



An Investigation of Tourism Service Quality Factors Influencing the Satisfaction of Egyptian Tourists

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ARTICLE INFO	Abstract
<p>Keywords: <i>Tourism service, Tourism service quality, tourist satisfaction, Egyptian Tourist.</i></p> <p>(IJTHS), O6U</p> <p>Vol.7, No.1, July 2024, pp. 91-113</p> <p>Received: 1/5/2024 Accepted: 15/5/2024 Published: 3/6/2024</p>	<p>Recently, service quality has become a crucial goal for the travel and tourism industries. Consequently, service providers need to enhance both the service's procedure and its outcomes. So, if the management's lack of attention to service quality causes tourists to become unsatisfied and abandon the destination, Therefore, this study tries to investigate the influence of tourism service quality on Egyptian tourist satisfaction. A quantitative approach was used by creating an online survey that included tourism service quality factors, and a total of 505 replies were analyzed. The findings of the investigation showed that tourism service quality factors influence Egyptian tourist satisfaction, and security service quality was ranked as the most highly influenced dimension. It is recommended to destinations management to enhance their Egyptian visitors' satisfaction in their next visits and to improve the tourism service quality that is provided to Egyptian tourists to achieve their satisfaction and increase their intention to repeat visits and to recommend others to visit.</p>

1. Introduction

Throughout the last few decades, obtaining an advantage in competition has been dependent on quality. The focus on quality has raised consumer standards and awareness. The outcome of an assessment procedure wherein a customer contrasts the quality of the service they received with their expectations is called service quality. When customers obtain service that either meets or exceeds their expectations, they rate the quality of the service as excellent. Customers consider low service quality when they don't get the level of service they expected (Zhu, 2004; Khalaf et al., 2020).

Service quality is considered to be one of the most significant factors and precursors of customer satisfaction, which is considerably and directly affected by it (Ganguli and Roy,

2011). In almost every industry, service quality is crucial, and the travel and tourism industries are similar (Boro, 2022). Quality has recently become the tourism industry's key goal, as competing in the modern global marketplace requires it. The situation gets challenging because customer perceptions of both the service's performance and way of delivery significantly impact service quality. Therefore, the quality of service is greatly contingent on the method of delivery. So, service providers need to increase their quality initiatives to enhance both the service's procedure and its outcomes (Khalaf et al., 2020).

The tourism sector is gaining greater attention since it is considered to be one of the fastest-growing commercial sectors globally (Park and Jeong, 2019; Amissah et al., 2022). In order to be competitive in the very competitive tourist sector, service providers need to hold onto every advantage (Bhat, 2012). The quality of the tourism industry is a remarkable area of study that has garnered a lot of interest from researchers (Lai et al., 2018). Due to the challenges and globalization of today's brutal business environments, one of the most significant elements of competitive advantage for travel destinations is quality (Bhat, 2012; Țițu et al., 2016). Many businesses and nations have begun to take advantage of the chance to compete at this level by controlling the quality of their services in order to establish and maintain a competitive advantage (Bhat, 2012). Furthermore, researching the quality of tourist services is essential to advancing the field of sustainable tourism; for this reason, service quality evaluation is very important (Sanz et al., 2019).

For tourist satisfaction, it pertains to the expectations of pre-travel and the experiences of post-travel, which consist of the feelings experienced following the journey (Baker and Crompton, 2000; Latiff and Imm, 2015). Also, it is what tourists expect will happen at the destination based on prior reputation and recommendations and an evaluation of the results of their interaction at the destination (Neal and Gursoy, 2008; Latiff and Imm, 2015). As a result of the management's lack of attention to SQ, tourists get unsatisfied and abandon the destination. Conversely, if managers recognize and address the tourists' demands of SQ, it will be one of the factors motivating tourists' willingness to come back (Giao et al., 2021).

However, there has been a lack of research on the quality of the tourism services and their influence on Egyptian tourists satisfaction. Therefore, this study tries to investigate this influence to provide the tourism service suppliers with an overview of the preferences of the Egyptian tourist market to gain and maintain their market share from it.

2. Tourism service quality (TSQ)

When two parties interact—a customer and a service provider—an activity or series of related activities is called a service (Gronroos, 1990; Giao et al., 2021). Although there are several interpretations of what constitutes service quality, the literature is generally in agreement that it is the difference between customers' expectations and perceptions (Rahman et al., 2023). As described by Zeithaml and Bitner, (2018), providing service is a task, a procedure, and a means of generating value for current customer satisfaction. It is assumed that businesses that sustain their quality standards will satisfy their customers (Wu et al., 2014; Wantara and Irawati, 2021). In other contexts, service quality may be defined as the discrepancy between the quality that a customer expects and the quality that they consider is actually provided (Giao et al., 2021). Also, it is the entirety of a customer's assessment of the overall effectiveness of a certain item or service (Allameh et al., 2015; Manyangara et al., 2023). In addition, the capacity of the business to meet customer needs is not the only measure of SQ, nevertheless, it also covers client input and the business's capacity to address customer issues (Palazzo et al., 2021).

Chuchu, (2020) asserts that the appropriateness of services provided by tourism providers in meeting the demands of tourists within the market they are aiming at is a measure of the TSQ.

In an incredibly competitive travel and tourism industry, for providers of services to remain competitive, they must maintain every advantage (Bhat, 2012). Tourism businesses in the public and private sectors need to constantly improve the services they provide to increase their market share (Bhat, 2012; Luo et al., 2019; Wong and Wu, 2013). Based on Chen et al., (2017), service quality primarily assesses the level of quality requirements of the different tourism-related services provided at destinations by governmental and commercial organizations. Most frequently, service businesses utilize SQ measures to help them assess their positive and negative aspects (Bhat, 2012; Alzaydi, 2023). Besides, the results of Bui et al., (2022) research showed that tourists' satisfaction increases when certain places achieve high levels of service quality.

3. Tourist satisfaction (TS)

As indicated by researchers, comparing the customer's pre-use expectations with their feelings after using the product generates satisfaction (Oliver, 2010; Fatmawati and Olga, 2023). In reference to Bitner and Zeithaml, (2018), customer satisfaction is essential to a company's performance and serves as the benchmark for assessing the quality of services that companies offer to their clients. In contemporary times, meeting and satisfying customers' wants is seen as the most effective way to draw in new business and keep existing ones.

TS is one of the most crucial elements that ensures continued profit development. These days, a lot of businesses view TS as a crucial factor in determining their work quality. Thus, creating suitable procedures that ensure the services offered match up to the requirements of the tourists will satisfy them (Taghavi and Soleimani, 2017). The analysis of travel literature reveals that choosing a destination is mostly influenced by how satisfied visitors are with their experience there, which implies that whether travelers are content with the place they visited, it is anticipated that they will revisit the destination or recommend it to others (Cahyanti and Siswanto, 2020), and it will affect profitability positively. Subsequently, for several businesses, TS has evolved to be a significant concern (Zeithaml et al., 2009; Salleh et al., 2013; Nahid and Akbar, 2016; Tapak et al., 2019).

Taking into account that tourists visit various locations in order to de-stress, so the lack of sufficient number or quality of services offered discourages tourists and keeps sustainable tourism from becoming a reality (Kermani, 2017; Tapak et al., 2019). Accordingly, TS is a consequence of the combination of actual experience and the tourists' expectations regarding their final destination (Pizam et al., 1978; Giao et al., 2021). Similarly, Oliver (2010) considers the distinction between tourist demands and their actual experience that tourism components impact their feelings, which will dictate the level of satisfaction they have with those components.

Yuksel (2001) study indicated that satisfaction studies over time have been centered on the satisfaction of services of destinations, leisure facilities, excursions and cruises, lodging and dining establishments, as well as the quality of travel experiences, the weather conditions, landscape, culture, and the environment as a whole, along with the local community's demeanor and attitude, the information center, and the effectiveness of the services, as the main components of tourists' satisfaction. Moreover, in the context of tourism, satisfaction is an evaluation of the visitor experience that has been extensively researched. Additionally, TS serve as a valuable source of information for enticing prospective travelers and are crucial to the promotion of tourism (Abubakar and Mavondo, 2014; Wantara and Irawati, 2021).

Relationship between tourist satisfaction and TSQ.

Stavrianea and Kamenidou (2021) mentioned that the notion of the TSQ essentially may be linked to tourist satisfaction, as it relates to the inherent quality of the TS offered in a specific location. In addition, when a tourist site's whole offering meets the needs and expectations of its tourists, it is considered to be of high quality. Nowadays, tourists and would-be travelers to destinations have higher expectations than in the past. Also, Zhao and Di Benedetto, (2013) study discussed the importance of service quality while assessing visitors' experiences at any destination, besides recognizing visitor dissatisfaction, drawing in new visitors, or guaranteeing intended repeat visits. Therefore, Lee et al., (2011) recommended that the most effective way to enhance service quality was to assess improving tourist satisfaction and their plans to repeat visits.

All of the study points to the difference between the ideas of SQ and satisfaction but maintains an intense relationship since the outcome seems to be tourist satisfaction. The reason is that of service quality, which is considered a perfect baseline, and tourist satisfaction is predictable (Giao et al., 2021). As noted by Oliver (2010), levels of satisfaction are influenced by SQ. The more a service fulfills the needs and expectations of the customer, the more pleased and satisfied the customer will be. Moreover, when a service provider serves customers with high-quality items that meet their wants, the customers will be initially satisfied (Giao et al., 2021). Zeithaml and Bitner, (2018) claim that a multitude of factors, such as costs, situational factors, personal characteristics, and the quality of the item, influence customer satisfaction.

The study by Latiff and Imm, (2015) on TSQ influence among Kuala Lumpur's visitors discovered that travelers were highly satisfied with Kuala Lumpur's TSQ, planned to revisit, and were keen to tell their friends and families about the city. Also, it found that the quality of lodging, dining, entertainment, transportation, and taxi services all have a beneficial effect on tourist satisfaction.

The result of Mahmud et al., (2020) study on Rangamati in Bangladesh revealed that, among five factors, two, such as cultural and environmental characteristics, positively impacted TS. The other three, as financial considerations, destination support services, and tourism products, have little effect on TS. Moreover, Giao et al., (2021) study discovered the elements influencing how satisfied domestic travelers are with the quality of ecotourism services. It reported the following elements: food and beverage shopping, entertainment services, perceived pricing, destination landscape, nature, security, and transportation.

Furthermore, Tapak et al., (2019) identified the tourism factors that affected TS traveling to the ancient city of Hamadan as the capital of Asian urban tourism in 2018. The study's findings demonstrated that the host community index's behavior had the greatest impact on TS, taking into account variables including the host community's integrity, sense of hospitality, and locals' views toward visitors, followed by convenience and comfort factors involving factors like accessibility to fuel cells, clean water, automated teller machines, residential centers, transportation in cities, etc. The third most significant element influencing the quality of the environment with elements including the landscape's visual beauty, comfort of the climate, and relaxation in the surroundings. For the lowest affected factors, it was noted to be the quality of services, followed by the cost of services.

Besides, the result of Khalaf et al., (2020) study on Egyptian tourists' satisfaction in Hurghada identified four TSs that have an impact on TS: transportation by airplane, ground transportation, lodging and catering, and additional internal trips. It concludes that Egyptian visitors are satisfied with the quality of the lodging and culinary services, followed by the

quality of additional internal trips and services. However, they weren't as satisfied with the times of arrival and departure.

Simply put, various tourism research shows a strong correlation between TS and SQ (González *et al.*, 2007; Chen and Chen, 2010; Wantara, 2015; Wantara and Irawati, 2021). Before assessing TS, SQ must be accomplished (Lee *et al.*, 2000; Wantara and Irawati, 2021).

4. Methodology

4.1 Research Approach

The study tries to investigate the quality of the TSs and their influence on Egyptian tourists' satisfaction. Accordingly, the study followed a quantitative approach by developing an online survey for Egyptian tourists to gather the required data that aids in providing answers to the study's questions and defining the main dimensions and factors of TSQ that influence Egyptian tourist satisfaction.

The following were the research questions:

Q1: Does Egyptian tourist satisfaction with the previous tourism experience influence their intention to revisit the same destination?

Q2: Does the Egyptian tourist's satisfaction with the previous tourism experience influence their willingness to recommend the destination to others?

Q3: What are the main factors in the TSQ that influence Egyptian tourist satisfaction?

Q4: What are the main dimensions of the TSQ that influence Egyptian tourist satisfaction?

4.2 Population and Sampling Technique

The questionnaire's research sample was made up of Egyptian tourists who traveled domestically and internationally for tourism activities to investigate the influence of the quality of the TSs on their satisfaction. The research sample was obtained by an online survey conducted between February and April 2024 to collect the required study's questions and answers, and it was shared online through social media platforms, especially the page specializing in travel and tourism experiences. The target audience for the questionnaire was Egyptian tourists that vary in genders, ages, level of education, marital status, occupations, and living conditions. The rate of the response reached 523, and the analyzed sample after removing the repeated responses reached 505 respondents.

4.3 Research Instrument and Measures

The study's target audience was Egyptian tourists who traveled domestically and internationally for tourism activities to investigate the influence of the quality of the TSs on their satisfaction. To accomplish this goal, several papers were examined to design the questionnaire, as follows: Suanmali, (2014); Latiff and Imm, (2015); Roy *et al.*, (2016); Huang and Satchabut, (2016); Abbasi *et al.*, (2019); Khalaf *et al.*, (2020); Sardar *et al.*, (2020); Nguyen Van *et al.*, (2021); Fatmawati and Olga, (2023).

In order to gather the information required for responding to the research questions, the questionnaire revealed fifteen parts as follows: Part 1 collected the demographic information

of the respondents. Part 2 showed the influence of tourist satisfaction on the future intentions of Egyptian tourists. Part 3 illustrated the food and beverage quality factors. Part 4 revealed accommodation quality factors. Part 5 demonstrated hygiene quality factors. Part 6 displayed hospitality quality factors. Part 7 discussed tourist facilities factors. Part 8 detected price and value-quality factors. Part 9 indicated entertainment quality factors. Part 10 clarified quietness quality factors. Part 11 presented communication quality factors. Part 12 offered security service quality factors. Part 13 highlighted transportation quality factors. Part 14 exposed weather quality factors. Part 15 indicated accessibility quality factors. Parts from 3 to 15 implemented a five-point scale to indicate the degree of agreement the respondent has with each statement (1 = strongly affect; 5 = strongly does not affect).

The survey was created using Google Forms online and disseminated by posting the link on social media throughout February and April 2024.

4.4 Data Analysis Technique

The examination of the questionnaire data adapted the IBM SPSS Statistical software (v. 26) to respond to the investigation questions. Additionally, the study applied descriptive statistics (frequencies and percentages) to characterize respondents' demographic information and to describe the influence of tourist satisfaction on the future intentions of the tourist; besides that, the study computed the means and standard deviations for every part of the questionnaire, and the Cronbach's Alpha coefficients to conducted the reliability and internal consistency of the questionnaire's parts.

5. Results and Discussion

The intended target market for the study was Egyptian tourists who traveled domestically and internationally for tourism activities to investigate the influence of the TSQ on their satisfaction. After removing the duplicate answers, 505 surveys were analyzed.

Table (1) The Cronbach's Alpha Reliability

Dimension	No. of items	Cronbach's Alpha Value
1. Food/ beverage quality dimension	9	0.805
2. Accommodation quality dimension	8	0.877
3. Hygiene quality dimension	8	0.898
4. Hospitality quality dimension	5	0.831
5. Tourist facilities service quality dimension	12	0.910
6. Price and value quality dimension	7	0.897
7. Entertainment quality dimension	5	0.879
8. Quietness quality dimension	3	0.846
9. Communication quality dimension	2	0.897
10. Security service quality dimension	4	0.932
11. Transportation quality dimension	8	0.931
12. Weather quality dimension	3	0.880
13. Accessibility quality dimension	9	0.913
Total	83	0.978

Table (1) presented the reliability statistics for the 13 questionnaire parts. It contained the Cronbach's Alpha coefficients for every measure as well as the quantity of items in each part. The value of Cronbach's Alpha differed from 0.805 to 0.932 support the reliability and internal consistency of the questionnaire's parts by demonstrating a strong correlation among the items. And the total value for the 83 items was 0.978; this high value reflects confidence in the accuracy and reliability of the findings.

Table (2) Demographic Information of the respondents

Gender		Freq.	%
1.	Male	195	38.6
2.	Female	310	61.4
Age Group		Freq.	%
1.	Less than 20 years	25	5
2.	20 – less than 30 years	250	49.5
3.	30 – less than 40 years	175	34.7
4.	40 – less than 50 years	25	5
5.	50 years and more	30	5.9
Marital status		Freq.	%
1.	Single	285	56.4
2.	Married	205	40.6
3.	other	15	3
Level of Education		Freq.	%
1.	High school	40	7.9
2.	Bachelor	390	77.2
3.	postgraduate	60	11.9
4.	Other	15	3
Occupation		Freq.	%
1.	Governmental	80	15.8
2.	Private-Sector Business	220	43.6
3.	Own Business	40	7.9
4.	Other	165	32.7
Source of Tourism Information		Freq.	%
1.	Social Media	455	90.1
2.	Friend	10	2
3.	Family	40	7.9
4.	Others	0	0

All percent are based on the total number of respondents (n= 505)

Table (2) displayed the demographic information of the participants, which shows that more than half of the sample were female. Most of the sample was from 20 and less than 30 years with 49.5%, followed by the segment from 30 and less than 40 years with 34.7%. For marital status, about 56.4% of the sample was single. Regarding the education level, more than 72% of the sample had a bachelor's degree. Also, more than 43% of the sample worked in private

sector businesses. Almost of the sample (90%) depended on social media as a source of tourism information, followed by their families with 7.9%, and then their friends with 2%.

Table (3) The influence of tourist satisfaction on the future intentions of the tourist

Does your satisfaction with your previous experience influence your intention to revisit the same destination?		Freq.	%
1.	Yes	440	87.1
2.	Maybe	60	11.9
3.	No	5	1

Does your satisfaction with your tourism experience influence your willingness to recommend the destination to others?		Freq.	%
1.	Yes	465	92.1
2.	Maybe	30	5.9
3.	No	10	2

All percent are based on the total number of respondents (n= 505)

Table (3) illustrated the influence of tourist satisfaction on the future intentions of the tourist. It showed that more than 87% of the sample declared that their satisfaction with their previous experience influenced their intention to revisit the same destination another time. Also, the majority of the sample (92%) stated that their tourism experience satisfaction influences their willingness to recommend the destination to others to visit it. Those results go along with the result of Latiff and Imm, (2015), which discovered a strong correlation between visitors' level of satisfaction overall, their desire to return to Kuala Lumpur, and their propensity to suggest it to friends and family. Also, this matches the result of Fatmawati and Olga, (2023) study on a natural-based tourism destination, which indicated that tourist satisfactions favorably influence travelers' intent to return.

Table (4) The influence of Food/ beverage quality factors on tourists satisfaction

- Food/ beverage quality factors:												
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.
	F	%	F	%	F	%	F	%	F	%		
Variety of menu	220	43.6	215	42.6	60	11.9	10	2	0	0	1.723	0.747
Availability of preferred dishes	190	37.6	250	49.5	55	10.9	10	2	0	0	1.772	0.717
Availability of traditional food	245	48.5	180	35.6	75	14.9	5	1	0	0	1.683	0.758
Quality of food and beverage	380	75.2	100	19.8	25	5	0	0	0	0	1.297	0.555
Tastiness of food served	355	70.3	135	26.7	15	3	0	0	0	0	1.327	0.529
Accuracy of the temperature of food served	230	45.5	225	44.6	45	8.9	5	1	0	0	1.654	0.682

											Continued	
Portions of food	200	39.6	235	46.5	65	12.9	5	1	0	0	1.753	0.709
Presentation of dishes	195	38.6	205	40.6	90	17.8	15	3	0	0	1.852	0.814
Hygienic preparation of food	290	57.4	140	27.7	70	13.9	5	1	0	0	1.584	0.762
Overall											1.627	0.439

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (4) revealed the influence of food and beverage quality factors on Egyptian tourist satisfaction, with an overall mean of 1.627. According to the respondents, the highest mean of the food and beverage quality factors was the quality of food and beverage, with a mean of 1.297 (\pm SD 0.555), which matches with the result of Roy et al., (2016), followed by the tastiness of food served with a mean of 1.327 (\pm SD 0.529), then the hygienic preparation of food with a mean of 1.584 (\pm SD 0.762), and the lowest mean was the availability of preferred dishes with a mean of 1.772 (\pm SD 0.717), and this result does not match with the result of Sardar et al., (2020), as it showed the availability of preferable food as the main factor in food attraction, followed by the presentation of dishes with a mean of 1.852 (\pm SD 0.814).

Table (5) The influence of accommodation quality factors on tourists satisfaction

- Accommodation quality factors:												
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.
	F	%	F	%	F	%	F	%	F	%		
Efficiency of check-in and check-out at accommodation (are smooth and easy)	260	51.5	220	43.6	25	5	0	0	0	0	1.535	0.590
Friendliness of service at accommodation	325	64.4	170	33.7	10	2	0	0	0	0	1.376	0.524
Efficiency of service at accommodation	285	56.4	205	40.6	15	3	0	0	0	0	1.465	0.556
Responsiveness of staff towards request	335	66.3	165	32.7	5	1	0	0	0	0	1.347	0.497
Responsiveness, good treatment and capable of staff towards complaints and solving problems.	335	66.3	155	30.7	15	3	0	0	0	0	1.366	0.540
Safety at accommodation	390	77.2	105	20.8	10	2	0	0	0	0	1.248	0.476
Security of room	395	78.2	95	18.8	15	3	0	0	0	0	1.248	0.476
The accommodation rooms are clean and quiet.	390	77.2	105	20.8	10	2	0	0	0	0	1.247	0.476
Overall											1.354	0.378

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (5) presented the influence of accommodation quality factors on Egyptian tourist satisfaction with an overall mean of 1.354. The highest mean was recorded for the cleanliness

and quietness of the accommodation rooms with a mean of 1.247 (\pm SD 0.476), followed by the safety and security at the accommodation room with a mean of 1.248 (\pm SD 0.476), then the responsiveness of staff towards requests with a mean of 1.347 (\pm SD 0.497), and the lowest mean of 1.535 (\pm SD 0.590) was recorded for the efficiency of check-in and check-out at the accommodation (to be a smooth and easy procedure). This result is different partly from the result of Khalaf et al., (2020) study on Egyptian tourists in Hurghada, as the respondents chose the cleanliness and quietness of the accommodation rooms and the responsiveness of staff towards requests as the lowest accommodation factors that affected their satisfaction.

Table (6) The influence of hygiene quality factors on tourists satisfaction

- Hygiene quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Cleanliness of accommodation	395	78.2	100	19.8	10	2	0	0	0	0	1.238	0.470	
Cleanliness of restaurant at accommodation	415	82.2	80	15.8	10	2	0	0	0	0	1.198	0.446	
Cleanliness of room	390	77.2	110	21.8	5	1	0	0	0	0	1.238	0.470	
Quality of facilities offered at accommodation	300	59.4	180	35.6	25	5	0	0	0	0	1.455	0.589	
Quality of water supply	375	74.3	115	22.8	15	3	0	0	0	0	1.287	0.514	
Availability of clean public toilets	400	79.2	85	16.8	20	4	0	0	0	0	1.248	0.516	
Air quality	295	58.4	195	38.6	15	3	0	0	0	0	1.446	0.554	
Overall cleanliness of the destination	330	65.3	170	33.7	5	1	0	0	0	0	1.308	0.386	
Overall											1.308	0.386	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (6) provided an outline of the influence of hygiene quality factors on Egyptian tourist satisfaction with an overall mean of 1.308. The majority of the respondents stated the cleanliness of restaurants at accommodation as having the highest mean of 1.198 (\pm SD 0.446), followed by the cleanliness of accommodation and the cleanliness of rooms with a mean of 1.238 (\pm SD 0.470), then the availability of clean public toilets with a mean of 1.248 (\pm SD 0.516), and the quality of facilities offered at accommodation as having the lowest mean of 1.455 (\pm SD 0.589). This result is different in part from the result of Suanmali, (2014) study on Chiang Mai, which defined the availability of clean public toilets as the main environmental factor, and the quality of water supply as the lowest factor.

Table (7) The influence of hospitality quality factors on tourists satisfaction

- Hospitality quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Courtesy of locals	270	53.5	205	40.6	30	5.9	0	0	0	0	1.525	0.607	
Courtesy of employees	315	62.4	185	36.6	5	1	0	0	0	0	1.386	0.507	
Willingness of locals to help	180	35.6	230	45.5	75	14.9	20	4	0	0	1.871	0.805	
Willingness of employees to help	285	56.4	210	41.6	5	1	5	1	0	0	1.465	0.573	
Friendliness of locals	255	50.5	195	38.6	50	9.9	5	1	0	0	1.614	0.704	
Overall											1.572	0.499	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

The result of table (7) showed the influence of hospitality quality factors on Egyptian tourist satisfaction with an overall mean of 1.572, and it was as follows: the highest mean was the courtesy of employees with a mean of 1.386 (\pm SD 0.507), followed by the willingness of employees to help with a mean of 1.465 (\pm SD 0.573), then the courtesy of locals with a mean of 1.525 (\pm SD 0.607), and the willingness of locals to help was recorded with the lowest mean of 1.871 (\pm SD 0.805). This finding correlates to the result of Apak et al., (2019), which mentioned that the hospitality spirit of the host community and locals' attitudes with tourists have the highest impact on the satisfaction of tourists who are traveling to the city of Hamadan in Asia.

Table (8) The influence of tourist facilities service quality factors on tourists satisfaction

- Tourist facilities service quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Efficiency of service at tourist facilities	285	56.4	210	41.6	10	2	0	0	0	0	1.455	0.537	
Waiting time for service at tourist facilities	305	60.4	185	36.6	15	3	0	0	0	0	1.426	0.552	
Quality of service at tourist facilities	295	58.4	190	37.6	20	4	0	0	0	0	1.455	0.537	
Convenience operating hours at tourist facilities	215	42.6	225	44.6	60	11.9	5	1	0	0	1.712	0.709	
Accuracy of bills and tariff at tourist facilities	260	51.5	170	33.7	70	13.9	5	1	0	0	1.644	0.753	
Variety of cultural attractions	230	45.5	160	31.7	110	21.8	5	1	0	0	1.782	0.817	
Variety of natural attractions	270	53.5	165	32.7	70	13.9	0	0	0	0	1.604	0.719	

Restaurants are easy to find	265	52.5	215	42.6	25	5	0	0	0	0	1.525	0.591
Information counter availability	250	49.5	180	35.6	60	11.9	10	2	5	1	1.693	0.830
Adequate parking area	225	44.6	190	37.6	65	12.9	15	3	10	2	1.802	0.913
Toilets are accessible to find	290	57.4	190	37.6	25	5	0	0	0	0	1.475	0.591
Working hours at restaurants	230	45.5	220	43.6	50	9.9	5	1	0	0	1.663	0.694
Overall											1.603	0.490

- All percentages are in accordance with the overall number of respondents(n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (8) demonstrated the influence of tourist facility service quality factors on Egyptian tourist satisfaction with an overall mean of 1.603. A high proportion of the respondents chose the waiting time for service at tourist facilities as the highest mean of 1.426 (\pm SD 0.552), followed by the efficiency of service at tourist facilities and the quality of service at tourist facilities with a mean of 1.455 (\pm SD 0.537), then the accessibility to find the toilets with a mean of 1.475 (\pm SD 0.591). On the other hand, the respondents chose the availability of adequate parking areas as having the lowest mean of 1.802 (\pm SD 0.913).

Table (9) The influence of price and value-quality factors on tourists satisfaction

- Price and value-quality factors:												
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.
	F	%	F	%	F	%	F	%	F	%		
Prices of food and drink served at accommodation	270	53.5	185	36.6	45	8.9	5	1	0	0	1.574	0.695
Value of food services for price charges at accommodation	275	54.5	195	38.6	35	6.9	0	0	0	0	1.525	0.624
Value of goods and services for the price charged	290	57.4	190	37.6	25	5	0	0	0	0	1.475	0.591
Price of accommodation	310	61.4	155	30.7	40	7.9	0	0	0	0	1.465	0.639
Price of local transportation	245	48.5	185	36.6	70	13.9	5	1	0	0	1.673	0.747
Price of products	260	51.5	200	39.6	40	7.9	5	1	0	0	1.584	0.679
Overall cost of stay in the destination.	335	66.3	135	26.7	35	6.9	0	0	0	0	1.406	0.617
Overall											1.529	0.513

- All percentages are in accordance with the overall number of respondents(n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (9) discovered the influence of price and value-quality factors on Egyptian tourist satisfaction with an overall mean of 1.529. The highest mean was recorded for the overall cost of staying at the destination with a mean of 1.406 (\pm SD 0.617), followed by the price of accommodation with a mean of 1.465 (\pm SD 0.639), and then the value of goods and services for the price charged with a mean of 1.475 (\pm SD 0.591). The lowest factor was the price of local transportation, with a mean of 1.673 (\pm SD 0.747). This result corresponds partly with the result of Suanmali, (2014), which recognized the price of local transportation, products,

accommodation, food and beverage, and overall stay in Chiang Mai as the main factors of cost that affected tourist satisfaction.

Table (10) The influence of entertainment quality factors on tourists satisfaction

- Entertainment quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Variety of local shopping centers	200	39.6	230	45.5	60	11.9	15	3	0	0	1.782	0.766	
Variety of Local entertainment activities	240	47.5	205	40.6	50	9.9	10	2	0	0	1.663	0.736	
Quality and availability of entertainment methods	210	41.6	255	50.5	35	6.9	5	1	0	0	1.673	0.647	
Availability of internal tours	205	40.6	245	48.5	50	9.9	5	1	0	0	1.712	0.680	
Quality and availability of restaurants	260	51.5	220	43.6	25	5	0	0	0	0	1.535	0.590	
Overall											1.673	0.537	

- All percentages are in accordance with the overall number of respondents(n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (10) offered an overview of the influence of entertainment quality factors on Egyptian tourist satisfaction with an overall mean of 1.673. It is obvious that the quality and availability of restaurants are the main factors, with a mean of 1.535 (\pm SD 0.590), followed by the variety of local entertainment with a mean of 1.663 (\pm SD 0.736), then the quality and availability of entertainment methods with a mean of 1.673 (\pm SD 0.647), and the lowest factor is the variety of local shopping centers with a mean of 1.782 (\pm SD 0.766).

Table (11) The influence of quietness quality factors on tourists satisfaction

- Quietness quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Noise level at the restaurant of accommodation	250	49.5	165	32.7	75	14.9	15	3	0	0	1.713	0.825	
Noise level at the accommodation	300	59.4	185	36.6	15	3	5	1	0	0	1.455	0.606	
Level of noise of the destination	255	50.5	165	32.7	70	13.9	15	3	0	0	1.693	0.818	
Overall											1.621	0.662	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Regarding the result of Table (11), it clarified the influence of the quietness quality factors on Egyptian tourist satisfaction with an overall mean of 1.621. It is obvious that the noise level at the accommodation is the main factor, with a mean of 1.455 (\pm SD 0.606), followed by the

noise level at the destination with a mean of 1.693 (\pm SD 0.818), and then the noise level at the restaurant of the accommodation with a mean of 1.713 (\pm SD 0.825).

Table (12) The influence of communication quality factors on tourists satisfaction

- Communication quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Ease of communication with locals	150	29.7	185	36.6	145	28.7	25	5	0	0	2.089	0.881	
Ease of communication with employees	280	55.4	190	37.6	35	6.9	0	0	0	0	1.515	0.624	
Overall											1.802	0.634	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (12) defined the influence of communication quality factors on Egyptian tourist satisfaction with an overall mean of 1.802. The highest mean was recorded for the ease of communication with employees, with a mean of 1.515 (\pm SD 0.624), followed by the ease of communication with locals, with a mean of 2.089 (\pm SD 0.881).

Table (13) The influence of security service quality factors on tourists satisfaction

- security service quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Personal safety and security at the destination	405	80.2	90	17.8	10	2	0	0	0	0	1.218	0.459	
Safe environment	390	77.2	105	20.8	5	1	5	1	0	0	1.257	0.520	
Safety in public area	375	74.3	115	22.8	15	3	0	0	0	0	1.287	0.533	
Safe roads to walk	380	75.2	105	20.8	20	4	0	0	0	0	1.287	0.533	
Overall											1.262	0.461	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Based on the current result in Table (13) the overall mean of the influence of security service quality factors on Egyptian tourist satisfaction is 1.262. The main factors are personal safety and security at the destination with a mean of 1.218 (\pm SD 0.459), followed by the safe environment with a mean of 1.257 (\pm SD 0.520), then safety in public areas and safe roads to walk with a mean of 1.287 (\pm SD 0.533).

Table (14) The influence of transportation quality factors on tourists satisfaction

II- Transportation quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Efficiency and timeliness of public transport	275	54.5	185	36.6	35	6.9	10	2	0	0	1.564	0.710	
The vehicles are modern versions.	230	45.5	205	40.6	50	9.9	20	4	0	0	1.723	0.798	
The vehicles temperature is suitable.	235	46.5	195	38.6	65	12.9	10	2	0	0	1.703	0.766	
The vehicles are well ventilated.	265	52.5	200	39.6	30	5.9	10	2	0	0	1.574	0.695	
The vehicles are clean, smells good, and sterilization and disinfection are done the fullest.	325	64.4	160	31.7	20	4	0	0	0	0	1.396	0.565	
The vehicles seats are comfortable.	290	57.4	180	35.6	25	5	5	1	5	1	1.525	0.726	
Arrival and departure times are accurate.	295	58.4	165	32.7	45	8.9	0	0	0	0	1.505	0.655	
The driver is polite and courteous	320	63.4	160	31.7	25	5	0	0	0	0	1.416	0.585	
Overall											1.551	0.568	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

According to Table (14) the overall mean of the influence of transportation quality factors on Egyptian tourist satisfaction is 1.551. It was noticed that the main factor was the cleanliness, the good smells of the vehicles, and the sterilization and disinfection were done the fullest with a mean of 1.396 (\pm SD 0.565), followed by the politeness and courteousness of the driver with a mean of 1.416 (\pm SD 0.585), then the accuracy of the arrival and departure time with a mean of 1.505 (\pm SD 0.655). Also, it was noticed that the lowest mean was recorded for the suitable temperature of the vehicles, followed by the modern versions of the vehicles with means of 1.703 (\pm SD 0.766) and 1.723 (\pm SD 0.798). This result is different partly from Roy et al.,(2016) result, which determined the conditions of roads and transportation systems as the main significant factors that affected the satisfaction of tourists in Bangladesh. Also, this result matches partially with the result of Khalaf et al., (2020) study on Egyptian tourists in Hurghada, as the respondents chose the politeness and courtesy of the driver and the comfortable seats of the vehicles as the main factors of ground transportation quality that affect Egyptian tourist satisfaction in Hurghada.

Table (15) The influence of weather quality factors on tourists' satisfaction

- Weather quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Weather conditions	250	49.5	165	32.7	75	14.9	15	3	0	0	1.713	0.825	
Sunshine at the destination	220	43.6	180	35.6	80	15.8	25	5	0	0	1.822	0.873	
pleasant temperatures and climate	230	45.5	200	39.6	55	10.9	20	4	0	0	1.733	0.808	
Overall											1.756	0.755	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (15) discussed the influence of the weather quality factors on Egyptian tourist satisfaction, with an overall mean of 1.756. The highest factor was recorded for the weather conditions with a mean of 1.713 (\pm SD 0.825), then the pleasant temperatures and climate with a mean of 1.733 (\pm SD 0.808), followed by the sunshine at the destination with a mean of 1.822 (\pm SD 0.873). This result may match partly with the result of Latiff and Imm, (2015) study on Kuala Lumpur, which mentioned that humid and hot weather may make it harder for visitors from different regions to adjust. Some tourists who are fond of sunbathing could find the humid, warm, and sunny weather unbearable.

Table (16) The influence of accessibility quality factors on tourists satisfaction

- Accessibility quality factors:													
Factors	Strongly affect		Affect		neutral		Does not affect		Strongly does not affect		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
Availability of information and documents	250	49.5	185	36.6	70	13.9	0	0	0	0	1.644	0.712	
Accessibility to basic medical treatment.	285	56.4	180	35.6	35	6.9	5	1	0	0	1.525	0.669	
Accessibility to local authorities.	235	46.5	180	35.6	75	14.9	10	2	5	1	1.753	0.850	
Accessibility to ATMs	290	57.4	170	33.7	35	6.9	5	1	5	1	1.545	0.752	
Availability of high speed internet and Wi-Fi.	285	56.4	135	26.7	65	12.9	20	4	0	0	1.644	0.852	
Easy to reach to the destination	315	62.4	160	31.7	25	5	5	1	0	0	1.446	0.637	
Good road conditions	235	46.5	225	44.6	40	7.9	5	1	0	0	1.634	0.671	
Public transportation available	240	47.5	200	39.6	55	10.9	5	1	5	1	1.683	0.783	
Directions available	280	55.4	175	34.7	35	6.9	15	3	0	0	1.574	0.750	
Overall											1.605	0.570	

- All percentages are in accordance with the overall number of respondents (n= 505).
- The scale was five points; whereas (1= Strongly affect; 5 = Strongly does not affect).

Table (16) exposed the influence of accessibility quality factors on Egyptian tourist satisfaction, with an overall mean of 1.605. The respondents stated that ease of reaching the destination was the main factor with a mean of 1.446 (\pm SD 0.637), then accessibility to basic medical treatment with a mean of 1.525 (\pm SD 0.669), followed by accessibility to ATMs with a mean of 1.545 (\pm SD 0.752), and the lowest mean was recorded for accessibility to local authorities with a mean of 1.753 (\pm SD 0.850).

Table (17) The ranking of TSQ dimensions that influence Egyptian tourists satisfaction.

Dimension	Mean	S.D.	Ranking
1. Food/ beverage quality dimension	1.627	0.439	10
2. Accommodation quality dimension	1.354	0.378	3
3. Hygiene quality dimension	1.308	0.386	2
4. Hospitality quality dimension	1.572	0.499	6
5. Tourist facilities service quality dimension	1.603	0.490	7
6. Price and value quality dimension	1.529	0.513	4
7. Entertainment quality dimension	1.673	0.537	11
8. Quietness quality dimension	1.621	0.662	9
9. Communication quality dimension	1.802	0.634	13
10. Security service quality dimension	1.262	0.461	1
11. Transportation quality dimension	1.551	0.568	5
12. Weather quality dimension	1.756	0.755	12
13. Accessibility quality dimension	1.605	0.570	8

Findings from Table (17) clarify the ranking of TSQ dimensions that influence Egyptian tourists' satisfaction. It is shown as the respondents stated that the dimension of the security service quality ranked the main dimension with a mean of 1.262 (\pm SD 0.461), then the hygiene quality dimension with a mean of 1.308 (\pm SD 0.386), followed by the accommodation quality with a mean of 1.354 (\pm SD 0.378), afterwards the price and value quality with a mean of 1.529 (\pm SD 0.513), and then the transportation quality with a mean of 1.551 (\pm SD 0.568), thereafter the hospitality dimension with a mean of 1.572 (\pm SD 0.499). For the lowest mean dimension, it was recorded for communication quality factors, with a mean of 1.802 (\pm SD 0.634). In general, this result somewhat agrees with the result of Latif and Imm, (2015) submission that the main significant positive impact dimensions on the satisfaction of tourists were as follows: accommodation, hospitality, entertainment, transportation, and improvements are needed for the other elements of the TSQ.

7. Conclusion and Recommendations

Based on the current findings, it is evident that this study's results are in alignment with those of earlier studies by scholars such as Latiff and Imm (2015), Boro, (2022), and Fatmawati and Olga, (2023), who asserted that TSQ has a positive influence on tourists' satisfaction, which in turn influences tourists' intentions to repeat visits and willingness to recommend the destination to others to visit. Also, it is noticeable that the majority of the sample were Egyptian females between 20 and less than 30 years old, singles, had a bachelor's degree, worked in private sector businesses, and depended on social media as the main source of tourism information.

For the influence of TSQ dimensions on Egyptian tourist satisfaction, it is discernible that the security service quality ranked the highly influenced dimension, followed by the hygiene quality dimension, then the accommodation quality dimension, next the price and value quality, afterwards the transportation quality, after that the hospitality quality, afterwards the tourist facilities service quality dimension, subsequent to the accessibility quality dimension, following that quietness quality dimension, further the food and beverage quality dimension, then the entertainment quality dimension, and finally the weather quality dimension, followed by the communication quality dimension.

Furthermore, regarding the influence of TSQ factors on Egyptian tourist satisfaction, it is obvious from the results that for food and beverage quality factors, the highly ranked factor was the quality of food and beverage, and the lowest mean was the availability of preferred dishes. About accommodation quality factors, the cleanliness and quietness of the accommodation rooms were recorded as the main factor, and the efficiency of check-in and check-out at the accommodation ranked the lowest mean. Around the hygiene quality factors, the majority of the respondents chose the cleanliness of restaurants at accommodation as the main factor, and the quality of facilities offered at accommodation as the last factor. Moreover, concerning the hospitality quality factors, the analyzed data showed that the highest mean was the courtesy of employees, and the willingness of locals to help was the lowest factor. Regarding the factors of service quality at tourist facilities, the result clarified that a high proportion of the respondents chose the waiting time for service at tourist facilities as the highly ranked factor. On the other hand, the respondents ranked the availability of adequate parking areas as the lowest factor.

On the subject of price and value-quality factors, the highly ranked factor was recorded for the overall cost of staying at the destination, followed by the price of accommodation, and then the value of goods and services for the price charged, and the lowest factor was the price of local transportation. In relation to entertainment quality factors, it is obvious that the quality and availability of restaurants are the main factors, and the lowest factor is the variety of local shopping centers. In the context of quietness quality factors, it is clarified that the noise level at the accommodation ranked the main factor, followed by the level of noise at the destination, and then the noise level at the restaurant of the accommodation. Related to the communication quality factors, the highest mean was recorded for the ease of communication with employees, followed by the ease of communication with locals. In terms of security service quality factors, the main factors are personal safety and security at the destination, followed by the safe environment, safety in public areas, and safe roads to walk on.

Considering the transportation quality factors, the main factor was the cleanliness, the good smells of the vehicles, and the sterilization and disinfection were done to the fullest, and the lowest mean was recorded for the suitable temperature of the vehicles, followed by the modern versions of the vehicles. Talking about the weather quality factors, the highest factor was

recorded for the weather conditions, followed by the pleasant temperatures and climate, then the sunshine at the destination. And finally, for the accessibility quality factors, the respondents stated that ease of reaching the destination was the main factor, and accessibility to local authorities was the lowest factor.

It is recommended for destination management to realign their offerings and enhance their visitors' satisfaction with the Egyptian market on their next visits. Moreover, destination managers, policymakers, and travel and tourism authorities should enhance the TSQ provided to Egyptian tourists (especially those mentioned by the study results, like security, hygiene, accommodation, etc.) to achieve their satisfaction, increase their intention to repeat visits, and recommend the destination to others.

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دراسة عوامل جودة الخدمة السياحية المؤثرة على رضا السائح المصري

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الملخص

أصبحت جودة الخدمات المقدمة في الأونة الأخيرة هدفاً حاسماً لصناعة السياحة والسفر. ومن ثم، يحتاج مقدمو خدمات السياحة والسفر إلى تعزيز إجراءات تقديمها ومخارجاتها. وذلك حيث وجد أن عدم اهتمام الإدارة بجودة الخدمة المقدمة يؤدي إلى عدم رضا السائحين ومن ثم عزوف هؤلاء السائحين عن زيارة هذا المقصد، لذا تهدف هذه الدراسة إلى دراسة تأثير جودة عناصر الخدمة السياحية المقدمة في المقصد السياحي على رضا السائح المصري. واعتمدت الدراسة في ذلك على استخدام النهج الكمي من خلال إنشاء استطلاع للرأي عبر الانترنت يتضمن عوامل جودة الخدمة السياحية، وتم تحليل ٥٠٥ استمارة. وأظهرت النتائج إلى أن عناصر جودة الخدمات السياحية ذات تأثير على رضا السائح المصري، وجاءت في مقدمة هذه العناصر جودة الخدمات الأمنية باعتبارها البعد الأكثر تأثيراً. وعليه توصي الدراسة القائمين على إدارة الوجهات السياحية بتعزيز رضا السائحين المصريين في زيارتهم القادمة بتحسين جودة الخدمات المقدمة لهم لتحقيق رضاهم والتأثير في نيتهم المستقبلية في تكرار الزيارة وضمان تقديم توصيتهم للأخرين لزيارة نفس المقصد.

الكلمات الرئيسية: الخدمة السياحية، جودة الخدمة السياحية، رضا السائح، السائح المصري.