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PREFERENCES FOR LOCAL ACTIVITIES AND TOURS"***

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Abstract :

This study investigates the impact of hotel brand strength on tourists' preferences for local activities and tours, emphasizing how brand-related perceptions influence tourists' behavioral intentions beyond accommodation. Drawing on four key dimensions—brand awareness, brand loyalty, brand image, and perceived quality—the study examines how these attributes affect tourists' engagement with cultural, natural, and community-based activities, as well as their responsiveness to hotel recommendations.

Data were collected through a structured questionnaire administered to a sample of 433 tourists. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4, which enabled both measurement and structural model assessment. The results demonstrated robust reliability and validity of the measurement constructs. All hypotheses were statistically supported, confirming that hotel brand strength significantly influences tourists' preferences for cultural engagement, adventure and nature-based experiences, interaction with local communities, and hotel-suggested activities.

Among the brand strength dimensions, brand image and perceived quality had the most substantial impact, highlighting the importance of reputation and service consistency in shaping tourists' decisions. Additionally, local community interaction and hotel recommendations emerged as the most preferred categories of local activities, reflecting a shift toward more authentic and brand-facilitated experiences.

The study contributes to the literature on tourism marketing and brand management by providing empirical evidence that strong hotel brands not only drive loyalty but also serve as influential mediators in the broader tourism ecosystem. Practical implications suggest that hotels should strategically position their brands to enhance tourist experiences and local engagement.

Keywords: Hotel brand strength, tourists' preferences, tourism marketing, brand management.

1. Introduction

In the past three decades, the concept of destination branding has become one of the most important topics within the tourism research literature. From the perspective of complexity and performance, destination branding can be considered as one of the most important and challenging processes in marketing theory and practice (Mikulic, Milicevic, & Krešić, 2016).

Destination marketing organizations DMO's strategies aim to achieve some positive outcomes, such as enhancing destination brand, equity, customer's satisfaction and applying social media communications to enhance customer-based destination brand equity, which leads to greater customer's satisfaction and customer's loyalty, giving tourists memorable experiences which affect overall satisfaction, destination attachment, and destination brand equity. Thus, addressing destination brand equity and loyalty and its outcomes is crucial in destination marketing (Elalfy, Elgazzar, El-Ashry, & Elsharnouby, 2025).

High brand equity means that customers have high brand name awareness, maintain a favorable impression of the brand, perceive that the brand is of high quality and are loyal to the brand. Based on this principle, a number of tourism and hospitality studies have investigated how to achieve better results in the role and structure of brand equity (Chi, Huang, & Nguyen, 2020; Vinh, Phuc Nguyen, Tran, Tran, & Huynh, 2019).

Image plays a key role in destination brand recognition for tourists. Tourism site managers or marketers use image extensively as a promotional tool in gaining recall and awareness that enhances their attributes and differentiates them from the competition. This indicates that the construct is an important factor in creating destination images for managers, which constitutes a vital tool in tourist decisions and behaviors (Mohammed, Mahmoud, & Hinson, 2021).

This paper aims to study The Influence of Hotel Brand Strength on Tourists' Preferences for Local Activities and Tours Drawing on four key

dimensions—brand awareness, brand loyalty, brand image, and perceived quality—the study examines how these attributes affect tourists’ engagement with cultural, natural, and community-based activities.

2. Literature review:

There is a study demonstrates that the empirical market positioning of island destinations must be consistent with the tourism activities that are possible to produce an optimal experience for the tourists.(Ring A,2014)

The overall impact of **Hotel Brand Strength** on **Tourists’ Preferences for Local Activities and Tours**

Customers’ brand preference can be enhanced by corporate social responsibility CSR performance. Performance in each of the three CSR domains (i.e. environment, society and stakeholders) positively impacts brand preference, although to different degrees. The impact of CSR on stakeholders has the strongest influence on Chinese customers’ brand preference among the three CSR domains. Perceived brand quality was found to be a mediator of the relationship between CSR performance and brand preference (Matthew, 2014)

The relationship between **Hotel Brand Strength** and **Local Community Interaction**

There is a study emphasize the importance of measuring culture at the individual level. Practically, the findings offer actionable references for planning brand engagement strategies based on different cultural factors (Bahaskar, 2025).

The relationship between **Hotel Brand Strength** and **Cultural Engagement**

There is a study indicated that the brand association scale is a reliable and valid research tool for future studies in adventure destinations. Furthermore, several associations could act as antecedents of place identity and place dependence (Thomas,2023)

The influence of **Hotel Brand Strength** on **Adventure and Nature Preferences**

There is a study indicated that CBBE improves customer satisfaction and trust. Findings also reveal that to build customer loyalty, hotels should increase customer satisfaction, build trust, and develop Customer-Based Brand Equity CBBE. Theoretical and practical implications are discussed (Ozlem,2019)

Hotel Brand Strength significantly influences tourists' trust in **Hotel Recommendations** and their adoption of **hotel-suggested local activities**

Theoretical background and hypotheses Development:

Destination brand strength has been discussed in some studies address brand equity from the perceptual perspective by focusing on brand image, awareness, associations, and perceived quality, while other studies focus on the behavioral perspective by integrating brand loyalty into the brand equity construct. Other study has previously measured destination brand equity through four factors: awareness, image, quality, and loyalty (Gartner & Ruzzier, 2011).

3.Methodology

This study employs the partial least squares (PLS) method to test the hypotheses proposed in the research model (Hair, Hult, Ringle, & Sarstedt, 2017).

Hypothesis H1: The overall impact of **Hotel Brand Strength** on **Tourists' Preferences for Local Activities and Tours**

Hypothesis H1a explored the relationship between **Hotel Brand Strength** and **Cultural Engagement**

Hypothesis H1b tested the influence of **Hotel Brand Strength** on **Adventure and Nature Preferences**

Hypothesis H1c, which focused on the relationship between **Hotel Brand Strength** and **Local Community Interaction**

Hypothesis H1d confirmed that **Hotel Brand Strength** significantly influences tourists' trust in **Hotel Recommendations** and their adoption of **hotel-suggested local activities**.

4. Results

This section presents the findings of the study based on the data collected through the administered questionnaire. The results are organized to begin with a demographic profile of the respondents, followed by descriptive statistics of the main constructs, including hotel brand strength and tourists' preferences for local activities and tours.

Subsequently, the measurement model is assessed to confirm the validity and reliability of the study instruments, and the structural model is examined to test the proposed hypotheses. Smart PLS 4 was employed for the analysis, providing robust insights into the relationships among variables and supporting the research objectives with empirical evidence.

4.1 Demographics

Table 1 presents the demographic characteristics of the respondents who participated in the study. A total of 433 valid responses were collected from tourists.

Table 1. Profile of respondents.

Variable	Description	Frequency	Percentage
Gender	male	252	58.2
	female	181	41.8
Age	less than 25 years	91	44.1
	35- less than 45 years	150	34.6
	40 years and more	92	21.2
	45-less than 55	52	
	55 and over	48	
Nationality	Egyptian	272	62.8
	Other	161	37.2
Frequency of hotel stays per year	Frequently	121	27.9
	Occasionally	162	37.4
	Rarely	108	24.9
	Never	42	9.7
Purpose of stay	Leisure	216	49.9

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Business	133	30.7
Event	43	9.9
Other	41	9.5

In terms of gender, the majority of respondents were male (58.2%), while females accounted for 41.8% of the sample. Regarding age, the largest proportion of respondents fell within the age group of 35 to less than 45 years (34.6%), followed by those aged 40 years and above (21.2%). A significant segment (44.1%) was younger than 25 years, while smaller portions were in the 45–54 age group and 55 and over. Concerning nationality, Egyptians constituted the majority of the sample (62.8%), whereas 37.2% were from other nationalities. This mix reflects a balanced representation of both domestic and international tourists.

As for the frequency of hotel stays per year, 37.4% reported staying in hotels occasionally, 27.9% frequently, 24.9% rarely, and 9.7% had never stayed in hotels before. This variation provides insights into different levels of tourist engagement with hotel services. In terms of the purpose of stay, leisure was the most cited reason, accounting for 49.9% of respondents, followed by business purposes (30.7%). Meanwhile, 9.9% traveled for events, and 9.5% indicated other reasons.

Overall, the demographic data reveal a diverse sample in terms of gender, age, nationality, hotel stay patterns, and travel motivations—providing a solid foundation for analyzing tourist preferences in relation to hotel brand strength.

4.2 Descriptive Statistics

4.2.1 Hotel Brand Strength

Table 2 presents the descriptive statistics for the construct of hotel brand strength, which was measured across four dimensions: brand awareness, brand loyalty, brand image, and perceived quality. Respondents provided their ratings using a 5-point Likert scale

Table 2. Hotel Brand Strength

Stay Stage	Mean	SD
A. Brand Awareness	3.75	0.500
I can easily recognize this hotel brand among many others.	3.73	.681
I am familiar with the logo and visuals of this hotel brand.	3.87	.684
I have heard about this hotel brand several times before.	3.65	.714
I can recall this hotel brand even without seeing an	3.63	.732

Stay Stage	Mean	SD
advertisement.		
This hotel brand often comes to mind when thinking of hotels.	3.75	.744
B. Brand Loyalty	3.65	0.497
I would choose this hotel brand again in the future.	3.63	.721
I prefer this brand over other hotel brands.	3.63	.691
I would remain loyal to this hotel brand even if prices increase.	3.67	.731
I often recommend this hotel brand to others.	3.68	.699
I have stayed in this hotel brand more than once.	3.65	.693
C. Brand Image	3.95	0.482
This hotel brand has a positive public image.	3.98	.724
I associate this hotel brand with high-quality service.	3.90	.735
This hotel brand reflects reliability and trust.	3.78	.731
I believe this hotel brand cares about customer satisfaction.	3.96	.736
The hotel's image influences my travel experience.	4.01	.666
D. Perceived Quality	3.89	0.528
This hotel brand provides consistent service quality.	3.71	0.543
The hotel's facilities and rooms meet high standards.	4.01	0.432
I trust the quality of services offered by this hotel.	3.90	0.561
The hotel staffs demonstrate professional behavior.	4.26	0.691
I believe this hotel brand provides good value for money.	3.60	.732

The highest-rated dimension was brand image, with a mean score of 3.95 and a standard deviation of 0.482. This indicates that most tourists perceive the hotel brand positively, associating it with quality service, trust, and customer satisfaction. Notably, the statement "*The hotel's image influences my travel experience*" received the highest individual mean (4.01), reinforcing the strong role of brand image in shaping tourists' perceptions.

Perceived quality followed closely with a mean of 3.89, suggesting that respondents generally trust the consistency and professionalism of the hotel's services. Among the items, "*The hotel staffs demonstrate professional behavior*" received the highest mean (4.26), indicating strong customer confidence in staff conduct. The dimension of brand awareness recorded a mean of 3.75, showing that tourists are generally familiar with the hotel brand, its logo, and advertisements. This implies effective brand communication and visibility.

Finally, brand loyalty scored a mean of 3.65, indicating a moderately strong intention among tourists to remain loyal to the hotel brand, recommend it to others, and choose it again in future stays.

Overall, the findings suggest that the hotel brand enjoys a favorable perception among tourists across all dimensions, particularly in terms of image and service quality, which are likely to influence their future travel decisions and preferences.

4.2.2 Tourists' Preferences for Local Activities and Tours

Table 3 outlines the descriptive statistics related to tourists' preferences for local activities and tours, measured across four key dimensions: cultural engagement, adventure and nature preferences, local community interaction, and hotel recommendations and influence.

Table (3) Tourists' Preferences for Local Activities and Tours

Variables	Mean	SD
A. Cultural Engagement	3.83	0.616
I am interested in exploring the local culture during my travels.	3.82	.706
I enjoy participating in cultural activities and heritage tours.	3.79	.634
I prefer visiting historical and cultural landmarks.	3.82	.693
I choose activities that help me learn about local traditions.	3.79	0.623
Cultural authenticity is important to me when selecting tours.	3.97	0.710
B. Adventure and Nature Preferences	3.86	0.65
I like participating in nature-based or adventure activities (e.g., hiking, diving).	3.78	.682
I often seek outdoor tours when I travel.	3.77	.701
I feel more connected to a place through natural or eco-tourism activities.	3.79	.706
I prefer exploring parks, beaches, or nature reserves.	4.15	.891
Adventure activities enhance my travel experience.	3.81	.631
C. Local Community Interaction	3.93	0.701
I enjoy interacting with local residents during tours.	3.94	.760
I am more likely to join tours operated by local guides.	3.91	.745
I choose tours that support the local community.	3.94	.727
I am open to learning about the local lifestyle and values.	4.02	.843
I value tourism experiences that benefit local people.	3.86	.926
D. Hotel Recommendations and Influence	3.93	.639
I am more likely to join activities recommended by the hotel.	3.95	.832
I trust the hotel's suggestions for local tours.	3.79	.762
I consider the hotel's tour offerings when making my itinerary.	4.00	.419
I feel more comfortable booking local tours through the hotel.	3.89	.952
A well-known hotel brand influences my choice of nearby activities.	4.02	0.346

The dimension with the highest overall mean was local community interaction ($M = 3.93$, $SD = 0.701$), indicating a strong interest among tourists in engaging with local residents, supporting local communities, and learning about local lifestyles. The highest-rated item within this

dimension was *"I am open to learning about the local lifestyle and values"* ($M = 4.02$), which reflects a growing appreciation for authentic and immersive experiences.

Hotel recommendations and influence also received a high average score ($M = 3.93$, $SD = 0.639$), emphasizing that hotel brands play a significant role in shaping tourists' decisions regarding nearby tours and activities. The item *"A well-known hotel brand influences my choice of nearby activities"* ($M = 4.02$) suggests that strong hotel branding can positively impact tourists' participation in local offerings.

Adventure and nature preferences followed with a mean of 3.86, indicating that many tourists are inclined towards nature-based experiences such as hiking, exploring parks, and eco-tourism. The statement *"I prefer exploring parks, beaches, or nature reserves"* received the highest rating ($M = 4.15$) within this dimension, suggesting a strong desire for environmental and recreational engagement.

The dimension of cultural engagement recorded a mean of 3.83, reflecting tourists' interest in heritage sites, cultural traditions, and authentic local experiences. The item *"Cultural authenticity is important to me when selecting tours"* scored highest ($M = 3.97$), highlighting the value tourists place on genuine cultural exposure.

In summary, the data suggest that tourists show balanced and relatively high preferences across all four dimensions, with a particular emphasis on meaningful community interactions, nature-based activities, and the influence of trusted hotel recommendations in shaping their travel experiences.

4.3 Measurement Model Assessment

The measurement model was evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software (Alghazi, Kamsin, Almaiah, Wong, & Shuib, 2021). This method is well-suited for complex models involving mediators and moderators and is widely recognized for its ability to assess both formative and reflective constructs (Abdul Rahman, Memon, Azis, & Abdullah, 2013).

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Table 4. Measurement model.

Variables and Constructs			Loadings	VIF	CA	rho_a	CR	AVE
Brand Awareness					0.791	0.808	0.852	0.596
BA1			0.720	1.681				
BA2			0.736	1.657				
BA3			0.729	2.343				
BA4			0.779	3.295				
BA5			0.836	2.048				
Brand Loyalty					0.803	0.804	0.859	0.504
BL1			0.724	3.158				
BL2			0.721	2.317				
BL3			0.790	2.089				
BL4			0.733	2.349				
BL5			0.780	2.086				
Brand Image					0.769	0.772	0.838	0.564
BI1			0.704	2.622				
BI2			0.770	2.045				
BI3			0.860	1.635				
BI4			0.851	1.616				
BI5			0.798	1.888				
Perceived Quality					0.896	0.901	0.935	0.827
PQ 1			0.928	1.248				
PQ 2			0.913	3.144				
PQ 3			0.887	2.255				
PQ4			0.770	2.318				
PQ5			0.721	3.373				
Cultural Engagement					0.937	0.937	0.959	0.888
CE 1			0.961	2.598				
CE 2			0.925	1.495				
CE 3			0.940	2.936				
CE4			0.721	1.681				
CE5			0.863	1.657				
Adventure and Nature Preferences					0.938	0.940	0.960	0.889
ANP1			0.947	2.295				
ANP2			0.933	1.048				
ANP3			0.948	2.292				
ANP4			0.720	2.158				
ANP5			0.736	2.317				
Local Community Interaction					0.827	0.833	0.859	0.687
LCI1			0.779	2.349				
LCI2			0.736	2.086				
LCI3			0.845	2.782				
LCI4			0.722	2.622				
LCI5			0.727	2.045				
Hotel Recommendations and Influence					0.936	0.934	0.951	0.581
HRI1			0.736	1.616				
HRI2			0.787	1.888				
HRI3			0.783	1.577				
HRI4			0.773	2.248				
HRI5			0.762	2.144				

As shown in Table 4, the constructs were tested for convergent validity, internal consistency reliability, and multicollinearity using multiple indicators: factor loadings, Cronbach's alpha (CA), rho_A, composite reliability (CR), average variance extracted (AVE), and variance inflation factor (VIF). The analysis followed the recommended thresholds by prior scholars: loadings ≥ 0.70 , AVE ≥ 0.50 , CR ≥ 0.70 , CA ≥ 0.70 , and VIF < 5 (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014; Nave & Franco, 2019; Shehzad, Zhang, Ba Phong, Jamil, & Cao, 2022).

All factor loadings exceeded the 0.70 threshold, indicating strong indicator reliability. For instance, *Brand Image* item BI3 scored 0.860 and *Perceived Quality* item PQ1 scored 0.928. Only a few indicators (e.g., CE4 = 0.721, HRI4 = 0.773) approached the lower bound, but remained within acceptable levels, supporting overall reliability.

Cronbach's alpha values for all constructs exceeded 0.79, with the highest reliability observed in *Perceived Quality* (0.896) and *Cultural Engagement* (0.937). These values are well above the commonly accepted threshold of 0.70 (Kusurkar, Croiset, & Ten Cate, 2011), confirming good internal consistency.

Composite reliability (CR) values ranged from 0.838 (*Brand Image*) to 0.960 (*Adventure and Nature Preferences*), further validating the consistency of the constructs. Importantly, all AVE values are now above the critical threshold of 0.50, indicating satisfactory convergent validity across all constructs (Hair et al., 2014). This reflects an improvement in the measurement quality compared to earlier iterations of the model. For instance, the AVE for *Brand Awareness* has improved to 0.596 and *Brand Image* to 0.564, both above the required minimum.

Regarding multicollinearity, all VIF values remained well below the conservative limit of 5, with most ranging between 1.5 and 3.3, indicating no multicollinearity problems (Shehzad et al., 2022). This ensures that the individual items within constructs are not excessively correlated.

In summary, the results in Table 4 confirm that the constructs demonstrate robust psychometric properties, with strong indicator reliability, internal consistency, and convergent validity. These findings provide a solid foundation for evaluating the structural model in the next phase of the analysis (Hair et al., 2014).

Discriminant Validity Assessment

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs both conceptually and statistically. It ensures that each latent variable captures phenomena not represented by other constructs in the model (Fornell & Larcker, 1981). Two primary methods were used to assess discriminant validity: the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio.

Fornell–Larcker Criterion

Table 6 reports the Fornell–Larcker values, where the square root of the Average Variance Extracted (AVE) for each construct (presented in the diagonal) should be greater than its highest correlation with any other construct. This criterion ensures that the latent construct shares more variance with its assigned indicators than with other constructs (Fornell & Larcker, 1981).

Table 6. Fornell-Larcker criterion.

	BA	BL	BI	PQ	CE	ANP	LCI	HRI
BA	0.772							
BL	0.503	0.751						
BI	0.202	0.232	0.943					
PQ	0.365	0.401	0.798	0.942				
CE	0.440	0.369	0.627	0.752	0.910			
ANP	0.549	0.555	0.556	0.681	0.349	0.710		
LCI	0.473	0.501	0.461	0.454	0.351	0.651	0.828	
HRI	0.378	0.476	0.401	0.380	0.280	0.580	0.652	0.762

As shown in the table, all diagonal values (e.g., Brand Awareness = 0.772, Brand Loyalty = 0.751, Perceived Quality = 0.942) are higher than their corresponding off-diagonal values, indicating that each construct is empirically distinct from the others. These results confirm that no issues of discriminant validity exist using the Fornell–Larcker approach.

Heterotrait–Monotrait (HTMT) Ratio

To further verify discriminant validity, the HTMT ratio of correlations was examined (Table 7). According to Hair, Ringle, and Sarstedt (2011), HTMT values should be below 0.85 to confirm adequate discriminant validity. Welsh and Kaciak (2019) also support this threshold for conservative assessment.

Table 7. Heterotrait–Monotrait (HTMT) ratios.

	BA	BL	BI	PQ	CE	ANP	LCI	HRI
BA								
BL	0.643							
BI	0.233	0.273						
PQ	0.425	0.468	0.317					
CE	0.524	0.428	0.354	0.494				
ANP	0.699	0.691	0.179	0.437	0.408			
LCI	0.236	0.295	0.282	0.306	0.244	0.25 3		
HRI	0.691	0.671	0.571	0.434	0.401	0.69 9	0.682	

All HTMT values reported in the study are well below the 0.85 threshold. For instance, the HTMT value between Brand Awareness and Brand Loyalty is 0.643, while that between Perceived Quality and Local Community Interaction is 0.306. These results support the conclusion that the constructs are clearly distinguishable from one another (Hair et al., 2011).

Both the Fornell–Larcker criterion and the HTMT ratio support the adequacy of **discriminant validity** in the measurement model. This reinforces the theoretical soundness and empirical separability of the constructs measured in the study, providing a reliable foundation for further structural model analysis (Hair et al., 2014; Ringle, Sarstedt, Mitchell, & Gudergan, 2020).

4.4 Structural Model Assessment

Following the confirmation of the reliability and validity of the measurement model, the next step involved evaluating the structural model to determine the strength and significance of relationships among the latent constructs, in line with the guidelines provided by Hair, Risher, Sarstedt, and Ringle (2019) and McNeish, An, and Hancock (2018).

Model Fit Evaluation Using R^2 and Q^2

The evaluation began with examining the coefficient of determination (R^2) and predictive relevance (Q^2). The R^2 value assesses the explained variance of the endogenous (dependent) constructs and indicates the model's explanatory power. According to Henseler and Fassott (2010), an R^2 value closer to 1 signifies stronger predictive

accuracy, while Hair et al. (2019) suggest that an R^2 value above 0.10 is indicative of an acceptable model fit.

As shown in Table 8, the R^2 value for Tourists' Preferences for Local Activities and Tours is 0.416, indicating that approximately 41.6% of the variance in this construct is explained by the independent variable(s) in the model. This level of explanatory power reflects a moderate to substantial effect, confirming the structural model's adequacy in capturing key relationships (Purwanto & Sudargini, 2021).

To complement the R^2 analysis, Q^2 statistics were used to assess the predictive relevance of the model using a blindfolding procedure. Hair et al. (2011) state that Q^2 values greater than 0 confirm that the model has predictive accuracy for a given endogenous construct.

In this study, a Q^2 value of 0.331 was obtained for Tourists' Preferences for Local Activities and Tours, indicating strong predictive relevance. This suggests that the model not only fits the observed data well but is also capable of predicting unseen data effectively.

Table 8. Coefficient of determination and predictive relevance.

Constructs	R ²	Q ²
Tourists' Preferences for Local Activities and Tours	0.416	0.331

4.5 Hypothesis Testing

The final stage of the structural model assessment involved examining the path coefficients (β) and their statistical significance in order to test the proposed hypotheses. In line with the recommendations of Ringle et al. (2020), a bootstrapping procedure with 5000 resamples was employed to compute t-values and p-values, ensuring robust inference regarding the strength and direction of the relationships among constructs.

As illustrated in Figure 1 and detailed in Table 10, all hypothesized relationships were found to be statistically significant at $p < 0.001$, indicating strong empirical.

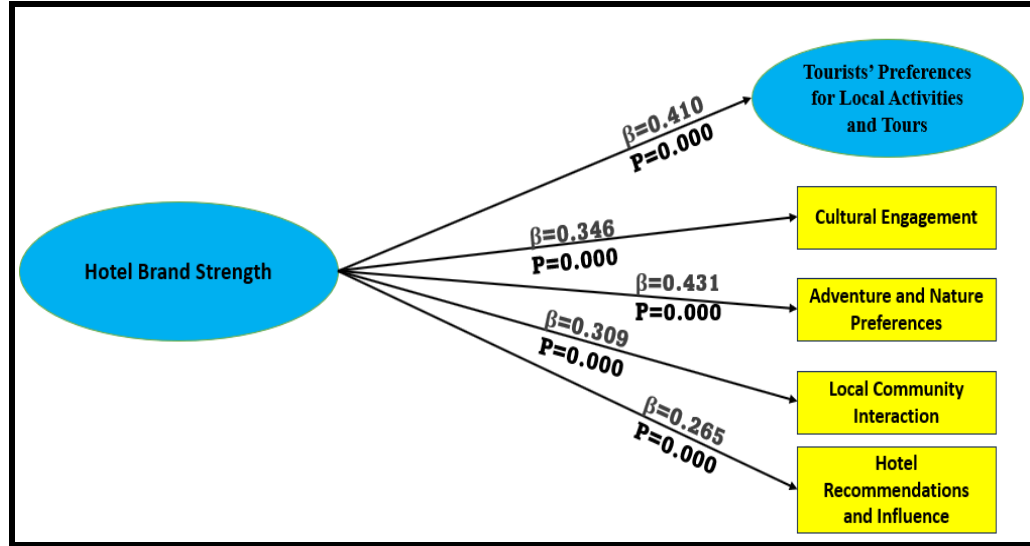


Figure 1. Path Model for Tourists' Preferences for Local Activities and Tours

As shown in **Table 10**, all proposed hypotheses were found to be **statistically significant** at the $p < 0.001$ level. This indicates strong empirical support for the conceptual framework.

Table 10. Path Coefficients

Hyp	Relationships	β	t-Value	p-Value	Decision
H1	Hotel Brand Strength> Tourists' Preferences for Local Activities and Tours	0.410	6.992	0.000	Accepted
H1a	Hotel Brand Strength> Cultural Engagement	0.346	4.476	0.000	Accepted
H1b	Hotel Brand Strength> Adventure and Nature Preferences	0.431	5.081	0.000	Accepted
H1c	Hotel Brand Strength> Local Community Interaction	0.309	5.951	0.000	Accepted
H1d	Hotel Brand Strength> Hotel Recommendations and Influence	0.265	4.881	0.000	Accepted

Hypothesis H1 examined the overall impact of **Hotel Brand Strength** on **Tourists' Preferences for Local Activities and Tours**. The path coefficient was $\beta = 0.410$, with a t-value of **6.992**, indicating a **positive and statistically significant relationship**. This result suggests that tourists who perceive a hotel brand as strong are more likely to

engage with locally offered tours and experiences, underlining the importance of brand strength in shaping tourist behavior.

Hypothesis H1a explored the relationship between **Hotel Brand Strength** and **Cultural Engagement**. The analysis yielded a path coefficient of $\beta = 0.346$ with a **t-value of 4.476**, signifying a significant effect. This finding indicates that a reputable and well-recognized hotel brand enhances tourists' interest in participating in cultural activities, visiting heritage sites, and seeking authentic local experiences. Hotel brands, therefore, play a role not just in accommodation but in enriching the cultural dimension of the travel experience.

Hypothesis H1b tested the influence of **Hotel Brand Strength** on **Adventure and Nature Preferences**. This relationship was supported by the highest path coefficient in the model ($\beta = 0.431$) and a **t-value of 5.081**, both of which were statistically significant. The result reveals that strong hotel branding encourages tourists to pursue more adventurous and nature-based activities, such as hiking, eco-tourism, and exploring natural landscapes.

Hypothesis H1c, which focused on the relationship between **Hotel Brand Strength** and **Local Community Interaction**, also demonstrated a significant effect ($\beta = 0.309$, $t = 5.951$). This suggests that tourists who have confidence in a hotel's brand are more likely to engage with local residents, support community-based tourism, and participate in socially responsible travel. The hotel brand thus fosters trust that extends beyond the property itself into the surrounding community.

Finally, **Hypothesis H1d** confirmed that **Hotel Brand Strength** significantly influences tourists' trust in **Hotel Recommendations** and their adoption of **hotel-suggested local activities**. The results ($\beta = 0.265$, $t = 4.881$) indicate that well-regarded hotels play a substantial role in shaping tourist behavior by offering curated local experiences that guests are more likely to trust and choose. This underscores the strategic role hotels play as intermediaries between tourists and local tourism offerings.

These findings align with previous literature that emphasizes the critical role of brand equity in influencing consumer decision-making and engagement with tourism experiences (Hair et al., 2011; Ringle et al., 2020). Overall, the analysis provides **robust empirical support** for the hypothesized relationships and confirms that **hotel brand strength is a**

key driver of tourists' experiential preferences across various dimensions of local tourism.

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تأثير قوة العلامة التجارية للفنادق على تفضيلات السائحين للأنشطة والجولات المحلية

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الملخص
تتناول هذه الدراسة تأثير قوة العلامة التجارية للفنادق على تفضيلات السائحين للأنشطة والجولات المحلية، مع التركيز على الكيفية التي تؤثر بها التصورات المرتبطة بالعلامة التجارية على نوايا السلوك السياحي خارج نطاق الإقامة فقط. واستناداً إلى أربعة أبعاد رئيسية — الوعي بالعلامة التجارية، الولاء للعلامة التجارية، صورة العلامة التجارية، والجودة المدركة — تستكشف الدراسة مدى تأثير هذه السمات على انخراط السائحين في الأنشطة الثقافية والطبيعية والمجتمعية، بالإضافة إلى مدى تجاوبهم مع توصيات الفنادق.

تم جمع البيانات من خلال استبيان منظم تم توزيعه على عينة مكونة من ٤٣٣ سائحاً. وقد تم إجراء التحليل باستخدام نمذجة المعادلات الهيكلية بطريقة المربعات الصغرى الجزئية (PLS)، مما أتاح تقييم النموذجين القياسي والهيكلية. وأظهرت SmartPLS 4 عبر برنامج (SEM)، النتائج أن أدوات القياس المستخدمة تتسم بدرجة عالية من الموثوقية والصلاحية. كما تم دعم جميع الفرضيات إحصائياً، مما يؤكد أن قوة العلامة التجارية للفندق تؤثر بشكل كبير على تفضيلات السائحين للمشاركة الثقافية، والتجارب القائمة على الطبيعة والمغامرة، والتفاعل مع المجتمعات المحلية، والأنشطة المقترحة من قبل الفنادق.

ومن بين أبعاد قوة العلامة التجارية، كان لصورة العلامة التجارية والجودة المدركة التأثير الأكبر، مما يسلط الضوء على أهمية السمعة والاتساق في مستوى الخدمة في توجيه قرارات السائحين. كما برز كل من التفاعل مع المجتمع المحلي وتوصيات الفنادق كأكثر فئات الأنشطة المحلية تفضيلاً، مما يعكس توجهاً نحو تجارب أكثر أصالة بدعم من العلامات التجارية. تُسهم هذه الدراسة في إثراء الأدبيات الخاصة بتسويق السياحة وإدارة العلامات التجارية. الفندقية من خلال تقديم دليل تجريبي على أن العلامات التجارية الفندقية القوية لا تعزز الولاء فحسب، بل تلعب أيضاً دوراً مؤثراً في منظومة السياحة بشكل عام. وتشير الآثار العملية إلى أهمية قيام الفنادق بوضع استراتيجيات فعالة لمواقع علاماتها التجارية بما يعزز تجارب السائحين وانخراطهم في الأنشطة المحلية.

الكلمات الدالة: قوة العلامة التجارية، تفضيلات العملاء، التسويق السياحي، إدارة العلامة التجارية