitors as in El-Adly (2019); (Shankar, 2018). The relationship of perceived value and a tourist revisit intention is reliant on the individual's satisfaction; if the person is gratified with a destination's perceived value, they are to develop destination loyalty (Jeong & Kim, 2020). Such indicates a formation of a favorable destination image. Furthermore, word of mouth

regarding perceived value altered prospective tourists' perceptions, which confirms the necessity for superior perceived value (Susilowati & Sugandini, 2018).

Recommendations

A great deal of tourists is seeking to find the optimal vacation spot every year. There is a perceptible phenomenon that occurs in which most prospective tourists and travelers base their purchase decisions mainly on a location's repute. It is evident destination image is reliant on pre-existing and evolving determinants or factors that create a holistic image, whether it be a positive or negative one. Identifying the aforementioned factors is critical in pinpointing what components influence destination image and its formation. This can aid in recognizing what elements play a paramount role in constructing an image and are not to be neglected if a destination is to attract a sufficient number of tourists, whilst narrowing down which factors breed an unfavorable one.

Thus based on the findings of this paper, the authors set forth the following recommendations to further enhance the destination image of El Gouna and to reap the benefits associated with an attractive touristic image:

- El Gouna owners and managers can cooperate with various TV channels such as MBC Masr , CBC, LBC, El Kahera Welnas or other highly viewed local and regional channels to launch an awareness campaign that highlights El Gouna's prevailing safety measures and the security assets available in times of dire need. This campaign can also be displayed all across social media and billboards. Not only in Egypt but more so in regional Arab and Gulf countries. It is instrumental to have verified Orascom officers and security inspectors in the campaign validating the level of scrutiny El Gouna places on its safety.
- To attract potential tourists and enhance tourism to Egypt, the Ministry of Tourism and Antiquities can lead a similar campaign, with the aid of collaborations with Amr El Qadi, the executive director of the Egyptian Tourism Promotion Board. These campaigns would be plastered all over social media websites, billboards, and TV emphasizing El Gouna's amenities and favorable environmental events and activities of El Gouna.
- As for restaurants and businesses, there could be diversity in terms of prices. They could also peruse the general segments that frequent the destination and adjust their prices accordingly. Additionally, they could realize new niches to tap into and modify the market mix in accordance

with their newfound target segment. Finally, they could release items that range from cheap to moderate to expensive in order to satisfy all visitors in order to counteract the pre-existing perception that El Gouna is an expensive destination.

- Further enhance and publicize El Gouna International Film Festival all over the world by inviting international celebrities at the expense of the El Gouna as these celebrities when they put their photos on Instagram or Facebook page attracts far more attention than any other form of promotion.
- Promotions should emphasize that everyone is capable of purchasing what they desire as there are options for those price-sensitive and those who prefer more luxurious items.

Research Limitations and Suggestions for Further Research

- Social desirability bias is a tendency or a need to under-publicize socially undesirable attributes while overemphasizing socially desirable attributes. This could cause respondents to answer in a manner that is not truthful to their experience, or they could fabricate the experience and have never visited El Gouna.
- Further research should use a different area of application which can give different insights on the research itself, example: Sharm El-Sheikh, Marsa-Allam and Tawila island; these are other attractive destinations in Egypt.
- Another suggestion for future researchers could be the use of “culture” as a mediating variable which might reveal any differences between locals and tourists and would greatly benefit the research.

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