



The Significance of Generativity on Visitors' Psychological Well-being in Egyptian Museums, Mediated by Experience and Engagement

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Abstract

The increasingly important role of museums has motivated academics and professionals in this field to concentrate more on museum visitors. Visiting museums has recently become a way for visitors to satisfy their generative needs. So this study was conducted to explore generativity, defined as the desire to improve and protect the younger generations' improvement through self-expanding forms, and its significance on museums' visitors' psychological well-being, experience and engagement. For this purpose, 360 structured online questionnaires were conducted with the visitors of Great Cairo historical museums. This questionnaire consisted of 36 items based on a five-point Likert scale technique ranging from: "strongly disagree" (1); to "strongly agree" (5). The findings revealed that there was a directly significant effect of generativity on visitors' engagement, experience, and psychological well-being. Furthermore, both engagement and experience directly affect visitors' psychological well-being. Moreover, findings showed that engagement and experience partially mediate generativity and visitors' psychological well-being. Finally, according to the findings of this study, Theoretical contributions and practical implications were provided.

Keywords: Museums, Generativity, Engagement, Experience, Psychological well-being

Introduction

Museums play a significant role not only in education and reserving culture, but in economic development as well, despite the variation of their types (American Alliance of Museums, 2017; Frey & Meier, 2006; Van Aalst & Boogaarts, 2002). Being a sub-sector of cultural tourism, and a vital aspect of the tourist trip sometimes, museums have a huge impact on tourism industry (Su & Teng, 2018; Piekkola, et al., 2014). Thus, it has become necessary to investigate museum visitors' behavior and experience, and identify their expectations (Luo & Ye, 2020; Sheng & Chen, 2012). Generativity has been used in the social sciences for more than 70 years (Thomas & Tee, 2022). It is all about the development of the future generations as it contributes to their psychological well-being and satisfaction. Moreover, it involves four types: biological (e.g., conception), parental (e.g., raising kids), technical (e.g., teaching skills), and cultural (e.g., delivering culture and values to next generations) (Lewis, 2022; Doerwald, et al., 2021).

Cultural generativity refers to the motivation to pass on culture and knowledge to the following generations, to help them learn more about who they are and what matters to them (O'Dea, et al., 2023; Rubinstein, et al., 2015).

Museums could massively contribute to generativity as they allow visitors to use their experiences to deepen their relationships with friends, family, and other individuals, and to benefit the new

generations (Luo & Ye, 2020). However, the behavior and experience of museum visitors have not been sufficiently tackled, in research and studies, in the context of generativity (Pan & Shang, 2023; Fan & Luo, 2022).

The motive behind generativity is the desire to be needed to form deep connections with others (Kruse & Schmitt, 2012). However, there has been a growing interest to not only investigate generativity in terms of its motivations, but in terms of its impacts on well-being as well (Chen, et al., 2022). Studies have revealed that it is beneficial to engage in generative activities as it positively impacts well-being including self-esteem, social connectivity, increased feel of satisfaction and decreased rates of depression (Lodi-Smith, et al., 2021; Busch & Hofer, 2019; Bach, 2014). Nevertheless, this relationship has not been sufficiently tackled in tourism research (Fan & Luo, 2022).

Meanwhile, Chen and Rahman (2018) stated that visitor engagement and experience play vital role in cultural tourism, which include museums. Moreover, Nie et al. (2023) state that the visitor experience is positively and significantly impacted by generativity.

Therefore, the research aims to explore the relationship between generativity and museum visitors' psychological well-being, mediated by visitor experience and engagement.

Literature view

The word "generate," which means "to produce or make," is the etymological root of the word "generativity", and 'generative' refers to the quality of developing or making something (Thomas & Tee, 2022).

Generativity is defined as creating beneficial and durable contributions and guidance for future generations (Huo, et al., 2022; Hofer, et al., 2016). It was first introduced in 1963 by Erik Erikson in his theory of psychological development (Becchetti & Bellucci, 2021; Hofer, et al., 2008). This theory states that there are eight stages in human life, with generativity being the seventh (Luo & Ren, 2020).

As per Luo and Ren (2020) and Wells et al. (2016), generativity has seven traits including cultural demand, inner desire, concern, belief, commitment, action and narration.

The Loyola Generativity Scale (LGS) was developed as a tool to measure generativity level. It includes five dimensions: contribution generativity, remembered generativity, creative generativity, responsibility generativity, and knowledge generativity (Bakht, 2023; Ramírez-Arellano, et al., 2021).

Engagement term was basically used to measure the loyalty of employees. Later on, it was included in marketing research. In tourism context, engagement refers to the relationship between the visitor and the place or destination, and the quality of visitor experience (Kheiri, 2023; Shafiee, et al., 2020). Besides, visitor engagement includes cognitive, emotional, and behavioral connection to a certain place or destination (Zhou, et al., 2020).

According to Su et al. (2020), both visitor engagement and experience have to be taken into account when evaluating visitor satisfaction.

Visitor experience refers to the interaction of visitors with their surroundings (Xue, et al., 2022), and their personal evaluation of the trip-related activities, at any given stage, whether before, during or after the trip (Henderson & Tsui, 2019). Meanwhile, Luo and Ye (2020) stated that those with high generativity levels should anticipate rich, distinctive museum visits. Moreover, several studies in the field of tourism have endeavored to investigate the impact of visitor experiences on visitor well-being (Xue, et al., 2022).

Psychological well-being means the emotional health and stability of people (Morales-Rodríguez, et al., 2020). It encompasses two approaches, namely hedonic and eudaimonic (Božek, et al., 2020; Seaborn, et al., 2020). Hedonic well-being is a momentary improvement in mood. It refers to a short-term feeling of pleasure and satisfaction (Huang, et al., 2024; Ateca-Amestoy, et al., 2021). Meanwhile, eudaimonic well-being refers to the feeling of fulfillment and self-actualization, achieving goals, and meaningful relationships (Fave, 2021; Joshanloo, et al., 2020; Tymoszuk, et al., 2020). As per Ryff et al. (2021) psychological well-being involves six dimensions: self-acceptance, personal development, purpose in life, positive relationships, environment mastery, and autonomy.

Based on the literature review, the following hypotheses are developed:

H1:Generativity has a direct positive influence on museum visitors' psychological well-being.

H2:Generativity has a direct positive influence on museum visitors' engagement.

H3:Generativity has a direct positive influence on museum visitors' experiences.

H4:Engagement has a direct positive influence on museum visitors' psychological well-being.

H5:Experience has a direct positive influence on museum visitors' psychological well-being.

H6: Experience mediates generativity and visitors' psychological well-being.

H7: Engagement mediates generativity and visitors' psychological well-being.

Research methodology

3.1 Population, sample, and data collection procedures

This study was devoted to exploring the significance of generativity on visitors' psychological well-being in Egyptian Museums with the mediating role of experience and engagement. For data collection, a questionnaire survey was distributed to a sample of historical museums' visitors. The target population for this study was visitors to Greater Cairo historical museums. Convenience sampling was utilized to reach these visitors. An online questionnaire was distributed, via Google Forms, with mandatory questions, so 100% of responses were valid for analysis. 330 respondents were contacted via email, and different social media platforms such as WhatsApp, Twitter, and Facebook direct messages. The number of respondents has met Weston and Gore's (2006) recommendation to have a minimum sample size of 200 for any Structural Equation Modelling (SEM) analysis. SEM is mostly used for research that is designed to confirm a research study design rather than to explore or explain a phenomenon (Fan et al., 2016).

Construct Measurement and questionnaire

Based on the hypothetical framework illustrated in Figure 1, part one of the questionnaire contained 36 survey items; 13 items measuring multidimensional, knowledge, contribution, remembered, creative, and responsibility generativity (Luo & Ye, 2020; Wells et al., 2016; Urien & Kilbourne, 2011; McAdams & de St Aubin,1992), 7 items measuring engagement (Taheri et al., 2014), 11 items measuring multidimensional experience, including sensory, affect, cognition, and conation (Godovykh & Tasci, 2020; Tang & Qiu, 2015; Barnes, Mattsson, &Sorensen, 2014; Dirsehan, 2012), and 5 items measuring psychological well-being (World Health Organization, 1998). A five-point Likert scale from strongly disagree (1) to strongly agree (5) was used to rate each measurement item. All measurement items are shown in Table 1. Part two collected data on respondents' socio-demographics.

Table 1 Constructs Mean and Standard Deviation			
Construct	Items	Mean	SD
Generativity	I try to pass along the knowledge I have gained through my experiences	4.67	.660
	I try to take others to visit tourist attractions to transfer knowledge	4.38	.885
	I have important skills that I try to teach others	3.94	1.087
	I volunteer to work for a charity	3.59	1.182
	I feel as though I have done nothing of worth to contribute to others	2.36	1.289
	I feel as though my contributions will exist after I die	3.50	1.260
	I feel as though I have made a difference to many people	4.02	.994
	I have made and created things that have had an impact on other people	3.50	1.186
	Others would say that I have made unique contributions to society	3.29	1.192
	I try to be creative in most things that I do	4.30	.817
	With the development of the times, I believe that traditional customs need to bring forth the new through the old	4.21	.931
	I think we should use new technology to spread culture	4.65	.616
	I have made many commitments to many kinds of people, groups, and activities in my life	4.38	.794
Engagement	I used interactive panels	3.67	1.354
	I used guided tours in this museum	3.39	1.539
	I used videos and audio in this museum	3.58	1.417
	I used social interaction space	3.55	1.375
	I used my own guidebook and literature	3.73	1.345
	I sought help from the staff in this museum	3.53	1.342
	I used the on-site online facilities in this museum	3.33	1.420
Experience	This museum appeals to my senses (sight, hearing, touch, smell, taste)	3.74	1.224
	I find this museum interesting in a sensory way	4.23	1.014
	This museum makes a strong impression on my senses, visually and in other ways	4.36	.848
	This museum appeals to my feelings	4.09	1.012
	I'm in a different mood in this museum	4.38	.794
	This museum stimulates me to think	4.24	.940
	This museum intrigues me	4.45	.802
	This museum deepens the knowledge to understand	4.47	.784
	This museum orients me to different acts	4.14	.969
	This museum changes my view of life	3.89	1.209
This museum reflects a lifestyle that is different from mine	4.14	1.194	
psychological well-being	I have felt cheerful and in good spirits	4.39	.815
	I have felt calm and relaxed	4.06	.984
	I have felt active and vigorous	4.02	1.109
	I woke up feeling fresh and rested	3.74	1.199
	My daily life has been filled with things that interest me	4.08	1.079

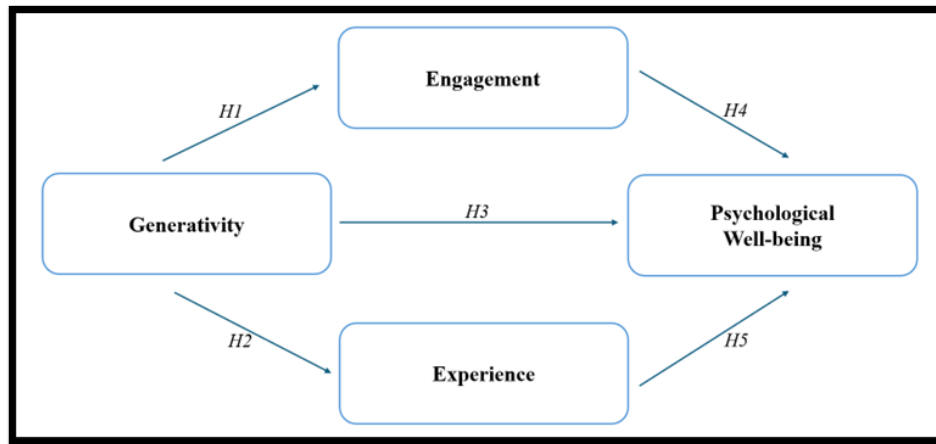


figure 1. The Hypothetical Framework of the Study

3.3 Data Analyses

A Software Package for Social Sciences (SPSS version 25) was used for the collected data analysis and hypothesis testing. The validity and reliability of the data were examined by Cronbach’s alpha test (.922), which indicated that collected data have a high validity and reliability value (Hair et al., 2010). The mediating role of experience and engagement in the relation between generativity and visitors’ psychological well-being was assessed using the Sobel test (Sobel, 1982).

4. Results and discussion

4.1 Respondents Demographic Profile

The results revealed that most of the respondents were females (69.7%). Most of them (87.8%) were within the age range of 18 to 37 years old. Half of the respondents (50%) were students, while (48.5%) of respondents were part and full-time working staff. Half of the respondents have a bachelor's degree or above (50%). The frequency of yearly museum visits was chiefly 1-3 times (51.5%).

Table 2 Demographic Profile			
Demographics of respondents (Passengers)		F	%
Gender	Male	100	30.3
	Female	230	69.7
Age	18-27	210	63.6
	28-37	80	24.2
	38-47	35	10.6
	48-58	5	1.5
Education	Secondary Education School	165	50
	Bachelor’s degree	55	16.7
	Post grade degree	110	33.3
Current Employment Status	Student.	165	50
	Full-time paid work.	135	40.9
	Part-time paid work.	25	7.6
	Retired.	5	1.5
Frequency of yearly museum	Once	55	16.7

visits	2-3	115	34.8
	4-5	40	12.1
	6-9	35	10.6
	10 or more	85	25.8

4.2 Hypotheses Testing

As shown in tables 3&4 the hypotheses testing revealed that all the relationships are significant with a value of 0,000 This means that the entire hypotheses shown in Figure 1 are supported. Experience, psychological well-being, and engagement were all directly impacted by Generativity. Furthermore, the study's model verified generativity, engagement, and experience as factors influencing psychological well-being. Experience and engagement both had a mediation effect on the relationship between generativity and psychological well-being. Furthermore, these results additionally confirmed the validity of the dual mediation effect: Generativity affects psychological well-being via engagement and experience. The results indicated that, although generativity was found to affect psychological well-being, experience, and engagement directly were utilized as partial mediators in the relationship between them.

Table 3		Hypotheses testing
Hypotheses		Asymptotic Significance
(H1): Generativity has a direct positive influence on museum tourists' psychological well-being.		.000
(H2): Generativity has a direct positive influence on museum tourists' experiences.		.000
(H3): Generativity has a direct positive influence on museum tourists' engagement		.000
(H4): Engagement has a direct positive influence on museum tourists' psychological well-being.		.000
(H5): Experience has a direct positive influence on museum tourists' psychological well-being.		.000

Note: Asymptotic Significance < 0.001 = high sig.

Table 4		Mediators testing		
H	Indirect effect	Sobel Test	P-Value	Mediating Effect
<i>H6</i>	Generativity → Engagement → psychological well-being	30.830	0.000***	Partial
<i>H7</i>	Generativity → Experience → psychological well-being	34.173	0.000***	Partial

5. Discussion and implications

The engagement and experience of museum visitors have been examined in previous studies using standard tourism theories (e.g., Dirsehan, 2012; Loureiro & Ferreira, 2018; Taheri et al., 2014; Tang & Qiu, 2015). It is imperative to research the particular psychological variables that impact visitors' participation and experience within the museum context. Visitors' requirements for generativity can be satisfied by visiting museums, hence it is important to study museum visitors from this perspective. As a result, this study developed a theoretical model based on SDT that included generativity, engagement, experience, and psychological well-being.

Additionally, this study confirms that generativity is a multidimensional concept with five dimensions: knowledge, contribution, remembered, creative, and responsibility generativity, which is consistent with earlier studies (Luo & Ye, 2020; Wells et al., 2016; Urien & Kilbourne, 2011). The findings showed that experience, psychological well-being, and engagement are all directly

impacted by generativity. Furthermore, psychological well-being is immediately impacted by engagement and experiences. Furthermore, engagement and experience are mediating variables between generativity and psychological well-being. We found several new findings in our study when comparing the results with those of other related studies. First, previous research has indicated that individual generativity has a considerable influence on engagement, but is mostly focused on sociology (Lim *et al.*, 2019, Alisat, 2015; Lawford & Ramey, 2015; Matsuba *et al.*, 2012; Kleiber & Nimrod, 2008). First, this study expanded on the beneficial relationship between generativity and tourism engagement. The findings of this study also contribute to an existing reservoir of information regarding generativity and experience, given this is an aspect not previously covered in other studies. The results of this study showed that the correlation between generativity and psychological well-being was partially mediated by engagement and experience. Furthermore, the findings demonstrated the existence of the dual mediation effect, which holds that generativity through engagement and experience affects psychological well-being. Consequently, there are theoretical and practical implications for this research.

Theoretical implications

This study's theoretical contribution is the identification of the conceptual relationships between experience, generativity, engagement, and psychological well-being. Generativity and visitor engagement at museums were positively correlated. The literature (Alisat, 2015; Lawford & Ramey, 2015; Matsuba *et al.*, 2012; Kleiber & Nimrod, 2008) conforms with this finding. Previous studies indicate the important impact of individual generativity on engagement, although these studies have mostly been conducted from a sociological perspective, while one previous study indicate the positive impact of generativity on engagement (Fan&Luo, 2022) which also was initially expanded upon in this study. High generativity tourists tend to possess an open and imaginative mind (Fan& Luo2022; Peterson *et al.*, 1997). This may result in a strong desire to learn important and fascinating information in order to pass on the intangible personal heritage to future generations (Luo & Ye, 2020). Additionally, these tourists would be more engaged in using the museum's resources (such as audio and video) and engaging in its programs.

According to this study, tourists' experiences visiting museums are positively impacted by generativity. Because the relationship between generativity and experience has not been studied in earlier research, the findings of this study add to the existing reservoir of knowledge. People go to museums to improve their relationships with friends and family (Ásványi *et al.*, 2021). Along with becoming priceless experiences, museum-related memories, tales, and insights can also help develop the experiences of future generations (Packer & Ballantyne, 2016). According to Luo and Ye (2020), visitors with high generativity can satisfy their generative needs by visiting museums, and they will also exhibit significantly more proactive behavior there, making for better travel experiences.

A positive correlation exists between generativity and psychological well-being. Because it makes people feel needed, generativity enhances people's well-being (Moieni, 2017). High generativity tourists tend to be imaginative and open-minded (Fan&Luo, 2022; Peterson *et al.*, 1997), and they would share their experiences, ideas, and stories about the museum with future generations in order to pass on the intangible personal heritage (Luo & Ye, 2020). Because they can fulfill their desire to provide guidance to the future generation, tourists feel needed in this process (Luo & Ye, 2020; Moieni, 2017), which enhances the psychological well-being of tourists.

In accordance with other research, the study's findings also showed that engagement positively affects psychological well-being (Fan&Luo, 2022; Christina *et al.*, 2014; Zhang *et al.*, 2014). Visitors who exhibit high levels of engagement are more likely to take advantage of the museum's amenities and engage in associated activities, which makes them feel joyful, energizing,

comfortable, and relaxed. This study's conclusion that experience is a significant predictor of psychological well-being is in accordance with earlier research findings (Baloglu, 2019; Vada et al., 2019; Lin, 2014; Gilbert & Abdullah, 2004). Visitors can extend their perspectives and learn from others by visiting museums (Ahmad *et al.*, 2015; Jafari et al., 2013), which encourages personal development. Third, this study approved how two more variables—engagement and experience—play a mediating role in the relationship between generativity and psychological well-being which meets the same finding of Fan&Luo (2022) study. Since few studies have examined the mediation role of visitor engagement and experience between generativity and psychological well-being, the study's findings close research gaps.

Practical implications

This study constitutes managerial contributions to museum operators and managers from a practical perspective. First, visitors of museums are predicted to be more engaged, have a better experience, and be psychologically wealthy based on their generativity. Within the context of museums, visitors' generative requirements relate directly to their intention to visit museums in order to disseminate knowledge and educate the future generation. The artifacts on display in museums are more than just artifacts; they are the most audible reminders of the past. The history of the past must be taught to people, and the artifacts housed in museums can serve as valuable educational resources for upcoming generations. People are excited to talk about the value of these legacies, historical events, and ways to preserve them when they visit museums. Therefore, going to museums can help educate and disseminate knowledge to future generations. Managers and operators of museums should increase the generativity of museum visitors in the context of this study. For example, adding more educational materials to brochures and exhibition equipment at museums and implementing cutting-edge technology (such virtual reality and augmented reality) can educate visitors on generativity. Additionally, offering generativity-related activities like volunteer guide services, art courses, and parent-child or teacher-student visits can better meet the generative requirements of tourists. Furthermore, disseminating information and cultural expression via new media platforms may stimulate visitors' interest in mentoring the following generation, which is another crucial strategy for enhancing visitors' generativity.

Experience is the second significant factor affecting the psychological well-being of museum visitors. As a result, certain recommendations can be provided to museum administrators and operators in order to give visitors engaging, memorable, and excellent museum experiences. Modern technologies including virtual reality and augmented reality can be utilized by museum owners and managers to provide visitors with more engaging travel experiences. To make sure that the museum has enough reception space to offer guests top-notch experiences, museum staff must attend regular training in museum services. Furthermore, museums can collaborate with online platforms to provide visitors with a variety of experiences cost-free. Through these digital service models, visitors can listen to expert explanations at any point during their visit, which is similar to hiring a private guide for free.

Finally, the psychological well-being of museum visitors was impacted by engagement. Furthermore, a major mediating variable between generativity and psychological well-being was engagement. Therefore, managers and operators of museums must be dedicated to improving visitor connection and contact. Offering a variety of activity areas, interactive facilities, internet access on the site, guided tours, activities, and exhibitions, for instance, are reliable means to facilitate interactions and communication between visitors and the museum. Additionally, visitors may have the chance to engage with museum management, and staff members through lectures, seminars, performances, and demonstrations

Limitations and future studies

Even though the theoretical and practical implications of this study, there are still multiple limitations that need to be investigated more in-depth. At first, examinations of generativity, engagement, experience, and psychological well-being were conducted on a sample of visitors to Great Cairo's historical museums. The results, however, might not be typical of visitors to museums in other nations or areas. To confirm these results, data on museum visitors from other nations or areas can be gathered for future research. Second, the study concentrated solely on museum visitors; future research might inquire into other stakeholders as well, like community members, history and heritage students, managers, operators, and the government. This study additionally reinforced and validated the generativity of museum visitors. This generativity scale can be further verified in the future outside of the museum context.

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أهمية إرشاد الأجيال المستقبلية على الصحة النفسية لزوار المتاحف المصرية بواسطة إرتباط الزوار بالمتحف وخبراتهم عقب الزيارة

المستخلص

لقد حفز الدور المتزايد الأهمية للمتاحف كلا من الأكاديميين والمهنيين في هذا المجال على التركيز بشكل أكبر على زوار المتاحف. أصبحت زيارة المتاحف مؤخرًا وسيلة للزوار من أجل تلبية إحتياجاتهم لنقل خبراتهم للأجيال المستقبلية. لذلك تم إجراء هذه الدراسة لإستكشاف أهمية إرشاد الأجيال المستقبلية، الذي يُعرف بأنه الرغبة في تحسين وحماية تطور الأجيال الشابة من خلال أشكال التوسع الذاتي، وأهميته للصحة النفسية لزوار المتاحف وخبرتهم بعد الزيارة ومدى إرتباطهم بالمتحف. ولهذا الغرض، تم إجراء 360 إستبيانًا منظمًا عبر الإنترنت مع عينة عشوائية من زوار عدد من المتاحف التاريخية بالقاهرة الكبرى. يتكون هذا الإستبيان من 36 نقطة تعتمد على تقنية مقياس ليكرت المكون من خمس نقاط تتراوح بين: "لا أوافق بشدة" (1) إلى "أوافق بشدة" (5). وكشفت النتائج أن هناك تأثيرًا مباشرًا كبيرًا للرغبة في إرشاد الأجيال الشابة على مدى إرتباط الزوار بالمتحف وخبراتهم عقب الزيارة وصحتهم النفسية. علاوة على ذلك، يؤثر كلا من إرتباط الزوار بالمتحف وخبراتهم عقب الزيارة بشكل مباشر على الصحة النفسية للزوار. كما أظهرت النتائج أن كلا من إرتباط الزوار بالمتحف وخبراتهم عقب الزيارة هما وسيطاً جزئياً في العلاقة بين الرغبة في إرشاد الأجيال الشابة والصحة النفسية للزوار. وأخيراً، ووفقاً لنتائج هذه الدراسة فقد تم تقديم كلا من المساهمات النظرية والآثار العملية للدراسة.

الكلمات الدالة: المتاحف، إرشاد الأجيال المستقبلية، الصحة النفسية، إرتباط الزوار بالمتحف، خبرات الزوار عقب الزيارة