



Faculty of Tourism and Hotels



THE IMPACT OF MOTIVATIONS, PERCEPTIONS AND SATISFACTION ON TOURISTS' LOYALTY

BY

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Abstract

The Thesis focuses on "The Impact of Motivations, Perceptions and Satisfaction on Tourists Loyalty".

Goals of thesis aims to:

1. Understand and examine the theoretical and empirical evidence on the causal relationships among tourist motivations, tourist perceptions and tourist satisfaction and destination loyalty.
2. Examine tourists' motivations and perceptions of Egypt as a tourism destination to gain a better understanding of tourists' behaviour.
3. Analyze factors affecting in tourist decision to visit Egypt as tourism destination.
4. Measure the impacts of the factors affecting the level of satisfaction (service quality, safety, and value).
5. Examine the relationship between satisfaction and loyalty.

The Importance of the Thesis:

Behavioural concepts lie at the heart of marketing theory and have been the subject of extensive literature in recent years. This study offers an integrated approach to understanding tourist motivations and attempts to extend the theoretical and empirical evidence on the relationships among motivations, perceptions, satisfaction, and destination loyalty. This systematic examination of the relationships among the constructs could facilitate a clearer understanding of the nature of behaviour and intentions. Even if the constructs have been widely applied in studies related to tourists, there are still research challenges in the sense of discovering and investigating the causal relationships among the constructs of motivation, perceptions, satisfaction, and destination loyalty.

The Research Methodology

The research adopted the survey method as the most appropriate research instrument for satisfying the research goals. To achieve the objectives of this study, the researcher depends on questionnaire form which was distributed on many international tourists.

The questionnaire was designed to investigate the hypotheses of interest. A self field questionnaire was used to collect information. Path analysis used to study the relationships among variables. The findings indicated that tourists'

motivations and perceptions had an effective influence on satisfaction as well as willingness to return.

The Structure of the Study

This study consists of five chapters:

Chapter one: An Introduction

The first chapter is an introduction that includes the background of the study, importance of the research, research problem and objectives. It also proposes a structural model that establishes the relationship between these constructs and defines the set of research hypotheses.

Chapter two: Literature Review

This chapter presents literature review which discusses the tourists' behaviour as an umbrella to many concepts which are very important in tourism industry. It also includes tourists' motivations, perceptions, satisfaction and loyalty in some of details.

This chapter also provides a review of previous studies to identify relevant theories, models and variables related to visitor decision-making process.

Chapter three: Methodology

This chapter explains how the questionnaire forms designed, how the questions designed and the ways of the collection of information and data.

It also explained in some details the methods employed in this study. Sample selection and sampling approach, instrument development, survey procedures, and data analyses are described.

Chapter four: Results of Discussion

Chapter four presents the results of data analysis and hypothesis testing. It discussed the field research analysis through questionnaires directed to the many international tourists in many different areas in Egypt. The questionnaire was analyzed by two ways descriptive statistics and analytical statistics.

Chapter five: Conclusions and Recommendations

The final chapter discusses the results obtained and summarizes the more important conclusions and implications of the study. This chapter also discusses the recommendations.