



Mansoura University
Faculty of Tourism and Hotels

**THE IMPACT OF SATISFACTION, TRUST, AND DESTINATION
IMAGE ON TOURIST LOYALTY TO TOURISM DESTINATIONS
AND HOTELS IN THE COVID-19 ERA: APPLIED ON
HURGHADA, LUXOR AND ASWAN**

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Abstract

The study aims to determine the extent of the effect of the Coronavirus on the quality of tourism and hotel services provided, and to identify the effect of these pandemic repercussions on tourists' satisfaction, trust, and loyalty to the Egyptian tourist destination. About 550 questionnaire forms were distributed to the tourists visiting Luxor, Aswan, and Hurghada and 351 forms were filled out. The results showed the effect of the Covid-19 on the loyalty of tourists to the tourist destination through the tourists' satisfaction, trust and destination image. Hotels and tourist destinations in Egypt have to focus on the dimensions of the quality of tourism services that have a significant impact on tourists' satisfaction and loyalty to the tourist destination to gain a competitive advantage.

المخلص

تهدف الدراسة إلى تحديد مدى تأثير جائحة كورونا على جودة الخدمات السياحية والفندقية المقدمة، والتعرف على مدى تأثير تلك الجائحة على رضا السائحين وثقتهم وولاءهم للوجهة السياحية المصرية. ولقد تم توزيع حوالي ٥٥٠ استمارة استبيان على السائحين الذين يزورون الأقصر وأسوان والغردقة ولقد تم الحصول على ٣٥١ استمارة صالحة لتحليل الإحصائي. وأظهرت النتائج مدى تأثير جائحة كورونا على ولاء السائحين للوجهة السياحية من

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خلال رضا السائح وثقته والصورة الذهنية للوجهة السياحية والفندقية. بحيث
يجب على الفنادق والوجهات السياحية في مصر التركيز على أبعاد جودة
الخدمات السياحية التي لها أثر كبير في رضا السائحين وولائهم للوجهة
السياحية والفندقية من أجل الحصول على ميزة تنافسية.

الكلمات المفتاحية: كوفيد-١٩، الوجهات السياحية، الفنادق، الرضا، الولاء،
الثقة، صورة الذهنية للوجهة السياحية

Introduction

Among the most important leading and fast-growing economic industries in the world are the tourism and hospitality sectors (Foo et al., 2020; Suhartanto et al., 2020). According to Yoo (2020), These two industries play a central role in promoting economic growth. Furthermore, they provide foreign exchange, employment opportunities and balance of payments improvement, and contributing to an increase in gross domestic product. (Kim, 2020). The tourism industry attracted about 10.4% of GDP and 319 jobs (10% of total employment) in 2018 (WTTC, 2020). In addition, the tourism industry represents 37.7% of GDP in Egypt (CAPMAS, 2020). Therefore, the vulnerable tourism industry, to a large extent, faces a series of challenges (Zhang et al., 2021).

The tourism and hospitality sector has been hardest hit by all the crises that have hit the global economy (Choi et al., 2020). However, each time the negative effects differ depending on the crisis (Yoo, 2020). However, the Corona virus is one of the most severe crises affecting the tourism and hospitality sectors in Egypt and around the world due to its different dimensions (Salem et al., 2021). The spread of Covid-19 in different countries of the world has caused damage to many manufacturing, economic and social sectors. As a result of these consequences, these industries suffered heavily (Ahorsu et al., 2020; Kim, 2020). The hardest-hit sector of all is the travel and tourism, said Singh et al. (2021). Corona virus has dealt a strong blow, negatively affecting tourism and hotel services, causing the tourism and hotel industries to suffer a lot (Chandel et al., 2021). This pandemic negatively affected all the services,

including tourism and hotel services because of the proactive measures applied by countries to limit the spread of (Jaipuria et al., 2021).

The tourism and hotel industry has started to improve significantly, at the same time the occupancy rate has increased to 35% by 2020 compared to 2019 (CAPMAS, 2020). Although there have been improvements in the wake of the pandemic, the lowest levels of occupancy and revenue per room available ever have been seen in the Middle East (Rosemberg, 2020). So far, several studies have been conducted to analyze tourists' expectations of service quality in the Egyptian tourism and hospitality sector, especially in the context of the corona pandemic (CAPMAS, 2020). Other studies have also been conducted to measure satisfaction related to experiences during visits. These studies primarily aimed to analyze the relationship among service quality and tourist satisfaction, and between tourist mental image and destination loyalty (Yang et al., 2020; Laparojkit & Suttipun, 2021).

Some studies have concluded that the coronavirus crisis is negatively impacting tourism and hotel services (El-Khishin, 2020; Hu et al., 2020; Senbeto, & Hon, 2020). Nonetheless, other studies suggest that the reputation of a place and the services quality provided may mitigate these negative effects (Yang et al., 2020; Vaccaro et al. 2020; Salem et al., 2021). Remarkably, tourist trust is one of the main factors affecting the intention to come back to a tourist destination, although one side evaluates the relationship between the situation of the tourist destination and the quality of the services provided in it. On the other

hand the trust and satisfaction and loyalty of tourists to the tourist destination (Al-Ababneh, 2013; Thanh et al., 2018; Han et al., 2019; Kim et al., 2020). More studies have been doing to explore the relationship among tourists' beliefs and their intentions and behaviors, especially in the tourism and hospitality sector (Ou & Verhoef, 2017; Li et al., 2018; Sharma et al., 2021). They found that the Corona virus caused fear and anxiety among travelers around the world. Yu et al., (2022) emphasize the significance of studying the consequences of fear of such crises for tourists, pointing out that fear related to the Corona virus has a positive effect, have a significant effect on tourists' behavior, satisfaction and trust, and on the tourist destination image (TDI).

To achieve the aims of the study, the research followed the expectation confirmation theory. The research aims to test the effect of the Covid-19 on the quality of tourism and hotel services provided to tourists, the extent of their satisfaction, trust, their intention to come back, and the degree of their belonging and loyalty to the tourist and hotel destination. Hence, this research consists of three sections. the first section includes a statement of the problem on which the research is based, research questions and hypotheses based on the literature that aims to establish a relationship of the effect of the Covid-19 on the quality of tourism and hotel services and then the relationship of the quality of services provided to the satisfaction of the tourist, his trust, DTI and loyalty to the Egyptian tourist destination. The second section includes research methodology, sampling, measurements, analyses, results and discussions. The last section includes the effects of the

research with the conclusion as well as recommendations and possible areas for future research.

The research questions

The coronavirus has completely changed the hospitality sector and knowing its consequences is important to the industry's survival (Kaushal & Strivastava, 2021). As a result, tourism and hotel facilities face many challenges (Le & Phi, 2021; Shin et al., 2021). To face these challenges, most tourism establishments and hotels have paid great attention to the quality and perfection of services in order to gain satisfaction and trust, and to improve the image of their customers. tourist destination to win customer loyalty towards the tourist destination (Baum & Hai, 2020).

So, the search aimed to answer that following main question:

What is the effect of the quality of tourism and hotel services during the coronavirus on the loyalty of the tourist to the tourist destination and hotels in Egypt?

The following questions were driven from the above question:

- a. What is the impact of the quality of tourism and hotel services on the loyalty of the tourist to the destination in the coronavirus?
- b. What is the effect of the tourist's satisfaction on his loyalty and belonging to the destination in the coronavirus?

- c. What is the effect of the tourist's trust on his loyalty and belonging to the destination in the coronavirus?
- d. What is the impact of the tourist's mental image on the degree of his loyalty and belonging to the destination in the coronavirus?

The research hypotheses

H1: The tourist satisfaction towards the quality of tourism and hotel services can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

H2: The trust of the tourist in the quality of tourism and hotel services provided can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

H3: The mental image of the tourist about the tourism and hotel services can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

H4: The tourist loyalty to the destination can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

H5: The tourist loyalty to the destination can be predicted by both his satisfaction of Covid-19 measures in tourism and hotel services and his overall satisfaction.

H6: The tourist loyalty to the destination can be predicted by the trust of the tourist in the Covid-19 measures in tourism and hotel services.

Literature review

The effect of coronavirus pandemic on tourism and hotel services

The corona virus is more than just a public health emergency. Nevertheless, this is an economic crisis (Bakar & Rosbi, 2020). The pandemic has caused massive damage to all sectors of the economy, yet, the hardest-hit sector of all is tourism and hospitality sector (Nicola et al., 2020). The situation in this sector has become even more alarming as many countries have introduced strict containment measures to flatten the curve of the pandemic (McKee & Stuckler, 2020). These measures have a direct effect on sales, performance efficiency and quality of tourism and hospitality services (Lai & Wong, 2020). McKee & Stuckler (2020) also points out that the Covid-19 has had a negative effect on the economic and social aspects of the tourism and hospitality sector. Lai & Wong (2020) reiterates that the Corona virus has high impact on the performance efficiency and quality of services provided in the tourism and hospitality sectors, which explains why many tourism businesses and hotels lost many jobs.

The Covid-19 pandemic has caused an unparalleled crisis in the tourism industry economy (Gerszon et al., 2020). Due to the negative impact of the corona virus, some repercussions were recorded, most notably: biggest drop ever in the numbers of the employees working in tourism and hospitality sector (workforce reduction), Massive job cuts and pay cuts, encouragement to from home, reservations have been cancelled, giving employees mandatory leave, making employees to perform extra works

(Ranasinghe et al., 2021). The corona virus has caused severe economic damage in various countries of the world, which requires governments to act immediately to support people and businesses. In response to these crises, countries and governments have recommended the following coping strategies: avoid layoffs, rearrange daily working hours and take precautions, hygiene practices and regular medical checks for employees (WHO, 2020).

However, numerous studies have confirmed the recovery of the tourism and hospitality industry simultaneously with its reopening and the reduction of the Corona pandemic closure of tourism and hotel establishments in many countries (Idris et al., 2020). Governments in the region have played an essential role in supporting the tourism and hospitality industry's recovery. Many countries have decided that hotels and tourist facilities must adopt health and safety measures (Hamid, 2020). Some hotel establishments have mitigated the negative impact of Corona virus by delivering local food at home. They encourage customers to use the Internet to order services and products (Bakar & Rosbi, 2020).

Tourist `s Satisfaction

Ryu and Han (2010) defined satisfaction as a tourist's emotional state after a trip. Similarly, Osman and Sentosa (2013) defined it as a psychological state resulting from various evaluation processes. Le et al. (2013) also pointed out that tourist satisfaction is the state of mind they feel when they are well rewarded in exchange for the sacrifice of money and effort. In addition, Chartaya (2016) defines tourist satisfaction as the sense of pleasure or dissatisfaction

customers feel when comparing what they actually receive with their expectations. Masa`deh et al. (2017) added that lifestyle development affects tourism and hotel services. Travel and vacation have become a priority for all tourists (Alananzeh et al., 2018). Therefore, tourism and hotel establishments must earn the satisfaction and trust of tourists (Sulkaisi, 2019). So they have to attract the tourist by providing high-quality services to be able to compete effectively amid the emergence of new attractions (Moudud, 2021).

Studies confirm that service quality is positively correlated with tourist satisfaction (Wardi et al., 2018; Rajesh et al., 2020). Tourism facilities, accessibility and attractiveness have been found to have a direct effect on tourist satisfaction (Thanh et al., 2018). Tourist satisfaction is therefore related to expected service and actual or perceived service. Satisfaction is achieved when the perceived service is better or meets tourist expectations (Alamsyah & Wardi, 2019). But many other studies have shown that with the emergence of the Corona crisis and the adoption of rejection strategies followed by the owners of tourism, travel and hotels in response to the impact of the Corona pandemic on them, it has negative impact on the tourists satisfaction (Gursoy & Chi, 2020; Foo et al., 2020; Skare et al., 2021). However, tourism companies and hotels are also victims of such a crisis. Several findings indicated that the strategies followed in many countries will enhance the positive impact on tourist satisfaction (Haque, 2021; Aliedan et al., 2021). Thus, the first hypothesis as follows:

H1: The tourist satisfaction towards the quality of tourism and hotel services can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

Tourist`s Trust

Trust is a multifaceted concept. Hong and Cha (2013) pointed out that trust is an intuition, belief, expectation, will, or action. These specifications allow us to limit trust to two variables: psychological and behavioral. . He emphasized (Tabrani & Djalil, 2016; Mou et al., 2017) that trust is established through belief in honesty and reliability from one side to the other, and (Tabrani & Djalil, 2016; Binh, 2020) pointed out that there are two dimensions of trust, namely, honesty and sincerity. Honesty is the belief that the other party fulfills its promises towards the tourist, whereas, sincerity is the belief that the other party deals and acts with honesty even if there is an opportunity to take advantage of the situation. Schofield et al. (2020) describes trust as the credibility of service providers. He added that trust can be broken if the service providers participate in illegal acts or when there is a general disregard in performance. Numerous researches has shown that high levels of tourist confidence encourage consumption intentions and the use of tourism and hotel services and helping to retain tourists (Muhammad et al., 2017; Li et al., 2020; Kim & Liu, 2022). Accordingly, the second hypothesis as follows:

H2: The trust of the tourist in the quality of tourism and hotel services provided can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

Tourist Destination Image (TDI)

According to Çoban (2012), the destination image includes cognitive and affective image. The Cognitive ability of image expresses information and knowledge that people have about a place. Whereas the affective ability expresses what people feel about a place. To put it another way, the emotional image of a place expresses the extent of liking or disliking somewhere. In the same direction, Jiang et al. (2013) stated that cognitive evaluation is closely related to the knowledge or information about a specific place, whereas the affective evaluation expresses the inner feelings of that place.

Kim & Kim (2016) emphasized that the image of a destination is very essential as it is closely related to the vision, aesthetic appeal, quality and quality of services provided. Moreover, it plays a pivotal role in forming their perceptions, behavior and attitudes consequently; the tourist's preference mainly depends on it (Kim & Kim, 2017). Chen (2019) pointed out that DTI refers to any objective knowledge, prior experiences, imaginative perceptions and emotional thoughts of an individual or group about a specific place or tourist destination. It can also be defined as the self-interpretation of reality by the tourist, so the mental image that the tourist enjoys of a tourist destination is largely subjective because it is based on his own perception that is constituted from all the destinations he visited before (Chiu et al., 2020; Pan et al., 2021). Studies have confirmed that the mental image of the tourist is evaluated by the attributes of the resources or landmarks of tourist and hotel destinations and the quality

of their services (Wang et al., 2015; Ho, 2018; Aliedan et al., 2021). In line with what has already been put forward, the third hypothesis has been constructed and formulated as follows:

H3: The mental image of the tourist about the tourism and hotel services can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

The tourist loyalty to the tourism and hotel destination

Due to the recent changes in the world, maintaining a tourist's loyalty to the destination is a challenging task. As a result, it is essential for any tourism and hotel establishment to highlight on the buildings and maintaining strong customer relationships. (So et al., 2016; Palacios-Florencio et al., 2018). Loyalty refers to the tourist's preference to seek high-quality tourism and hotel services (Thanh et al., 2018). Tourism and hotel establishments seek not only to satisfy tourists as much as possible, but also increase their trust in them and then their commitment to dealing with them (Mudner, 2020). Customer loyalty is the uninterrupted continuation of demanding a service belonging to the same place or tourist location (Chang & Lin, 2020). Loyalty is not limited to repetition only, but goes even further, since the true loyalty of the tourist towards a particular place or location expresses the positive attitude towards that place or tourist or hotel location (Liu et al., 2021). It is clear that many establishments recognize that their ability to maintain excellence depends on attracting visitors. Especially since the quality of service and the establishment of health procedures and measures are necessary factors to persuade tourists to choose service institution (Kim et al., 2021).

Although there have been many studies on the impacts of the coronavirus on the loyalty and intentions of tourists to revisit, most studies seem to confirm this relationship during normalcy. However, during a crisis like the coronavirus, the situation may change (Sulkaisi et al., 2021).

In terms of tourist loyalty and affiliation satisfaction, if this satisfaction persists, it will have a positive effect on tourist loyalty and affiliation, which is the same for all hotels today. This is the goal the company is aiming for. To achieve competitive goals, especially in light of the coronavirus crisis (Jumanazarov et al., 2020). Most institutions also believe in a strong and positive relationship and influence between the increase and rise in the satisfaction of tourists and the increase in their loyalty and belonging to the institution and the frequency of return to it (Suhartanto et al., 2020). But this relationship is unreliable today. The success of the institution is linked to the extent of its success in retaining its customers, their loyalty and belonging to it and its products on the other hand, especially during the crisis of the Covid-19 (Atsız & Akova, 2021; Showkat et al., 2021). Accordingly, the fourth hypothesis was formulated as follows:

H4: The tourist loyalty to the destination can be predicted by his satisfaction with Covid-19 measures in tourism and hotel services.

Numerous studies have confirmed that mental image significantly contributes to a tourist's intention to return to the institution (Chiu et al., 2016). Antón et al. (2017) explained that the loyalty and belonging of the tourist plays

an important role if not a critical role in the success of institutions. Therefore, many studies have agreed that found a positive correlation among the mental image of the tourist and his loyalty and belonging to the service institution. Accordingly, the fifth hypothesis was constructed and formulated as follows:

H5: The tourist loyalty to the destination can be predicted by both his satisfaction of Covid-19 measures in tourism and hotel services and his overall satisfaction.

A number of studies (Atikahambar et al., 2019; Liu et al., 2021) confirmed that there is a positive relationship among the confidence of the tourist in the direction of the services provided to him and his loyalty and belonging to the hotel destination. Accordingly, the sixth hypothesis was constructed and formulated as follows:

H6: The tourist loyalty to the destination can be predicted by the trust of the tourist in the Covid-19 measures in tourism and hotel services.

Methodology

3-1- Sampling procedures

The targeted populations of this study were tourists visiting Luxor, Aswan, and Hurghada- Egypt. A self-administered online survey via social networking (WhatsApp) was used. A survey link for a Google form was prepared. The purposive sampling approach was adapted. The sample elements were reached electronically with the help of tourist guides and workers in hotels in these two tourist

destinations. Data was collected from the 5th of June to the 25th of August 2022. To enhance the representativeness of the sample, special consideration was given to including tourists from different nationalities. Out of 550 surveys sent to tourists, a total of 351 completed questionnaires were sent back (a response rate of 63.8%). SPSS version 26 was used.

3-2- Data Collection Methodology and Tools

The descriptive approach was adopted in the research through the conduct of the desk survey to build the theoretical framework. And see previous studies. The study relied on the field method by using a questionnaire form to collect data from the study community to answer the questions of the study and test its hypotheses.

3-3- Questionnaire

Description of the questionnaire

Questionnaire was used to study a group of tourists from this aspect through a set of questions that included three parts. The first part was for the demographic profile (gender, age, marital status, education, occupation, and nationality). The second part of the questionnaire investigated the impact of the Covid-19 pandemic on hotel services and it consisted of 14 statements, the impact of the Corona virus on tourism services and consisted of 8 statements, the tourist satisfaction with tourism and hotel services that consisted of 5 phrases, the confidence of the tourist and consisted of 4 statements the mental image of

the tourist about the destination and consisted of 13 statements. The third focused on the tourist loyalty to the tourist destination and hotel, and it consists of 15 statements. The study statements were developed using previous studies (Kelić et al., 2017; Masa'deh et al., 2017; Thanh et al., 2018; Sulkaisi, 2019; Lu & Weng, 2020; Rajesh et al., 2020; Kvirkvelia & Tsitsagi, 2021; Atsiz & Akova, 2021; Pan et al., 2021; Showkat et al., 2021; Singh & Dubey, 2021).

Results and discussions

Validity and Reliability of the Study Tool

The stability of the questionnaire was calculated by applying it to a group of respondents (30 respondents). Alpha-Cornbrash's equation was used and the stability was 0.966 which confirms a high degree of stability.

Self-honesty was calculated as an indicator of the validity of the questionnaire by calculating the square root of the reliability coefficient, and it was 0.982, which indicates a high degree of Validity.

Statistical Coefficients Used

Using the program "Statistical Package for Social Sciences SPSS V.25", the following statistical parameters were used Cronbach's alpha coefficient to calculate stability, Self-validity to calculate the validity of the study tool, Frequencies and percentages, Mean, Standard deviation, Ranking, Multiple regression analysis and T. test.

Description of the Research Sample

Table 1. The demographic profile of the sample

		Frequency	%
Gender	Male	234	66.7
	Female	117	33.3
	Total	351	100%
Education	High School	24	6.8
	Diploma	48	13.7
	Bachelor	225	64.1
	Master	18	5.1
	Doctorate	36	10.3
	Total	351	100%
Monthly income	less than 5000	258	73.5
	5000-10000	60	17.1
	11000-30000	21	6.0
	above 30000	12	3.4
	Total	351	100%
Reason for visit	Relaxation	123	35
	entertainment	72	20.5
	a job	138	39.3
	Visit relatives	9	2.6
	treatment	9	2.6
	Total	351	100%
Way of choosing the destination and hotel	Coincidence	33	9.4
	Internet	156	44.4
	Friends and Relatives	120	34.2
	Media and	42	12.0

	advertising		
	Total	351	100%

Table (1) showed that the research sample included all the variables in the light of which the data was collected, where the percentages of representation of the sample members by gender represented in (males) in the first order by 66.7%, then (females) by 33.3%, as for the variable The educational level: the (Bachelor) qualification topped the ranking with 64.1%, while the (Masters) came in the last rank with 5.1%, and as for the monthly income variable, it was represented in (less than 5000) in the first position by 73.5%, and in the last ranking (above 30000) by 3.4%, and the first reason for the research sample is in (work) by 39.3%, while in the last order (visit relatives, treatment) by 2.6%, and finally with regard to the variable of how to choose the tourist or hotel destination, it came (Internet) in First place, while (Coincidence) came in last with 9.4%.

Statistical Study Results

Table 2. Satisfaction with Covid-19 measures in the hotel services

Phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
Entertainment facilities are clean and safe.	162	132	42	12	3	4.24	.85	1	Very high
Kitchen and room the food are clean	138	156	51	6	0	4.21	.75	2	high

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Complete ventilation the rooms in the form of natural.	150	147	36	15	3	4.21	.85	2	high
The rooms spacious Clean and sterile.	156	126	60	6	3	4.21	.84	2	high
Scenery natural Outside the window good.	147	141	54	9	0	4.21	.79	2	high
I prefer the place to stay and food follows health, preventive and hygiene matters.	147	150	36	18	0	4.21	.82	2	high
Distance COVID-19 has changed your need To follow health affairs and preventive.	144	135	54	15	3	4.14	.89	3	high
Available Places to clean and purification for the tourist.	138	132	69	12	0	4.12	.84	4	high
Used conditioners air separate in Rooms guests.	135	150	42	15	9	4.10	.94	5	high
Amenities Emergency perfect and available as luggage first aid primary and preventive measures.	153	99	78	21	0	4.09	.94	6	high
I am satisfied with the quality of the accommodation and food and	117	171	45	15	3	4.09	.83	6	high

beverage services.									
Enjoy the rooms a lot From the light natural.	126	150	54	21	0	4.08	.86	7	high
Location and facilities Nearby Safe and good.	111	150	72	9	9	3.98	.92	8	high
Complete development plan Emergency can practice regularly.	117	129	81	21	3	3.95	.93	9	high
Total						4.13	0.86		high

Table (2) clarified that the arithmetic averages of the first dimension ranged between (4.24: 3.95); Where the phrase (region Entertainment clean and safe) came in the first rank, while the phrase (complete development plan emergency can practice regularly) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Table 3. Satisfaction with Covid-19 measures in tourism services

phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
Distance covid-19 care more cleanly sterilization and safety means Travel and	198	126	15	9	3	4.44	.76	1	Very high

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transportation.									
I believe it's a It was completed suggestion spacing Social in the tourist destination for help in Prevent injury covid- 19.	171	132	42	6	0	4.33	.75	2	Very high
Better platforms Across Internet during Buy the tickets and book Hotels Reservation of recreational trips.	171	132	27	21	0	4.29	.84	3	Very high
I avoid Interaction not the necessary with crowds in the places public in the tourist destination.	147	144	51	6	3	4.21	.81	4	high
Distance Covid-19 better to avoid Travel to me the cities Crowded tourist.	138	132	48	30	3	4.05	.97	5	high
The destination is characterized by the availability of Facilities medical High the quality distance Epidemic COVID-19.	135	126	63	24	3	4.04	.95	6	high

The destination is characterized by the availability of structure under the well established in heels pandemic COVID-19.	114	150	69	15	3	4.01	.87	7	high
Covid-19 reduces the possibility of traveling with my family and friends.	132	135	30	45	9	3.95	1.09	8	high
Total						4.16	0.88	high	

Table (3) showed that the arithmetic averages of the second dimension ranged between (4.44: 3.95); Where the phrase (distance Covid-19 care more cleanly sterilization and safety means Travel and transportation) came in the first rank, while the phrase (Covid-19 reduce From Possibility Travel with My family, friends and colleagues) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Table 4. Satisfaction with the quality of tourism and hotel services

phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
The good treatment by the employees and host	150	159	36	3	3	4.28	.75	1	Very high

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community made you satisfied with your visit.									
You are satisfied with the level of hospitality and reception in the tourist and hotel destination.	138	168	27	18	0	4.21	.79	2	high
Your satisfaction with the quality of the tourist and hotel services provided makes you want to spend more time.	144	153	39	9	6	4.19	.86	3	high
The quality of the tourism and hotel services provided to you made you feel satisfied with your visit.	135	162	39	15	0	4.18	.79	4	high
You are satisfied with the relationship between the service provided and the prices in the various	123	111	60	48	9	3.82	1.12	5	high

tourist and hotel facilities.									
Total						4.13	0.86	high	

Table (4) showed that the arithmetic averages of the third dimension ranged between (4.28: 3.82); Where the phrase (The good treatment by the employees and members of the surrounding community made you satisfied with your visit to the tourist and hotel destination) came in the first rank, while the phrase (You are satisfied with the relationship between the service provided and the prices in the various tourist and hotel facilities) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Table 5. The tourist trust in the quality of tourism and hotel services

phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
The quality of the tourist and hotel services provided provides you with safety.	120	165	45	15	6	4.07	.88	1	high
You feel honesty in the treatment when you deal with people in	132	132	60	18	9	4.02	.99	2	high

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the tourist and hotel destination.									
The places I visited seem to be honest with his clients.	117	147	66	18	3	4.01	.89	3	high
For you, dealing with tourist and hotel places in Egypt is a guarantee.	114	153	51	27	6	3.97	.96	4	high
Total						4.01	0.93	Very high	

Table (5) explained that the arithmetic averages of the fourth dimension ranged between (4.07: 3.97); Where the phrase (The quality of the tourist and hotel services provided provides you with safety) came in the first rank, while the phrase (For you, dealing with tourist and hotel places in Egypt is a guarantee) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Table 6. The tourist's mental image index of the tourism and hotel industry in Egypt.

phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
You have a good idea about the tourist and hotel areas in	150	129	57	15	0	4.17	.85	5	high

Egypt.									
The local people in Egypt are distinguished by their generosity and hospitality.	177	117	39	15	3	4.28	.88	3	Very high
There are customs and traditions that distinguish the Egyptian society from the rest of the other societies.	171	123	45	9	3	4.28	.84	3	Very high
The local people in Egypt are known for their accepting of other tourists.	138	132	48	24	9	4.04	1.01	8	high
The historical and cultural attractions in Egypt contributed to the formation of your positive image.	180	123	42	6	0	4.35	.75	1	Very high
cognitive dimension						4.22	0.86	2	high
Local people are keen on the cleanliness of tourist and hotel places in Egypt.	162	114	45	18	12	4.12	1.04	6	Very high
There is an effective exploitation of natural	123	135	60	30	3	3.98	.97	10	Very high

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ingredients.									
Various means of transportation are available to facilitate your movement through various tourist and hotel places in Egypt.	144	135	51	15	6	4.12	.93	6	Very high
It offers tourism and hotel services at reasonable prices and suitable for you.	144	126	33	45	3	4.03	1.04	9	Very high
A sufficient information network is available for tourists about the tourist and hotel areas in Egypt.	135	141	54	15	6	4.09	.92	7	Very high
skill dimension						4.06	0.98	3	high
Feel the spirit of cooperation and sympathy with the people you dealt with in the tourist and hotel destination.	144	147	39	18	3	4.17	.88	5	Very high
Feel good treatment in tourist and hotel places in Egypt.	147	159	30	12	3	4.23	.81	4	high

You feel comfortable and reassured when you visit the tourist and hotel destination.	168	138	39	6	0	4.33	.74	2	Very high
emotional dimension						4.24	0.81	1	Very high
Total						4.16	0.89	high	

Table (6) showed that the arithmetic averages of the fifth dimension ranged between (4.35: 3.98); Where the phrase (The historical and cultural attractions in Egypt contributed to the formation of your positive image) came in the first rank, while the phrase (There is an effective exploitation of natural ingredients) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Table (7): Loyalty of the tourist to the tourist destination.

phrases	Total sample								
	Frequency					Mean	S.D	Ranking	degree of satisfaction
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree				
I am satisfied with my decision to make this visit.	159	144	33	12	3	4.26	.83	1	Very high
I intend to encourage my friends to come here.	156	141	42	12	0	4.25	.79	2	Very high
I am willing to	168	114	54	15	0	4.23	.86	3	high

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recommend this place to others.									
I will speak and positively recommend my visit to other people.	153	141	45	12	0	4.23	.80	3	high
I really enjoyed visiting the tourist and hotel places in Egypt.	153	138	42	15	3	4.20	.87	4	high
I am Satisfied with the services provided in the destination.	132	174	27	18	0	4.19	.78	5	high
I always consider Egypt my first choice.	156	132	39	24	0	4.19	.89	5	high
I plan to visit Egypt again in the future.	153	129	54	12	3	4.18	.87	6	high
My choice to visit Egypt was a wise decision.	141	153	39	15	3	4.17	.85	7	high
The quality of the tourism services makes me feel satisfied.	141	153	39	15	3	4.17	.85	7	high
Positive behavior of local people makes me	153	126	48	21	3	4.15	.93	8	high

feel satisfied.									
This experience is exactly what I need.	138	144	51	15	3	4.13	.87	9	high
The local people awareness make me satisfied.	138	135	51	24	3	4.08	.94	10	high
This visit is better than expected.	141	129	57	18	6	4.08	.95	11	high
I am satisfied with the relationship between the prices offered and quality of services provided in the various tourist and hotel facilities in Egypt.	129	126	60	27	9	3.96	1.03	12	high
Total						4.16	0.87		high

Table (7) clarified that the arithmetic averages of The Determinants of the degree of affiliation and the tourist loyalty to the tourist destination ranged among (4.26: 3.96); Where the phrase (I am satisfied with my decision to make this visit) came in the first rank, while the phrase (You are satisfied with the relationship between the prices offered and the quality of services provided in the various tourist and hotel facilities in Egypt) came in the last rank. The overall average score for the previous table reflected a high overall rating for this axis.

Test the Study Hypotheses

Verification of the first hypothesis: It is possible for the tourist to be satisfied with the quality of the tourism and hotel services provided through the impact of Corona on tourism and hotel services.

Table 8. The Binary regression analysis of the independent variables (Covid-19 measures in tourism and hotel services), and the dependent variable (tourist satisfaction with the quality of tourism and hotel services).

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig
Tourist satisfaction with the quality of tourism and hotel services.	Impact of Corona on tourism and hotel services.	4.14	0.758	0.575	57.5%	0.249	.758	471.54	0.00	21.71	0.00

Statistically significant at the level (0.01)

Table (8) showed the independent variable (impact of Corona on tourism and hotel services) contributed to the variance of the dependent variable (tourist satisfaction with the quality of tourism and hotel services), where the value of the multiple correlation coefficients (R) between the two variables was (0.758) and the value of the covariance (R2). The percentage of his contribution alone (57.5%) and the value of the (T) test and the (f) test were statistically significant at the level (0.01), and therefore it predicts the tourist's satisfaction with the quality of the tourist and hotel services provided through the impact of Corona on tourism and hotel services. Through the following regression equation: dependent variable = value of

the constant + B value of the dependent variable X (the independent variable), which means; the degree of tourist satisfaction with the quality of tourism and hotel services = $4.14 + (0,249 * \text{Corona's impact on tourism and hotel services})$. This indicates that the tourist's satisfaction with the quality of tourism and hotel services provided can be predicted through the impact of Corona on tourism and hotel services. This is in agreement with the results of previous studies (Haque, 2021; Skare et al., 2020; Foo et al., 2021; Gursoy & Chi, 2020; Lai & Wong, 2020; Bakar & Rosbi, 2020), which confirmed the quality of services is positively related to the satisfaction of the tourist, and that the satisfaction of the tourist is associated with an expected service and a good actual service.

Verification of the second hypothesis: It is possible to predict the tourist's confidence in the quality of tourism and hotel services provided through the impact of Corona on tourism and hotel services.

Table 9. The Binary regression analysis of the independent variables (Covid-19 measures in tourism and hotel services), and the dependent variable (Tourist trust in the quality of tourism and hotel services).

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig
Tourist confidence in the quality of tourism and hotel services.	Impact of Corona on tourism and hotel services.	1.753	0.755	0.570	57%	0.227	.755	462.11	0.00	21.49	0.00

Statistically significant at the level (0.01)

Table (9) showed the independent variable (impact of Corona on tourism and hotel services) contributed to the variance of the dependent variable (Tourist confidence in the quality of tourism and hotel services), where the value of the multiple correlation coefficients (R) between the two variables was (0.755) and the value of the covariance (R²). The percentage of his contribution alone (57%), and the value of the (T) test and (f) test were statistically significant at the level (0.01) and therefore it is possible to predict the confidence of the tourist in the quality of the provided tourism and hotel services through the impact of Corona on tourism and hotel services, This is done through the following regression equation: dependent variable = value of the constant + B value of the dependent variable X (the independent variable), which means; Tourist confidence in the quality of tourism and hotel services = +1.75 + (0.227 * Corona's impact on tourism and hotel services). This indicates that the tourist's confidence in the quality of tourism and hotel services provided can be predicted through the impact of Corona on tourism and hotel services. This is agreed upon by the results of previous studies (Choi et al., 2020; li et al., 2020; Binh, 2020; Bae & Chang, 2021; Kim & Liu, 2022), Which showed that tourist confidence encourages consumption intentions and the use of tourism and hotel services and helps in retaining tourists.

Verification of the third hypothesis: It is possible to predict the mental image of the tourist about the tourism and hotel industry in Egypt through the impact of Corona on the tourism and hotel services provided.

Table 10. Results of the Binary regression analysis of the independent variables (Covid-19 measures in tourism and hotel services) and the dependent variable (mental image of the tourist about the tourism and hotel services)

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig
Mental image of the tourist about the tourism and hotel industry in Egypt.	Impact of Corona on tourism and hotel services.	13.96	0.653	0.427	42.7%	0.405	.653	259.73	0.00	16.11	0.00

Statistically significant at the level (0.01)

Table (10) showed the independent variable (Impact of Corona on tourism and hotel services) contributed to the variance of the dependent variable (mental image of the tourist about the tourism and hotel industry in Egypt), where the value of the multiple correlation coefficient (R) between the two variables was (0.653) and the value of the covariance (R2) alone contributed (42.7%), and both the value of the (T) test and (f) test were statistically significant at the level (0.01) and therefore it is possible to predict the mental image of the tourist about the tourism and hotel industry in Egypt through the impact of Corona on The tourism and hotel services provided, through the following regression equation: dependent variable = value of the constant + B value of the dependent variable X (the independent variable), which means; Tourist confidence in the quality of tourism and hotel services = 13.96 + (0.405 * Corona's impact on tourism and hotel services). This indicates that the tourist's mental image of the tourism and hotel industry in Egypt can be predicted through the impact of Corona on the

tourism and hotel services provided. This is agreed upon by many of the results of previous studies (Ho, 2018; Lai & Wong, 2020; Aliedan et al., 2021; Salem et al., 2021), which confirmed the existence of a positive effect between the mental image of the tourist and the quality of tourism and hotel services in light of the Corona pandemic.

Verification of the Fourth hypothesis: It is possible to predict the tourist loyalty to the tourist destination through the impact of Corona on the tourist and hotel services provided and the satisfaction of the tourist.

Table 11. The multiple regression analysis of the independent variables (effect of Corona on the tourist and hotel services provided and the satisfaction of the tourist), and the dependent variable: (the tourist loyalty to the tourist destination).

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig
Loyalty of the tourist to the tourist destination.	Impact of Corona.	5.08	0.734	0.539	53.9%	0.358	.043	203.66	0.00	8.26	0.00
	Satisfaction of the tourist.					0.758	.132			5.74	

Statistically significant at the level (0.01)

Table (11) showed that, it can be said that in order to know the relationship between the degree of affiliation and the tourist loyalty to the tourist destination in light of the independent variables (the impact of Corona on hotel and tourism services, and the tourist's satisfaction with the

quality of tourism and hotel services in the tourist destination), a model was used. Multiple linear regression is table (11), and the results of the regression model showed that the regression analysis model is significant and statistically significant through the value of (F) of (203.66) in terms of (0.00), and the results explain that the independent variables explain (53.9%) of the variance in the degree of The affiliation and loyalty of the tourist to the tourist destination, given the value of the coefficient of determination (R2).

The beta value, which shows the relationship between the impact of Corona on hotel and tourism services, and the degree of tourist satisfaction with the quality of tourism and hotel services in the future tourist destination, was statistically significant, as this can be deduced from the value (T) of (8.26) with regard to the variable (Corona effect) and (5.74), with regard to the variable (the degree of tourist satisfaction), and the two values are indicative at the level of 0.01, and therefore it is possible to predict the tourist loyalty to the tourist destination through the impact of Corona on the tourist and hotel services provided and the satisfaction of the tourist, through the following regression equation: The degree of tourist loyalty and belonging to the tourist destination (expected) = 5.08 + 0.043 * Corona effect + 0.132 * degree of satisfaction + prediction error. This indicates that the loyalty of tourist to the tourist destination can be predicted through the impact of Corona on the tourist and hotel services provided and the satisfaction of the tourist. This is consistent with many of the results of previous studies (Baum & Hai, 2020; Suhartanto et al., 2020; Jumanazarov et al., 2020; Showkat

et al., 2021; Atsız & Akova, 2021), which confirmed the existence of a positive effect among the tourist's satisfaction, loyalty and belonging to the institution.

Verification of the Fifth hypothesis: It is possible to predict the tourist loyalty and belonging to the tourist destination through the mental image of the tourist about the tourism and hotel industry in Egypt.

Table 12. The binary regression analysis of the independent variables (mental image of the tourist about the tourism and hotel industry in Egypt), and the dependent variable: (loyalty and belonging of the tourist to the tourist destination).

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig
loyalty and belonging of the tourist to the tourist destination	the mental image of the tourist about the tourism and hotel industry in Egypt	5.36	0.843	0.710	71%	1.05	.843	854.05	0.00	29.22	0.00

Statistically significant at the level (0.01)

Table (12) showed the independent variable (mental image of the tourist about the tourism and hotel industry in Egypt s) contributed to the variance of the dependent variable (loyalty and belonging of the tourist to the tourist destination), where the value of the multiple correlation coefficient (R) between the two variables was (0,843). And the value of joint variance (R2) alone contributed (71%), and both the value of the (T) test and (f) test were statistically significant at the level (0.01)

and therefore it is possible to predict the loyalty and affiliation of the tourist to the tourist destination through the mental image of the tourist about The tourism and hotel industry in Egypt, through the following regression equation: dependent variable = value of the constant + B value of the dependent variable X (the independent variable), which means; Tourist confidence in the quality of tourism and hotel services = 5.36 + (1.05 * the tourist's mental image of the tourism and hotel industry in Egypt). This indicates that it is possible to predict the loyalty and belonging of the tourist to the tourist destination through the mental image of the tourist about the tourism and hotel industry in Egypt. This is consistent with many of the results of previous studies (Masa'deh et al., 2017; Liu et al., 2018; Atikahambar et al., 2019; Sulkaisi, 2019; Laparojkit & Suttipun, 2021) which confirmed that the mental image of the tourist contributed greatly to his intention to repeat the visit again to the place.

Verification of the sixth hypothesis: It is possible to predict the loyalty of the tourist to the tourist destination through the tourist's confidence in the quality of the tourist and hotel services provided.

Table 13. The Binary regression analysis of the independent variables (tourist's confidence in the quality of the tourist and hotel services provided), and the dependent variable: (loyalty and belonging of the tourist to the tourist destination).

dependent variable	independent variables	constant value	R	R2	Contribution percentage	B	Beta	(F) Value	(F) Sig	(T) Value	(T) Sig

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Loyalty and belonging of the tourist to the tourist destination.	The mental image of the tourist about the tourism and hotel industry in Egypt.	17.28	0.721	0.520	52%	1.86	.721	378.13	0.00	19.44	0.00
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Statistically significant at the level (0.01)

Table (13) clarified the independent variable (Tourist's confidence in the quality of the tourist and hotel services provided) contributed to the variance of the dependent variable (loyalty and belonging of the tourist to the tourist destination), where the value of the multiple correlation coefficient (R) between the two variables was (0.721) and the value of the variance The participant (R²) alone contributed (52%), and the value of the (T) test and (f) test were statistically significant at the level (0.01), and therefore it is possible to predict the loyalty of the tourist to the tourist destination through the confidence of the tourist in the quality of tourism and hotel services presented, through the following regression equation: dependent variable = value of the constant + B value of the dependent variable X (the independent variable), which means; Loyalty and affiliation of the tourist to the tourist destination = +17,28 (1,86 * tourist's confidence in the quality of the provided tourism and hotel services). This indicates that the loyalty and belonging of the tourist to the tourist destination can be predicted through the tourist's confidence in the quality of the provided tourism and hotel services. This is consistent with many of the results of previous studies (Atikahambar et al., 2019; Moudud, 2021; Atsız & Akova, 2021; Hassan & Soliman, 2021), which confirmed the existence of a positive relationship between the confidence of the tourist towards the services provided to him

and his loyalty and belonging to the tourist destination and hotels.

Verification of the seventh hypothesis: There are statistically significant differences between males and females in the research sample in their vision of each of (the degree of tourist satisfaction with the quality of tourism and hotel services in the tourist destination, the confidence of the tourist in the quality of tourism and hotel services in the tourist destination, the mental image of the tourist about the tourism and hotel industry in Egypt, the degree of affiliation with The loyalty of the tourist to the tourist destination).

Table 14. Results of the significance of the differences between males and females in the research sample in their vision of (satisfaction, confidence and mental image) of the tourist for the quality of tourism and hotel services in Egypt and the extent of his affiliation and loyalty to the tourist destination. (N = 351)

Variables	Male = 234		Female= 117		Value) (T	Type of significance
	mean	Std. Deviation	mean	Std. Deviation		
Satisfaction with the quality of tourism and hotel services in the tourist destination.	28.89	4.57	28.92	3.48	-0.053	Not statistically significant
Confidence of the tourist in the quality	24.65	3.89	23.74	3.74	2.50	Not statistically significant

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of tourism and hotel services in the tourist destination.						
The mental image of the tourist about the tourism and hotel industry in Egypt.	55.03	8.00	52.69	7.81	2.60**	Not statistically significant
The degree of affiliation with The loyalty of the tourist to the tourist destination.	63.53	10.25	60.64	9.27	2.57**	Not statistically significant

Hypothesis is partially fulfilled: Where it has been proven that found statistically significant differences between males and females in the research sample in their vision of (the mental image of the tourist about the tourism and hotel industry in Egypt, the degree of the tourist's affiliation and loyalty to the tourist destination) in favor of males; This means that males see to a greater degree that the mental image of the tourist about the tourism and hotel industry in Egypt, and the degree of his loyalty to the tourist destination) is higher compared to females. While it was not proven that found statistically significant differences between males and females in the research sample in their vision of each of (the degree of tourist satisfaction with the quality of tourism and hotel services in the tourist destination, the confidence of the tourist in the quality of tourism and hotel services in the tourist destination).

Conclusions

The Corona virus has had many psychological, social, cultural and economic impacts on various actors in the tourism and hotel industry around the world. The pandemic has brought the tourism and hotel industry to a standstill, where crises cannot be predicted and dealing with them difficult and costly. Tourists are flexible and develop alternative plans for travel, mobility and accommodation. The tourism and hotel industry has the potential to attract tourists from around the world, highlight attractions and increase the reputation and impact of the tourist destination. In addition, the coronavirus will have long-term effects on the tourism and hotel industry, even after its end will also affect the decision of tourists to return to their previous level of commute. Therefore, following the protocols to confront the Corona pandemic crisis in tourist and hotel destinations in Egypt helps reduce the consequences of the spread of the virus. Tourist and hotel destinations must be developed where tourists can visit them during such crises. Therefore, smart design and planning are needed to face such crises and avoid them in the future.

In conclusion of the above and as a result of the results of the research, we review the most important points reached as follows:

- In light of the statistical analysis of the data research, the results indicated that the tourist's satisfaction with the quality of tourism and hotel services provided can be expected through the effect of the Corona virus pandemic on tourism and hotel services.

- Through the results of the statistical analysis, the impact of the Corona pandemic on the tourist's confidence in the quality of tourism and hotel services where it can be expected, which confirmed the existence of a positive impact between the confidence of the tourist and the quality of the tourist and hotel services that provided to him.
- In light of the statistical analysis of the data research, the results indicated that the tourist mental image about the tourism and hotel industry in Egypt can be expected through the effect of the Corona pandemic on the tourism and hotel services provided, and also that there is a positive impact between the tourist mental image and, the quality of tourism and hotel services in light of the Covid-19.
- Through the results of the statistical analysis of the data research, the results indicated that the discrepancy in the affiliation and the tourist loyalty to the tourism destination degree, and the independent variables showed a percentage of (53.9%). The results indicated that the tourist loyalty to the tourism destination can be expected through the effect of the Corona virus pandemic on the tourist and hotel services provided the satisfaction of the tourist and the presence of Positive effect between tourist satisfaction, loyalty and affiliation to the institution.
- In the light of the statistical analysis of the data research, the results indicated that it is possible to predict the tourist loyalty and affiliation to the tourism destination through the mental image of the tourist about the tourism and hotel industry in Egypt. The value of the common variance

contributed by (71%), which confirmed that the mental image of the tourist contributed significantly intending to visit the place again.

- Through the results of the statistical analysis of the data research, the results indicated that the value of the participant variance contributed by (52%), and therefore it is possible to expect the loyalty of the tourist to the tourism destination through the tourist's confidence in the quality of the offered tourism and hotel services, which confirmed the existence of a positive impact between the confidence of the tourist with the services provided to him and his loyalty and affiliation to the tourism destination and hotels.

Therefore, tourism and hotel destinations must activate the factors of satisfaction, trust, mental image, loyalty and belonging to the tourist towards them in light of the impact of the Corona pandemic.

Therefore, tourist and hotel destinations must activate well the factors of satisfaction, trust, mental image, loyalty and belonging to the tourist towards them in light of the effect of the Corona virus.

Limitations and future researches

This research was concerned with determining the extent of the effect of the Coronavirus on the quality of tourism and hotel services provided, and to identify the effect of these pandemic repercussions on tourists' satisfaction, trust, and loyalty to the Egyptian tourist destination. Future research can study guests' reactions as a result of their loyalty to the tourist or hotel destination in light of the pandemic.

Recommendations

- Lifting restrictions on domestic travel and then on international travel with the application of preventive safety measures and measures commensurate with the level of risk of spreading the infection and needing to design and plan intelligently to face such crises and avoid them in the future.
- Tourist and hotel destinations should use innovative methods in attracting tourists, resulting in the creation of strong bonds to them in their minds and then achieving their loyalty to them.
- Tourism and hotel destinations must increase attention to the quality of their services and improve them so that they conform to global tourism standards and facilitate travel procedures while increasing preventive measures for tourists to reduce the Coronavirus while increasing the travel lead time.
- Trying to benefit from the satisfaction and confidence of tourists about tourist and hotel destinations in Egypt and developing the satisfaction and confidence of the tourist by developing the quality of services of tourist and hotel destinations, paying attention to their reactions, anticipating their needs, addressing their problems and keeping their promises to them to gain their trust.

- Notifying the officials in order to stand on the serious work of tourism and hotel expansion projects, which will give a new economic boost to tourism.
- Formation of trained human cadres in the field of tourism and hotels to provide tourism and hotel services characterized by their high quality..

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