Examining the relationships between visit experience, satisfaction and behavioral intentions among tourists at the Egyptian Museum

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Abstract
Museums have a crucial role in the tourism industry, so it seems important to understand all factors that influence tourists while visiting museums. This paper aims to examine the interrelationships between three variables, visit experience; tourist's satisfaction, and future behavioral intentions among tourists at the Egyptian Museum. Data have been collected from tourists at the Egyptian Museum in Cairo, by using a self-administrated questionnaire, and the structural equation modeling were conducted. The results indicate a statistically significant structural effects between the three variables, hence they can be useful for the decision makers at the Egyptian Museum and Ministry of Antiquities to improve their marketing efforts and enhance the use of the available resources.
Key Words: Experience, Satisfaction, Behavioral Intention, Egyptian Museum.

Introduction:
    The success of tourism industry, can increase tourist receipts, income, employment and government revenues. But, how to attract the tourists to revisit, and/or recommend the destination to others, is a crucial issue for the success of tourism development of any destination (Chen and Tsai, 2007). In this respect, Museums have a growing importance to the tourism industry, as they are attracting millions of international and domestic visitors, who spend money and thereby benefit local economies (Culley, 2010).

    Numerous studies concentrated on the interrelationship between quality, satisfaction and behavioral intentions of tourists, such as Baker and Crompton (2000), and Cronin et al (2000). Followed by some studies, that focused on the perceived value of tourism trips, and its correlations and interrelations with quality, satisfaction and behavioral intentions in tourism industry, such as Tam (2000); Oh (2000); Murphy et al (2000); Petrick et al (2001); Petrick & Backman (2002) and Sirakaya et al (2004). Furthermore, Some studies examined the perceived value as a moderator variable, between service quality variable and satisfaction variable, such as Caruana et al (2000).

    By understanding the correlations and interrelationships between the visit experience, tourist's satisfaction at the Egyptian Museum, and tourists future behavioral intentions, the decision makers at the Egyptian Museum and Ministry of Antiquities, would better improve their marketing efforts to maximize the use of resources.

    This study aims to examine and to construct structural and Measurement model for the interrelationships between the visit experience variable, tourist's satisfaction variable and tourists future behavioral intentions at the Egyptian Museum.

    Based on the above extensive literature review of the following variables: the visit experience, tourist's satisfaction, and tourists future behavioral intentions. These variables frame the following hypotheses, in order to examine the relationship between the three variables among tourists at the Egyptian Museum:
H1: There is a statistically significant structural effect between satisfaction variable and the future behavioral intentions variable for tourists at the Egyptian museum.
H2: There is a statistically significant structural effect between visit experience variable and the future behavioral intentions variable for tourists at the Egyptian museum.
H3: There is a statistically significant structural effect between visit experience variable and the satisfaction variable for tourists at the Egyptian museum.

Visit Experience:
According to Rayan (2002), the evaluation of any trip, can be defined as the experience of trip or as service value perception. The perceived service value has been recognized as one of the most prominent factors of the purchasing intention of tourists and of revisiting the destination (Lee et al, 2007). The perceived service value or experience of the trip means, a consumer scale to pay cost of time, cost of money, and the purchasing of services. At the same time, it is worthwhile to

highlight that the inner-self of tourist is also very important, when the tourist's perception of service value is high, the willingness to continue to buy in the future is also high (Chang, 2008).

The Evaluation process of the quality of visit experience contains both functional and emotional attributes. As stated by Lian et al (2007), the functional attributes, are ones that are delivered by the tourism service providers; the emotional attributes are those carried by tourists during and after the consumption of tourism services. Generally, the experience quality of the visit is related to the psychological outcomes of the participation in the tourism activities.

The visit experience or perceived value of services is an essential antecedent to determine client's satisfaction and behavioral intentions. Previous studies stated that the perceived value can be defined as the consumer's overall assessment of the benefits of service, based on perceptions of what is given and what is received. The formulation of visit experience or perceived value of services has two main parts. The first one, concerns the received benefits, which could be economic, social and emotional; the second part concerns of the sacrifices, which could be time, price, risk, effort and convenience (Saha and Nath, 2017).

Satisfaction:

Richard Oliver (1980) has defined client's satisfaction as the differences between expectation and the perceived performance of service. furthermore, Philip Kotler (2001) has defined Satisfaction, as person's feelings of pleasure or disappointment, resulting from comparing a product's/service's perceived performance, with his/her expectations. The comparison between expectation and perceived performance is based on the Expectancy Disconfirmation Model, which proposed by Hoffman and Bateson (2006 and 2011).

In a tourism context, Reisinger and Turner (2003) defined tourist's satisfaction, as an emotional state that is fundamentally experiential, and obtained after the consumption of tourism services. Anticipations related to pre-travel, are called expectations, while, emotions and functions related to post-travel, are called experiences. This agrees with the definition of Zeithaml and Bitner (2003), When experiences exceeds expectations tourist's satisfaction occurs (Reisinger and Turner, 2003).

Behavioral Intentions:

Satish et al (2004) define consumer behavior as the mental and emotional processes and behaviors of consumers during searching, purchasing and consuming product and service.

Numerous previous studies have suggested that tourist behavior intension may alter according to the experience received, which match with what is stated in expectancy theory (Handriana and Ambara, 2016). Behavioral intention points out the concept of a person's predictive or planned future action. It can be defined as the probability of transformation of principles and behaviors into an actions (Park, 2015). According to the viewpoint of the consumption process, Rayan (2002) showed that there are three levels of tourist behavior: before the visit, during the visit, and after the visit. The tourist will have some behaviors such as destination selection, assessments about his/her trip and intentions for future behavior. The assessments about trip are the experience of trip or value perception and overall tourist satisfaction, while the intentions for future behavior mean assessment of tourists of the similarity to return and introduce or recommend to others (Chen and Tsai, 2007).

To take sufficient actions in tourism planning and marketing, the motivational factors that influence tourists' travel decisions, should be well determined; how the attitudes of tourists' are formed, and how the various sources of information affect travel behaviors. Some behavioral theories investigated how the motivational factors help to develop the tourists' attitudes, and how these attitudes lead to tourists' behavioral intentions in making decisions (Cathy and Songshan, 2010).

The behavioral intention of customer can be divided into three dimensions; the first dimension is the word of mouth, which is considered the most significant source of information, when a consumer makes a purchase decision; the second is the revisit intention or repurchase intention, which refers to the customer's judgment on buying again a specific service from the same source; the third dimension is the willingness to pay more for a specific service(Park, 2015).

Museums and Tourism:

The museum is a corner stone of the relationship between culture and society, and is an establishment that influences the development of local and national culture. The museum is a venue, where the local society can celebrate its past, and compose a sense of their national cultural identity (Culley, 2010). Cities and towns are become increasingly popular destinations, especially . Again museums are corner stones of development and marketing plans, to attract potential tourists, beside becoming a part of plans to regenerate local economies (Culley, 2010).

In Egypt, the government has recently increased its interest in the museum sector, by maintaining old museums and constructing new ones. The total number of museums in Egypt is 72 museum in 2017, distributed among 19 governorates. By the end of 2016, the total number of visitors to these museums reached 9,643 million visitors, 5 million of them, have visited the museums in Cairo and Giza. Table (*) shows the number of museums in Egypt and visitors by governorate on 2016 (CAPMAS, 2017).

Table (*) Number of museums in Egypt and visitors by governorate in 2016.

No.of museums ,visitors By Governorate 2016

Governorate	Visitors (000)	Museum
Cairo	4 994	24
Alexandria	710	6
Port-Said	19	2
Suez	5	1
Damietta	4	1
Dakahlia	12	2
Kaliobeya	15	2
Monoufia	9	2
Bebhaira	28	1
Ismailia	8	2
Giza	3 394	9
Fayoum	1	3
Menia	5	1
Sohag	1	2
Qena	92	2
Aswan	252	3
Luxor	78	4
Red Sea	4	1
Elwadi Elgidid	3	4
Total	**9 634**	**72**

Source: Statistical Yearbook by CAPMAS, 2017.

The Egyptian Museum:

The Egyptian Museum is located in the heart of the Egyptian capital "Cairo". The Egyptian Museum was the first museum in the world to be originally constructed as a museum instead of being a transformed palace or another building (Shadia, 2012). The museum was formally opened in its present location in 1902, by Khedive Abbas Helmy II, The museum houses more than 150,000 artifacts. It consists of two main floors, the first floor contains the heavy monuments of coffins, paintings and statues displayed chranologicalty. The upper floor contains various archaeological collections, the most important of which are King Tutankhamun and Tanis treasures, as well as two royal mummies (Ministry of Antiquities, 2017).

Methodology:

Population and Sample Size:

According to Veal (2006), the sample size in case of infinite population, will be based on an assumed population of 20000 members. So to estimate the sample size of this research, the Herbert Larkin equation was adopted.

$$n = \frac{p(1-p)}{(E \div z) + [p(1-p) \div N]}$$

Where:
n: Sample size
N: Population size
Z: Confidence level at 95% (standard value of 1.96)
E: Error proportion = 0.05
P: The probability (30% – 60%) or =50%
So the sample size is 377.

Data collection:

Secondary data were collected from the official documents, researches and reports, and primary data were collected by a questionnaire. A random sample method was employed to collect data from tourists at the Egyptian Museum in Cairo. A total of 400 questionnaires were distributed, from Apr 2017 to Aug 2017. Only 9 questionnaires were excluded, so the actual number of the usable questionnaires was 391, with a response rate of 98%. The respondents were asked to evaluate the three manifest variables of the study on a seven point Likert scale, where 1 indicates strongly disagree and 7 refers to strongly agree.

The questionnaire consists of three parts, the first part evaluates the visit experience of tourists to the Egyptian Museum, the respondents were asked to answer 10 sentences related to the first manifest variable "Visit Experience", such as "the museum's content is very attractive and well arranged", "availability of information in foreign languages", "cleanliness inside the museum", "employees professionalism ", "suitable opening and closing times"; the second part concerns the evaluation of tourist's satisfaction with the visit to the Egyptian Museum, respondents were asked to answer 10 sentences related to the second manifest variable "Tourist's Satisfaction", such as Satisfied with the museum's content value, Satisfied with the paid price, Satisfied with the service quality, Satisfied with the cleanliness inside the museum, Satisfied with employees professionalism; The third part of the questionnaire explores the future behavioral intentions of tourists after their visit. The respondents were asked to answer 10 sentences related to the third manifest variable "Behavioral Intentions", such as "Intention to revisit the Egyptian Museum", "Encourage others to visit", "Will say a positive word of mouth ", "I won't come back to the Egyptian Museum", "I will visit another museum in the future".

Analysis Techniques:

Data were analyzed with the aid of the statistical package Smart PLS – SEM, to examine the interrelationships between the three manifest variables of the study, visit experience, tourist's

satisfaction and future behavioral intentions of tourists at the Egyptian Museum. The variables' reliability was analyzed by Cronbach's alpha method as internal consistency method; the structural equation modeling (SEM) was employed to test the interrelationships between the research variables, as SEM can assess the causal correlations between the manifest variables (Byrne, 2010). Also, SEM is a technique to examine multiple and interrelated relationships between the manifest and latent variables to build a model. Furthermore, it is the only method that allows a comprehensive and simultaneous analysis of all relationships for the multidimensional model structure (Tabachnic and Fidell, 2007).

Analysis and Results:
To analyze the responses of the sample to the sentences related to the three manifest variables, the sentences were encoded as follows: (Table 1, 2, 3):
- The first variable: Visit experience of tourists to the Egyptian Museum:

Table (1). Visit experience of tourists to the Egyptian Museum

Latent Variables	Code
1-The museum's content is very attractive and well arranged	E1
2- Availability of Information in foreign languages	E2
3- Cleanliness inside the museum.	E3
4- Employees were professional.	E4
5- Suitable opening and closing times.	E5

- The second variable: Tourist's satisfaction with the visit to the Egyptian Museum:

Table (2). Tourist's satisfaction with the visit to the Egyptian Museum

Latent Variables	Code
1- Satisfied with the museum's content value.	S1
2- Satisfied with the paid price.	S2
3- Satisfied with service quality at the Egyptian Museum.	S3
4- Satisfied with the cleanliness inside the museum.	S4
5- Satisfied with employees professionalism at the Egyptian museum.	S5

- The third variable: Future behavioral intentions of tourists:

Table (3). Future behavioral intentions of tourists

Latent Variables	Code
1- Intention to revisit the Egyptian Museum.	B1
2- Encourage others to visit the Egyptian Museum.	B2
3- Will say positive word of mouth about the Egyptian Museum.	B3
4- I won't come back to the Egyptian Museum.	B4
5- I will visit another museum in the future.	B5

Data was analyzed by Structural equation modeling SEM to test the interrelationships between the research variables, and to examine multiple and interrelated relationships between the manifest and latent variables to build a model, and the proposed model will be evaluated from two sides, first one is the measurement model and the second is Structural model.

(1) Measurement Model (Outer Model):
For the validity of measurement model, some of the requirements should be verified, which is shown below:

a- Composite reliability (CR):
Composite reliability was used to measure the internal consistency reliability of latent factors. Table (4) shows that all values of CR of the model are higher than 0.7, indicating internal consistency reliability of the model.

Table (4). Composite Reliability (CR) Analysis for latent variables

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Behavior	0.928	0.954	0.873
Satisfaction	0.933	0.957	0.882
Experience	0.922	0.951	0.865

b. Convergent Validity (CV):

Convergent validity (CV) is used to make sure that the variables are correlated at both theoretical and applied levels, which means that variables that are supposed to be theoretically linked should also be related to the applied reality. The value of convergent validity (CV) can be calculated by measuring the average variance extracted (AVE), with a cut-off value higher than 0.5. The previous table (4) shows that all AVE values for all latent variables are higher than 0.5, and are correlated on both theoretical and applied levels.

c. Outer Loadings (OL):

The saturation value of manifest variables of the latent variables should be higher than 0.5, to ensure the validity of the measurement model. Table (5) shows that saturation performance values of all the manifest variables on all latent variables are higher than 0.5 at a significant level of less than 0.001 and T value is higher than 1.96 for all variables.

Table (5).Saturation values of manifest variables on latent variables

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
B1 <- Behavior	0.947	0.947	0.009	101.896	0.000
B2 <- Behavior	0.918	0.918	0.020	46.581	0.000
B3 <- Behavior	0.938	0.939	0.011	83.500	0.000
S1<- Satisfaction	0.933	0.934	0.015	62.835	0.000
S2<- Satisfaction	0.947	0.947	0.014	68.161	0.000
S3<- Satisfaction	0.938	0.938	0.014	68.155	0.000
E1<- Experience	0.946	0.945	0.013	75.604	0.000
E2<- Experience	0.912	0.909	0.023	39.778	0.000
E3<- Experience	0.932	0.931	0.015	63.761	0.000

d- Discriminant Validity (DV):

Discriminant validity (DV) is the opposite of the convergent validity (CV). CV is used to make sure that the variables that are supposed to be unrelated theoretically, should also be unrelated to the applied reality. The outer loading value should be greater than the cross loading value as a proof of the discriminant validity (DV) for the model. Table (6) shows the outer loading values, which are higher than the cross loading values are bold and underlined.

Table (6).Cross Loadings for Discriminant Validity

Code	Behavior	Satisfaction	Experience
B1	**0.947**	0.448	0.390
B2	**0.918**	0.408	0.325
B3	**0.938**	0.483	0.376
S1	0.466	**0.933**	0.368
S2	0.455	**0.947**	0.375
S3	0.428	**0.938**	0.333
E1	0.327	0.384	**0.946**
E2	0.339	0.354	**0.912**
E3	0.421	0.332	**0.932**

(2) Structural model:

The Structural model is concerned with the study of the relationships between the latent variables themselves. The results should meet some requirements to ensure its validity, as proved by Cohen (1988):

a- Adjusted R²:

For the validity of the structural model and to measure the linear relation between variables and as a criterion of predictive accuracy of the model, the value of R^2 should be between 0 and 1, and the best value is to be closer to 1. Table (7) shows that R^2 values for all variables are higher than 0, at a significant level below 0.001 and T value higher than 1.96 for all variables.

Table (7). Adjusted R² for the variables

Variables	R²	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Behavior	0.661	0.281	0.074	3.544	0.000
Satisfaction	0.539	0.145	0.071	1.980	0.05
Experience	0.539	0.145	0.071	1.990	0.05

b- Effect Size $f2$:

$f2$ is one of the effect size measures, Its amount of bias depends on the bias of its underlying measurement of variance explained, and $f2$ standard values are 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects (Cohen, 1988) of the exogenous latent variable. Table (8) demonstrates $f2$ values for all variables of the study, $f2$ value for the effect between experience variable and behavior variable and experience variable and satisfaction variable are medium effect (more than 0.15), and $f2$ value for the effect between satisfaction variable and behavior variable is a large effect (more than 0.35).

Table (8).$f2$ value between all the variables

	$f2$	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Satisfaction -> Behavior	0.362	0.184	0.089	3.832	0.000
Experience -> Behavior	0.164	0.077	0.054	1.998	0.000
Experience -> Satisfaction	0.172	0.188	0.107	2.613	0.000

c- Blindfolding and Predictive Relevance Q²:

For the predictive accuracy of the model, Stone-Geisser's Q² value should be also measured, as Q² is an indicator of the model's predictive relevance. it accurately predicts the data points of indicators in reflective measurement models of endogenous constructs and endogenous single-item constructs. In the structural model, Q² values larger than zero for a certain reflective endogenous latent variable, indicate the path model's predictive relevance to this particular construct (Hair et al, 2014). Table (9) presents Q² values for all variables of the study, all the values are higher than zero, indicating the path model's predictive relevance to this model between the three variables, experience, satisfaction and behavior of tourists at the Egyptian Museum.

Table (9).Blindfolding and predictive relevance Q² analysis.

	SSO	SSE	Q² (=1-SSE/SSO)
Behavior	360.000	278.181	0.227
Satisfaction	360.000	316.999	0.119
Experience	360.000	360.000	0.219

d- Path Coefficient:

The path coefficient is one of the linear regression weights, which is used to examine the possible causal link between statistical variables in the structural equation modeling approach (SEM). The standard value of the path coefficient is from 0 to 1. The value closer to 1 is the best for this statistical measure. Table (10) shows the path coefficient values between the three variables of the study, all the values are higher than zero, at a significant level below 0.001 and T value is higher than 1.96, which prove the strength of the causal link between the variables.

Table (10) Path Coefficient values for the variables

Path	Direct Effect	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Satisfaction -> Behavior	0.690	0.391	0.085	4.585	0.000
Experience -> Behavior	0.442	0.234	0.084	2.873	0.000
Experience -> Satisfaction	0.583	0.379	0.093	4.105	0.000

Indirect effects of relations between variables:
Table (11) shows the indirect effect values between the three statistical variables in the structural equation modeling (SEM), at a significant level and T value higher than 1.96, for all the potential relations.

Table (11). Indirect effect values between all the variables

Path	Indirect Effect	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Satisfaction -> Behavior	Nil	Nil	Nil	Nil	Nil
Experience -> Behavior	0.148	0.153	0.058	2.546	0.000
Behavior -> Satisfaction	Nil	Nil	Nil	Nil	Nil

Total effects of relations between the variables:
Table (12) shows the total effect values between the three statistical variables in the structural equation modeling (SEM), at a significant level and T value higher than 1.96, for all the potential relations, which is compatible with the results of path coefficient analysis and indirect effect analysis.

Table (12). Total effect values between all the variables

Path	Total Effect	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Satisfaction -> Behavior	0.690	0.391	0.085	4.585	0.000
Experience -> Behavior	0.590	0.387	0.072	5.419	0.000
Experience -> Satisfaction	0.583	0.379	0.093	4.105	0.000

Testing the hypothesis of relations between variables:
1- The first Hypotheses (H1):
There is a statistically significant structural effect between the satisfaction variable and the future behavioral intentions variable of tourists at the Egyptian museum.
The first hypothesis was validated by the structural equation model, table (13).

Table (13). The Structural effect between satisfaction variable and behavioral intentions variable

Variable	Effect Type	IM		
		Effect	T Statistics	P Values
Future Behavioral Intentions	Path coefficient	0.690	4.585	0.000
	Indirect	-------	------	--------
	Total	0.690	4.585	0.000

According to table (13), satisfaction variable directly and positively affects the future behavioral intentions variable of tourists at the Egyptian museum, this positive total effect value was 0.690 and T value of this effect was 4.585 (higher than 1.96), indicating that it is significant at a level of significance of 0.001.

2- The second Hypotheses (H2):
There is a statistically significant structural effect between visit experience variable and the future behavioral intentions variable of tourists.
The second hypothesis was validated by the structural equation model, table (14).

Table (14). The structural effect between experience variable and behavioral intentions variable

Variable	Effect Type	IM		
		Effect	T Statistics	P Values
Future Behavioral Intentions	Path coefficient	0.442	2.873	0.000
	Indirect	0.148	2.546	0.000
	Total	0.590	5.419	0.000

According to table (14), the experience variable directly and positively affects the future behavioral intentions variable of tourists at the Egyptian museum, this positive total effect value was 0.590 and T value of this effect was 5.419 (higher than 1.96), meaning that it is significant at a level of significance of 0.000.

3- The third Hypothesis (H3):
There is a statistically significant structural effect between the visit experience variable and the satisfaction variable of tourists at the Egyptian museum.
The third hypothesis was validated by the structural equation model, table (15).

Table (15). The structural effect between experience variable and satisfaction variable

Variable	Effect Type	IM		
		Effect	T Statistics	P Values
Future Behavioral Intentions	Path coefficient	0.583	4.105	0.000
	Indirect	-------	------	--------
	Total	0.583	4.105	0.000

According to table (15), experience variable directly and positively affects satisfaction variable for tourists at the Egyptian museum, this positive total effect value was 0.583 and T value of this effect was 4.105 (higher than 1.96), meaning that it is significant at a level of significance of 0.000.

Testing Model Fit:
It's very important to prove that the model is a fitting model, even if Chi square value is statistically significant. Smart PLS SEM provides many fit measures, such as SRMR, NFI, Chi², d_ULS, RMS_theta and d_G. Table (16) presents the fit values calculated across the model, and summarizes the discrepancy between the observed values (Saturated Model) and the expected values under the model in question (Estimated Model).

Table (16). Model Fit Values

Fit Measures	Saturated Model	Estimated Model
SRMR	0.063	0.081
d_ULS	0.307	0.509
d_G	0.456	0.506
Chi-Square	153.596	165.095
NFI	0.871	0.862

Hu & Bentler (1999) proved that SRMR is an absolute measure of fit, and a value less than .08 is generally considered a good fit. Also Henseler et al. (2014) introduce the SRMR as a goodness of fit measure for smart PLS-SEM, that can be used to avoid model misspecification. According to the above mentioned results (Table 16), SRMR value less than 0.08 (recorded 0.063), proves the fitness of the model of this study.

(3) Structural Equation Modeling SEM:
Figure (1) presents the proposed structural and measurement model, which examines and describes the interrelationships between the three manifest variables of the study, "Visit Experience", "Tourist's Satisfaction" and "Future Behavioral Intentions" of tourists at the Egyptian Museum, and shows the saturation performance of all the manifest variables on all latent variables.
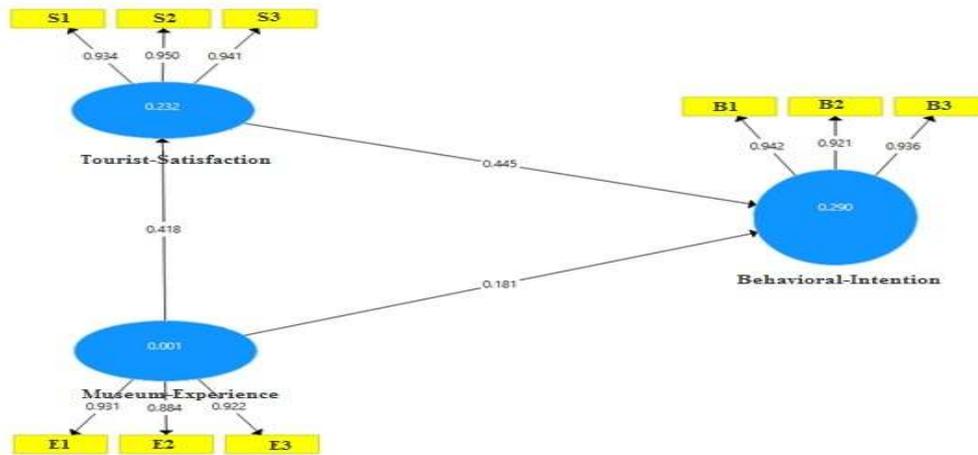
Figure 1. The structural and Measurement model

Conclusion and Recommendations:

This study has discussed the concepts of visit experience, tourist's satisfaction and behavioral intentions, beside examining the interrelationships between the three manifest variables, and shows the saturation performance of all manifest variables on all latent variables among tourists at the Egyptian Museum, by using a structural equation modeling technique.

The study has shown a statistically significant structural effect between satisfaction variable and the future behavioral intentions variable of tourists at the Egyptian museum, taking into account all the latent variables of manifest variables. It has also shown a statistically significant structural effect between visit experience variable and the future behavioral intentions variable of tourists, taking into account all the latent variables of manifest variables.

Furthermore, The study has proved a statistically significant structural effect between visit experience variable and the satisfaction variable of tourists, taking into account all the latent variables of the manifest variables. These results are consistent with the majority of previous studies, which confirmed the positive relationship between the examined variables.

The findings of this paper can be useful for the decision makers at the Egyptian Museum and Ministry of Antiquities, to quantify the manifest variables continuously, and hence to be able to deploy it effectively as a base for future practices for managing and marketing museums in a more profitable way.

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ملخص البحث

تلعب المتاحف دوراً حاسماً في صناعة السياحة والتنمية الوطنية والنمو الاقتصادي لهذه الصناعة، لذا أصبح من الأهمية بمكان فهم جميع العوامل التي تؤثر في السياح أثناء زيارة المتاحف. تهدف هذه الورقة البحثية إلى دراسة العلاقات المتبادلة بين ثلاثة متغيرات، وهي تجربة الزيارة؛ رضا السياح، والنوايا السلوكية المستقبلية بين السياح في المتحف المصري. تم جمع البيانات من السياح في المتحف المصري بالقاهرة، باستخدام استبيان ذاتي الإدارة، وتم استخدام نموذج المعادلة البائية لتحقيق أهداف هذه الورقة البحثية. تشير النتائج إلى وجود آثار هيكلية ذات دلالة إحصائية بين المتغيرات الثلاثة، وذلك بعد دراسة العلاقات المتبادلة بين المتغيرات الظاهرة، ودرجة التشبع من جميع المتغيرات الظاهرة على جميع المتغيرات الكامنة. نتائج هذه الورقة يمكن أن تفيد صناع القرار في المتحف المصري ووزارة الآثار ، لمساعدتهم على تحسين جهودهم التسويقية لتعظيم استخدامهم للموارد المتاحة.