The Value of the Egyptian Tourism Destination as Perceived by Charter-flights' Tourists: An Empirical Analysis on The European Tourists

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Abstract:

Although a good attention has been paid to studying service quality, satisfaction, and loyalty of tourism in Egypt, the measurement of tourist perceived value is still one of the least studied aspects of tourism marketing research in the Egyptian tourism context. The purpose of this paper is to understand the determinants of the value of the Egyptian tourism destination as perceived by tourists based on the Gallarza and Saura methodological model. Furthermore, the influence of socio-demographic characteristics on the tourist-perceived value of a destination has been explored. A structured questionnaire (English and Russian) is developed and a total of 255 completes are collected from charter flights' tourists in Sharm El-Sheikh and Hurghada. Based on the zero order correlations test and exploratory factor analysis, the results provide support for the theoretical model of this study. Also, the findings define Play, monetary cost, and service quality as the most influential factors on determining the perceived value of the Egyptian tourism destination. Besides, through a Kruskal-Wallis χ^2 test and Mann-Whitney U-test, the study finds that age, education level, income level, and nationality have discriminant impacts on most of the dimensions of the tourist-perceived value of the Egyptian tourism destination.

Keywords: Perceived value, tourism in Egypt, consumer behaviour.

Introduction:

Over the recent years, the significance of studying the value of services as perceived by customers has been advocated in numerous researches. Considerable tourism research has found that, the perceived value could be seen a primary determinant of customer satisfaction and loyalty which are vital elements in the survival of any tourism attraction or destination as well as an underlying source of the competitive advantage of tourism businesses. It is therefore important for tourism stakeholders in any destination to understand the value of tourism services or trips as perceived by tourists. To my knowledge, although a good attention has been paid to studying service quality, satisfaction, and loyalty of tourism in Egypt (Eraqi, 2006; Mohamed, 2007; Fayed, Wafik, and Gerges, 2016), the measurement of tourist perceived value is still one of the least studied aspects of tourism marketing research in the Egyptian tourism context so far (Zaki and Helal, 2014). Indubitably, tourism in Egypt has gained an extensive concern in last decades due its remarkable and diverse contributions to the local community. It becomes an indispensable part of the national strategies for socio-economic development whereas Egypt depends on to realize GDP growth, revenue increase, and job creation. In 2014, inbound tourists amounted to almost 10 million tourists who stayed around 97 million nights across the country's destinations. Inbound tourism flows to Egypt originate from more than 70 different countries all over the world and around 70% of them come to Egypt by charter flights (MOT, 2015). Given that large number of international tourism markets of inbound tourism to Egypt, it is important to investigate the different aspects of the behaviour

of tourists visiting Egypt to support the marketing research efficiency leading ultimately to a successful tourism destination.

The purpose of this paper is to understand the determinants of the value of the Egyptian tourism destination as perceived by tourists. Furthermore, it aims at exploring the impact of socio-demographic characteristics on the tourist-perceived value of a destination.

Literature Review

One of the most cited definitions of perceived value is presented by Zeithaml (1988: 142) who defines perceived value as "the consumer's overall assessment of the utility of a product based on what is received and what is given". Most service marketing literature conceives perceived value as the net benefits, which a customer gets from acquiring and consuming a product (Sweeney et al., 1999; Slater and Narver, 2000; Ulaga and Chacour, 2000; Cravens and Piercy, 2003; Zhan and Alan, 2003; Chang and Wang, 2011). A similar explanation affirms that the perceived value is simply an equation that measures the ratio between benefits and sacrifices or is a trade-off between desirable attributes compared with sacrifices attributes (Monroe, 1990; Woodruff and Gardial, 1996). Inaccurately, some research views costs in terms of a monetary price to be paid, for example, Nilson (1992) suggested that costs associated with consumer value are monetary costs, therefore it is value for money. Notwithstanding, there are other costs which should be included when considering what customers have to give up in order to get something, such as time, cognitive activity, and behavioural effort (Zeithaml, 1988). That is to say, a value for consumer is created when the benefits a customer receives from a product are greater than the general costs a customer is expected to pay. Sanchez et al. (2006) specified four benefit components (economic, emotional, social, and relationship benefits) as well as five sacrifice components (price, time, effort, risk, and inconvenience) that are associated with creating value for customers. Herein, it is worth mentioning that the term customer value is more precise than consumer value because it is believed to be a more inclusive term that involves not only the consumer's usage of a purchased product, but also the search for a product, the evaluation of a product, and the post-purchase experience (Lexhagen, 2008).

Perceived value has previously been operationalized with a single-item scale such as "value for money"; nonetheless, a single-item scale does not address the overall concept of perceived value (Sweeney, Soutar, and Johnson 1999; Gallarza and Saura 2006; Prebensen et al, 2012). In other words, the customer perceived value is evidentially a multidimensional concept which needs a multidimensional scale rather than uni-dimensional one to examine it (Sweeney and Soutar, 2001; Petrick, 2002; Al-Sabbahy et al., 2004a; Snoj et al., 2004; Tam, 2004; Gallarza and Saura, 2006; Sanchez et al., 2006). Unquestionably, in the tourism context, the treatment of perceived value as two crucial dimensions of consumer behavior: one of benefits received (economic, social, and relationship) and another of sacrifices made (price, time, effort, risk, and convenience) by the customer, is an inaccurate measure due to the different types of experiences and characteristics of customers as well as changing needs, desires, and expectations that are of tourism peculiarities (Williams and Soutar, 2000; Walker, Backman and Morais, 2001; Oh, 2003; Bigne et al., 2005; Sanchez et al., 2006). In this sense, Eid and El-Gohary (2014:3) elucidated that "tourism activities need to resort to fantasies, feelings, and emotions to explain the tourist purchasing decision. Many products have symbolic meanings, beyond tangible

attributes, perceived quality, or price. Furthermore, as perceived value is a subjective and dynamic construct that varies among different tourists and cultures at different times, it is necessary to include subjective or emotional reactions that are generated in the consumer's mind".

Consequently, most studies on customer perceived value in tourism depended on multidimensional scales to investigate the underlying values of tourism services as perceived by customers or tourists bringing out the consequences of positive overall perceived value (Duman, 2002; Tam, 2004; Gallarza and Saura, 2006; Ali, 2007; Chen, 2008; Wang and Xia, 2012; Woo, Chen, and Uysal, 2012; Eid and El-Gohary, 2014; Shen et al, 2014; Yi, Day, and Cai, 2014 Bajs, 2015). Similarly, many researchers have adopted the concept of customer perceived value as a multidimensional construct to measure the perceived value in different service sectors such as banking (Sanchez et al, 2006), hospitals (Moliner, 2006; Karadeniz, Kirkbir, 2007; Teke et al, 2012), custom services (Ali and Leila, 2011), culture (Ercsey, 2012), and mobile phone services (Ariff et al., 2012).

Despite the growing body of research in the field of perceived value, the measurement of perceived value remains unclear (Fernández, and Bonillo, 2007: 443). However, Ali (2007) mentioned that there are three perspectives that interpret the multi-dimensionality of perceived value including cognitive and affective value, acquisition and transaction value, as well as hedonic and utilitarian value (figure 1). In this context, there are five conceptual frameworks for measuring the multi-dimensionality of perceived value, namely Sheth et al.'s conceptual framework, Woodruff's customer value hierarchy model, Holbrook's typology, Sweeney and Soutar's PERVAL model, Petric's SERV-PERVAL model, and Gallarza and Saura's GLOVAL model (Figure 2).

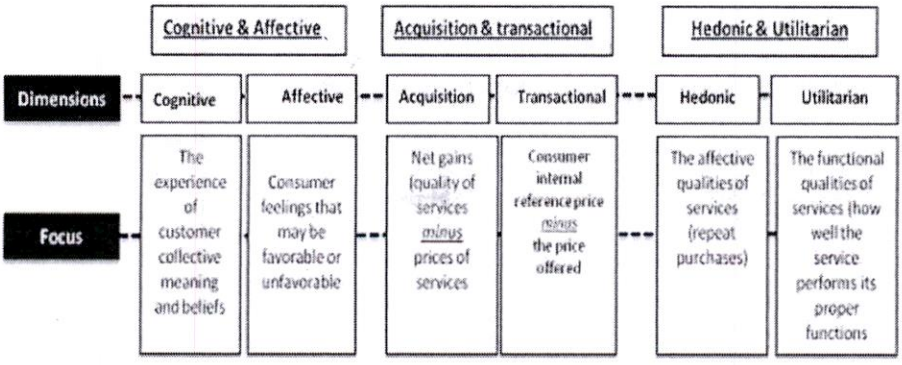

Figure 1. perspectives of perceived value

Source: adopted from: Al-Sabbahy, H., Ekinci, Y., and Riley, M. (2004). An investigation of perceived value dimensions: implications for hospitality research. Journal of Travel Research, vol. 42, no. 3, pp. 226-34.; Petrick, J., and Backman, S. (2002). An examination of the construct of perceived value for the prediction of golf travelers' intention to revisit. Journal of Travel Research, vol. 41, no. 4, pp. 38-45.; Ali, M., and Leila, A. (2011). Investigating customer perceived value in custom services, Asian Journal of Business Management Studies 2 (4): 162-165. Sanchez, J., et al. (2006), Customer perceived value in banking services. International Journal of Bank Marketing, 24(5), 266-283.

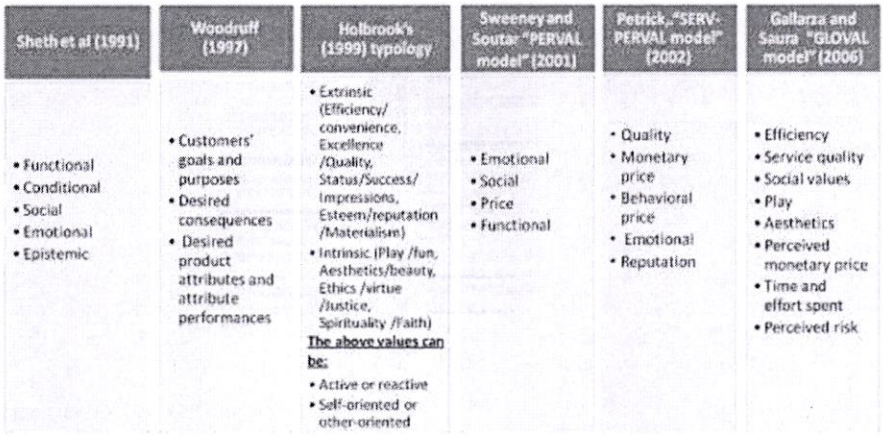

Figure 2. Conceptual frameworks of perceived value

Source: Adopted from: Sheth, N., Newman, I., and Gross, L. (1991). Why we buy what we buy: a theory of consumption values. Journal of business research, 22(2), 159-170.; Woodruff, B. (1997). Customer value: The next source for competitive advantage. Journal of the Academy of Marketing Science, 25(2): 139-153.; Holbrook, B. (1999). Introduction to consumer value. In M.B. Holbrook (Eds.). Consumer value. A framework for analysis and research. London: Routledge. pp: 1–28.; Sweeney, C., and Soutar, N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77(2): 203–220.; Petrick, F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. Journal of Leisure Research, 34(2): 119-134.; Gallarza, G., and Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students" travel behaviour. Tourism Management, 27(3): 437-452.).

From the review of literature on perceived value, it is possible to identify Sweeney and Soutar's PERVAL model (2001), Petric's SERV-PERVAL model (2002), and Gallarza and Saura's GLOVAL model (2006) as the most used conceptual frameworks in empirical studies that aimed at measuring customer perceived value.

PERVAL (Sweeney and Soutar, 2001) is a four- dimensional scale (19 items) involving emotional, social, functional (quality/performance) and functional (price/value for money) values. Petrick (2002) adapted the earlier work of Sweeney, Soutar and Johnson (2001) along with the inclusion of the dimensions of service quality 22-item instrument (SERVQUAL) (Parasuraman et al., 1988) and "performance-based" service quality 22-item scale (SERVPERF) (Cronin and Taylor, 1992), to create a five-dimensional scale (25 items), namely behavioural price, monetary price, emotional response, quality and reputation. However, both PERVAL and SERVPERVAL are valid and reliable measures, Gallarza and Saura (2006), Petrick (2002), and Sanchez et al. (2006) argued that these two frameworks have one shortcoming; and that is, they only capture post-purchase evaluations of products and service, and not the overall perceived value that occurs at different stages of the purchase process. In response, Sanchez et al. (2006) developed a scale of measurement of post-purchase perceived value of 24 items, called GLOVAL which involves three general areas of perceived value, namely functional value (establishment, Personnel, Product, price), emotional value and social value. The advantage of the GLOVAL scale is to measure the overall perceived value of a

purchase (Sanchez et al., 2006), and that is, more extensively around perceived value in purchasing a tourism product (Khan and Kadir, 2011). Sanchez et al. (2006: 406) affirmed that "the GLOVAL scale should be tested in other countries and also be analyzed whether the heterogeneity of the market and the existence of segments imply changes in the importance of the dimensions of perceived value". Murphy and Melsen (2008) tested this scale with some adjustments (asking open questions) and found that the relative levels of GLOVAL six dimensions were not as have been predicted by the scale. Additionally, this scale is validated as an adequate measure of the overall perceived value of a purchase (Sanchez et al., 2006). Although this is applicable on purchasing tourism products, for example package tours, the GLOVAL is not empirically tested to assess the value of a tourism destination. Furthermore, it can be noted that tourists' perception on risk associated with their trips to a destination is not included as a dimension on this scale despite the importance of the risk perception in creating values in tourism.

Recently, Gallarza and Saura (2006) used a means-end approach to review previous studies related to the perceived value literature resulting on a framework that includes eight dimensions which form the perceived value; 1) Efficiency, 2) Service quality, 3) Social values, 4) Play, 5) Aesthetics, 6) Perceived monetary price, 7) Time and effort spent, 8) Perceived risk. These scale dimensions were found to be valid to measure the perceived value in a tourism context (Ali, 2007; Seymour, 2012). The author found that the latest scale of Galarza and Saura is a comprehensive one that cover all aspects of value as discussed in the related literature. Accordingly, this study was based on this scale with a minor modification to reach its findings.

Arguably, most of available studies conducted on customer perceived value in tourism context examined and reported clearly the antecedents and consequences of that value (Duman, 2002; Tam, 2004; Gallarza and Gil Saura, 2006; Ali, 2007; Chen, 2008; Wang and Xia, 2012; Woo, Chen, and Uysal, 2012; Eid and El-Gohary, 2014; Shen et al, 2014; Yi, Day, and Cai, 2014 Bajs, 2015), however, there is a lack of empirical research for measuring the influence of socio-demographic characteristics on tourist-perceived value of a destination. This is supported by Bajs (2013: 122) who said that "there is a lack of research into how various sociodemographic groups of tourists perceive the value of the destinations they have visited". Similarly, Dedeoglu, Kucukergin, and Bogan (2016:2) reported that value perceptions of tourists have not yet been researched by taking their demographical features into consideration. Partially, they studied the impacts of nationality variable on the destination based-value perceptions of tourists concluding that German and Russian tourists perceived destination value is significantly different; however, this significant difference could not be observed in sub value components.

In this study at hand, so as to fill the above-mentioned gap in literature, the demographic aspects of tourists perceived value of Egypt as a tourism destination is explored. More specifically, two main questions are addressed:

Q1. What are the most important dimensions that determine the tourist-perceived value in Egypt?

Q2. What socio-demographic characteristics do influence tourist-perceived value of a destination?

Methodology

Data collection

The study targeted the population of European tourists who visit Egypt by charter flights. The rationale behind this is that Europe has continued to be the largest generating market for inbound tourism to Egypt in the recent decades. As reported by the Egyptian Ministry of Tourism (MOT, 2015), most of European tourists come to Egypt by charter flights directly to South Sinai and Red Sea destinations. A structured questionnaire (English and Russian) was developed and conducted among charter tourists in Sharm El-Sheikh and Hurghada; the top tourism destinations in Egypt. A total of 255 questionnaires were collected between March and May in 2015. Due to the lack of data on accurate number of tourists who visited Hurghada and Sharm El-Sheikh by charter flights, these 255 completes were enough to depend on for this study purpose. This is based on the suggestion of Glenn (1992) who explained that for populations more than 100,000, a sample size of 204 completes is valid with ±7% level of precision. The survey instrument consisted of seven dimensions of Gallarza and Saura model (2006). In this regard, the author of the current study removed the "Aesthetics" dimension from the referred scale due to its low validity level as resulted from the pilot analysis. Also, this dimension is covered implicitly in the other scale's dimension. Accordingly, the author developed 40 various statements to reflect the tourist perceived value dimensions.

Data Analysis

Data were analyzed using descriptive as well as inferential statistical methods. A detailed description of study sample and scale reliability and validity testing were given. Also, the zero order correlations test was used to examine the relationship between dependent and independent variables. Moreover, exploratory factor analysis was used to determine the most important factors among the study's factors. Finally, Kruskal-Wallis $\chi 2$ and Mann-Whitney U-test were used to compare between different socio-demographic groups of tourists concerning their perception of the value of the questioned destinations.

Results

Profile of the respondents

The sample group consisted of a total of 255 participants: 43.1% males and 56.9% females. Most of respondents were aged between 21 and 50, and the majority has an education Below College Degree. Most of them were employees (88.1%) and more than the half of respondents have annual income below € 20,000. The Western Europeans represented 40.8% while Eastern Europeans were 59.2% of the total number of respondents. Also, 58.8% of respondents visited Hurghada and 41.2% visited Sharm El-Sheikh.

Table 1. Demographic profile of the respondents

Characteristics n= 225	Relative Frequency (%)
Gender	
Male	43.1
Female	56.9
Age	
< 20	8.2
21-30	29.4
31-40	24.7
41–50	21.6
> 51	16.1
Nationality	
Western Europe	40.8%
Eastern Europe	59.2%
Education	
Below College Degree	42.4%
College Degree	20.4%
Master or PhD Degree	37.3%
Sub-destinations	
Hurghada	58.8%
Sharm El-Sheikh	41.2%
Employment status	
Employee	88.1%
Unemployed/Retired	7.4%
Student	4.5%
Annual Income (€)	
< 20,000	50.2%
20,000- 50,000	37.3%
> 50,000	12.5%

Source: Calculated by the Author.

The Cronbach alpha was calculated to test the internal consistency reliability of the multi-item scale used in this study. Generally, a scale that achieved an α of 0.8 is deemed reliable (Field, 2009; Hof, 2012). Accordingly, this scale was reliable and valid for this study's purpose, since the overall α was 0.94 (Table 4). The coefficients of Cronbach's Alpha for all scale's dimensions ranging from 0.73 to 0.95 indicated good internal consistency meaning that the associations among the constructs were reliable for further analysis. Details for all dimensions' values of Cronbach's alpha are provided in table (2).

Table 2. The internal reliability of the study dimensions

Dimension	Cronbach's alpha
Efficiency	0.773
Service quality	0.873
Social value	0.801
Play	0.918
Perceived monetary cost	0.913
Perceived risk	0.901
Time and effort spent	0.755
Overall perceived value	0.958

Source: Calculated by the Author.

Moreover, the compound scores for each dimension were determined through two test. The first test involved calculating the mean of each respondent's answers across all statements/items in the study's scale. The second test entailed calculating the mean of these "mean scores" across all respondents. Table (3) showed that the total scores for all the items are of high values and differed slightly. The highest total score (M = 6.02, SD = 1.037) was associated with "Play" construct, while the lowest total score was associated with Perceived risk (M = 2.86, SD = 1.619). Nonetheless, the high standard deviations relative to most of the items referred to the wide spread of respondents' answers.

Zero order correlations between the total scale scores

To investigate the relationship between the overall perceived values (the dependent variable) and the value dimensions (independent variables) the Zero order correlations test was used. The Pearson Correlation Coefficients revealed that there is a statistically significant moderate to strong positive relationship between 6 independent constructs and dependent variable. The only construct that had a weak negative association with the overall perceived value variable is the "perceived value" (r= -0.214, p= 0.001).

Table 3. Descriptive permeates of respondents perceived value

Factor/Item	n	M	SD
A. Efficiency	**255**	**5.78**	**1.004**
A.1	255	5.73	1.373
A.2	254	5.61	1.331
A.3	252	5.78	1.307
A.4	254	6.00	1.193
B. Service quality	**255**	**5.92**	**0.925**
B.1	254	5.76	1.397
B.2	254	6.02	1.161
B.3	254	6.12	1.178
B.4	253	6.24	.993
B.5	251	6.34	.964
B.6	251	6.03	1.211
B.7	248	6.04	1.114
B.8	248	4.55	2.202
B.9	242	6.26	.943
C. Social value	**251**	**5.32**	**1.091**
C.1	248	5.77	1.257
C.2	247	5.62	1.250
C.3	245	5.38	1.355
C.4	244	4.38	1.958
C.5	247	5.39	1.424
D. Play	**251**	**6.02**	**1.037**
D.1	250	6.07	1.173
D.2	247	5.89	1.317
D.3	248	5.95	1.151
D.4	245	6.13	1.013

E. Perceived monetary cost	**252**	**5.56**	**1.208**
E.1	248	5.77	1.273
E.2	247	5.62	1.250
E.3	246	5.33	1.488
E.4	247	5.53	1.416
F. Perceived risk	**250**	**2.86**	**1.619**
F.1	248	2.77	1.794
F.2	248	2.84	1.798
F.3	248	2.66	1.786
F.4	247	3.07	1.941
G. Time and effort spent	**251**	**5.48**	**0.872**
G.1	249	5.88	1.015
G.2	250	6.10	1.090
G.3	247	4.00	2.146
G.4	249	5.90	1.090

Note: Scales values range from 1 (Strongly agree) to 7 (Strongly disagree.

M = mean, SD = standard deviation

Source: Calculated by the Author.

Table 4. Correlations between the total scores of the questioned dimensions

Variables		Efficiency	Service quality	Social value	Play	Perceived monetary cost	Perceived risk	Time effort spent
Service quality	*r*	.640**						
	Sig. (2-tailed)	.000						
	N	255						
Social value	*r*	.433**	.573**					
	Sig. (2-tailed)	.000	.000					
	N	251	251					
Play	*r*	.595**	.733**	.530**				
	Sig. (2-tailed)	.000	.000	.000				
	N	251	251	250				
Perceived monetary cost	*r*	.467**	.627**	.428**	.556**			
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	252	252	250	251			
Perceived risk	*r*	-.054	-.138*	.037	-.146*	-.269**		
	Sig. (2-tailed)	.396	.029	.557	.022	.000		
	N	250	250	248	249	250		
Time effort spent	*r*	.401**	.590**	.477**	.506**	.452**		
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	251	251	249	250	251		
Perceived value	*r*	**.501****	**.644****	**.434****	**.771****	**.594****	**-.214****	**.469****
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000
	N	251	251	249	250	251	250	251

**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

Source: Calculated by the Author.

Table (4) illustrated that the positive correlations coefficients between the independent variables and the dependent variable can be arranged descendingly as follows:

- The "play" construct (r= -0.771, p= 0.000) (strong relationship);

- The "service quality" construct (r= -0.644, p= 0.000) (strong relationship);

- The "Perceived monetary cost" construct (r= -0. 594, p= 0.000) (moderate relationship);

- The "Efficiency" construct (r= -0. 501, p= 0.000) (moderate relationship);

- The "Time effort spent" construct (r= -0.469, p= 0.000) (moderate relationship);

- The "Social value" construct (r= -0.434, p= 0.000) (moderate relationship).

As per these results, there was no multicollinearity problem in this study. Hair et al. (2006: 464) said that multicollinearity occurs if the (r) value between each pair of independent variable in Pearson's correlation exceeds (0.90).

Exploratory Factor Analysis

Due to the changes that had been made to Gallarza and Saura model (removing the Aesthetics dimension) as well as the development of 40 various statements to reflect the tourist perceived value dimensions, this study used a Principle Component Analysis (PCA) by means of IBM SPSS Statistics 22 in order to explore the underlying dimensions of the tourist perceived value.

Table 5. Exploratory factor analysis of perceived value's factors

Factor/Item	Factor Loading	Communalities	Variance Explained (%)	Eigenvalue
Factor 1: Play			**18.811**	**6.396**
I enjoyed the trip	0.737	.752		
I enjoyed my free time	0.669	.774		
The activities which I did during my current trip were pleasurable	0.538	.734		
I had fun in the destination	0.728	.823		
Factor 2: Perceived monetary cost			**13.432**	**4.567**
Cost associated with the whole trip was adequate	0.749	.756		
Price for personal goods I bought was adequate	0.800	.776		
Price for optional tours and extra services was adequate	0.799	.789		
I received value for money on this trip	0.763	.807		
Factor 3: Service quality			**9.869**	**3.356**

Factor/Item	Factor Loading	Communalities	Variance Explained (%)	Eigenvalue
Services were provided reliably, consistently and dependently	0.643	.703		
Services were provided in a timely manner	0.596	.691		
Employees were competent (knowledgeable and skillful)	0.480	.771		
Employees were approachable and easy to contact	0.607	.748		
Employees were courteous, polite and respectful	0.576	.730		
Employees listen to me and we understood each other	0.591	.780		
Employees were trustworthy, believable and honest	0.606	.792		
Employees made the effort to understand my needs	0.834	.795		
Employees were neat and clean	0.601	.473		
Factor 4: Perceived risk			**9.747**	**3.314**
I was frightened of suffering any disease or infection on this trip	0.791	.712		
I was frightened of any kind of accident on this trip	0.922	.887		
I was frightened of bad treatment from staff and local people on this trip	0.860	.818		
I was frightened of suffering from crime or social unrest	0.881	.837		
Factor 5: Social value			**8.591**	**2.921**
My current trip in Egypt has	0.807	.745		

Factor/Item	Factor Loading	Communalities	Variance Explained (%)	Eigenvalue
enabled me to reinforce my feeling of belonging to the group which I travel with (friends, family, partners, etc.).				
I gained a better knowledge of my travelling companions	0.849	.821		
My current trip in Egypt has helped me to feel socially accepted in my group	0.807	.787		
During my current trip, there was an adequate relationship with other tourists other than my travelling companions	0.619	.768		
During my current trip, there was an adequate relationship with staff and local people	0.692	.778		
Factor 6: Efficiency			**7.226**	**2.457**
I received enough Information about nature of the trip and about the destination before and during the trip	0.771	.709		
Tourist infrastructure in the destination is good	0.534	.627		
I had a good social contact with other tourists	0.627	.508		
I obtained all Instructions related to the trip such as dates, times and using facilities (e.g. hotels).	0.779	.764		
Factor 7: Time and effort spent			**6.863**	**2.333**
Cost of time planning and preparing to travel to Egypt was	0.479	.530		

Factor/Item	Factor Loading	Communalities	Variance Explained (%)	Eigenvalue
adequate				
Time spent in Egypt was entertaining	0.477	.485		
There was little waste of time on this trip	0.843	.769		
The trip and related activities were easy and no problem for me to do	0.405	.501		
Note: Total explained variance = 74.539%				

Source: Calculated by the Author.

Primarily, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was closer to 1.0 (KMO = 0.883, Bartlett's Test of Sphericity, p<.000) meaning that variables are suitable for this kind of analysis. As expected, a principal component analysis rotated to a Varimax target revealed a seven-factor solution of the 40 statements (table 5). Eigenvalues of all eight factors were greater than 1.0 with relatively high reliability alpha coefficients as stated above (table 2). Each scale item's commonality and factor loadings were greater or closer to 0.50 indicating a reasonably high correlation between the tourist perceived value dimension/ factors and their individual items.

The importance of the defined factors was as follows: 1) 'Play' (18.8% of variance); 2) 'Perceived monetary cost' (13.4% of variance); 3) 'Service quality' (9.9% of variance); 4) "Perceived risk" (9.7% of variance); 5) "Social value (8.6% of variance); 6) "Efficiency" (7.2% of variance); and 7) "Time and effort spent" (6.9% of variance). Combined, these seven factors explained 74.539% of the variance of the destination perceived value scale in a principal components factor analysis with a Varimax rotation.

Socio-demographic differences in tourist-perceived value factors

To examine whether answers of research participants were normally distributed or not, Kolmogorov-Smirnov test (significance level of 0.05) was used. The results of this test indicated that data were not normally distributed and therefore the non-parametric tests should be used in further analytical tests (Pappas and DePuy, 2004; Baggio and Klobas, 2011; Ivanov et. al, 2016).

The Kruskal-Wallis $\chi 2$ test was used to identify the differences in the responses of tourists on the basis of the of education level (primary school, secondary school, vocational education, bachelor degree, post-graduate degree), employment status (employee, self-employed, unemployed, retired, student) income level and (<20,000, 20,000 - 50,000, > 50,000). The Mann-Whitney U-test was used to identify differences in the opinions of tourists on the basis of the gender variable (male vs. female), the nationality (Western European vs. Eastern European), and sub-destinations (Hurghada vs. Sharm El-sheikh).

Table 6. Socio-demographic-based perceived value differences

Factor	Total Mean	Standard Deviation	Kruskal-Wallis $\chi 2$ test				Mann-Whitney U-test		
			Age	Education	Employment	income	Gender	Nationality	Sub-destination
Play	6.0	1.037	**11.746***	**6.572***	2.223	0.166	6941.5	**4999.5***	**7167.5**
Perceived monetary cost	5.6	1.208	5.743	2.646	0.600	2.500	7443.0	**6493.5***	**7200.5**
Service quality	5.9	0.925	**13.119***	5.299	2.258	**7.426***	6953.0	**3290.5***	**7506.5**
Perceived risk	2.9	1.619	**10.437***	1.547	2.033	0.992	6990.5	7200.0	6955.0
Social value	5.3	1.091	1.346	4.144	2.749	2.554	7263.0	**4411.0***	**6227.5**
Efficiency	5.8	1.004	1.288	**6.530***	0.361	0.527	6866.5	7720.0	7210.0
Time and effort spent	5.5	0.872	7.835	1.976	0.536	4.570	7180.0	**4047.5***	**7363.0**
Overall perceived value	5.9	1.174	7.551	3.106	0.749	1.169	7267.5	**5540.0***	**7308.0**

*** Significant at 5% level**

Source: Calculated by the Author.

The Kruskal-Wallis χ^2 test revealed a statistically significant difference in the perception of play (H(4) =11.746, $p = 0.019$), service quality (H(4) = 13.119, $p = 0.011$), and perceived risk (H(4) = 10.437, $p = 0.034$) across different age groups. Also, it showed a statistically significant

difference in the perception of play (H(4) = 6.530, p = 0.037), and efficiency (H(2) = 6.572, p = 0.038), across different education level groups. Moreover, the same test discovered a statistically significant difference in the perception service quality (H(2) = 7.426, p = 0.024) across different income level groups. However, this Kruskal-Wallis χ^2 test did not reveal any statistically significant difference in respondents' answers on the basis of the employment status categories.

The Mann-Whitney U-test did not show any statistically significant difference in the value dimensions as perceived by tourists on the basis of gender and sub-destinations, but on their nationality. More specifically, the results revealed statistically significant differences between different nationalities in their perception of service play (U = 4999.5, p = 0.000), perceived monetary cost (U = 6493.5, p = 0.039), service quality (U = 3290.5, p = 0.000), social value (U = 4411.0, p = 0.000), time and effort spent (U = 4047.5, p = 0.000), overall perceived value (U = 5540.0, p = 0.000). However, there was no difference in the perceived risk and efficiency dimensions across gender (Table 6).

Discussion and conclusion

Egypt receives tourists from many different international tourism markets, hence it is important to investigate the different aspects of the behaviour of tourists visiting Egypt to support the marketing research efficiency leading ultimately to a successful tourism destination. The objective of this study was to explore the most important value dimensions that determine the tourist-perceived value in Egypt and to define the socio-demographic characteristics that influence tourist-perceived value of a destination. To realize these two objectives, the study adopted the Gallarza and Saura model (2006) developing 40 various statements to reflect the tourist perceived value dimensions. A structured questionnaire (English and Russian) was developed and conducted among European charter tourists in Sharm El-Sheikh and Hurghada. The gathered primary data were analyzed using different descriptive as well as inferential statistical methods.

The findings provided support for the theoretical model of this study where the Zero order correlations test revealed that there is a statistically significant moderate to strong positive relationship between 6 value dimensions and the overall tourist-perceived value. Also, the seven model factors explained 74.539% of the variance of the destination perceived value in a principal components factor analysis: 1) 'play' (18.8% of variance); 2) 'perceived monetary cost' (13.4% of variance);

3) 'service quality' (9.9% of variance); 4) "perceived risk" (9.7% of variance); 5) "social value (8.6% of variance); 6) "efficiency" (7.2% of variance); and 7) "time and effort spent" (6.9% of variance). These results confirmed the argument that measuring the tourist-perceived value should be performed based on the multidimensional approach, which are consistent with other relevant previous studies results (Sweeney and Soutar, 2001; Petrick, 2002; Al-Sabbahy et al., 2004a; Snoj et al., 2004; Tam, 2004; Gallarza and Saura, 2006; Sanchez et al., 2006). However, Murphy and Melsen (2008) said that some of the dimensional categories of tourist-perceived value appear to be more important than others to the way in which tourists construct their sense of value. This had been proven in this present study results where Play, monetary cost, and service quality were found to be the most influential factors on determining the most of perceived value of Egypt as a tourism destination. Furthermore, the study found that age, education level, income level, and nationality had discriminant impact on most of the dimensions of the tourist-perceived value of a destination. This was partly compatible with the results presented by Dedeoglu, Kucukergin, and Bogan (2016) who stated that German and Russian tourists perceived destination values in a significantly different way but this significant difference could not be observed in sub value components. Generally, these results of the influence of socio-demographic characteristics on the tourist-perceived value of a destination are in line with many studies which found that the tourist behavior is influenced by socio-demographic factors (Kastenholz, Carneiro, and Eusébio, 2005; Jonsson and Devonish, 2008; Contrino, and McGuckin, 2009; Saayman, and Saayman, 2009).

The limitations of the study are mainly of two kinds. The first refers to the sampling procedures followed in this study which was a simple random sampling without certain quotas. This was due to the inability to get data on the distribution of tourists who visiting Hurghada and Sharm El-sheikh by nationality. And the second is the assessment scope, as the study focused on the destination as a broad area of assessment and it would be important to carry out research in the different tourism products in a destination to confirm the results obtained in this study. Furthermore, future research is suggested to cover different segments of tourists by purpose of visit (leisure tourist vs business tourist), different locations in the same destinations, individual against package-tour-tourists. Still, it would be important to examine the relationship between the perceived value and its consequences such as satisfaction and behvioural intentions with emphasize on the Egyptian tourism destination.

This study presented some results that are useful for the tourism planners and marketers to better develop marketing strategies considering that Play, monetary cost, and service quality as the most influential factors of the tourist-perceived values as well as to give considerable attentions to the different perceptions of different socio-demographic segments of tourists on the basis of their age, education level, income level, and nationality.

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