Determining Factors of Local Vacationers' Loyalty: Mediating Role of Vacationers' Satisfaction and Attitude Towards Visiting the Beach

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ARTICLE INFO	Abstract
	Alexandria is considered one of the most important and unique tourist destinations in Egypt. Although it has many tourist attractions, its geographical location has contributed to its becoming a principal coastal destination. Alexandria attracts a large number of local vacationers from all over Egypt during peak season due to Alexandria's distinguished beaches, with a length of more than 70 km on the coast of the Mediterranean Sea, on which vacationers spend their summer vacation, which is known as "beach tourism." In consideration of the growth of mass tourism at beaches, there are many factors that may influence vacationers' satisfaction, attitudes towards visiting and loyalty. This study proposed a multi-mediation model to verify the influence of many factors (overcrowding, pricing, human resources, security, safety, hygiene, and amenities) directly and indirectly on local vacationers' loyalty through two mediators: satisfaction and attitude towards visiting. This study has been based on a quantitative approach to study the relationship between exogenous and endogenous variables. This study also used a survey method by distributing a set of questionnaires to the selected sample that amounted to 520 participants on many different beaches (Miami, Glim, El Mandara "2", and Beau Rivage Beach). Data has been analyzed using Smart PLS version 3.0 in order to test 23 hypotheses. Results show that overcrowding, security, safety, hygiene, and amenities have significant positive effects on satisfaction and attitude towards visiting, ultimately increasing the loyalty of vacationers. On the other hand, pricing and human resources do not exhibit a substantial influence on their attitude towards visiting, their satisfaction, and their loyalty. Finally, the proposed model has shown which factors have the most impact on visitor behavior, vacationers' satisfaction, and their loyalty to the beaches they choose during the peak season, as well as which factors have the least impact on dependent variables.

Introduction

Over the last few decades, coastal destinations have risen to the top of the list of the most popular tourist destinations in the world (Birdiret al., 2013; Williams et al., 2016; Hasan et al., 2020). Nowadays, the majority of people regard coastal destinations as a revitalizing and calming break from the daily workload, until these destinations become tourist attractions for

the masses and working class (Birdiret al., 2013; Onofri & Nunes, 2013; Williams et al., 2016; Hasan et al., 2020). One of the most important aspects of tourism marketing is identifying and keeping loyal visitors for future purchases (Oppermann, 2000; Obaid, 2014; Rohman, 2020). It should be noted that repeat visitors account for more than half of all visits to a certain destination. Hence, it represents a big market segment that cannot be ignored (Chang, 2013; Rodríguez Molina et al., 2013; Ismail & Rohman, 2019). Furthermore, attracting and maintaining repeat visitors is less expensive than attracting new ones, making it a critical component of a business's success (Velázquez et al., 2011; Cossío-Silva et al., 2019; Hasan et al., 2020). As a result, maintaining current and potential visitors and encouraging them to become loyal visitors are critical concerns for destination marketers to make the destination more successful (Williams et al., 2016; Hasan et al., 2020).

In Due to the increase in competition between coastal destinations, as well as the successive changes and developments in economic, social, cultural, and technological fields, etc., (Puig & Ming, 2017; Rohman, 2020), these developments have prompted officials to determine the most important factors that influence vacationers' satisfaction and attitude towards visiting during the peak season in order to keep the current vacationers and raise their loyalty (Cossío-Silva et al., 2019; Hasan et al., 2020). So far, there is no academic definition of the term "vacationer." The majority of previous research defined tourist and visitor as academic terms, while avoiding the term "vacationer." A vacationer, as a term in American English, is "*a person who spends time away from home on a relaxing vacation at the beach*" (Walter, 2008, p.235) or "*a person who is visiting a place on holiday"* (Turnbull et al., 2010, p.272). Also, this term is called a "holidaymaker" in British English.

Unquestionably, one of the most critical indicators of business success in the tourism field is the ability to attract and satisfy visitors, but continued success and survival in the tourism market depend on the ability to earn new visitors' loyalty and keep current ones through adding value to their services to differentiate them from other competitors (Velázquez et al., 2011; Cossío-Silva et al., 2019; Hasan et al., 2020; Rohman, 2020). Despite the spread of studies that are related to customer loyalty in the tourism sector, there are no comprehensive studies that reflect all the factors that influence vacationers' loyalty, especially on the beaches (Hasan et al., 2020). Therefore, the current study is based on measuring vacationer satisfaction at the beaches as a tool to assess vacationers' loyalty to the destination as a whole.

Literature Reviews

Vacationers' satisfaction
In the tourism field, satisfaction is mostly referred to as a criterion to evaluate pre-travel expectations with post-travel experiences, where the visitor feels satisfied when these experiences exceed his expectations (Armario, 2008; Sukiman et al., 2013; Puig & Ming, 2017; Ismail & Rohman, 2019). Nevertheless, if the visitor is dissatisfied, ignoring the destination will be the expected result (Aunalal, 2017; Huete-Alcocer et al., 2019; Zeng & Man li, 2021). Satisfaction is the most evaluated factor in the marketing literature, as well as the primary goal that most businesses are seeking to achieve (Gaki et al., 2016; Aliman et al., 2016; Wang et al., 2017). Because it promotes visitor awareness and helps tourism destinations thrive, visitor satisfaction also plays a significant role in influencing visitors' behavior, such as promoting the destination to others and encouraging re-visitation (Gaki et al., 2016; Aliman et al., 2016; López Guzmán et al., 2018).

Due to the growing significance of the term "visitor satisfaction" throughout much of the tourism literature, many researchers have sought to determine a clear and comprehensive

definition of visitor satisfaction (Kouthouris & Alexandris, 2005; Sukiman, 2013; Sun & Kim, 2013). Mountiho (1987) offered some travel-related observations, stating that this post-purchase construct is mostly a result of comparing pre-trip expectations with post-trip experiences. Woodside et al. (1989) have stated that satisfaction is "*a post-purchase construct that is related to how much a visitor likes or dislikes a service or product after experiencing it*" (p.6). Tribe and Snaith (1998) also defined visitor satisfaction with a destination as "*the degree to which a visitor's assessment of the attributes of that destination exceeds his or her expectations for those attributes*" (p.27).

Visitor satisfaction may also be described as the customers' post-purchase feelings (Westbrook and Oliver, 1991; Um et al., 2006). It is the sensation of contentment or discontent caused by comparing the perceived performance of services or goods to predicted performance (Wang & Hsu, 2010). If the perceived performance is lower than the predicted performance, the visitor will be disappointed or dissatisfied (Kotler, 2008). Whereas according to Prebensen and Rosengren (2016), satisfaction has been defined as "*the result of the visitor's evaluation of the experience value derived from the experiences at various service providers through the experience process*" (p.4).

Previously, researchers used to evaluate visitor satisfaction cross all dimensions (Sukiman, 2013; Sun & Kim, 2013). The vast majority of them evaluated visitor satisfaction based on the services provided at the destination (Gaki et al., 2016; Aliman et al., 2016; Aunalal, 2017; López-Guzmán et al., 2018; Huete-Alcocer et al., 2019; Zeng & Man li, 2021). But the previous literature review revealed a dearth of studies on vacationer satisfaction in the coastal destination. The study of vacationer satisfaction in the tourism sector is an important study that most coastal tourist destinations focus on, particularly in developed countries (Dodds & Holmes, 2019; Wahyudi & Yusra, 2021). Because satisfaction is inextricably linked to continuity, i.e., loyalty (Patroni, 2018; Sun & Shao, 2020). Therefore, the current study is based on measuring vacationer satisfaction at the beaches as a tool to assess vacationers' loyalty to the destination as a whole. Based on the discussion above, it can be determined that the vacationer's dissatisfaction will result in unacceptable reactions that may be used to motivate coastal destinations to enhance their tourism service quality (Dodds & Holmes, 2019; Wahyudi & Yusra, 2021).

The majority of marketing literature has focused on the relationship between visitors' satisfaction and their loyalty (Anderson, 1994; Silvestro and Cross, 2000; Cronin et al., 2000; McDougall and Levesque, 2000; Mittal and Kamakura, 2001; Gallarza et al., 2015). For example, Parasuraman and Grewal (2000) have linked visitor satisfaction and loyalty to other factors such as value perception; Bielen and Demoulin (2007) with waiting time; Jamal and Naser (2002) with quality; Goetzinger et al. (2007) with information quality; Prayag (2008) with image; and so on. Grnholdt et al. (2000) state that visitor satisfaction is a crucial challenge for every destination seeking to boost visitor loyalty and thereby improve its performance. Gallarza and Saura (2006) emphasized that visitor satisfaction is a direct antecedent of visitor loyalty and stated that a greater level of satisfaction leads to higher levels of visitor loyalty, both in re-visiting and in positive word of mouth. As a result, satisfaction has been identified in the research as a motivator of loyalty or as a mediator between independent variables that will be listed in detail according to the selected tourist destination and loyalty as a dependent variable. Accordingly, this research proposes the following hypothesis:

> **Hypothesis 8a (H8a).** Vacationers' **s**atisfaction has a positive influence on vacationers' loyalty.

Attitude Towards Visiting

In recent years, attitude research has received significant attention in social psychology, as shown by the huge number of studies that have been published (Schiffman & Kanuk, 1994; Kraus, 1995; Vincent & Thompson, 2002). Attitude: One of the essential psychological aspects of human behavior that refers to a person's positive or negative attitude toward a certain thing (Ajzen, 1991; Lee, 2007; Sparks, 2007). Gnoth (1997) emphasized the need to capture and categorize visitors' attitudes within a comprehensive and multidimensional framework that reflects the visitors' expectations and experiences towards an object in order to understand their motivations. Fishbein and Ajzen (1975) defined attitude as "*a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object*" (p. 10).

From a tourism perspective, visitors' attitudes toward a particular tourist destination have a significant impact on their behavior when choosing a destination (Um & Crompton, 1990; Hrubes et al., 2001; Sparks, 2007). Several studies in the tourism literature found a significant positive relationship between visitors' attitudes and their intentions to participate in leisure activities (Litvin & Ng Sok Ling, 2001; Lee, 2009; Chen & Funk, 2010, Jalilvand et al., 2012; Li et al., 2016).

Visitor attitude refers to the psychological inclinations shown in positive or negative assessments of certain activities (Um & Crompton, 1990; Vincent & Thompson, 2002). Visitor attitude is composed of a set of components: cognitive, affective, and behavioral (Um & Crompton, 1990; Ajzen & Fishbein, 2000; Litvin & Ng Sok Ling, 2001; Jalilvand et al., 2012; Li et al., 2016). The cognitive response is the assessment that occurs when an attitude is formed (Jalilvand et al., 2012; Li et al., 2016). The affective response is a psychological reaction reflecting a visitor's desire for an entity (Jalilvand et al., 2012; Li et al., 2016), and the behavioral response is a vocal declaration of a visitor's intention to visit or utilize that entity (Jalilvand et al., 2012; Li et al., 2016).

Visitor attitude is an effective indicator that reflects visitor participation and satisfaction with the tourism experience as a whole (Katz, 1960; Gnoth, 1997; Ajzen & Fishbein, 2000; Jalilvand et al., 2012; Li et al., 2016). Visitors' attitudes are viewed as determinants of their behavioral intentions (Ajzen & Fishbein, 2000; Lee, 2009; Li et al., 2016; Moral-Cuadra et al., 2019). The more positive an individual's attitude toward the activity, the more likely the individual is to engage in the behavior (Lee, 2009; Jalilvand et al., 2012; Moral-Cuadra et la., 2019). Moreover, Lee (2009) mentioned that visitor attitude influences future visitor loyalty. In light of these data, this study suggests the following hypothesis:

> **Hypothesis 9a (H9a).** Attitude towards visiting has a positive influence on vacationers' loyalty.

Vacationers' loyalty

The term "customer loyalty" didn't get a clear, specific, and agreed-upon concept by researchers, as is the case with most modern concepts (Yuksel et al., 2010; Zhang et al., 2014; Cossío-Silva et al., 2019; Rohman, 2020). Although there is no specific agreement on what loyalty means, there are several definitions that are characterized by objectivity and inclusivity (Yoon & Uysal, 2005; Dodds & Holmes, 2019; Brščić & Šugar, 2020). Loyalty was explained as a behavioral pattern that forms during purchasing or using products as a consequence of prior experience (Griffin, 1995; Aunalal, 2017; Zhang et al., 2020; Hassan et al., 2020). Customer loyalty is still a trustworthy measure since businesses can use it to forecast sales growth (Griffin, 1995; Aunalal, 2017).

There are two dimensions to loyalty: the first is a behavioral dimension, and the second is an attitudinal dimension (Yoon & Uysal, 2005; Dodds & Holmes, 2019; Cossío-Silva et al., 2019; Rohman, 2020). The behavioral dimension refers to the customer's behavior when repeating the purchase process or preferring a certain brand that belongs to a specific organization for an extended period of time (Griffin, 1995; Yuksel et al., 2010; Zhang et al., 2014; Aunalal, 2017). While the attitudinal dimension mentions the customer's attitude that is based on interest in repurchasing and commitment towards dealing with a certain organization, this is shown by providing a recommendation to relatives and friends (Griffin, 1995; Yuksel et al., 2010; Zhang et al., 2014; Aunalal, 2017).

Since 1956, customer loyalty has been a common theme in academic studies (Chen & Tsai, 2007; Dodds & Holmes, 2019; Brščić & Šugar, 2020). In all, about three thousand studies on "customer loyalty" have been published in the social sciences (Griffin, 1995; Aunalal, 2017). Nevertheless, there are just 95 publications on "destination loyalty," the first of which was published in 2001(Brščić & Šugar, 2020; Zhang et al., 2020; Hassan et al., 2020). The majority of this literature attempts to identify the characteristics that explain a visitor's loyalty toward a specific destination (Yuksel et al., 2010; Zhang et al., 2014; Cossío-Silva et al., 2019).

Visitors' loyalty is considered the major aim of all destinations (Zhang et al., 2014; Cossío-Silva et al., 2019). However, most of them were unaware that visitor loyalty could be built at various levels, beginning with looking for the most potential visitors and ending with the current visitors who would provide several advantages to the destination (Brščić & Šugar, 2020; Zhang et al., 2020; Hassan et al., 2020). In this regard, "visitor loyalty" refers to a consistent source of revenue as well as an enhancement of the destination's advantages, since visitor retention entails lower expenses than attracting new visitors (Chen & Tsai, 2007; Yuksel et al., 2010; Zhang et al., 2014; Dodds & Holmes, 2019; Brščić & Šugar, 2020).

Destination loyalty is a critical factor in marketing strategies; it is considered the strongest predictor of post-visit behavior (Chen & Tsai, 2007; Yuksel et al., 2010; Zhang et al., 2014; Cossío-Silva et al., 2019). Visitors' loyalty may be acquired when the visitors' experience exceeds the visitors' expectations, through giving unique experiences, and establishing a close relationship with these visitors (Zhang et al., 2020; Hassan et al., 2020). There are many factors that may affect the loyalty of visitors to tourist destinations (Chen & Tsai, 2007; Yuksel et al., 2010; Zhang et al., 2014; Dodds & Holmes, 2019; Brščić & Šugar, 2020). For example, pricing, service quality, facilities, human resources, and other factors that will be listed in detail according to the tourist destination under the study.

Study Area
There is no doubt that Alexandria is one of the most important tourist regions in Egypt (Frihy et al., 1996; Eiweida, 2004; El-Raey et al., 2006; Salem et al., 2013; Abdelnaby, 2017), which is characterized by a variety of historical, cultural, religious, and recreational tourism potential, as well as a mild climate all year and proximity to the tourist market (Regional Authority for tourism promotion, 2004; Salem et al., 2013; Elmenshawy, 2017; Refaat & Ibrahim, 2017; Abdelmoaty & Soliman, 2021). Nonetheless, it has gained wide popularity as a coastal tourist destination (Hussain, 2019; Alexandria Governorate, 2020; CATR, 2022). Alexandria is located at latitude 31 north and occupies a unique geographic position on the coastline of the Mediterranean Sea, where the borders of its beaches stretch from Abu Qir in the east to Sidi Kerir in the west, for about 70 km northwest of the Nile Delta (El Menshawy et al., 2012; Salem et al., 2013). Therefore, it has many beaches that fulfil different segments of vacationers' needs that are managed by the central administration for tourism and resorts (CATR).

It should be noted that beach tourism is one of the most income-generating tourism patterns in Alexandria (CATR, 2022). It is mainly dependent on domestic vacationers who represent more than 68 per cent of the number of visitors visiting the city (Elmenshawy, 2017; Abdelmoaty & Soliman, 2021). Furthermore, provides job opportunities, improves the level of per capita income, enhances infrastructure and provides many benefits to the other economic sectors (Cortes-Jimenez et al., 2011; Alexandria Governorate, 2020; CATR, 2022). So, the officials are always keen on constantly developing their beaches to meet the needs of various vacationers and ensure their loyalty (CATR, 2022). Despite the many advantages mentioned previously, beach tourism in Alexandria is facing many obstacles and challenges that have been relied upon as independent variables that may influence vacationers' loyalty to the beach, as shown in Figure 1 (CATR, 2022):

- Overcrowding: The beach is quite crowded, which obstructs the view of the sea.
- Pricing: Beaches suffer from high prices for tourist services (entry fees, sand toys, beach umbrellas, beach chairs, beach lunches, snacks).
- Human Resources: There aren't enough workers on the beach, and the staff aren't meeting visitors' requirements swiftly or treating them with respect.
- Security: The beach has a lot of sexual harassment, a lot of robberies, and is not a good place for kids to play.
- Safety: Beaches suffer from a lack of safety and rescue equipment such as jet skis, life jackets, and lifeguards, which adds to drowning rates.
- Hygiene: There aren't enough trash cans, the beach water isn't very clear, the sand isn't clean, and the toilets are very terrible.
- Amenities: There aren't enough parking spots in the area, and the beach doesn't have enough bathrooms, changing rooms, sun loungers, or cafeterias.

In light of the above mentioned loyalty determinants and visitor's satisfaction as a first mediator, this study suggests the following hypotheses:

Hypothesis 1d (H1d). The relationship between overcrowding and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 2d (H2d). The relationship between pricing and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 3d (H3d). The relationship between human resources and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 4d (H4d). The relationship between security and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 5d (H5d). The relationship between safety and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 6d (H6d). The relationship between hygiene and vacationers' loyalty is mediated by vacationers' satisfaction.
Hypothesis 7d (H7d). The relationship between amenities and vacationers' loyalty is mediated by vacationers' satisfaction.

According to loyalty determinants that mentioned above and the second mediator (attitude visitor towards visiting), the study suggests the following hypotheses:

Hypothesis 1e (H1e). The relationship between overcrowding and vacationers' loyalty is mediated by attitude towards visiting.
Hypothesis 2e (H2e). The relationship between pricing and vacationers' loyalty is mediated by attitude towards visiting.

Hypothesis 3e (H3e). The relationship between human resources and vacationers' loyalty is mediated by attitude towards visiting.

Hypothesis 4e (H4e). The relationship between security and vacationers' loyalty is mediated by attitude towards visiting.

Hypothesis 5e (H5e). The relationship between safety and vacationers' loyalty is mediated by attitude towards visiting.

Hypothesis 6e (H6e). The relationship between hygiene and vacationers' loyalty is mediated by attitude towards visiting.

Hypothesis 7e (H7e). The relationship between amenities and vacationers' loyalty is mediated by attitude towards visiting.

Generally, this research suggests the conceptual model that shown in Figure.1 to determine which factors are more influential on vacationers' loyalty directly and with two mediator variables indirectly.
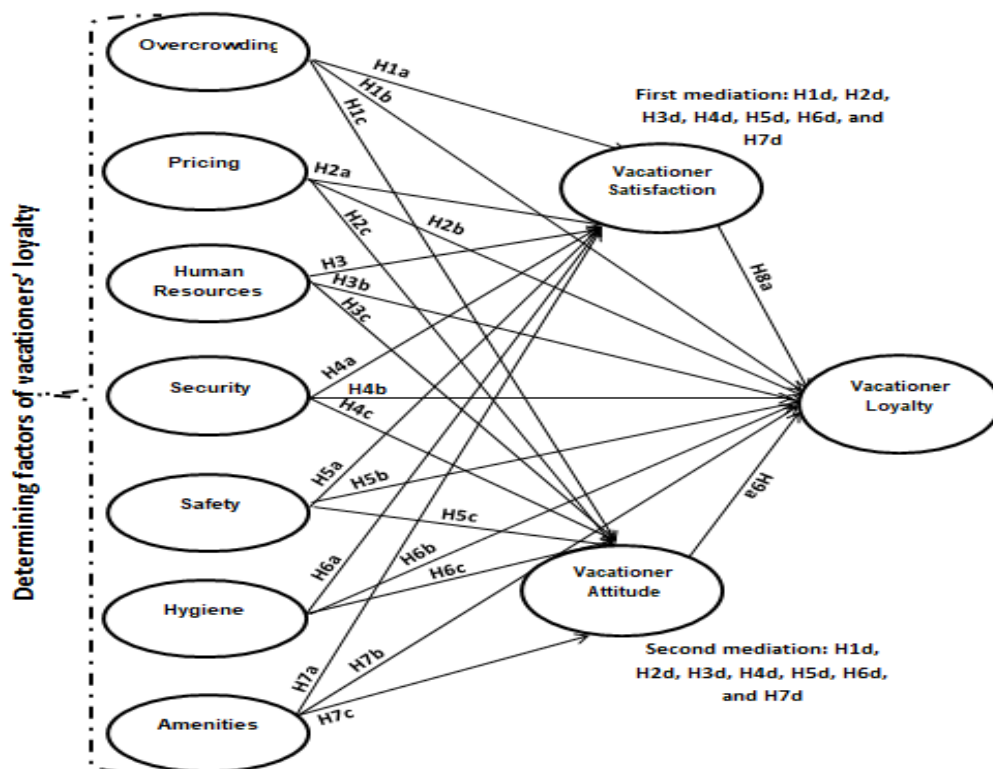

Figure 1. Conceptual Model

Research Methodology

Pilot Study

First, before data collection, the survey questionnaires were pilot examined on 25 participants in July 2021. Similar tests were also conducted by Sivadasan (2018) in Malaysia, Mehranian and Marzuki (2018), Dodds and Holmes (2019) in Canada, Hassan et al. (2019), Hasan (2019), Hassan et al. (2020) in Bangladesh, and Wahyudi and Yusra (2021) in Indonesia. The pilot test findings showed that the majority of the items used to measure the variables had a mean score of greater than 3.0. According to the five-point Likert scale, this is considered higher than the average score. Nunnally (1978) asserted that if the reliability score for the predictors and criterion variables was greater than 0.60, the research was considered acceptable.

Sample and Data Collection

The sample for this study comprises local vacationers who have visited popular beaches in Alexandria during the summer season in the extended period between July 25 and September 11, 2021. The current study used a quantitative approach, depending on the survey method (questionnaire). The questionnaires were distributed physically and were filled out by the participants through face-to-face contact to obtain the data. This survey was conducted during peak hours. It is worthwhile to mention that there is no database available that proves the total number of vacationers that have visited these beaches. Therefore, probabilistic sampling approaches could not be applied. The current study has been based on the convenience sampling method from specific beaches (Miami, Glim, Stanely, and Beau Rivage Beach). Domestic vacationers were considered acceptable for the purpose of the survey. Accordingly, the target sample amounted to approximately 700 questionnaires. Nonetheless, only 520 were valid for the data analysis, and 180 of them were excluded because the questionnaires were incorrectly filled in.

Measurement items

All items were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). To verify the content validity of the proposed model's constructs, all constructs were based on a set of measure items that were adopted from previous studies. The questionnaire consisted of ten parts; Overcrowding was assessed using four items modified from De Ruyck et al. (1997), Roca and Villares (2008), Roca et al. (2009), Chen and Teng (2016), Mehranian and Marzuki (2018), and SK and Kulal (2019). Pricing was estimated using a four-item scale developed by Hasan (2019), Hassan et al. (2020), and Wahyudi and Yusra (2021). Human resources were measured using three items adapted from Blakemore et al. (2002), Phillips and House (2009), Tyawati (2016), and Hassan et al. (2020). Security was assessed by three items that were taken from Valeiras (2007), Holtmann-Ahumada (2017), and Peña-Alonso et al. (2018). Safety was evaluated using a four-item scale developed by Williamson et al. (2012), Pea-Alonso et al. (2018), and Uebelhoer et al. (2022). Hygiene was edited into four items that were taken from Roca and Villares (2008), Palazón et al. (2016), and Suciu et al. (2017). Five items were adjusted slightly depending on Peña-Alonso et al. (2018), Hasan (2019), and Hassan et al. (2020) were used to assess amenities at the beaches. Vacationers' satisfaction was adjusted by including five items adopted from Sadar and Rekha (2016), Hasan (2019), Dodds and Holmes (2019), Brščić and Šugar (2020), Zhang et al. (2020), and Hassan et al. (2020). Attitude towards visiting was operationalized with four items from Sadar and Rekha (2016), Hasan (2019), and Hassan et al. (2020). Finally, five items were adopted from Hasan (2019), Dodds and Holmes (2019), Brščić and Šugar (2020), Zhang et al. (2020), and Hassan et al. (2020) to measure vacationers' loyalty towards the beaches.

Respondents' profile

According to the demographic characteristics of 520 participants, 36% were male and 64% were female. Around 34% are married, 49% are married with children, and 10% are single. About 32% of the participants were over 46 years old, while 24% of them were between 26 and 35 years old, 13% were between 18 and 25, and only 3% were between 36 and 45. Moreover, over a third of the participants (39%) were employed in the private sector, whereas 30% were employed in the public sector, followed by pensioners, who represented 28% of all participants, and 3% of the participants were employed in free business. Around 9% of the participants had a monthly income below 1000, 21% earned from 1000 to 1999 L.E, while 29% of them earned from 2000 to 2999 L.E, about 34% earned from 3000 to 3999 L.E, and 7% received more than 4000 L.E in a month. Furthermore, the majority of them are domestic vacationers who have come from nearby cities, whereas 19% of them are Alexandrians. Mostly, vacationers prefer to

visit the beaches more than museums, archaeological sites, theatres, and art exhibitions. According to the frequency of visits (beaches) per year, 34% of the vacationers reported that they visit the beaches more than six times per year.

Table 1. Sociodemographic background of the Respondents (N = 520).

No.	Characteristics	Category	Frequency	Presentation (%)
Q1	Gender	Male	185	36%
		Female	335	64%
Q2	Age	18-25	68	13%
		26-35	119	24%
		36-45	155	3%
		Over 46	178	32%
Q3	Marital status	Single	52	10%
		Married	175	34%
		Married With Children	254	49%
		Divorced	39	7%
Q4	Occupation	Public Sector	158	30%
		Private Sector	202	39%
		free business	15	3%
		Retired	145	28%
Q5	Monthly Income	Less than 1000	45	9%
		1000-1999	112	21%
		2000-2999	151	29%
		3000-3999	175	34%
		More than 4000	37	7%
Q6	City of Origin	Alexandria	99	19%
		Another city	421	81%
Q7	I prefer To visit	Beaches	354	68%
		Museums and archeological sites	101	19%
		Theatres and Art Exhibitions	65	13%
Q8	Frequency of visit (beaches) per year	1	120	23%
		2-4	119	23%
		5-6	104	20%
		>6	177	34%

Data analysis

The present study has utilized partial least squares structural equation modelling (PLS-SEM) in order to analyze the current data and verify and test the hypotheses, Smart PLS software 3.3 was used in this study (Chin, 1998; Hair et al., 2014; Ringle et al., 2015). Using PLS-SEM estimation has various benefits (Henseler et al., 2009; Hair et al., 2011; Hussein et al., 2015; Nitzl & Chin, 2017). It can forecast a relatively complicated model without needing distribution assumptions, so it can handle data with non-normal distribution. Investigate the causal relationship between factors that may include direct and indirect effects. For small sample sizes, PLS-SEM is a good choice. When the proposed model contains reflective and formative constructs, it is preferable to use a program PLS-SEM. Furthermore, it has the ability to evaluate the complex mediation model, the predictive power of the model, and the common method bias (Lowry & Gaskin, 2014; Hew et al., 2017). It should be noted that when using PLS-SEM, the measurement model is evaluated prior to the examination of the structural model (Henseler et al., 2009; Nitzl & Chin, 2017). To achieve the aims of the current study, PLS-SEM has been used to evaluate the causal relationship between loyalty determinants, vacationer satisfaction, and attitude towards visiting the beach based on the literature review that has been mentioned above. The proposed model consists of seven constructs that represent loyalty determinants at the beach (overcrowding, pricing, human resources, security, safety, hygiene, and amenities),

two constructs as mediators (vacationers' satisfaction and attitude towards visiting), and one construct (vacationers' loyalty) as a dependent variable.
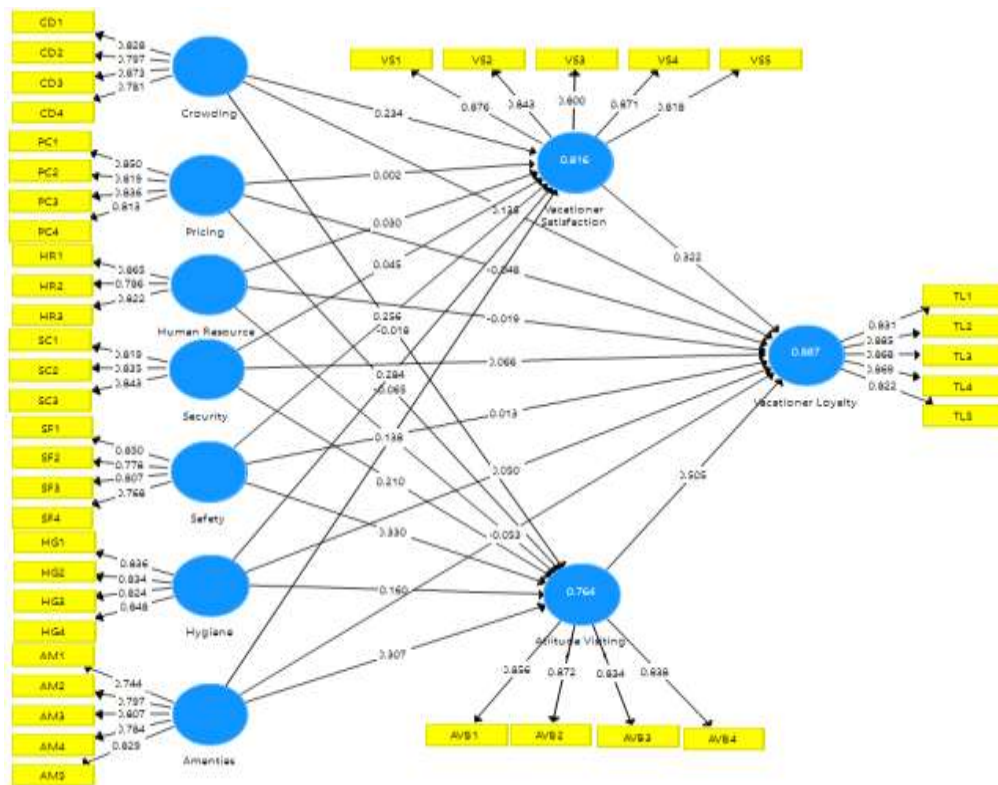

Figure 2. PLS-SEM Output

Assessment of the Measurement Model

The first criterion for evaluating a reflective measurement model in PLS-SEM is to examine the internal consistency of reliability and validity of measurements (Hair et al., 2017). The algorithm gets the measurement model's effects, which reflect the relationships between the latent constructs and their items. As indicated in Table 2, the values of all factor loadings for each item were > 0.885, demonstrating that all indicators were convergent and valid (Henseler et al., 2009; Hair et al., 2011). Internal consistency and convergent validity were emphasized by getting a composite reliability of all constructs that ranged between 0.932 and 0.865 (Fornell & Larcker, 1981; Bagozzi & Yi, 1988; Barclay et al., 1995; Hair et al., 2014). Table 3 also shows that Cronbach's alpha (α) values of all latent variables surpassed the proposed threshold of 0.70 (Hair et al., 2017). Additionally, all the average variance extracted (AVE) values for each of the latent constructs ranged between 0.628 and 0.732, which surpassed the proposed threshold of 0.60 (Fornell and Larcker, 1981; Hair et al., 2017).

Table .2 Measurement model assessment results

Constructs/measured items		Convergent validity		Construct reliability			Source
		Factors loading	Results	AVE[a]	α[a]	CR[a]	(De Ruyck et al., 1997; Roca & Villares, 2008; Roca
Overcrowding				0.681	0.838	0.865	
CD1	The beach is very crowded	0.828	Accepted				
CD2	Overcrowding obstructs the sea view	0.797	Accepted				
CD3	The beach has not lanes to facilitate for vacationers to cross.	0.873	Accepted				

Code	Item	Loading	Status				Reference
CD4	I prefer to cap the number of vacationers at the beach	0.781	Accepted				
Pricing				**0.688**	**0.849**	**0.898**	(Hasan, 2019; Hassan et al., 2020; Wahyudi & Yusra, 2021).
PC1	The beach charges a high entry fee per person	0.850	Accepted				
PC2	There are hidden charges besides the entrance fee.	0.819	Accepted				
PC3	The majority of tourist services of the beachside are grossly overpriced.	0.836	Accepted				
PC4	The authorities disregard monitoring fees that collected at entry gates.	0.813	Accepted				
Human Resources				**0.681**	**0.769**	**0.865**	(Blakemore et al., 2002; Phillips & House, 2009;
HR1	There aren't enough workers on the beach	0.865	Accepted				
HR2	The staff is not fulfils vacationers' needs very quickly	0.786	Accepted				
HR3	The staff is not treats vacationers with respect.	0.822	Accepted				
Security				**0.693**	**0.778**	**0.871**	(Valeira, 2007; Holtmann-Ahumada, 2017;
SC1	The beach is suffered from high rates of sexual harassment.	0.819	Accepted				
SC2	The beach is characterized by low rate of robberies.	0.835	Accepted				
SC3	The beach is not a secure environment for children.	0.843	Accepted				
Safety				**0.642**	**0.813**	**0.877**	(Williamson et al., 2012; Pea-Alonso et al., 2018; Uebelhoer et al., 2022).
SF1	The beach is suffering from a lifeguard shortage in the summertime.	0.850	Accepted				
SF2	Beaches use flags to warn vacationers of dangerous conditions	0.778	Accepted				
SF3	The beach is suffering a shortage of safety and rescue equipment like jet ski and life-jacket.	0.807	Accepted				
SF4	The beach suffers from high rates of drowning.	0.768	Accepted				
Hygiene				**0.698**	**0.856**	**0.903**	(Roca & Villares, 2008; Palazón et al., 2016; Suciu
HG1	There are not enough garbage cans on the beach	0.836	Accepted				
HG2	The beach water is not very clear.	0.834	Accepted				
HG3	The beach is not characterized by clean sand.	0.824	Accepted				
HG4	The restrooms are not clean.	0.848	Accepted				
Amenities				**0.628**	**0.852**	**0.894**	(Peña-Alonso et al., 2018; Hassan et al., Hasan, 2019; 2020).
AM1	There are not enough parking spaces in the area	0.744	Accepted				
AM2	There are not enough sun loungers.	0.797	Accepted				
AM3	There are enough changing rooms on the beach.	0.807	Accepted				
AM4	The beach has not a sufficient number of toilets	0.784	Accepted				
AM5	The beach suffers from a severe lack of cafeterias	0.829	Accepted				
Vacationers' Satisfaction				**0.709**	**0.897**	**0.924**	Sadar & Rekha, 2016; Hasan, 2019; Dodds &
VS1	I had a bad time at this beach.	0.876	Accepted				
VS2	I have not met my needs when I visited this beach.	0.843	Accepted				
VS3	This visit has not exceeded my expectations.	0.800	Accepted				

VS4	I am not satisfied considering the time that I spent here.	0.871	Accepted					
VS5	I am fully satisfied with this beach.	0.818	Accepted					
	Attitude Towards Visiting			**0.723**	**0.872**	**0.913**		(Sadar & Rekha, 2016; Hasan, 2019; Hassan et
AVB1	Visiting the beach was very awful	0.856	Accepted					
AVB2	Visiting the beach was very unpleasant.	0.872	Accepted					
AVB3	Visiting the beach was very bad	0.834	Accepted					
AVB4	Visiting the beach was very negative	0.838	Accepted					
	Vacationers' loyalty			**0.732**	**0.908**	**0.932**		(Hasan, 2019; Dodds & Holmes, 2019; Brščić & Šugar, 2020; Zhang et al.,
TL1	I am not planning to revisit this beach again.	0.831	Accepted					
TL2	I'm not willing to spend my time and money to revisit this beach again.	0.885	Accepted					
TL3	I will not suggest my friends and relatives visit this beach.	0.868	Accepted					
TL4	I am not intending to spread positive word-of-mouth about this beach.	0.869	Accepted					
TL5	I would not encourage this beach to others.	0.822	Accepted					

Notes: (a) Average variance extracted (AVE), Cronbach's (α), and composite reliability (CR).

In the PLS-SEM analysis, the Heterotrait–Monotrait ratio (HTMT) criterion is suggested to evaluate and examine discriminant validity (Hair et al., 2017). The (HTMT) criterion indicates the ratio of between-trait correlations to within-trait correlations as mentioned in Table 4. All latent construct (HTMT) values were between 0.140 and 0.853, which are obviously lower than the cutoff value of 0.90 (Henseler et al., 2015). In Table 3, the value of average variance extracted (AVE) for each variable was higher than the values of correlation between the variables. As a result, the constructs of the current study do not have any discriminant validity issues according to the Fornell–Larcker and HTMT criterion.

Table .3 Discriminant Validity Fornell–Larcker Criterion

Constructs	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Amenities (1)	**0.793**									
Attitude Towards Visiting (2)	0.837	**0.850**								
Overcrowding (3)	0.838	0.770	**0.821**							
Human Resources (4)	0.232	0.220	0.289	**0.825**						
Hygiene (5)	0.868	0.806	0.825	0.225	**0.836**					
Pricing (6)	0.766	0.684	0.731	0.285	0.756	**0.830**				
Safety (7)	0.861	0.822	0.820	0.265	0.821	0.768	**0.801**			
Security (8)	0.802	0.773	0.811	0.146	0.804	0.704	0.746	**0.832**		
Vacationers' Loyalty (9)	0.821	0.816	0.815	0.216	0.819	0.679	0.813	0.784	**0.855**	
Vacationers' Satisfaction (10)	0.836	0.831	0.811	0.269	0.822	0.730	0.824	0.771	0.805	**0.842**

Note: Bold values are the square root of AVE.

Table .4 Heterotrait–Monotrait Ratio (HTMT)

Constructs	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Amenities (1)										
Attitude Towards visiting (2)	0.821									
Overcrowding (3)	0.818	0.765								
Human Resources (4)	0.222	0.225	0.275							
Hygiene (5)	0.853	0.798	0.805	0.202						
Pricing (6)	0.755	0.660	0.711	0.255	0.742					
Safety (7)	0.819	0.801	0.798	0.253	0.801	0.732				
Security (8)	0.788	0.750	0.768	0.140	0.768	0.699	0.712			
Vacationers' Loyalty (9)	0.795	0.778	0.788	0.201	0.803	0.649	0.778	0.714		
Vacationers' Satisfaction (10)	0.802	0.765	0.755	0.253	0.811	0.713	0.804	0.753	0.798	

Structural model and hypotheses testing results

As mentioned above, the proposed structured model has fulfilled all the criteria that were required in the first phase. In the second phase, the proposed structured model was evaluated according to a number of criteria which were proposed by Hair et al. (2019), including the strength of path coefficients, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). The results are shown in Figure 3 (Table 5), where the structural coefficients for each path were evaluated by bootstrapping 5000 subsamples in order to create confidence intervals and t-values (Preacher & Hayes, 2008; Streukens & Leroi-Werelds; 2016).
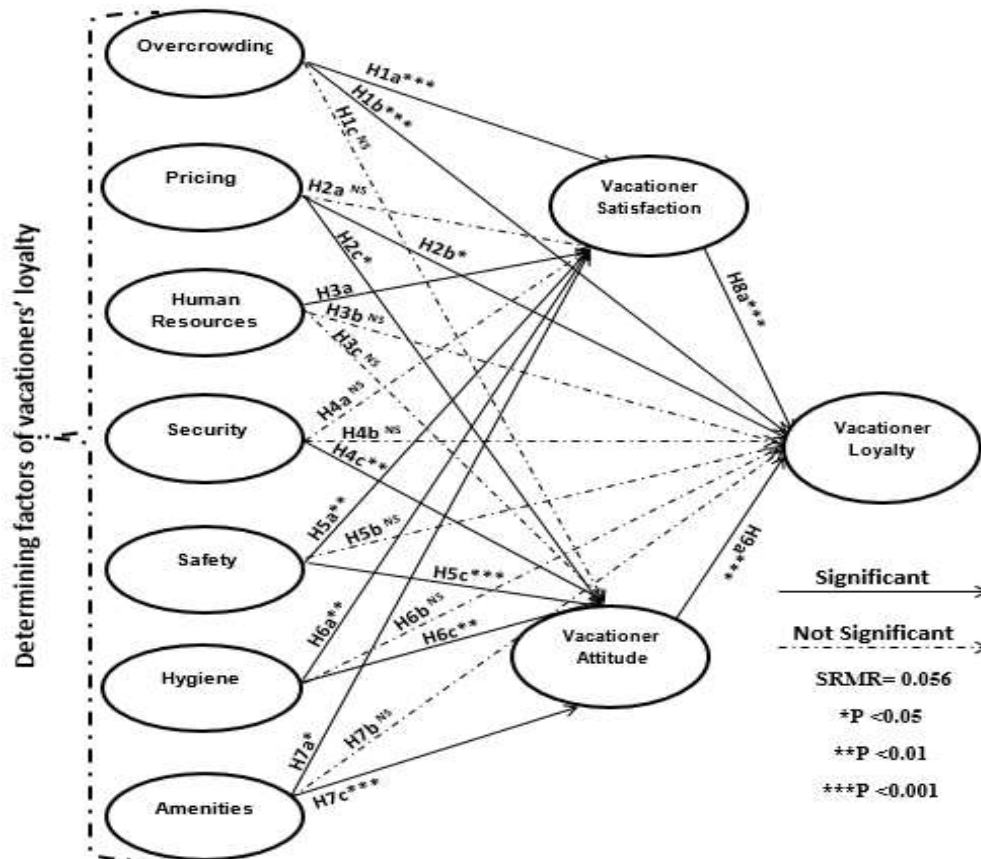
Figure 3. Structural model's path coefficient
Notes: ***p < 0.001, **p < 0.01, *p < 0.05, NS not significant.

First, the path coefficients of the proposed structured model were tested as shown in Table 5. Overcrowding had a significant impact on vacationer satisfaction (β= 0.234, t = 5.013, p <001) and vacationer loyalty (β= 0.135, t = 4.003, p <001), but had no impact on vacationer attitude (β= -0.018, t = 0.375, p >.05). Hence, H1a and H2b were supported, but H13 was not. Furthermore, the path coefficients revealed that pricing had a significant positive direct effect on vacationer attitude (β= -0.065, t = 1.995, p <05) and vacationer loyalty (β= -0.048, t = 2.179, p<05). Therefore, the study has supported H2b and H2c. On the other hand, H2a was not supported because there was no significant relationship between pricing and vacationer satisfaction (β= -0.002, t = 0.049, p >.05). In this study, there is only one direct impact of human resources on vacationers' satisfaction (β= 0.030, t = 2.001, p <.05). This means that H3a was accepted. Whereas, human resource has no direct effect on vacationer loyalty (β= -0.019, t = 1.803, p >.05) and their attitude towards the visit (β = 0.018, t = 0.760, p >.05). So, H3b and H3c were rejected.

Specifically, Security was a significant and positive predictor of vacationer attitude (β= 0.210, t= 5.038, p <.001). While security was not a significant influence on vacationer satisfaction (β=

0.045, t = 1.306, p >.05) or vacationer loyalty (β= 0.066, t = 1.945, p >.05). Thus, H4c was supported, but H4a and H4b were not. H5a and H5c were also supported because safety significantly and positively influenced vacationer satisfaction (β= 0.256, t = 5.944, p <.001), and vacationer attitude (β= 0.330, t = 5.907, p <.001). By contrast, H5b was not supported because safety did not present any significant relationships with vacationer loyalty (β= 0.013, t = 0.368, p >.05). As proposed by H6a (Hygiene -> Vacationers Satisfaction) and H6c (Hygiene -> vacationer Attitude), Hygiene positively influenced vacationers Satisfaction (β = 0.284, t = 6.550, p <.001), and vacationer attitude (β = 0.160, t = 2.968, p <.01). Hence, H6a and H6c were accepted. In comparison, H6b was not supported because hygiene not significant impact on vacationer loyalty (β= 0.050, t = 1.371, p > .05). Additionally, the influence of amenities on vacationer satisfaction (β= 0.138, t = 2.687, p <.01) and vacationer attitude (β= 0.307, t = 4.780, p <.001) was also positive and significant. Therefore, the current study was accepted for H7a and H7c, whereas H7b was not accepted since amenities had no positive influence on vacationer loyalty (β= -0.053, t = 4.780, p >.05). Finally, Vacationer satisfaction also exerted a significant positive effect on vacationer loyalty (β= 0.322, t = 7.273, p <.001), supporting H8a. Similarly, vacationer attitude influenced vacationer loyalty positively (β= 0.505, t = 11.499, p <.001), supporting H9a.

To prevent model misspecification in the current study, the standardized root mean square residual (SRMR) has been utilized as a goodness of fit measurement for PLS-SEM software (Hu & Bentler, 1999; Henseler et al., 2016). According to the definition of Kenny (2015), SRMR is defined as "*the standardized difference between the observed correlation and the predicted correlation*" (p.52). Therefore, the current study is based on SRMR as a tool to examine the global model fit. According to Henseler et al. (2016), the value of SRMR was 0.056, which was less than the threshold that has been determined to be 0.08.

Table 5. Path Coefficients Results for The Structural Model (N=520)

H	Path	β Value	T Statistics	P Values	Decision
H1a	Overcrowding -> Vacationers' Satisfaction***	0.234	5.013	0.000	**Supported**
H1b	Overcrowding -> Vacationers' Loyalty ***	0.135	4.003	0.000	**Supported**
H1c	Overcrowding -> Attitude Towards visiting [NS]	-0.018	0.375	0.708	**Unsupported**
H2a	Pricing -> Vacationers' Satisfaction [NS]	0.002	0.049	0.961	**Unsupported**
H2b	Pricing -> Vacationers' Loyalty *	-0.048	2.179	0.030	**Supported**
H2c	Pricing -> Attitude Towards visiting *	-0.065	1.995	0.047	**Supported**
H3a	Human Resource -> Vacationers' Satisfaction *	0.030	2.001	0.046	**Supported**
H3b	Human Resource -> Vacationers' Loyalty [NS]	-0.019	1.803	0.072	**Unsupported**
H3c	Human Resource -> Attitude Towards visiting [NS]	0.018	0.760	0.447	**Unsupported**
H4a	Security -> Vacationers' Satisfaction [NS]	0.045	1.306	0.192	**Unsupported**
H4b	Security -> Vacationers' Loyalty [NS]	0.066	1.945	0.052	**Unsupported**
H4c	Security -> Attitude Towards visiting ***	0.210	5.038	0.000	**Supported**
H5a	Safety -> Vacationers' Satisfaction ***	0.256	5.944	0.000	**Supported**
H5b	Safety -> Vacationers' Loyalty [NS]	0.013	0.368	0.713	**Unsupported**
H5c	Safety -> Attitude Towards visiting ***	0.330	5.907	0.000	**Supported**
H6a	Hygiene -> Vacationers' Satisfaction ***	0.284	6.550	0.000	**Supported**
H6b	Hygiene -> Vacationers' Loyalty [NS]	0.050	1.371	0.171	**Unsupported**
H6c	Hygiene -> Attitude Towards visiting **	0.160	2.968	0.003	**Supported**
H7a	Amenities -> Vacationers' Satisfaction**	0.138	2.687	0.007	**Supported**
H7b	Amenities -> Vacationers' Loyalty [NS]	-0.053	1.680	0.094	**Unsupported**
H7c	Amenities -> Attitude Towards visiting ***	0.307	4.780	0.000	**Supported**
H8a	Vacationers' Satisfaction -> Vacationers' Loyalty***	0.322	7.273	0.000	**Supported**
H9a	Attitude Towards visiting -> Vacationers' Loyalty***	0.505	11.499	0.000	**Supported**

Notes: ***p < 0.001, **p < 0.01, (*) p < 0.05, NS not significant.

Second, the predictive power of the proposed model was measured by testing the values of the coefficient of determination (R²), which reflects the cumulative influence of exogenous

variables on endogenous variables. The values of the coefficient of determination of 0.25, 0.50, or 0.75 denote weak, moderate, or strong effects, respectively (Hair et al., 2017). The proposed structural model explained 76.4% of the variance in attitude towards visiting the beaches, 88.7% of vacationers' loyalty, and 81.6% of vacationers' satisfaction, as mentioned in Table 6. This means that all values of R^2 were strong and substantial.

Table 6. Effect Size and Predictive Relevance

Endogenous Variables	Q^2	R^2	Exogenous Variables	Effect size F^2
Attitude Towards Visiting	0.547	0.764	Amenities	0.064
			Overcrowding	0.000
			Human Resource	0.001
			Hygiene	0.021
			Pricing	0.006
			Safety	0.094
			Security	0.049
Vacationers' Loyalty	0.644	0.887	Amenities	0.004
			Overcrowding	0.030
			Human Resource	0.003
			Hygiene	0.004
			Pricing	0.007
			Safety	0.000
			Security	0.010
Vacationers' Satisfaction	0.573	0.816	Amenities	0.016
			Overcrowding	0.061
			Human Resource	0.004
			Hygiene	0.083
			Pricing	0.000
			Safety	0.073
			Security	0.003

Third, Table 6 shows the effect size (f^2) for each construct, which is used to determine how much the predictor variables influence the dependent variable. The PLS algorithm measures f^2 effect size, with f^2 values of 0.02, 0.15, and 0.35, respectively, indicating a small, medium, or large effect on the relationship between exogenous variables and endogenous variables (Cohen, 1988). whereas f^2 values of less than 0.02 are unacceptable for consideration and will be ignored. According to Table 7, the effect size (f^2) findings demonstrate that overcrowding (0.000), pricing (0.006), and human resources (0.001) have no effect on attitude towards visiting; hygiene (0.021) has a small effect on attitude towards visiting, while security, safety, and amenities have a large effect on attitude towards visiting. In addition, the effect size (f^2) shows that amenities (0.004), human resources (0.003), hygiene (0.004), pricing (0.007), safety (0.000), and security (0.010) affect vacationers' loyalty, whereas overcrowding (0.030) has a small effect on vacationers' loyalty. Moreover, overcrowding (0.061), hygiene (0.083), and safety (0.073) have small effects on vacationers' satisfaction. While amenities (0.016), human resources (0.004), pricing (0.000), and security (0.003) have no effect on vacationers' satisfaction.

Fourth, the values of Q^2 for endogenous variables were 0.547, 0.644, and 0.573 for attitude towards visiting, vacationers' loyalty, and vacationers' satisfaction, consecutively, which shows an acceptable level of predictive relevance, as shown in Table 6. The value of $Q^2 > 0$ demonstrates the model's predictive relevance (Cohen, 1988). Based on the previously mentioned values, the Q-square predictive relevance value for vacationer attitude is 0.547, or 55%. It is possible to consider that the contribution of overcrowding, pricing, human resources, safety, security, hygiene, and amenities to attitude towards visiting as a whole is 55%. whereas 45% is due to other variables' contributions that were not discussed in the current study.

Test the Mediating Variables

To examine the mediating role of vacationers' satisfaction and their attitude toward visiting beaches (H1d, H1e, H2d, H2e, H3d, H3e, H4d, H4e, H5d, H5e, H6d, H6e, H7d, H7e), This study has used a relatively common new analytical approach that has been suggested by previous studies (Avkiran, 2018; Cepeda, 2018; Hair et al., 2018). Table 7 illustrates the results of the indirect and total effects of the exogenous constructs (amenities, overcrowding, human resources, hygiene, pricing, safety, and security) on the endogenous construct (vacationers' loyalty) through two mediators (i.e., vacationers' satisfaction and their attitude toward visiting beaches).

Table 7. Multiple Mediating Effect Tests

H	Paths	Specific Indirect Effect	Direct Effect	Total Effect (T-Value)	Result	Remarks
H1d	Overcrowding -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.075***	0.135***	0.202*** (4.229)	Complementary Partial Mediation	Supported
H1e	Overcrowding -> Attitude Toward Visiting -> Vacationers' Loyalty	-0.009^{NS}			Non-Mediation	Unsupported
H2d	Pricing -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.000^{NS}	-0.048*	-0.080** (2.890)	Direct-Only Non-Mediation	Unsupported
H2e	Pricing -> Attitude Toward Visiting -> Vacationers' Loyalty	-0.033^{NS}			Direct-Only Non-Mediation	Unsupported
H3d	Human Resource -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.010^{NS}	-0.019^{NS}	0.000^{NS} (0.008)	No-Effect Non-Mediation	Unsupported
H3e	Human Resource -> Attitude Toward Visiting -> Vacationers' Loyalty	0.009^{NS}			No-Effect Non-Mediation	Unsupported
H4d	Security -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.015^{NS}	0.066^{NS}	0.187*** (4.482)	Non-Mediation	Unsupported
H4e	Security -> Attitude Toward Visiting -> Vacationers' Loyalty	0.106***			Full Mediation	Supported
H5d	Safety -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.082***	0.013^{NS}	0.262*** (4.753)	Full Mediation	Supported
H5e	Safety -> Attitude Toward Visiting -> Vacationers' Loyalty	0.167***			Full Mediation	Supported
H6d	Hygiene -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.091***	0.050^{NS}	0.222*** (4.725)	Full Mediation	Supported
H6e	Hygiene -> Attitude Toward Visiting -> Vacationers' Loyalty	0.081**			Full Mediation	Supported
H7d	Amenities -> Vacationers' Satisfaction -> Vacationers' Loyalty	0.044*	-0.053^{NS}	0.146** (2.647)	Full Mediation	Supported
H7e	Amenities -> Attitude Toward Visiting -> Vacationers' Loyalty	0.155***			Full Mediation	Supported

As mentioned above (Table 7), vacationers' satisfaction and attitude towards visiting mediate the relationship between exogenous variables (i.e., security, safety, hygiene, and amenities) and an endogenous variable (vacationers' loyalty) as full mediation. Hence, the study supports H4e, H5d, H5e, H6d, H6e, H7d, and H7e. Moreover, vacationers' satisfaction mediates the

relationship between an exogenous variable (overcrowding) and an endogenous variable (vacationers' loyalty) as a complementary partial mediation. Thus, H1d was accepted. While vacationers' satisfaction and attitude towards visiting did not mediate the relationship between exogenous variables (i.e., pricing, human resources, security, overcrowding) and an endogenous variable (vacationers' loyalty) as non-mediator. This means the current study does not support H1e, H2d, H2e, H3d, H3e, and H4d.

Discussion

To achieve the aims of the current study, this study carried out a survey and suggested a proposed structural model (Figure 1) and multiple mediation models (Figure 2) that involved 37 hypotheses. The first 23 hypotheses (H1a, H1b, H1c, H2a, H2b, H2c, H3a, H3b, H3c, H4a, H4b, H4c, H5a, H5b, H5c, H6a, H6b, H6c, H7a, H7b, H7c, H8a, and H9a) indicate direct effects. The following six hypotheses (H1d, H1e, H2d, H2e, H3d, H3e, H4d, H4e, H5d, H5e, H6d, H6e, H7d, H7e) demonstrated the mediating roles of vacationers' loyalty and their attitude towards the beach in the relationship between loyalty determinants (overcrowding, pricing, human resources, security, safety, hygiene, and amenities) and vacationers' loyalty toward the beaches.

First of all, the current study examined the hypotheses related to the direct effect of loyalty determinants. The results revealed that overcrowding was a significant and positive predictor of vacationers' satisfaction (H1a) and their loyalty (H1b), which means that hypotheses H1a and H1b were accepted. The results of this study are in line with Mehranian and Marzuki (2018) research, which revealed that overcrowding has a substantial impact on vacationer satisfaction. According to the empirical findings of this study, pricing has a significant positive impact on vacationers' attitude and their loyalty to the beaches (H2b and H2c). Thus, the findings of this research are in accordance with the research of Hasan et al. (2019), who also stated that ticket prices had a positive and significant influence on vacationers' satisfaction and their attitude towards beaches. Moreover, the study predicted that human resources had positively influenced vacationers' satisfaction, which means that hypothesis H3a was also supported. Many previous studies have indicated a positive effect relationship between the two variables, suggesting that the higher the efficiency of workers at the beaches, the higher the satisfaction (Chen & Bau, 2016; Giorgio et al., 2018; Lukoseviciute & Panagopoulos, 2021).

Based on the findings of examining H4c, it was found that the security variable has a positive and significant effect on the attitude toward visiting Alexandria beaches. Similarly, our findings were conceptually and logically congruent with those of a few earlier studies (Chen & Bau, 2016; Giorgio et al., 2018; Hassan et al., 2019; Wahyudi & Yusra, 2021; Lukoseviciute & Panagopoulos, 2021). Additionally, the safety variable has a positive effect on vacationers' satisfaction and attitude towards visiting. Thus, H5a and H5c were supported (Chen & Bau, 2016; Wahyudi & Yusra, 2021; Lukoseviciute & Panagopoulos, 2021). Another result of this research was that hygiene has a significant direct influence on vacationers' satisfaction and attitude towards visiting, which means that the hygiene variable is essential for vacationers' satisfaction and their attitude towards visiting beaches. Hence, H6a and H6c were proven. Our study's findings are also consistent with previous studies (Chen & Bau, 2016; Giorgio et al., 2018; Ismail & Rohman, 2019; Wahyudi & Yusra, 2021; Lukoseviciute & Panagopoulos, 2021). It should be noted that the relationship between amenities at the beaches and vacationers' satisfaction and attitude toward visiting had significant effects on their loyalty to these beaches, which means that H7a and H7c were accepted. The findings of this study are in line with Ismail and Rohman (2019), who said that the facilities have a significant effect on vacationers' satisfaction. Furthermore, this study has supported the hypotheses of vacationers' satisfaction and their attitude toward visiting beaches. This means that H8a and H9a were accepted. These

results are consistent with prior studies (Suh & Pedersen, 2010; Chen & Bau, 2016; Giorgio et al., 2018; Hassan et al., 2019; Lukoseviciute & Panagopoulos, 2021).

In the context of the mediating role of vacationers' satisfaction and attitude toward visiting beaches in the relationship between loyalty determinants (i.e., overcrowding, pricing, human resources, security, safety, hygiene, and amenities) and vacationers' loyalty toward beaches, our study provides a significant addition to the body of current literature since these two mediators have been utilized in relatively few studies. As mentioned in previous studies, vacationers' satisfaction and attitude toward visiting are the most important factors that motivate them to revisit a destination (Dodds & Holmes, 2019; Zhang et al., 2020; Hassan et al., 2020). Consequently, this study was based on vacationers' satisfaction and attitude toward visiting as two mediators to enhance the relationship between the loyalty determinants that have been referred to above and vacationers' loyalty toward Alexandria beaches.

According to the results that were reported earlier, vacationers' satisfaction and attitude towards visiting mediate the relationship between exogenous variables (i.e., security, safety, hygiene, and amenities) and an endogenous variable (vacationer loyalty) as full mediation. Therefore, the study has supported H4e, H5d, H5e, H6d, H6e, H7d, and H7e. Moreover, vacationers' satisfaction mediates the relationship between an exogenous variable (overcrowding) and an endogenous variable (vacationers' loyalty) as a complementary partial mediation. So, H1d was accepted. On the other hand, there are some exogenous variables (i.e., overcrowding through attitude towards visiting as a mediator, pricing and human resources through two mediators, and security through vacationers' satisfaction as a mediator) that have no positive effect on an exogenous variable through two mediators (vacationers' loyalty and attitude towards visiting). Therefore, H1e, H2d, H2e, H3d, H3e, and H4d were rejected.

Theoretical and Practical Implications

The theoretical contribution of this research derives from a comprehensive focus on loyalty determinants to the beach (i.e., overcrowding, price, human resources, security, safety, and amenities), which reflect on vacationers' satisfaction, attitude toward visiting, and loyalty towards beaches. The following are some significant consequences of this research: First, the current research is based on a set of determinants that have been collected from previous literature studies and have been filtered according to the pilot study on Alexandria beaches in order to identify the most important factors affecting the vacationer's satisfaction and attitude toward visiting beaches. Second, rather than the traditional covariance-based structural equation modelling (CB-SEM), the current research has relied on partial least squares structural equation modelling (PLS-SEM) as a new and popular approach. Third, the present study led to the introduction and proposal of an integrated strategy to detect vacationers' loyalty by combining seven factors that have been mentioned earlier. Remarkably, few literature studies have been carried out on vacationers' loyalty in coastal areas. Fourth, the current study integrated vacationers' satisfaction and attitude towards visiting as mediators in the relationship between concerned exogenous constructs (loyalty determinants) and an endogenous construct (vacationers' loyalty). Fifth, the current research has focused on Alexandria beaches as the most appealing domestic coastal destination in Egypt, which had previously received little attention from academics and researchers in a comprehensive and integrated context of detailed assessments of vacationers' loyalty. Despite the many features that have been mentioned previously, beach tourism in Alexandria is facing many obstacles and challenges that have been ignored or not examined previously in empirical studies.

The study's results also provide some important management recommendations. According to the vacationers' satisfaction factor with beaches, the findings revealed the positive and

significant effects of overcrowding, human resources, safety, hygiene, and amenities. Therefore, the central administration for tourism and resorts must keep in mind to evaluate the determinants of vacationers' satisfaction with the beaches periodically as a part of their policies to increase the demand for tourism in the coastal areas. As a result, it may be recognized which factors are counted as having the most influence on vacationers' satisfaction based on the reliability and validity of measurements of the proposed structural model. The study's results may be helpful in promoting the attitude of vacationers towards visiting beaches.

The important findings also recommend providing a political and legal framework that allows the primary authority for beach management (the central administration for tourism and resorts) to take the necessary action to improve tourist services continuously in order to ensure vacationers' satisfaction and their loyalty to the beaches. Furthermore, by improving the determinants that influence vacationer loyalty, the central administration for tourism and resorts could raise awareness among residents and visitors about the economic, social, and environmental benefits of beach tourism, potentially leading to a positive attitude and loyalty towards beaches, ultimately increasing the number of potential vacationers besides current vacationers.

Limitations and Future Research Directions

This research has several unavoidable limitations that must be recognized. First, since the scope of our research was confined to Alexandria beaches as a domestic coastal attraction, the results of our study cannot be applied to other coastal places. Second, the current study has been based on the convenience sampling method from specific beaches (Miami, Glim, Stanely, and Beau Rivage Beach). Third, the participants of this research were domestic vacationers, which was considered acceptable for the purpose of the survey. Fourth, the variables utilized in this research have been adjusted or extended depending on the pilot study, although being based on previous studies. In addition, the sample size of the present research was limited to 520 participants. In the future, a more accurate sampling method with a larger sample size might be utilized to back up these results. In future research, the authors should conduct a comparative study between foreign and domestic vacationers, since they have different viewpoints, needs, lifestyles, experiences, and, most importantly, serve the area of study. In the era of advanced technology, the central administration for tourism and resorts should utilize social media platforms to conduct an online survey to evaluate vacationers' satisfaction and their attitude towards visiting periodically. Because the current research was carried out in Alexandria as a summer holiday destination, future studies may need to adjust the time period to examine other winter coastal destinations like Sharm el Sheikh and Hurghada.

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تحديد عوامل ولاء المصطافين المحليين: الدور الوسيط لرضا المصطافين وموقفهم تجاه زيارة الشاطئ

معلومات المقال	ملخص البحث

الكلمات الدالة:

ولاء المصطافين المحليين

رضا المصطافين

الموقف من الزيارة

السياحة الشاطئية

مدينة الإسكندرية

عُرفت مدينة الإسكندرية "بعروس البحر الابيض المتوسط". على الرغم من احتوائها على العديد من عوامل الجذب السياحي ، إلا أن موقعها الجغرافي ساهم في أن تصبح وجهة سياحية ساحلية فقط. حيث تستقطب المدينة عددًا كبيرًا من المصطافين المحليين من جميع المحافظات خلال موسم الذروة بسبب شواطئها المميزة، والتي يبلغ طولها أكثر من ٧٠ كيلومترًا على ساحل البحر الأبيض المتوسط، فهى قبلة المصطافين خلال موسم الصيف، الأمر الذي جعلها تتخصص وفق نمط السياحة الشاطئية. بالنظر إلى نمو السياحة الجماعية على الشواطئ ، هناك العديد من العوامل التي قد تؤثر على رضا المصطافين، ومواقفهم تجاه الزيارة وولائهم للشاطئ. في الدراسة الحالية، اقترح نموذجًا متعدد الوساطة للنظر في تأثير العديد من العوامل (الاكتظاظ، والتسعير، والموارد البشرية، والأمن، والسلامة، والنظافة، والمرافق) بشكل مباشر وغير مباشر على ولاء المصطافين من خلال وسيطين: الرضا و الموقف تجاه الزيارة. اعتمدت الدراسة على النهج الكمي لدراسة العلاقة بين المتغيرات الخارجية والداخلية. استخدمت الدراسة طريقة المسح من خلال توزيع مجموعة من الاستبيانات على العينة المختارة والتي بلغت ٥٢٠ مشاركًا من الشواطئ المختارة (ميامي ، جليم ، المندرة "٢" ، وشاطئ البوريفاج). تم تحليل البيانات باستخدام Smart PLS لاختبار ٢٣ فرضية. تظهر النتائج أن الاكتظاظ والأمن والسلامة والنظافة ووسائل الراحة لها آثار إيجابية على الرضا والموقف تجاه الزيارة، مما يؤدي في النهاية إلى زيادة ولاء المصطافين نحو الشاطئ. على النقيض من ذلك، لا يُظهر التسعير والموارد البشرية تأثيرًا كبيرًا على موقفهم تجاه الزيارة ورضاهم وولائهم. وأخيرًا، أظهر النموذج المقترح العوامل التي لها التأثير الأكبر على سلوك الزائر، ورضا المصطافين، وولائهم، وكذلك العوامل التي لها أقل تأثير على المتغيرات التابعة.