

The Effect of the Event image on Destination Visit Intention to New Alamein as an Emerging Destination: A moderated mediation model

Noha Ibrahim Khalil

Associate professor – Tourism studies department
Faculty of tourism and hotels – Matrouh University

Abstract

Events have become increasingly important in building a positive destination image. In addition, destinations and events are in a relationship concerning image issues, especially for emerging destinations. So that, event image could be also utilized to predict potential tourists' perception of a destination with regard to trust in tourist destinations. The objective of the current study is to analyze the concept of event image and its effect on destination visit intention to New Alamein as an emerging destination through interaction between quality of life and tourist trust. The quantitative approach was used, so a questionnaire was the best tool for collecting data. Hypotheses were verified with SEM using Amos v.26. Based on the analysis of 384 questionnaires, it is concluded that the event image of Almain festival affects the visit intention for New Alamein as an emerging destination. The results also indicated that quality of life moderates the mediating role of tourist trust in enhancing the potential tourists' intentions to visit New El Alamein. The study concluded that the event should be repeated and activities should be diversified, especially those related to culture and heritage of the city in particular and Matrouh governorate in general. In addition, the study adds to the literature of event image.

Keywords Event Image – Destination Visit Intention – Quality of Life – Tourist Trust- Emerging Destinations- New Alamein – Matrouh.

Introduction

Tourism managers are trying to ensure every city that has a share of tourism traffic and revenues. In emerging destinations, it is urgent to influence the decision-making, especially for potential tourists. Thus, destination marketers should adopt and develop the right strategies, competitive advantages and promote effective enhanced destination image (Alotaibi, 2021; Osei, 2022; Wang, et.al. 2023).

Based on tourism literature, the destination image could help planners and managers to recommend the first visit to a destination or understand tourists' behavior. Many academics have discussed the similarity and mutual influence between event image and destination image and both of them have a positive influence on behavioral intention (Bennekom, 2014; Michael, James & Michael, 2016; Al-Dweik, 2020; Kuci, 2021; Yang, et.al.2022; Wang & Butkouskaya, 2022).

In the emerging destinations, local agencies and tourism marketers spend on events and festivals for potential economic and social benefits and building a positive destination image especially amongst the potential visitors. So that, Alamein festival was hosted during 2023 (Arnegger and Herz, 2016; Aduce,

et.al.2021; Somsak, Kaewdang, & Tinakhat 2023). Tourist trust is considered an important domain; it is about the perceived reliability and credibility of the vital elements related to destinations while planning vacations especially for potential visitors. It has also an interrelationship with destination image and it could drive travel behaviors such as visit intention (Wanget.et.al. 2014; Liu, J.et.al, 2019; Li & Yang., 2022; Moraga & Barra, 2023). Many studies investigated the relationship between tourism and its positive effects. and its relationship with sustainability (Aref, 2011; Andereck & Nyaupane, 2011; Myers, Budruk & Andereck, 2011; Croes, 2012; Dolnicar, S. Lazarevski, K. & Yanamandram, 2013; Hsu, et.al.2020). Despite, few studies in tourism literature discussed relationship between tourist quality of life and travel behavior (Gondos, 2014; Uysal, et.al, 2016). So that the current study tried to fill this theoretical gap asking the following questions; how does event image affect destination visit intention and what is the role of the interaction between tourist trust and his quality of life in this process? Theoretically, this study aims to develop and propose a model. It also tries to contribute to the tourism literature through widening the knowledge of event image considering the interrelationships with the other two constructs; tourist trust and quality of life in an integrated model. On the practical side, the results and the conclusions are presented, shedding light on some managerial implications.

Literature Review

Event Image (EI) and Destination Visit Intention (DVI)

In the study by Sharma and Nayak (2019), they find that a tourist's destination image significantly affects intentions for visiting and recommending to others. In other words, tourist behavior is formed through destination image either pre- tourism or post- tourism (Chaohui, Lin & Qiaoyun, 2012; Agapito,2013; Michael, James & Michael, 2016; Sharma & Nayak 2020; Yang, et.al.2022; Chu, Bao & Sun, 2022). The successful event could be considered as a positive experience for the attendees and spectators and could improve the destination image and induce the decision of travelling (Kaplanidou & Vogt 2006; Hsu, et.al.2020; Xu, Wong & Tan, 2022; Somsak, Kaewdang & Tinakhat 2023). According to Hsu, et. al. (2020), the destination and the event are related to one another in tourists' thoughts. In other words, the positive image of the event enhances the destination image (Kaplanidou & Vogt 2006; Li, et.al, 2020). Event image is defined by Valle et al. (2012) as "the search for unforgettable experiences in unforgettable places and participation in events during their stay that can contribute to feelings and the process of forming imagination". It is also has the same components of destination image; the cognitive, the affective and conative. Both of them influences the intentions to visit the destination and re-hosting the event (Kaplanidou & Vogt 2006; Lita, 2015; Yang, et.al. 2022). Media influences potential tourists' perceptions through the event, therefore, Event image is considered as the core content of the event evaluation and tourist attitudes towards destination. In other words, event image is influential for tourists to choose their destinations. Consequently, planned events change tourists' perceptions of a destination because of the strong link between destination image and event image that results in a common image with great impacts on Destination Visit Intention

(Arnegger, Herz, 2016; Jensen, 2016; Li, et. al., 2020). In addition, in the event–destination image transfer model, the event image has a positive effect on behavioral intention toward the destination pre and post visit and their local products (Marques, Silva & Antova, 2021).

H1- Event Image (EI) has a positive impact on Destination Visit Intention (DVI)

Tourist Trust (TT)

Most definitions of trust refer to one's willing to have positive beliefs and expectations about any interest relying on adequate reasons at a certain time about the benevolence of the trustee (Williams & Ballaz, 2021). In tourist destinations, Trust is a multidimensional concept amongst three parties; local inhabitants and tourist public and private institutions. It is about honesty, benevolence, and competence of the core factors linked to the tourist destinations in terms of meeting tourist needs (Marinao, Chasco & Torres, 2012; Artigas et al., 2017; Primananda, et.al., 2022). According to trust transfer theory, positive image and positive attitude towards events have a positive impact on trusting destinations and behavioral intentions. So that, successful events could be effective in destination trust (Soteriades & Dimou 2011; Chen & Phou, 2013; Lee et.al. 2014; Artigas, et.al, 2017). For example, positive E-Word of Mouth (E-WOM) on social media and Online Travel Reviews (OTR) about event or destination have an impact on destination image and consequently potential tourist trust and visit intention (Lujun & Chen, 2021; Shang, 2021; Anubha, Narang & Jain, 2023).

H2- Event Image (EI) has a positive impact on Tourist Trust (TT).

H3- Tourist Trust (TT) has a positive impact on Destination Visit Intention (DVI).

Quality of Life (QOL)

Quality of Life (QOL) is difficult to be defined because it depends on one's perceptions about their life. It also refers to a person's sense of well-being, or dissatisfaction with life, and positive tourist experiences influences one's sense of well-being (Gondos, 2014). In tourist destinations, it is important to mention that one's satisfaction about life motivates him to travel a lot in order to get more positive experiences. Therefore, the quality of life of tourist and residents' is interconnected. Local people's quality of life would increase because of economical enhancement related to tourist travel and their activities (Dolnicar, Lazarevski & Yanamandram, 2013; Genç, (2023). In addition, Tourism Quality of Life (TQOL) indicators index contains indicators that could be beneficial in measuring the relationship between quality of life and attitudes towards travelling visitors (Andereck & Nyaupane, 2011; Puckzko & Smith, 2011). In this sense, the quality of life indicators could be summarized into the wellbeing of some dimensions; economic, social, environmental and political (Júnior, et.al, 2020; Das, 2021). The economic indicators include Income, employment , cost of living and taxes. Health and safety wellbeing are about environmental dimension, for example, air and water quality and rate of crimes. For the social wellbeing, it is important to shed light on facilities and services such as infrastructure and transportation. Finally the political awareness, political stability and political participation is about the political dimension (Aref, 2011; Andereck & Nyaupane,

2011; Choi & Turk, 2011). According to Genç, (2023 a) the previous measures are the objective measures. He also stated that tourist quality of life could affect their choices. Although, these indicators were studied in relation to community residents in most of tourist studies, the current study will investigate the role played by quality of life in the relationship between Tourist trust and destination visit intention hypothesizing as follows:

H4- Quality of Life QOL moderates the relationship between TT and DVI

New Alamein as an emerging destination and the festival

The emerging destination is a developing rural, coastal or peripheral area in the earlier growth stages in tourist traffic market, implementing tourism strategy and local community involvement in tourism management. Therefore, the official tourist organizations play a major role in the formation of its unclear image especially for the potential visitors (Zmyslony, 2014; Arnegger and Herz, 2016; Alhuqbani, 2021; Yang, et.al.2022). According to the geopolitical point of view, media is demonstrating New Alamein characteristics. In addition, New Alamein City distinctive location's was chosen to take advantage of its distinguished location on the Mediterranean Sea coast to achieve integrated regional urban development and Egypt Vision 2030. New Alamein facilitates the transfer of population and labor amongst the Burj Al Arab, Marsa Matrouh and Sidi Barrani and facilitates and diversifies the economic activities on the North Coast. The city is located east of El Alamein Airport, about 35 km away, on an area of 48 thousand acres. The first phase of the city is currently being completed on an area of 14 thousand acres, consisting of eighteen beach towers with 6,032 units and 10 towers whose implementation is underway.

There are also downtown buildings with 2640 units and The Latin Quarter, on an area of 404 acres, with 11,655 units, the commercial area and the plaza. In addition, there are beach entertainment area and the tourist walkway which is 7 km long. The city has a 700-acre compound with 10,800 units of chalets and villas. There is also a distinctive housing with 1,920 units and 4,096 housing units in Misr Housing project and the heritage city covers as an area of 260 acres. It contains a mosque, a church, an amphitheater, cinema buildings, yards and buildings for Exhibitions. Above all, there are two educational entities; Arab Academy for Science, Technology and Maritime Transport and El Alamein International University of Science and Technology. According to Egyptian Hotel Association (EHA) There are two 5-star hotels, two 4 - star hotels, one five star hotel and two 2 star hotels. (New Urban Communities Authority; Egyptian Hotel Association).

Alamein city has become famous during the Second World War (1939-1945). It witnessed the battle between Allies and the Axis that changed the destiny of war in which the victory was for Allies and has become one of the main tourist destinations of the successors of all forces of the fierce battles of The Second World War. The Cemeteries of Alamein attracts Italian, German, Greek, Australian and the Commonwealth visitors. Alamein Military Museum is also an

iconic destination and it attracts thousands of visitors yearly. Marina Monumental Area has potentials for cultural tourism in New Alamein but it has not been open for visiting yet. It contains a lot of tombs and villas dated back to the Graeco-Roman era (Matrouh Governorate 2005; Matrouh Governorate 2017; New Urban Communities Authority; Egyptian State Information Service, 2023).

Hosting events can provide New Alamein as an emerging destination with diverse economic benefits and a well-established image. Then, the actual visit will be influential for the future of the destination in terms of Word Of Mouth (WOM). This could be implemented through putting the city on the tourist map and increasing the potential visitor number (Marques, Silva and Antova,2021; Alotaibi,2021). According to Jensen (2016) the current studied case about New Alamein festival could be a leisure event. The activities of the New Alamein Festival were launched under the title “The World is Alamein,” On July 13, 2023 for a period of 45 days. The festival included artistic, entertaining and sporting tournaments. For example, the international padel tournament, Alamein Air Show, an international beach soccer tournament, car racing and Jet Ski Challenge.

There was also the Arab Judo Championship, triathlon race covering 3 sports: swimming, cycling, and running. The Golden Generation Challenge was also organized with the participation of a large number of Egyptian football players, most notably Hazem Emam, Essam El-Hadary, Bebo and others. On the artistic side, there was a fashion show for Michael Cinco, singing concerts for a large group of prominent stars from the entire Arab world and honoring many of the best artists. The aim was to enhance the destination image, varying its tourist products and promoting various investment opportunities in the city (Egyptian State Information Service, 2023).

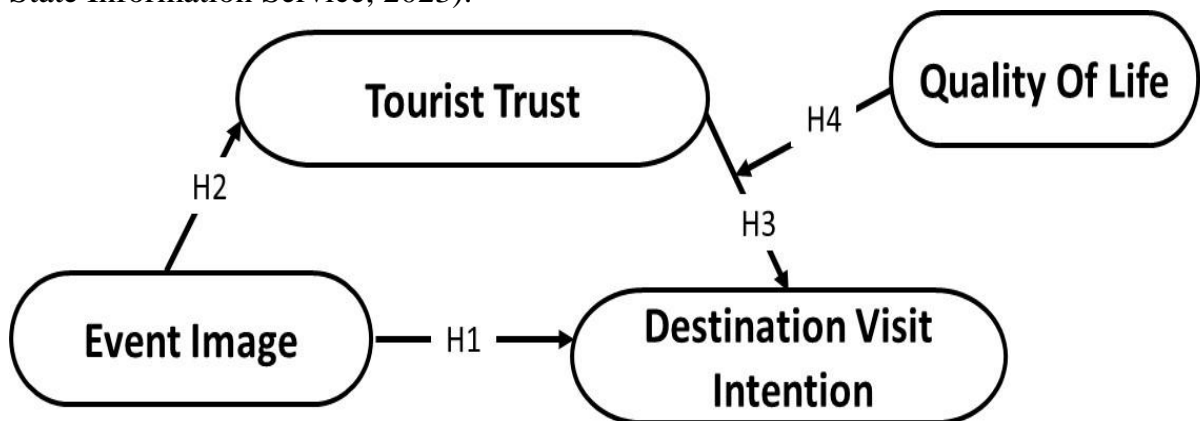


Fig (1): Conceptual framework of the study

Methodology

Population, Sample and design

The current research adopted a descriptive analytical methodology. Egyptian passive spectators of the event through social media or T.V were the focus of this study. This study tests the proposed hypotheses and a quantitative research approach was used in order to understand the phenomenon and its related variables. An Arabic conducted online questionnaire was created using Google Forms in order to collect reliable data, and all questions were closed. The questionnaire included six parts; first, the warm-up part that explained the study objectives and the second was for respondents' profile. The third part was about the independent variable; Event Image (EI), and it included four items. They were adapted from an earlier published studies (Kaplanidou, K & Vogt, 2006; Koo, 2013; Jensen, 2016; Hsu, et.al.2020). The fourth part was for Tourist Trust (TT) that was containing 9 items and they were taken from (Marinao, Chasco & Torres 2012). The fifth part was about Quality Of Life (QOL). It was comprised of four questions quoted from (Aref, 2011; Andereck & Nyaupane, 2011; Choi & Turk, 2011; Dolnicar, Lazarevski, & Yanamandram, 2013; Al-Dweik, 2020). Finally, the last part was asking for Destination Visit Intention (DVI) ,as the dependent variable, and it was about 3 parts. They were taken from (Hennessey, Yun & McDonald, 2016). The researcher affirmed the confidentiality of the responses and using them only for scientific purposes. The structured questionnaire was designed with a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Questionnaire was answered between Sep. and Oct. 2023. The researcher distributed 400 questionnaires, and valid questionnaires for data analysis were 384 giving a response rate of 0.96 percent.

Data analysis

First, descriptive statistics; frequency, percentage, and mean values were calculated for the respondents' demographics using IBM SPSS Statistics 28. The results indicated that 81 % of the respondents knew about the festival from T.V and social media. 54% of them classified the festival as it is multi activities festival it is sportive, recreation and musical. In addition, 31 % of them classified it as recreation festival. 72% of the respondents stated that the festival is enjoyable and 78% of them consider that the organization of the festival is good. 81% of them prefer to visit Alamein in the future. 72% describe their standard of living with "good". 76% of the respondents indicated that they trust in the capability of tourist and hospitality institutions to provide with required services. 71% of them trust the credibility of the host community and also stated that the public tourist organizations will facilitate their visit and provide accurate information with percentages of 72% and 78% respectively.

In order to test the research hypotheses, Amos 26 was used. Structural Equation modeling (SEM) allows multiple regression analyses of factors including multiple regression, correlation and analysis of variance (Ullman & Bentler, 2013). The

model's validity and reliability were verified followed by a test of hypothesis through path analysis.

Table (1) Constructs validity and reliability

| construct | Scale item coding | Factor Loading | Square of FL. | AVE | Sq. root of AVE | Comp. Rel. |
|------------------------------------|--------------------------|-----------------------|----------------------|------------|------------------------|-------------------|
| Event Image | EI1 | 0.802 | 0.643204 | 0.606639 | 0.778870336 | 0.8604 |
| | EI2 | 0.798 | 0.636804 | | | |
| | EI3 | 0.742 | 0.550564 | | | |
| | EI4 | 0.772 | 0.595984 | | | |
| Destination Visit Intention | DVI1 | 0.842 | 0.708964 | 0.74002867 | 0.860249189 | 0.8951 |
| | DVI2 | 0.849 | 0.720801 | | | |
| | DVI3 | 0.889 | 0.790321 | | | |
| Quality Of Life | QLF1 | 0.708 | 0.501264 | 0.627264 | 0.792 | 0.8180 |
| | QLF2 | 0.73 | 0.5329 | | | |
| | QLF3 | 0.677 | 0.458329 | | | |
| | QLF4 | 0.792 | 0.627264 | | | |
| Tourist Trust | TT1 | 0.682 | 0.465124 | 0.52360956 | 0.723608703 | 0.9080 |
| | TT2 | 0.769 | 0.591361 | | | |
| | TT3 | 0.759 | 0.576081 | | | |
| | TT4 | 0.697 | 0.485809 | | | |
| | TT5 | 0.764 | 0.583696 | | | |
| | TT6 | 0.71 | 0.5041 | | | |
| | TT7 | 0.667 | 0.444889 | | | |
| | TT8 | 0.755 | 0.570025 | | | |
| | TT9 | 0.701 | 0.491401 | | | |

Table (1) clarified the convergent validity of the measurement model. For items loadings of the construct, AVE was calculated for all latent variables and all of them were statistically significant (above 0.5) ranging from 0.74 for (DVI) to 0.52 for (TT). In other words, all items in the model are consent with its construct. Items with low loadings (less than 0.5) were dropped in order to strengthen the analysis' results. Second, the discriminant validity, the square root of AVE was calculated for all latent variables and all of them were statistically significant. The values were ranging from 0.72 for (TT) to 0.86 for (VI) as shown in table. 2. (Wang, French & Clay, 2015). Composite reliability (CR) was also calculated to confirm the measures' reliability. The composite reliability of all latent constructs must exceed 0.70. The calculated values were ranging from .91 for (TT) to .82 for (QLF) indicating the internal consistency of the model. (Bacon, Sauer & Young, 1995; Hamid, Sami & Sidek, 2017).

Table (2) Analysis of discriminant validity

| Constructs | (1) | (2) | (3) | (4) |
|-----------------------------|----------------|----------------|--------------|-----------------|
| Event Image | 0.77887 | | | |
| Destination Visit Intention | 0.67 | 0.86025 | | |
| Quality Of Life | 0.504 | 0.409 | 0.792 | |
| Tourist Trust | 0.685 | 0.60.3 | 0.578 | 0.723609 |

Results, Discussion and implications

Table (3) Path analysis and Hypothesis Testing

| Hypotheses | Path | Estimate | S. E. | C. R. | P | Decision |
|------------|--------------------|----------|-------|--------|------|-----------|
| H1 | EI --> DVI | .434 | .066 | 6.588 | *** | Supported |
| H2 | EI --> TT | .511 | .047 | 10.772 | *** | Supported |
| H3 | TT --> DVI | .470 | .087 | 5.425 | *** | Supported |
| H4 | QLF--> DVI | .204 | .084 | 2.439 | .015 | Supported |
| | (QLF) (TT) --> DVI | -.043 | .016 | -2.719 | .007 | |

Table 3 clarified the following results

- There is a positive and direct impact of Event Image (EI) on Destination Visit Intention (DVI) which supports H1 ($p < 0.001$).
- There is an indirect impact of Event Image (EI) on Destination Visit Intention (DVI) through Tourist Trust (TT) as a mediator, as mentioned above in table 2 , the effect of EI on TT has a significant effect and the effect of TT on DVI is also significant which supports H2 and H3 ($p < 0.001$).
- There is an impact of Quality Of Life (QOL) on the relationship between Tourist Trust (TT) and Destination Visit Intention (DVI) which can be analyzed through two steps. The first is the effect of QLF on DVI and the second is the effect of interaction between QLF and TT on DVI which both supports H4 ($p < 0.05$) .This indicates that (QLF). According to can moderate the relationship between (TT) and (DVI) as shown in figure 2. He also stated that tourist quality of life could affect their choices.

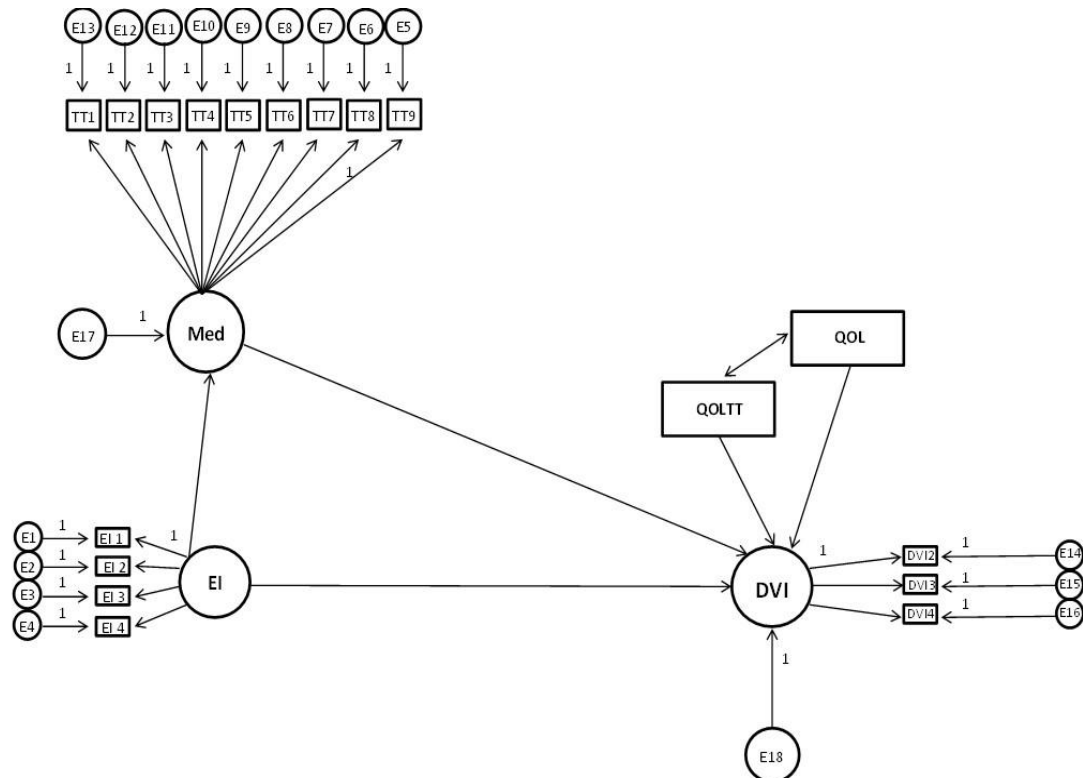


Fig (2): The moderated mediation model

It was understood that Destination Visit intention was affected positively by event image .In addition, the mediation effect of tourist trust about tourism official authorities, tourist service providers and host community has an impact on the destination visit intention. This result is consistent with the study of Jebbouri, et.al, 2022; as tourists are more inclined to visit the reputable and low risk- destinations, in the long run, tourists may be loyal. Despite, quality of life plays a moderation role reshaping this relationship by shifting the situation for tourism activities in New Alamein because tourist behavior can be changed according to his quality of life concerning his economic conditions and social status (H4). Hence, Based on the above result, New Alamein which is thought to be trustworthy destination, should provide varied options of accommodation facilities; it is vital for driving tourists’ visit intentions for New Alamein as an emerging destination. In many cases, trust is based on the accessibility to the local services and competence of their benefit. For example, transportation development should be also upgraded such as local airlines that could propose standardized pricing for New Alamein tickets at an affordable prices. Therefore, if the effect of quality of life were not taken into account, tourists will have not enough trust for visiting the destination. Finally, it is concluded that event image has the ability to create trust in New Alamein as an emerging destination, so that a good and diversified portfolio with events is also needed. For example, choosing September for enriching the festival with events related to the 2nd international war which took place in September, 1939. This will attract more international visitors for the event and for New Alamein. Hence, the event should be extended to September. Moreover, the results indicated that event image is powerful in predicting the likelihood that visitors will take part in future events, and their attitudes toward event attendance. This is

an opportunity for event organizers to influence tourist satisfaction through the provision of services that meet their expectations. Finally, managers should consider that building positive destination image and event image are both needed and related to each other in influencing behavioral intention.

Conclusions, Limitations and future studies

New Alamein organized its first edition of Alamein festival in July 2023; trying to shed light on its tourist attractions especially for potential visitors. Although Alamein festival was the sole job of the tourist managers during the high season, the Ministry of Tourism and Antiquities should perform its role in order to fully exploit the city's tourism potential. The present study develops an exploration model addressing the lack of literature on the event image hosted by the community. The purpose of the study was to explore the influence of event image on potential visitor intentions using tourist trust as a mediator with the moderation effect of quality of life. The results indicated that quality of life could moderate the effect of tourist trust as a mediator. Considering the importance of event image, some managerial implications should be considered in the case of New Alamein. For example, Travel agents, hotels, beaches and restaurants should customize their services according to varied and changing market segments. The authorities should also improve strategies to increase the awareness of all attractions and facilities, such as the free beach and 3 star hotels, for image formation of New Alamein and launch many other events especially political events with sponsors from Matrouh local community. It is noted that all printed promotional materials is about the old Alamein, so that collaboration amongst Egyptian Tourism Authority, Egyptian Hotel Association should improve the accessibility of on - desk information and also on social media channels about New Alamein and its festival. It is urgent to put the event on Egyptian agenda of events and reassess the effectiveness of the event media strategy and consider making adjustments and diversification of content and traditional/social media channel selection. Despite many significant results, this study also has some limitations. First, it only focused on spectators' image of the festival without examining the participants'. It was also implemented on Egyptian potential visitors. It is also important to design a promotion platform for Alamein festival before, during and after the event to allow an interactive network and an innovative marketing channels. For future research studies, exploration of foreign tourists' motives to visit and revisit is needed. There is also a pressing need to study the direct and indirect effects of Alamein Festival on residents' quality of life. Finally, more studies are required to examine the effects of additional variables such as sense of place, perceived value and service quality so as to have a better comprehension of the dynamics that drives tourist behavior through event image and Tourist Trust.

References

- Adruce, S.A.Z. et.al. (2021) Visit, Revisit, or Stay Longer? A Case of Emerging Tourism Destination, *Asian Journal of Business Research*, Volume 11, Issue 2.
- Agapito, D., Valle, P., & Mendes, J. (2013) The cognitive-affective-conative model of destination image: A confirmatory analysis, *Journal of Travel & Tourism Marketing*, 30(5), 471-481.
- Akkuş, G., Arslan, A. (2021) Intention to visit a destination from the perspective of Broken Windows theory, *European Journal of Tourism Research*, 28, 2802.
- Al-Dweik, M. (2020) Influence of Event Image and Destination Image on Visitor Satisfaction and Intentions to Revisit, *African Journal of Hospitality, Tourism and Leisure*, 9(4):418-433. DOI: <https://doi.org/10.46222/ajhtl.19770720-28>.
- Alhuqbani ,F.M.A. (2021) Visit intention to emerging destinations through social media marketing promotion : the case of Saudi Arabia ,PHD thesis, The Hong Kong Polytechnic University.
- Alotaibi, S. (2021) How Potential Tourists' Perception of Interaction With Local People Impact Their Overall Experience And Destination Image in Emerging Destination? , *The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University*, Vol. 18, Issue 2, PP.17-32.
- Andereck, K.L. & Nyaupane, J.P. (2011) Exploring the Nature of Tourism and Quality of Life Perceptions among Residents, *Journal of Travel Research*, 50(3) 248–260.
- Andereck, K.L and Nyaupane, G. (2011) Development of a Tourism and Quality-of-Life Instrument, In: Budruk, M., Phillips, R. (eds.) *Quality-of-Life Community Indicators for Parks, Recreation and Tourism Management. Social Indicators Research Series*, Vol. 43. Springer, Dordrecht. <https://doi.org/10.1007/978-90-481-9861>.
- Anubha .A, Narang, D. & Jain, M. K. (2023) Online travel reviews and tourist trust: a SOR perspective *Global Knowledge, Memory and Communication*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/GKMC-04-2023-0145>.
- Aref, F. (2011) The Effects of Tourism on Quality of Life: A Case Study of Shiraz, Iran, *Life Science Journal*, Volume 8, Issue 2, PP.26-30.
- Arnegger, J. & Herz,M. (2016) Economic and destination image impacts of mega-events in emerging tourist destinations, *Journal of Destination Marketing & Management* 5(2),DOI:10.1016/j.jdmm.2015.11.007.
- Artigas, E.M. et.al. (2017) Determinants of trust towards tourist destinations, *Journal of Destination Marketing & Management*, Volume 6, Issue 4, December 2017, Pages 327-334.

- Bacon, D.R., Sauer, P.L. & Young, M. (1995) Composite Reliability in Structural Equations Modeling, Educational and Psychological Measurement (EPM), Vol.55, Issue 3 <https://doi.org/10.1177/0013164495055003003> .
- Bennekom, L.V (2014) Aligning Destination Image, Sport Event Image and Image Fit: An Exploration of the Interrelationship between Cognitive and Affective Images among Spectators of Dutch Running Events, Master's Thesis, July, 2014.
- Chaohui, W., Lin, L. & Qiaoyun, X. (2012) Impact of Tourists' Perceived Value on Behavioral Intention for Mega Events: Analysis of Inbound and Domestic Tourists at Shanghai World Expo , Chinese Geographical Science 22(6) DOI:10.1007/s11769-012-0575-4.
- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty, *Tourism Management*, 36, 269–278.
- Choi, H.C. & Turk, E.S. (2011) Sustainability Indicators for Managing Community Tourism In: Budruk, M., Phillips, R. (eds.) *Quality-of-Life Community Indicators for Parks, Recreation and Tourism Management. Social Indicators Research Series, Vol. 43.* Springer, Dordrecht. <https://doi.org/10.1007/978-90-481-9861>.
- Chu, Q., Bao, G. & Sun, J. (2022) Progress and Prospects of Destination Image Research in the Last Decade, *Sustainability* , 14, 10716.
- Das, R. (2018) Quality of life concerns in emerging economy tourist destinations: a network paradigm perspective, *Int. J. Knowledge Management in Tourism and Hospitality*, Vol. 2, No. 1, PP.72-86.
- Dolnicar, S. Lazarevski, K. & Yanamandram, V. (2013) Quality of life and tourism: a conceptual framework and novel segmentation base, *Journal of Business Research*, 66 (6), 724-729.
- Egyptian Hotel Association, <http://eha.htech-eg.com/>, Accessed: Oct, 2023.
- Egyptian State Information Service (2023) <https://www.sis.gov.eg/>, Accessed: Oct, 2023.
- Genc, R. (2023a) Subjective Aspects of Quality of Life (QOL) in: Uysal, M. & Sirgy, M.J. (eds.): *Handbook of Tourism and Quality-of-Life Research II Enhancing the Lives of Tourists, Residents of Host*, pp.121-138.
- Genç.R., (2023 b) Quality of Life: Demographic, Psychological, Social and Cultural Components, in: Uysal, M. & Sirgy, M.J. (eds.): *Handbook of Tourism and Quality-of-Life Research II Enhancing the Lives of Tourists, Residents of Host*, pp.139- 152.
- Gondos, B. (2014) Relationship between Tourism and Quality of Life - Researches at Lake Balaton, *Human Capital without Borders: Knowledge and Learning for Quality of Life; Proceedings of the Management, Knowledge and Learning International Conference 2014*.

- Hamid, M. R. Ab, Sami, W. & Sidek, M. H. M. (2017) Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion, *Journal of Physics: Conf. Series* 890,012163.
- Hennessey, S. Yun, D. & MacDonald, R. (2016) Influencing the Intentions to Visit a Destination: The Case of Potential First-Time and Repeat Visitors, *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 26.
- Jebbouri A, et.al. (2022) Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction, *Frontiers in Psychology* 1 DOI:10.3389/fpsyg.2022.845538.
- Junior, A.S. et.al. (2020) Residents' Quality of Life in Smart Tourism Destinations: A Theoretical Approach, *Sustainability*, V.12. Issue,20, 10.3390/su12208445.
- Kaplanidou, Kyriaki; Vogt, Christine. 2007. Do sport tourism events have a brand image . In: Burns, R.; Robinson, K., comps. *Proceedings of the 2006 Northeastern Recreation Research Symposium; 2006 April 9-11; Bolton Landing, NY. Gen. Tech. Rep. NRS-P-14. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station: 2-7.*
- Koo, S.K. (2013) *The Effect Of Destination Image, Event Image, And Satisfaction In Determining Behavioral Intention: Recurring Small-Scale Event, A Thesis Submitted to the Graduate Faculty of The University of Georgia in Partial Fulfillment of the Requirements for the Degree MASTER OF SCIENCE, ATHENS, GEORGIA 2013*
- Kuci, A. (2021) Building Destination Image through Events: The Impact of events on city image, *Balkan and Near Eastern Journal of Social Sciences*, 07 (03).
- Lee, Y .K. et. al. (2014) The Impact of a Mega Event on Visitors' Attitude Toward Hosting Destination: Using Trust Transfer Theory, *Journal of Travel & Tourism Marketing*, Volume 31, Issue 4.
- Li, X & Yang, Y. (2022) Tourist trust toward a tourism destination: scale development and validation, *Asia Pacific Journal of Tourism Research*, Volume 27, Issue 6.
- Lita, R.P (2015) Relationship model among sport event image, destination image, and tourist satisfaction of Tour de Singkarak in West Sumatera, *Journal of Economics, Business, and Accountancy Ventura* ,Vol. 18, No. 1, pages 91 – 102.
- Liu, J.et.al (2019) Scale development for tourist trust toward a tourism destination, *Tourism Management Perspectives*, Volume 31.Pages 383-397.

- Lujun, S. & Chen, N.C. (2021) The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness, *Journal of Vacation Marketing*, 1–18.
- Marinao, E. Chasco, C. & Torres, E. (2012) Trust in Tourist Destinations: The Role of Local Inhabitants and Institutions, *Academia, Revista Latinoamericana de Administración*, 51, 27-47.
- Marques, C, Silva, and R.V.D & Antova S. (2021) Image, satisfaction, destination and product post-visit behaviors: How do they relate in emerging destinations? *Tourism Management*, Volume 85 (3) 104293. DOI: 10.1016/j.tourman.2021.104293.
- Matrouh Governorate (2017), Egypt EL-Alamein.
- Matrouh Governorate (2005), Matrouh.
- Michael, N. James, R. & Michael, I. (2016) Australia's cognitive, affective and conative destination image: an Emirati tourist perspective, *Journal of Islamic Marketing*, Vol. 9. No. 1, pp. 36-59
- Moraga, E.T. & Barra, C. (2023) Does destination brand experience help build trust? Disentangling the effects on trust and trustworthiness, *Journal of Destination Marketing & Management*, 27, 100767.
- Myers, D. Budruk, M. & Andereck, K.L (2011) Stakeholder Involvement in Destination Level Sustainable Tourism Indicator Development: The Case of a South western U.S. Mining Town, in : Budruk, M., Phillips, R. (eds.), *Quality-of-Life Community Indicators for Parks, Recreation and Tourism Management. Social Indicators Research Series*, Vol. 43. , Dordrecht. <https://doi.org/10.1007/978-90-481-9861>.
- New Urban Communities Authority
http://www.newcities.gov.eg/english/aboutus/about_authority/default.aspx, Accessed: September, 2023.
- Osei, B.A. (2022) Travel to Emerging Tourist Destinations: Motivations and Decision-Making Processes, in. Mensah, et.al. (eds.) *Marketing Tourist Destinations in Emerging Economies towards Competitive and Sustainable Emerging Tourist Destinations*, Palgrave Macmillan- Springe.
- Primananda, P. G., Yasa, N. N., Sukaatmadja, I., & Setiawan, P. (2022). Trust as a mediating effect of social media marketing, experience, destination image on revisit intention in the COVID-19 era, *Journal of Data and Network Science*, 6(1).
- Puczkó, L & Smith, M. (2011) Tourism-Specific Quality-of-Life Index: The Budapest Model. In: Budruk, M., Phillips, R. (eds.) *Quality-of-Life Community Indicators for Parks, Recreation and Tourism Management, Social Indicators Research Series*, vol. 43. Springer, Dordrecht. <https://doi.org/10.1007/978-90-481-9861>.

- Shang, et.al. (2021) Energizing Intention to Visit Rural Destinations: How Social Media Disposition and Social Media Use Boost Tourism through Information Publicity, *Front. Psychol.* 12:782461. doi: 10.3389/fpsyg.2021.78246.
- Sharma, P. & Nayak, J.K. (2019) The role of destination image as a mediator between tourists' emotional experiences and behavioral intentions: A study of wellness tourism, *Journal of Destination Marketing*, 16(3/4).
- Somsak, N., Kaewdang, P. & Tinakhat, P. (2023) The Antecedents of City Marketing, Event Tourism, and Social Media Marketing for Promoting Destination Image of Phitsanulok as a MICE City: A Concept Paper, Proceeding of the 7th TICC International Conference 2023 Toward Sustainable Development Goals: Transformation and Beyond February 4-5th, 2023, Chiang Mai, Thailand.
- Soteriades, M. & Dimou, I. (2011) Special Events: A Framework for Efficient Management, *Journal of Hospitality Marketing & Management*, 20: 3, 329 — 346
- Ullman, J.B. & Bentler, P.M (2013) Structural Equation Modeling, in: Weiner, I.B. (eds.) *Handbook of Psychology*, Second Edition, 3 John Wiley & Sons, Inc.
- Uysal, M. et.al (2016) Quality of life (QOL) and well-being research in tourism, *tourism Management* Volume 53, Pages 244-261.
- Wang, J. & Butkouskaya, V. (2022) Sustainable marketing activities, event image, perceived value and tourists' behavioral intentions in the sports tourism, *Journal of Economics, Finance and Administrative Science Publishing Limited* 2077-188.
- Wang, L., et.al. (2014). Consumer trust in tourism and hospitality: A review of the literature. *Journal of Hospitality and Tourism Management*, 21, 1–9.
- Wang, X., French, B.F. & Clay, P.F. (2015) Convergent and Discriminant Validity with Formative Measurement: A Mediator Perspective, *Journal of Modern Applied Statistical Methods*, Vol. 14, No. 1, 83-106.
- Wang, Z, et.al. (2023) Destination image: A review from 2012 to 2023, *Cogent Social Sciences*, 9:1, 2240569, DOI: 10.1080/23311886.2023.2240569.
- Williams, A.M. and Baláž, V. (2021) Tourism and Trust: Theoretical Reflections, *Journal of Travel Research*, Vol. 60(8) 1619–1634.
- Xu, Y.H., Wong, I.A. & Tan, X.S. (2022) Events As Destination Image Maker: The Role of Event Type and Implications for Event Portfolio Development, *Event Management*, Volume 26, Number 2, pp. 207-222.

Yang, S.et. al. (2022) Cognitive image, active image, cultural dimensions, and conative image: A new conceptual framework Front. Psychol. 13:935814. doi: 10.3389/fpsyg.2022.935814.

Yosa , D. P.R.& Suroso, A. & Setyanto, R.P. (2021) The Effect of Event Image on Revisit Intention with Perceived Value as a Mediating Variable, International Sustainable Competitiveness Advantage 2021

Zmys`lony. P. (2014) Identification of leadership in emerging touris destinations, Tourism Review, Vol. 69, No. 3, pp. 173-186.

تأثير صورة الحدث على نية زيارة العلمين الجديدة كمقصد ناشئ: نموذج وساطة معدل

نهى إبراهيم خليل

أستاذ مساعد بقسم الدراسات السياحية

كلية السياحة والفنادق - جامعة مطروح

مستخلص

أصبحت الأحداث ذات أهمية متزايدة في بناء الصورة الإيجابية للمقاصد السياحية. بالإضافة إلى ذلك، هناك علاقة بين المقاصد والأحداث فيما يتعلق بقضايا الصورة خاصة بالنسبة للمقاصد الناشئة. لذلك، يمكن أيضاً استخدام صورة الحدث للتنبؤ بصورة المقصد من وجهة نظر السائحين المحتملين. الهدف من الدراسة الحالية هو تحليل مفهوم صورة الحدث وأثرها على نية الزيارة إلى العلمين الجديدة كمقصد ناشئ من خلال التفاعل بين جودة الحياة والثقة السياحية. وقد تم استخدام المنهج الكمي، فكان الاستبيان أفضل أداة لجمع البيانات. تم التحقق من الفرضيات من خلال SEM باستخدام برنامج Amos.v.26. بناءً على تحليل 384 استبياناً، تم التوصل إلى أن صورة مهرجان العلمين تؤثر على نية زيارة العلمين الجديدة كمقصد ناشئ. كما أشارت النتائج إلى أن جودة الحياة تخفف من الدور الوسيط لثقة السائحين في تعزيز نوايا السائحين المحتملة لزيارة العلمين الجديدة. اقترحت الدراسة ان يتم تكرار الحدث و تنويع الانشطة خاصة المتعلقة بالثقافة و التراث الخاص بالمدينة علي وجه الخصوص و محافظة مطروح عموماً. بالإضافة إلى ذلك، تضيف الدراسة إلى الأدبيات الخاصة بصورة الحدث.

الكلمات المفتاحية صورة الحدث - نية زيارة المقصد - جودة الحياة - ثقة السائح - المقاصد الناشئة- العلمين الجديدة- مطروح.