

## Destination image and revisit intention: the case of tourism in Egypt

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**Abstract:** This study aims to investigate the relationship between destination image, perceived value, satisfaction, and repeat tourist visit intention plus the factors that influence loyalty when visiting Egypt. The study also analyses the mediating effects of tourist satisfaction as a result of perceived value. After extensive literature review, a study model and questionnaire were designed. Data were collected from international tourists and were analysed using the structural equation model (SEM). The key findings show that both cognitive-affective destination image and perceived value affect tourists' intention to revisit. The findings also indicate that the cognitive destination image and perceived value are substantial factors in influencing tourist satisfaction. Additionally, a mediating role of affective image and perceived value was found in this study. Academic contributions, management implications, and some potential ideas for future studies are also discussed.

**Keywords:** Destination image; Tourist satisfaction; Perceived value; Revisit Intention; Egypt.

### Imagen del destino e intención de volver a visitarlo: el caso del turismo en Egipto

**Resumen:** Este estudio pretende investigar la relación entre la imagen del destino, el valor percibido, la satisfacción y la intención de revisita en el ámbito turístico, así como examinar los factores que afectan a la intención de los turistas de volver a visitar Egipto. El estudio también analiza los efectos mediadores de la satisfacción del turista y el valor percibido. A partir de una amplia revisión bibliográfica, se diseñaron un modelo de estudio y un cuestionario. Se recogieron datos de turistas internacionales y se analizaron mediante un modelo de ecuaciones estructurales (SEM). Las principales conclusiones muestran que tanto la imagen cognitiva-afectiva del destino como el valor percibido afectan a la intención de los turistas de volver a visitarlo. Los resultados también indican que la imagen cognitiva del destino y el valor percibido son factores sustanciales que influyen en la satisfacción del turista. Además, en este estudio se encontró un papel mediador de la imagen afectiva y el valor percibido. También se discuten las contribuciones académicas, las implicaciones para la gestión y algunas ideas potenciales para futuros estudios.

**Palabras Clave:** Imagen de destino; Satisfacción del turista; Valor percibido; Intención de volver; Egipto.

### 1. Introduction

Tourism is one of the sectors that contributes the most to a country's economic development and is essential to the success of many economies worldwide. At present, Egypt's tourism industry is one of the country's most important economic sectors, with a huge impact on the social and economic fields. The sector helps generate foreign exchange, job creation, development, poverty reduction as well as improve standards of living (Hassan et al., 2010; Soliman, 2019).

On the other hand, destination marketing is currently recognized as the foundation of tourism destinations' sustainability and future growth in a globalized and competitive tourism industry (UNWTO, 2011). In fact, tourists place a high value on destination image in their destination selection processes

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and future visiting behaviors (Gallarza et al., 2002). From this point of view, destination image (DI) is becoming one of the most vital factors in destination selection (Beerli & Martin, 2004; Pike, 2002; Chen & Tsai, 2007), and tourists are more likely to choose a tourist destination with a positive image (Leisen, 2001; Lee, 2009).

In the field of tourism, one of the main aspects that encourages visitors to select one tourism destination over the other is the destination image (Kani et al., 2017). Chaulagain et al. (2019) stated that DI has a substantial impact on a visitor's decision-making and it helps tourists distinguish between different tourist destinations (Greaves & Skinner, 2010). Nowadays, one of the most significant issues facing marketing managers in the tourism industry is improving the destination image, which significantly influences tourist satisfaction and recommendation intentions (Jeong & Kim, 2019). Therefore, determining the destination image is critical when making strategic marketing decisions for tourism sites.

The motivations of this study are many. First, most of the work on destination image has been carried out in Western contexts (Kim et al., 2017). Pike (2002) discovered that studies focusing on the African region accounted for only 14 of the 142 published papers on destination image between 1973 and 2000. Moreover, only a few studies have evaluated Egypt's image as a tourist destination (e.g. Yacout & Hefny, 2015; Elsayeh, 2020; Ragab et al., 2019), specifically the dimensions of the destination image. It seems that destination-marketing literature contains more studies on the cognitive component of a destination image than on the affective component (Jaafar et al., 2022; Carvalho et al., 2020). Therefore, the existing body of literature on destination image is still limited, leading to a need for the study. Second, highlighting the importance of examining the cognitive and affective components of DI to predict tourists' behavioral intentions. Third, although revisit intention is a substantial aspect of the tourism industry's sustainability and growth (Ngoc & Trinh, 2015), there has been little research into the elements that influence tourist satisfaction and the intention to revisit a destination (Phi et al., 2022). Unfortunately, most studies on revisit intention and tourist satisfaction have concentrated on European tourism (Kanwel et al., 2019). Thus, this study attempts to fill this gap by examining the factors that affect tourists' satisfaction and their intention to revisit a destination.

Consequently, this work aims to (a) analyze the effect of cognitive and affective components of destination image on both tourist satisfaction and revisit intention; (b) examine the mediating effects of both perceived value and tourist satisfaction in this study, and (c) develop an extended conceptual model that provides and analyzes the antecedents of revisit intention in the tourism industry. This article begins with a literature review and study hypotheses. The following sections discuss the methodology used in this study and the findings of the data analysis. Finally, the study concludes with its implications and limitations, as well as some potential ideas for future research.

## 2. Literature review and hypotheses

### 2.1. Destination image (DI)

Since the early 1970s, destination image has been a key topic in tourism studies. Past studies (Kani et al., 2017; Soliman, 2019; Stylos et al., 2017) have attempted to construct a conceptual framework for it in various ways. There are different understandings of the term "destination image". There has been no agreement on a clear idea of destination image. Many tourism experts have defined the destination image differently since 1971, based on reviewing the existing literature. Lawson & Baud-Bovy (1977) describe DI as "an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place". On the other hand, another well-recognized definition by Crompton (1979) is "the sum of beliefs, ideas, and impressions that a tourist holds of a destination" (p. 18).

Destination image is important in attracting tourists and should be considered while promoting the destination. Some scholars point out that destination image contains cognitive and affective/emotional components (Hosany et al., 2006; Beerli & Martin, 2004). The cognitive dimension relates to a person's knowledge or views about a tourist destination's qualities or attributes, while the affective component refers to the visitors' emotions and feelings regarding a destination (Pike & Ryan, 2004; Baló et al., 1999; Kim & Richardson, 2003).

The cognitive structure is widely accepted as an antecedent to the affective one (Anand et al., 1988). The cognitive component of DI positively affects the affective one even before going to the tourist destination (Agapito et al., 2013; Kim & Stepchenkova, 2015; Tan & Wu, 2016; Woosnam et al., 2020). Therefore, the first hypothesis is developed as follows:

H1 – Cognitive image (CI) has a positive effect on affective image (AI).

It has been well known that visitor behaviors such as destination selection, participation (i.e., perceived value and perceived quality), and tourist satisfaction are all influenced by destination image (Wang et al., 2009). According to several tourism studies, there is a link between DI and perceived value (Kazemi et al., 2011; Allameh et al., 2015). Jin et al. (2013) discovered that the destination image influences visitors' perceived value.

H2 – CI has a positive influence on PV.

H3 – AI has a positive influence on PV.

Additionally, a previous study revealed that having a positive image of a destination leads to more satisfied tourists (Loureiro & Gonzalez, 2008). According to the literature, DI is an antecedent of satisfaction (Baloglu & McCleary, 1999; Kani et al., 2017; Chi & Qu, 2008). Past studies (Coban, 2012; Yamur & Aksu, 2022) found that the cognitive-affective components of DI are important in influencing tourist satisfaction. Thus, the next hypotheses would be:

H4 – CI positively affects TS.

H5 – AI positively affects TS.

## 2.2. Perceived value (PV)

Perceived value (PV): defined by Zeithaml (1988) as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (p. 14). Thus, perceived value analyzes not just the price of a product, but the different psychological elements that affect a consumer’s choice to get a certain product (Zeithaml, 1988). Oliver and Swan (1989) stated that the satisfaction of customers arises when clients get more value than what they spend; as a result, PV can be used to quantify satisfaction.

Many studies have been done to find out how perceived value affects tourists’ satisfaction and revisiting intention. Firstly, a study conducted by McDougall and Levesque (2000) indicated that PV is a significant antecedent to satisfaction. In the tourism field, studies have suggested that there is a positive effect of perceived value on tourist satisfaction (Lee et al., 2007; Gallarza & Saura, 2006; Wang et al., 2009; Pandža Bajs, 2015). Secondly, additional studies established a strong correlation between perceived value and the intent to revisit a tourist destination (Pham et al., 2016; Cham et al., 2020; Damanik & Yusuf, 2022). The following hypotheses are based on these empirical findings:

H6 – PV has a significant effect on TS.

H7 – PV has a significant effect on RI.

## 2.3. Tourist satisfaction (TS)

For many decades, tourist satisfaction has been one of the essential areas in the field of tourism (Rajesh, 2013). Pizam et al. (1978) defined tourist satisfaction as “the result of the interaction between a tourist’s experience at the destination area and the expectations he had about that destination”. The satisfaction of visitors is a vital part of customer service in the tourism sector (Kozak et al., 2004). Customers’ satisfaction is an important marketing tool for attracting public attention and developing strategies for local growth and services that will be conveyed to the tourism sector (Hau & Omar, 2014). Additionally, Tourist satisfaction is essential for the success of destination marketing and service organizations.

Enhancing tourist satisfaction is a main plan for hospitality and tourism organizations to succeed (Hong et al., 2020). Tourist satisfaction serves as a promotional tool in attracting tourists’ attention, as well as in the development of plans for the services provided in the tourism market. Researchers in tourism have proven that TS has a positive influence on future behavior (e.g., Yoon & Uysal, 2005;

Altunel & Erkut, 2015; Ali et al., 2016). For instance, studies have discovered that satisfaction influences destination selection, product or service use, and the decision to return to a destination (Chen & Gursoy, 2001; Chi, 2012; An et al., 2019). Additionally, many studies (Abbasi et al., 2021; Kim, 2018; Ragab et al., 2019) have reported an association between TS and revisit intention. Accordingly, the following hypothesis is developed:

H8 – Tourist satisfaction positively affects revisit intention.

#### 2.4. Revisit intention (RI)

Revisit intention is a key research topic in academia (Li et al., 2018) and has been considered a vital concern for tourism destination management. Tourists return to the same place because their emotional attachment to the location boosts their likelihood of buying the same tourist service/product in the future (Oliver, 1999). Some attempts have been made to analyze the antecedents of revisit intention in order to gain a better understanding of why visitors want to return to the same place (Viet et al., 2020; Meleddu et al., 2015).

The term “revisit intention” in this study refers to tourists’ intentions or plans to return to the same tourist site in the future and recommend it to others. According to Um et al. (2006), destination revisit intention is an extension of satisfaction. Tourists with a positive attitude toward a tourist attraction are more likely to be satisfied, which leads to stronger intentions to revisit. Cole and Scott (2004) stated that the intention to revisit a destination is a sort of “post-consumption behavior”. Many scholars have argued that DI, tourist satisfaction, eWOM, and revisit intention are highly linked and that for tourism to grow, positive destination image and tourist satisfaction should be used to attract or improve tourist visits (Han & Ryu, 2009; Ladhari & Michaud, 2015).

##### 2.4.1. Destination image and Revisit intention

It has been discovered that destination image affects destination revisit intention (Viet et al., 2020; Lee et al., 2005). Tourists are less inclined to choose destinations with a negative image (Goodall, 1991), while they are more likely to prefer those with a positive image (Tan & Wu, 2016). Several studies have indicated that DI and revisit intention are both connected (Trung & Khalifa, 2019; Huang et al., 2014; Allameh et al., 2015). The cognitive and affective components have been found as key antecedents of revisit intention in previous studies (Liang & Xue, 2021; Li et al., 2010; Chew & Jahari, 2014; Afshardoost & Eshaghi, 2020). Thus, we offer these hypotheses:

H9 – CI positively affects revisit intention.

H10 – AI positively affects revisit intention.

#### 2.5. Perceived value and tourist satisfaction as mediators

Earlier studies suggest that there is a direct or indirect correlation between DI and revisit intention. Perceived value and satisfaction, according to several studies, are likely to influence revisit intention as mediators. Several researchers have investigated TS’s mediating role and influence. For instance, according to a study conducted by Jalilvand et al. (2012), satisfied travelers are more inclined to return to the same destination and recommend it to other people. Kanwel et al. (2019), in their study, also discovered that TS fully mediates the link between destination image and intention to visit. Lin et al. (2007) found that when tourists are satisfied, the DI has a positive effect on their intention or desire to return.

On the other hand, in academia, many scholars have studied the mediation role of perceived value. Wang et al. (2017) analyzed the mediating role of PV on the relationship between DI and loyalty. Another study by Hapsari et al. (2016) looked at the impact of perceived value in mediating the relationship between service quality and satisfaction. The findings indicate that perceived value partially mediates this relationship. However, to our knowledge, no tourism studies have yet analyzed the effect of PV as a mediator on the association between destination image (two components) and revisit intention. Consequently, the findings will make both practical and scientific contributions. Therefore, the following hypotheses are developed as follows:

H11a – Perceived value mediates the association between CI and RI.

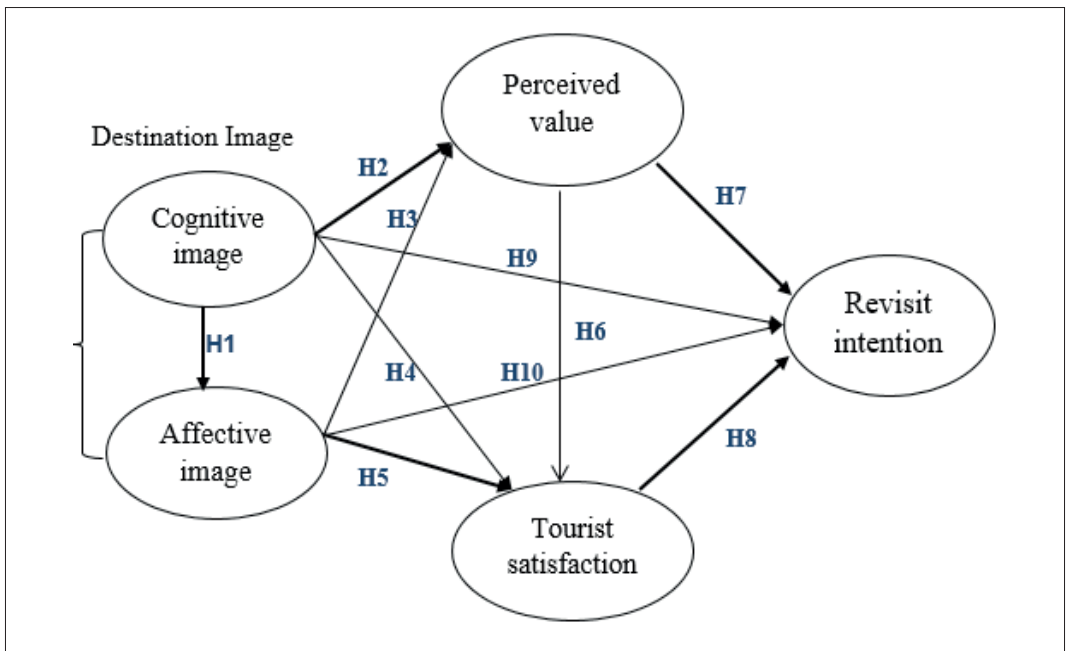
H11b – Perceived value mediates the association between AI and RI.

H12a – Tourist satisfaction mediates the association between CI and RI.

H12b – Tourist satisfaction mediates the association between AI and RI.

Based on the above discussion and literature review, we proposed a multimediation model as shown in Figure 1: The study model and hypotheses.

**Figure 1: The study model and hypotheses**



### 3. Methodology

#### 3.1. Questionnaire design

The researchers designed a questionnaire in English and later translated it into Mandarin Chinese and Russian to cover more nationalities. Pretesting was undertaken to help in the development of the questionnaire, ensuring that the items were translated correctly and avoiding any confusion or misunderstanding. For this study, we used a convenience sampling technique, and the study's target population was international tourists who visited Egypt. To ensure that the respondents provided valid responses, we used two screening criteria to validate their eligibility. These requirements were as follows: (1) the respondent had to be a tourist; and (2) they must have visited Egypt's tourist sites and participated in any tours or activities during their visit.

The questionnaire had five parts. Part 1 included the sample characteristics, namely gender, age, education, income, and nationality. Part 2 measured the destination image (two subscales) with eight items. Part 3 measured PV (three items). Part 4 assessed TS (four items), and finally, part 5 measured

revisit intention (three items). The study items were measured on a five-point Likert scale, from one “strongly disagree” to five “strongly agree”.

### 3.2. Measurements – (Scale Development)

The scales adapted from past tourism studies were used to measure model constructs (see Table 1: Measurement scales). DI was measured using two dimensions: cognitive image (CI) six items and affective image (AI) two items, adopted from Beerli and Martin (2004). Perceived value, three items were cited by Chen and Tsai (2007). In order to measure tourist satisfaction (TS), a scale was adapted from De Nisco et al. (2015) with four items. Finally, three statements were utilized to measure revisit intention (RI), which adapted from Huang and Hsu (2009).

**Table 1: Measurement scales**

Construct	Items	Source
<b>Cognitive image</b>	(CI1) A historical and cultural place (CI2) A beautiful and rich nature (CI3) Clean beaches (CI4) Hospitable and friendly local people (CI5) A good and pleasant weather (CI6) Good quality of tourism infrastructure	Beerli and Martin (2004)
<b>Affective Image</b>	(AI1) Egypt (as a holiday destination) is a pleasant place (AI2) Egypt (as a holiday destination) is a relaxing place	
<b>Perceived value</b>	(PV1) Value for money (PV2) Value for time (PV3) Value for effort	Chen and Tsai (2007)
<b>Tourist Satisfaction</b>	(TS1) Overall travel satisfaction (TS2) Satisfied with the trip compared with my expectations (TS3) Right choice to visit Egypt (TS4) In comparison with other similar holiday destinations	De Nisco et al. (2015)
<b>Revisit Intention</b>	(RI1) Intend to re-visit Egypt in the future (RI2) Plan to re-visit Egypt in the future (RI3) Desire to visit Egypt in the future	Huang and Hsu (2009)

### 3.3. Data collection

The data for this study was collected using online survey platforms (Google Forms and wjx.cn), and the link was then sent using different social media sites. We briefly explained the aim of the study to the respondents before inviting them to participate. Between December 2021 and March 2022, a total of 245 responses were received, with 41 forms being eliminated. The total number of usable and valid responses in the final sample size was 204, a response rate of about 83%. Hair et al. (2010) state that the lowest sample size for conducting SEM is 100 participants, while Anderson and Gerbing (1988) recommended at least 100–150 subjects when using SEM. Therefore, the present study met the standards. Table 2: Sample characteristics shows the sample profile, which comprised gender, age, education, income, and nationality.

**Table 2: Sample characteristics**

	Items	N	%
Gender	Male	78	38.2
	Female	126	61.8
Age	Under 25	31	15.2
	25-34	78	38.2
	35-44	41	20.1
	45-60	36	17.6
	Above 60	18	8.8
Education	Completed high school	29	14.2
	Diploma	29	14.2
	Bachelor's	93	45.6
	Masters and above	53	26
Income (Monthly)	\$10000 or less	154	75.5
	\$11000-30000	21	10.3
	\$31000-50000	20	9.8
	\$50000 or more	9	4.4
Nationality	Middle East	14	6.9
	China	58	28.4
	Germany	22	10.8
	Russia	34	16.7
	UK	25	12.3
	USA	8	3.9
	Others	43	21.1
Total		204	100

#### 4. Data analysis and findings

In terms of statistical analysis technique, Amos 28.0 software was used in this work to validate the measurements and test the hypotheses using SEM. The study model is analyzed in two steps: first, the measurement model's reliability and validity are evaluated, and then the structural model is assessed (Anderson & Gerbing, 1988).

##### 4.1. Measurement model assessment (CFA)

The measurement model is the component of the model that examines the relationship among the latent variables and their associated items. Before assessing the structural model, we examined the constructs' internal reliability, convergent validity, and discriminant validity, as Anderson and Gerbing (1988) suggested. Table 3 shows that the Cronbach's alpha for all the items is above 0.70 (Nunnally & Bernstein, 1994), and the findings of CR values show an acceptable level  $\geq 0.70$  (Hair et al., 2010), indicating acceptable internal consistency.

Convergent validity was tested by using the factor loadings and the AVE. The loadings of items should exceed the recommended value of 0.50 (Hair et al., 2010) and the AVE values should exceed 0.50 (Fornell & Larcker, 1981). As reported in table 3, factor loadings (ranged from 0.758 to 0.964) while the AVE values ranged from 0.684 to 0.763, which exceeded the 0.50 threshold. Hence, our study findings indicate high convergent validity.

**Table 3: Measurement model evaluation (CFA)**

Item/Construct	Mean	SD	Loadings	Alpha	CR	AVE
<b>Cognitive image (Overall)</b>	<b>3.94</b>	<b>0.681</b>		<b>0.935</b>	<b>0.938</b>	<b>0.718</b>
CI1	4.51	0.803	0.890			
CI2	4.24	0.777	0.808			
CI3	3.69	1.087	0.856			
CI4	3.80	0.947	0.950			
CI5	3.86	1.019	0.790			
CI6	3.53	0.954	0.776			
<b>Affective image (Overall)</b>	<b>3.94</b>	<b>0.837</b>		<b>0.865</b>	<b>0.866</b>	<b>0.763</b>
AI1	3.96	0.906	0.868			
AI2	3.93	0.885	0.879			
<b>Perceived value (Overall)</b>	<b>4.04</b>	<b>0.746</b>		<b>0.858</b>	<b>0.866</b>	<b>0.684</b>
PV1	4.00	0.785	0.920			
PV2	4.09	0.808	0.795			
PV3	4.02	0.775	0.758			
<b>Tourist satisfaction (Overall)</b>	<b>3.81</b>	<b>0.765</b>		<b>0.906</b>	<b>0.912</b>	<b>0.722</b>
TS1	4.02	0.824	0.813			
TS2	3.71	0.893	0.959			
TS3	4.06	0.886	0.824			
TS4	3.45	0.922	0.792			
<b>Revisit intention (Overall)</b>	<b>4.02</b>	<b>0.907</b>		<b>0.886</b>	<b>0.896</b>	<b>0.743</b>
RI1	4.01	0.947	0.964			
RI2	4.03	0.936	0.819			
RI3	4.01	0.912	0.793			

**Notes:** 1 = standard deviation, 2 = composite reliability, 3 = average variance extracted.

**Table 4: Discriminant validity (two methods)**

Method	HTMT				Fornell-Larcker				
	CI	AI	PV	TS	CI	AI	PV	TS	RI
Cognitive image					<b>0.847</b>				
Affective image	0.449				0.451***	<b>0.874</b>			
Perceived value	0.399	0.349			0.415***	0.352***	<b>0.827</b>		
Tourist satisfaction	0.547	0.331	0.514		0.543***	0.306***	0.522***	<b>0.849</b>	
Revisit intention	0.358	0.495	0.091	0.254	0.348	0.499	0.109	0.223	<b>0.862</b>

**Note:** The bold numbers on diagonal represent “the SQRT of AVE”.

We applied two methods to test the discriminant validity: the Fornell–Larcker test and the HTMT. HTMT is a new technique for testing discriminant validity that is thought to be more suitable (Henseler et al., 2015). To establish discriminant validity, the cut-off values for HTMT should be lower than 0.85. As shown in Table 4, the correlation values among the studied constructs were below 0.85 (Kline, 2015). The discriminant validity is also supported when the square root values of AVE exceed the correlations in all cases. All of the constructs’ AVE square root values were higher than the correlation (Fornell & Larcker, 1981). Hence, the findings indicate adequate discriminant validity as well.



**4.2. Model fit statistics**

An essential step in an SEM analysis is assessing model fit (Blanthorne et al., 2006). A number of indices should be considered when validating the model. Table 5: Fit statistics shows that all indices exceeded the standard acceptance levels, indicating that both the CFA and the structural models are an acceptable fit.

**Table 5: Fit statistics**

Index	Model value	Recommended value
CMIN/DF	1.119	≤2.0 (Schumacker & Lomax, 2004)
CFI	0.994	>0.90 (Schumacker & Lomax, 2004)
GFI	0.935	>0.90 (Schumacker & Lomax, 2004)
IFI	0.994	>0.90 (Hooper et al., 2008)
TLI	0.993	>0.90 (Hooper et al., 2008)
RMSEA	0.024	≤0.05 (Schumacker & Lomax, 2004)

Source: Calculated by the author using AMOS 28.0.

**4.3. Structural model and test of hypotheses**

Once the outer model was acceptable and valid, the structural model was used to test the study hypotheses. Findings show that cognitive image has a positive impact on affective image and PV (Std. β C1 > AI = 0.451, p < 0.001; Std. β CI > PV = 0.322, p < 0.001, respectively). As a result, both H1 and H2 are confirmed. H3 predicts that AI has an influence on PV (Std. β = 0.207, p < 0.05), therefore it is confirmed. The results indicated a statistically significant effect of CI on TS (Std. β = 0.393, p < 0.001), hence H4 is supported. While AI did not show any impact on TS. Consequently, H5 is rejected in this analysis. The results indicate that PV has a significant and positive impact on both TS (Std. β = 0.358, p < 0.001) and RI (Std. β = 0.162, p < 0.05). As a result, H6 and H7 are accepted. For H8, TS did not show any impact on TS in our study. Therefore, H8 is rejected. It was also discovered that CI has a significant impact on RI (Std. β = 0.167, p < 0.05) and supported H9; AI positively affects RI (Std. β = 0.457, p < 0.001) and confirmed H10. The hypothesis testing is summarized in Table 6 and Fig 2. Regarding the R2 value for RI, the four constructs (destination image components, perceived value, and tourist satisfaction) explain 51% of variance in revisit intention (R2 = 0.51), indicating the model is a good fit.

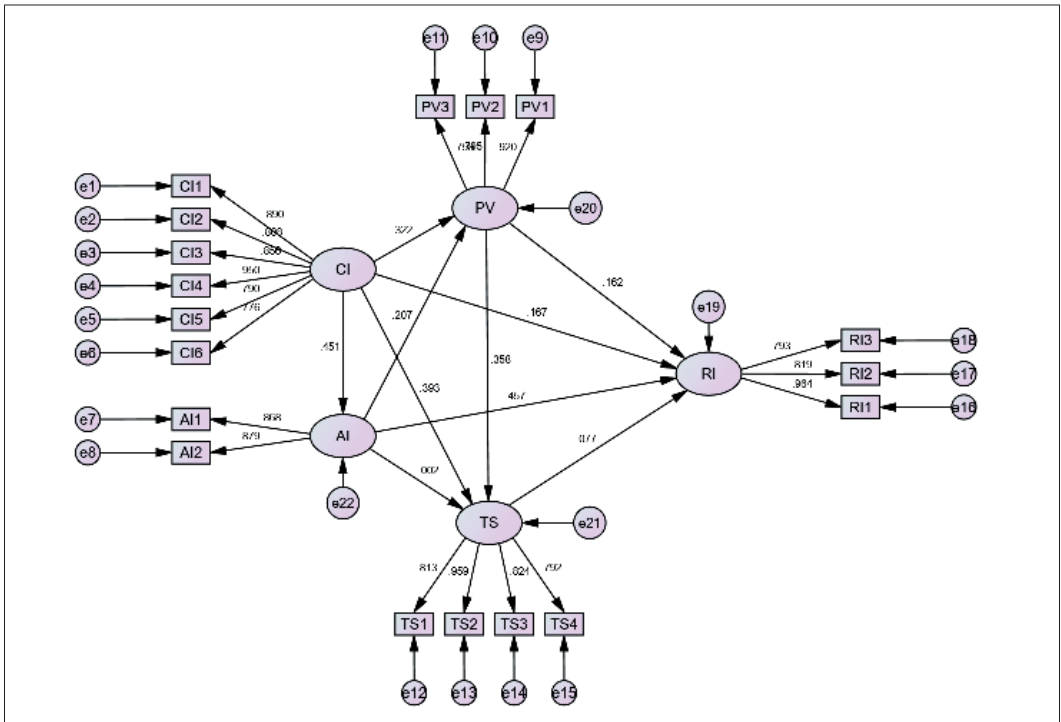
**Table 6: Hypotheses testing**

	Paths	Estimate	SE	CR	p-value	Decision
<b>H1</b>	C1 > AI	.451	.076	5.990	***	Supported
<b>H2</b>	CI > PV	.322	.080	4.010	***	Supported
<b>H3</b>	AI > PV	.207	.083	2.468	.014	Supported
<b>H4</b>	CI > TS	.393	.076	5.202	***	Supported
<b>H5</b>	AI > TS	.002	.073	.033	.974	Not
<b>H6</b>	PV > TS	.358	.074	4.843	***	Supported
<b>H7</b>	PV > RI	.162	.090	1.972	.049	Supported
<b>H8</b>	TS > RI	.077	.093	.886	.375	Not
<b>H9</b>	CI > RI	.167	.092	1.968	.049	Supported
<b>H10</b>	AI > RI	.457	.088	5.493	***	Supported

**Note(s):** \*p < 0.05; \*\*p < 0.01; \*\*\*p < 0.001.

Bold values in the table are statistically significant indicators.

Figure 2: Structural equation model (SEM)



4.4. Mediating effect tests

The bootstrapping technique was adopted to test the mediation effects of affective image, perceived value, and tourist satisfaction. This method has an advantage over Sobel test in that it can accurately assess the mediation effect (Hadi et al., 2016). As presented in Table 7: Mediation Effects, we found that AI partially mediated the relationships between (CI and PV), (CI and RI), but not in the correlation between (CI and TS). The bootstrapping results also indicated that CI has an indirect effect on TS significantly mediated by PV and AI on RI via PV. While our study found that, there is no significant mediating effect in the relationship between CI and RI via PV. Lastly, the results indicated no mediation effect in the relationship between destination image (CI and AI) and revisit intention through TS.

Table 7: Mediation Effects

Indirect Path	Standardized Estimate	P-value	Decision
CI > AI > PV	0.093*	0.011	Partial
CI > AI > RI	0.206***	0.000	Partial
CI > AI > TS	0.392***	0.001	None
CI > PV > TS	0.115***	0.001	Partial
CI > PV > RI	0.052†	0.053	None
AI > PV > RI	0.033*	0.048	Partial
CI > TS > RI	0.244***	0.001	None
AI > TS > RI	0.157*	0.014	None

Significance of Estimates: \* p < 0.050, \*\* p < 0.010, \*\*\* p < 0.001, † p < 0.100.

Note: CI, AI, PV, TS and RI denote cognitive image, affective image, perceived value, tourist satisfaction, and revisit intention, respectively

## 5. Discussion and conclusion

Despite the importance of DI and revisit intention in the field of tourism and destination marketing, few studies have focused on examining this relation. Thus, there was a need for the study. This article aimed to examine the effect of cognitive and affective destination image on both tourist satisfaction and revisit intention, as well as the mediating role of both perceived value and tourist satisfaction. Another main objective was to provide the antecedents of revisit intention.

The statistical analysis confirmed that the cognitive component has a positive impact on the affective one, which is consistent with past tourism studies (e.g., Kim & Stepchenkova, 2015; Li et al., 2010; Tan & Wu, 2016), who stated that cognitive destination image has a favorable effect on affective image even before going to the tourist destination. The findings also demonstrated a highly significant association between cognitive image and PV, as well as a positive relationship between affective image and PV. The findings of this work were in line with previous studies (Jin et al. 2013; Allameh et al., 2015). This study, along with other past studies, suggested that the more positive the DI, the higher the perceived value will be.

The results elucidate that the cognitive destination image has a significant influence on TS, in line with past studies (Coban, 2012; Ragab et al. 2019; Yamur & Aksu, 2022), but the other destination image component (AI) does not. The affective component of DI is linked to the evaluation stage, which focuses mostly on the tourists' feelings related to their destination (Baloglu and McCleary, 1999; Beerli and Martin, 2004a,b). Therefore, this aspect should have a positive effect (it can be negative as well). One possible explanation for this result is that it may be due to positive or negative feelings and experiences towards the destination. The findings also revealed that PV has a very significant influence on TS, which is consistent with the findings of Abbasi et al., 2021; Haji et al., 2021; Wang et al., 2017), who suggested that there is a positive association between perceived value and satisfaction. It implies that perceived value is vital in enhancing tourist satisfaction because tourists provide positive evaluation based on how satisfied they are (Haji et al., 2021).

A number of studies (Chi, 2012; Loi et al., 2017; An et al., 2019) have found that a high level of satisfaction leads to a stronger desire to return to a destination. However, surprisingly, our study found no relationship between TS and RI, consistent with the findings of Um et al. (2006) and Sianipar et al. (2021). The difference in results could be related to the study's diverse demographic profile such as age, marital status, and motivation (Chew and Jahari, 2014; Fuchs and Reichel, 2011). Our findings indicated that DI components and perceived value influenced revisit intention more than satisfaction. Tourists seemed to return to a destination based on its positive image and the high value they get more than their level of satisfaction. Our study indicated that both cognitive and affective images have a direct effect on RI, consistent with past studies (e.g. Liang & Xue, 2021; Chew & Jahari, 2014), who indicated that these components act as antecedents of revisit intention. In contrast, a study by Song et al. (2007) showed that there were no direct effects of CI and AI on revisit intention. In fact, of all the studied constructs investigated, AI has the greatest impact on revisit intention. Thus, this means that the more positive the affective image of a destination, the more likely it is that a tourist will return in the near future.

Another interesting finding is that the cognitive component (CI) has an indirect effect on perceived value, and travelers' intent to revisit through affective image. The affective component of DI as a mediator has received little attention, and few attempts have been made to investigate it. Therefore, it can be said that our study filled this gap by determining its mediating role. Furthermore, perceived value is found to be a substantial mediator; the study showed that it partially mediated the correlations among cognitive image and tourist satisfaction, as well as affective image and revisit intention. That is, CI has an indirect effect on satisfaction through perceived value. Likewise, AI has an indirect effect on RI through perceived value. Tourist satisfaction and revisit intent can be increased by managing destination image where destination managers should focus on improving and increasing tourist perceived value. Lastly, the results fail to support the mediating effects of TS on the relationship between the cognitive-affective destination image and the intention to revisit. A possible explanation relates to the fact that when tourists hold a positive or favorable image of a destination, they are more likely to revisit and recommend it, irrespective of the level of tourist satisfaction.

## 6. Contribution and implications

This present study contributes to the destination image literature and the tourism field in multiple ways. First, as far as we know, this is one of the first studies to investigate the relationships between cognitive and affective destination image and revisit intention, with perceived value and satisfaction as mediators. Analyzing this relationship through multiple mediators is a novelty. Second, our study highlighted the mediating role of perceived value and tourist satisfaction, besides providing the antecedents of revisit intention in the tourism context.

Third, another interesting contribution is that our study has considered both the cognitive and affective structures of destination image, as San Martín and Del Bosque suggested (2008). They stated that DI should be viewed as a multi-dimensional construct that comprises knowledge or beliefs about the tourist destination's features and the feelings of an individual toward a destination. Numerous studies in the literature focused only on the cognitive component (e.g., Kanwel et al., 2019; Wang et al., 2017; Soliman, 2019; Abbasi et al., 2021), indicating that cognitive image studies dominate the literature (Woosnam et al., 2020; Jaafar et al., 2022).

Fourth, the majority of past studies on destination image have focused only on Western cases. So far, there is a lack of studies on destination image. Therefore, this article was one of the few to examine the destination image of Egypt and its effect on tourist satisfaction and the intention to revisit.

Fifth, our study has considered the intervening effect of tourist satisfaction, as recommended by Liang and Xue (2021), to analyze its role between the image of a destination and revisit intention. Consequently, this present study contributed to the body of knowledge. Sixth, the findings of the study demonstrate that affective image is a substantial variable that helps in elucidating the mediation effect on the association between cognitive destination image, perceived value, and RI; this has not been investigated before. Thus, our study highlighted the significance of the affective structure of destination image.

This work also has significant practical implications for tourism businesses by emphasizing the value and effectiveness of destination image as a marketing strategy. The results assist managers in attaining a deep understanding of destination image, tourist satisfaction, perceived value, and revisit intention. Thus, tourism companies and destination marketers in Egypt should consider these variables in their marketing plans. Practically, this research will serve as a link between destination managers in Egypt, policymakers, and the tourism literature in order to build a sustainable tourism economy.

The study's finding suggests that DI is generated via a process that contains two unique components. A person's views about a tourism destination "cognitive image" construct his or her impression and feelings of a place "affective image". This would assist in distinguishing the destination and make it more appealing to tourists. On the other hand, since tourists form their images of a destination using both cognitive and affective components (San Martín & Del Bosque, 2008), tourism operators should emphasize not just the destination's physical properties (as has been the case in the past), but also the combination of feelings or emotions that it can elicit in the tourist's mind.

Finally, destination managers should consider perceived value as a strategic objective. This article, along with past studies (Lee et al., 2007; Al-Sabbahy et al., 2004; Wang et al., 2009), suggests that multidimensional scales such as price, time, and effort should be used to measure perceived value. Consequently, managers should holistically analyze perceived value. Additionally, to add more value to tourists, destination managers should design guidebooks and products that minimize tourists' effort and time.

## 7. Limitations and future research

Although the study presents some insights into destination image and revisits intention, it has limitations like any other study. The first one is the sample size. We recommend considering a bigger sample size in future studies. Since the sample was collected during COVID-19, tourists may have kept in mind some factors (travel restrictions, capacity limitations, heritage sites closed, etc.) that may have occurred when responding to the questionnaire. The second one is the use of convenience sampling. The convenient sampling approach used in this work is a common method in the tourism industry. However, the approach's results are not representative of the whole population.

The third limitation is that this study's model did not incorporate all relevant variables related to tourists' revisit intentions. Therefore, scholars should include external variables (i.e., tourist motivations,

perceived quality, eWOM, destination attachment, etc.). The fourth limitation is that our study mainly focused on international tourists. Thus, the results can only be applied to the tourism sector, and no generalization can be made. Scholars should use this framework and an improved model to conduct more research in different locations or countries. For instance, considering that Egypt is a big country with many tourist destinations, it is suggested that analyzing the effect of the proposed model on Egypt's many attractions would be interesting. Finally, future research should examine the moderating impacts of nationality, gender, age, and other demographic studies on the association between DI, satisfaction, and revisiting intention.

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