Service Quality in Tourism and Hospitality Industry and Tourist Destination Loyalty Post-COVID-19: The Role of Tourism Destination Image and Tourist Trust

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ARTICLE INFO	Abstract
	Following the Covid-19 pandemic, research is being done to determine how the service quality in tourism and hospitality industry affects the loyalty of tourists to a given destination through the mediating role of tourism destination image and the moderating role of trust. Structural equation modelling was used to study and analyze the perceptions of 351 tourists visiting Luxor, Aswan, and Hurghada (Egypt) during June and August 2022. Hypotheses of the research were examined by SmartPLS-3.0. The empirical results of this study revealed that service quality in tourism and hospitality industry has a positive correlation with tourist destination loyalty after the Covid-19 pandemic. Tourism destination image significantly has mediated the relationship between service quality in tourism and hospitality industry and tourist destination loyalty. Trust has moderated the relationship between the previously mentioned variables. Lastly, Theoretical, and practical implications are included on how to apply the findings of this research to the tourism and hospitality industry

1.Introduction

The tourism and hospitality sectors are considered among the most important and rapidly growing economic sectors worldwide (Foo et al., 2020). According to Yoo (2020), these sectors play a crucial role in accelerating economic growth by providing foreign currency, job opportunities, improving the balance of payments, and contributing to the gross domestic product. In 2022, the tourism sector accounted for 6.7% of the global GDP, which represent an increase of 22% from 2021 and only 23% below 2019 levels. There were 22 million new jobs, representing a 7.9% increase on 2021, and only 11.4% below 2019. (WTTC, 2023). Additionally, the tourism industry represents 12% of the Egyptian GDP and about 15% of Egypt's revenue comes from foreign currencies (CAPMAS, 2022). Despite its significant contributions, the tourism sector is vulnerable to various challenges (Zhang et al., 2021).

The tourism and hospitality sector is consistently the most affected by crises that impact the global economy (Choi et al., 2020). The COVID-19 pandemic was one of the severest crises to hit the tourism and hotel sector worldwide and also in Egypt (Salem et al., 2021). The spread of the virus in most countries caused significant damage to numerous productive, economic, and social sectors, resulting in substantial losses (Ahorsu et al., 2020). According to Jaipuria et al., (2021), restrictions on travel prevented people from traveling between cities and beyond, tourist and hotel places were closed, and public activities and events were suspended. As a result, travel restrictions were rapidly developed to adopt health measures, isolate tourists from countries affected by the coronavirus, suspend visas, demand isolation or quarantine, or implement full or partial closures (Zhang et al., 2021). Consequently, tourism and hotel establishments were forced to suspend their services, lay off their workforce, and undertake other measures (Skare et al., 2021).

The tourism and hotel industry has shown significant improvement, with the occupancy rate reaching 35% in 2020 compared to 2019 (CAPMAS, 2020). Despite these improvements, the Middle East has experienced its lowest levels of occupancy and revenue per available room ever (Rosemberg, 2020). Limited studies have been conducted thus far to examine tourists' expectations regarding the quality of services provided in the tourism and hospitality sectors in Egypt, particularly in light of the COVID-19 pandemic (CAPMAS, 2020). Other studies have aimed to assess the satisfaction associated with the experience tourists obtain during their visit. These studies mainly focus on analyzing the relationship between the quality of services, tourist satisfaction, their mental image, and loyalty to the tourist destination (Yang et al., 2020; Laparojkit & Suttipun, 2021).

Several studies have shown that the COVID-19 pandemic has had a negative impact on tourism and hotel services (Ammar et al., 2022, El-Khishin, 2020; Hu et al., 2020; Senbeto & Hon, 2020). However, others have suggested that the reputation of the destination and the quality of services provided can help mitigate these negative effects (Yang et al., 2020; Vaccaro et al., 2020; Salem et al., 2021). Tourists' trust is a crucial factor influencing their intention to revisit a destination, as evidenced by studies examining the relationships between a destination's reputation, quality of services, trust, satisfaction, and loyalty (Al-Ababneh, 2013; Thanh et al., 2018; Han et al., 2019; Kim et al., 2020). Researchers have also investigated the relationship between tourists' trust and their intentions and behavior, particularly in the field of tourism and

hospitality (Ou & Verhoef, 2017; Li et al., 2018; Sharma et al., 2021). These studies have found that the COVID-19 pandemic has instilled fear and anxiety in tourists worldwide, emphasizing the need to study the consequences of such crises on tourists (Yu et al., 2022).

The current research aims to achieve several objectives, including investigating the impact of the quality of tourism and hotel services on tourist destination loyalty after the COVID-19 pandemic, examining the correlation between the quality of tourism and hotel services and tourist destination image loyalty after the pandemic, testing the linkage between Tourist Destination Image and Tourist Destination Loyalty, examining the role of trust as a mediator in the relationship between the quality of tourism and tourist destination loyalty, and exploring the role of trust as a moderator in the relationship between the quality of tourism and tourist destination image. The research is divided into three sections: the first section includes the theoretical background and hypotheses development, the second section includes research methodology, sampling, measurements, analyses, results, and discussions, and the last section includes discussion and implications, as well as the conclusion.

2. The development of theoretical background and hypotheses

2.1 The COVID-19 pandemic's effect on tourism and hospitality services.

The COVID-19 pandemic is not only a public health emergency but also an economic crisis (Bakar & Rosbi, 2020). The tourism and hospitality sector has been hit the hardest, with massive damage caused by the pandemic (Nicola et al., 2020). The strict containment measures adopted by many countries to flatten the pandemic curve have further worsened the situation for the tourism and hospitality sector, directly impacting sales, performance efficiency, and the quality of services provided (McKee & Stuckler, 2020; Lai & Wong, 2020). As a result, many employees in tourism and hospitality sector have lost their jobs.

Mass tourism faced significant challenges, with service systems being replaced by more specialized and sustainable options (Kaushal & Srivastava, 2021). Tourists traveled less but stayed for longer periods, robots and automated systems became widely used, while digital systems became more powerful (Chan, 2020). Moreover, room service became more common, hygiene and preventive measures improved, single-use items became more prevalent, and rooms redesigned to include portable kitchens (Gössling et al., 2020). As a result, creating loyal tourists will become the primary focus for tourism and hotel service providers, as trust will play a crucial role in the decision-making process (Kaushal & Srivastava, 2021).

2.2 Tourist loyalty

Tourist loyalty is a critical factor in the success of any tourism and hotel establishment, particularly given the recent changes taking place in the world (Palacios-Florencio et al., 2018). Loyalty refers to a tourist's preference for high-quality tourism and hotel services and their commitment to dealing with a particular establishment (Mudner, 2020). While customer loyalty entails the uninterrupted continuation of demanding a service from the same place or tourist location (Liu et al., 2021).

Tourism and hotel establishments aim not only to satisfy tourists but also to increase their trust and loyalty by adopting quality services and health measures (Kim et al., 2021). Although many studies have investigated the effects of the COVID-19 pandemic on tourist loyalty and intentions to revisit, most studies have focused on normal conditions, and the situation may change during a crisis (Sulkaisi et al., 2021).

In summary, maintaining tourist loyalty is crucial for the success of tourism and hotel establishments. Tourists' preference for high-quality services and their positive attitude towards the place or location are key factors in building loyalty. Establishments can increase trust and loyalty by adopting quality services and health measures. While the COVID-19 pandemic has challenged the tourism industry, further research is needed to understand its impact on tourist loyalty.

2.3. Service quality in tourism and hospitality industry

Service quality is a crucial factor for the success of the tourism and hospitality industry (Ying-Yen & Studio, 2022). It is defined as the extent to which delivered services meet customer expectations, and it is a critical factor for achieving "zero defects" in the service process (Kanyama et al., 2022). High-quality service allows hotels and tourist destinations to gain a competitive advantage and retain visits. Tourists are more likely to return to and spread positive word-of-mouth about hotels and destinations that provide high-quality services and meet their expectations, leading to increased satisfaction (Puri & Singh, 2018). Conversely, poor service quality is more likely to result in tourist complaints and lost repeat visits (Memarzadeh & Chang, 2015). The service quality in tourism and hospitality industry is an important factor in determining tourist destination loyalty after the COVID-19 pandemic. Several studies have found a positive correlation between service quality and tourist satisfaction, which in turn affects their loyalty to the destination (Günaydın1, 2022 & Nilashi, et al., 2022). According to Peco-Torres (2021), tourists are more likely to return to destinations and consume hotel services if they are satisfied with the quality of the services provided and feel safe from pandemic risks. Therefore, it is important for tourism and hotel businesses to prioritize service quality to ensure customer satisfaction and loyalty after the COVID-19 pandemic.

Based on the above, the following hypothesis is formulated:

Hypothesis 1 (H1): Quality of tourism and hotel services is positively correlated with Tourist Destination Loyalty after the Covid-19 pandemic.
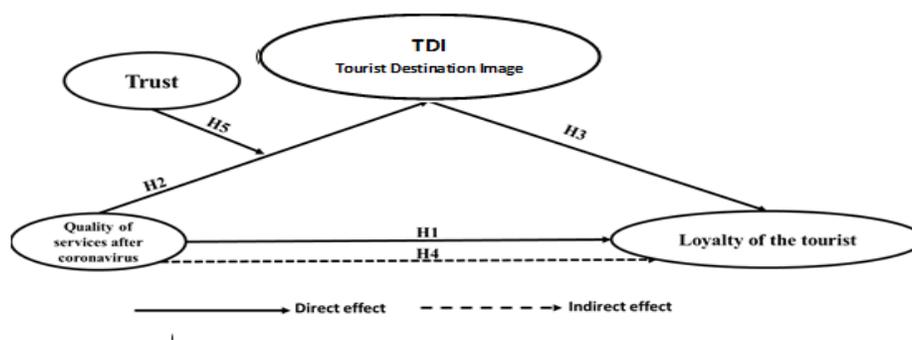

Fig.1. The proposed conceptual framework

2.4. Tourism Destination Image (TDI)

Tourism Destination Image (TDI) is a concept that has been defined in various ways by different scholars. However, the most commonly cited definition of destination image is from Crompton (1979), who defined it as "The sum of beliefs, ideas and impressions that a person has of a destination." (p. 408). According to Çoban (2012), the destination image includes both cognitive and affective elements. The cognitive element of the image describes the beliefs and information that people have about a place, while the affective element describes what people feel about a place. Jiang et al. (2013) noted that cognitive evaluation is closely related to knowledge or beliefs about a certain destination, whereas affective evaluation refers to feelings towards that place. Kim & Kim (2016) and Ammar et al. (2021) emphasized that the image of the tourist destination is of great significance because it is closely related to the vision, aesthetic appeal, and quality of services provided. Moreover, it plays a pivotal role in forming tourists' perceptions, behavior and attitudes, and ultimately their preferences (Kim & Kim, 2017; Elshaer et al., 2023). Chen (2019) indicated that TDIs refer to all objective knowledge, prejudices, imagination, and emotional thoughts of an individual or group about a particular tourist site or destination. It can also be defined as the self-interpretation of reality by the tourist, so the mental image that the tourist enjoys of a tourist destination is largely subjective because it is based on their own perceptions from previous destinations they have visited (Chiu et al., 2020; Pan et al., 2021).

Studies have shown that the mental image of the tourist is evaluated by the attributes of the resources or landmarks of tourist and hotel destinations and the quality of their services (Wang et al., 2015; Ho, 2018; Aliedan et al., 2021). Numerous research has confirmed that TDIs significantly contribute to the tourist's intention to revisit the destination (Chiu et al., 2016). Antón et al. (2017) explained that tourist loyalty and belonging play important roles, if not critical ones, in the success of destinations.

In light of the aforementioned, the second and third hypotheses have been formulated as follows:
Hypothesis 2 (H2): Service quality in tourism and hospitality industry is positively correlated with Tourism Destination Image after the Covid-19 pandemic.

Hypothesis 3 (H3): Tourism Destination Image is positively correlated with Destination Tourist Loyalty after the Covid-19 pandemic.

2.5. Tourist`s Trust

Trust is a complex concept that can take on various forms. Hong and Cha (2013) indicated that trust can be characterized as intuition, belief, expectation, will, or behavior. Through these specifications, trust can be limited to two variables: a psychological variable and a behavioral variable. They emphasized that trust is established through belief in honesty and reliability from one party to the other (Tabrani & Djalil, 2016; Mou et al., 2017). Moreover, Tabrani and Djalil (2016) and Binh (2020) indicated that there are two dimensions of trust: honesty and sincerity. Honesty refers to the belief that the other party fulfills its promises towards the tourist, whereas sincerity refers to the belief that the other party deals and acts with honesty even if there is an opportunity to take advantage of the situation.

Schofield et al. (2020) referred to trust as the reliability of service providers and added that trust can be broken if service providers engage in illegal acts or if there is a general disregard for performance. Numerous studies have shown that high levels of tourist confidence encourage consumption intentions and the use of tourism and hotel services, and help

retain tourists (Muhammad et al., 2017; Li et al., 2020; Kim & Liu, 2022). Many studies have confirmed a positive relationship between tourists' confidence in the services provided to them and their loyalty and belonging to the hotel and destination (Atikahambar et al., 2019; Liu et al., 2021). Accordingly, the fourth and fifth hypotheses have been formulated as follows:

Hypothesis 4 (H4): Tourism destination image (TDI) mediates the positive relationship between service quality in tourism & hospitality industry and destination tourist loyalty.

Hypothesis 5 (H5): Trust moderates the positive relationship between service quality in tourism & hospitality industry and tourist destination image.

3. Methodology

3.1. Instrument measurement

To test the proposed hypotheses, a questionnaire was developed, and the scales used in this study were identified through an extensive review of the literature. The questionnaire consisted of five sections, each measured by a set of items. Tourist Destination Loyalty was measured by six items, based on the studies of Kelić et al. (2017), Masa'deh et al. (2017), and Thanh et al. (2018). Service Quality in Tourism and Hospitality Industry was assessed using a seven-item scale proposed by Sulkaisi (2019), Lu & Weng (2020), and Singh & Dubey (2021). Tourism Destination Image (TDI) was rated using a four-item scale from Rajesh et al. (2020) and Kvirkvelia & Tsitsagi (2021). Tourist's Trust was measured by seven items derived from Atsiz & Akova (2021), Pan et al. (2021), and Showkat et al. (2021). Finally, two questions were developed to collect demographic data.

The responses were recorded using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pilot-tested with a group of academics and consultants (n=8) to ensure readability and comprehension.

3.2. Participants and data collection

The study collected data from a convenient sample of tourists visiting Luxor, Aswan, and Hurghada (Egypt) during June and August 2022. A total of 550 questionnaires were distributed by targeting hotels, airports, and tourist attractions in the three cities; in which the authors succeeded in connecting with some colleagues who are registered for MSc and Ph.D. degrees in authors' colleges and who work in vital jobs in those areas; thus, they helped in the distributing and gathering the questionnaires, and 351 valid samples were collected, resulting in a recovery rate of 63.8%. The sample consisted of 62.3% males and 37.7% females, with ages ranging from 26 to 71.

3.3. Data analysis results

In this study, the hypotheses were tested using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique using SmartPLS-3.0. The proposed theoretical model was evaluated using a two-step approach recommended by Leguina (2015),

3.4. The evaluation of the measurement model's external validity

To evaluate the reliability and validity of the outer measurement model, this study conducted tests of internal consistency reliability, indicator reliability, convergent validity, and discriminant validity. First, the internal consistency reliability of the constructs was assessed using Cronbach's alpha (α), which ranged from 0.809 to 0.949, and composite reliability (C.R), which ranged from 0.874 to 0.955, as shown in Table 1. Second, the indicator reliability was deemed acceptable, as all loading values of the structural indicators were higher than 0.60. Third, convergent validity was assessed using the Average Variance Extracted (AVE) values, which exceeded the satisfactory threshold of 0.50 (Ibrahim A. Elshaer et al., 2022c; Henseler et al., 2009).

Table 1 Assessment of the measurement model

Abbreviation	Outer Loading	α	C.R	AVE
Hotel services		0.927	0.937	0.515
Hotel_1	0.707			
Hotel_2	0.735			
Hotel_3	0.723			
Hotel_4	0.678			
Hotel_5	0.719			
Hotel_6	0.717			
Hotel_7	0.643			
Hotel_8	0.743			
Hotel_9	0.771			
Hotel_10	0.719			
Hotel_11	0.757			
Hotel_12	0.697			
Hotel_13	0.718			
Hotel_14	0.713			
Tourism services		0.878	0.904	0.540
Tourism_1	0.725			
Tourism_2	0.693			
Tourism_3	0.723			
Tourism_4	0.732			
Tourism_5	0.791			
Tourism_6	0.683			
Tourism_7	0.742			
Tourism_8	0.784			
				Continued

Abbreviation	Outer Loading	α	C.R	AVE
Loyalty of the tourist		0.949	0.955	0.585
loyalty_1	0.679			
loyalty_2	0.769			
loyalty_3	0.791			
loyalty_4	0.708			
loyalty_5	0.764			
loyalty_6	0.772			
loyalty_7	0.711			
loyalty_8	0.822			
loyalty_9	0.806			
loyalty_10	0.753			
loyalty_11	0.788			
loyalty_12	0.801			
loyalty_13	0.670			
loyalty_14	0.799			
loyalty_15	0.813			
Tourism Destination Image		0.922	0.933	0.519
Cog_Image_1	0.650			
Cog_Image_2	0.703			
Cog_Image_3	0.678			
Cog_Image_4	0.705			
Cog_Image_5	0.697			
Skill_Image_6	0.743			
Skill_Image_7	0.682			
Skill_Image_8	0.761			
Skill_Image_9	0.697			
Skill_Image_10	0.805			
Emo_Image_11	0.751			
Emo_Image_12	0.723			
Emo_Image_13	0.751			
Tourist `s Trust		0.809	0.874	0.635
Trust_1	0.726			
Trust_2	0.866			
Trust_3	0.808			
Trust_4	0.779			

This study employed three criteria to evaluate the discriminant validity of the constructs, namely cross-loading, Fornell-Larcker criterion, and heterotrait- monotrait ratio (HTMT) (Ibrahim A. Elshaer et al., 2022a; Leguina, 2015). As shown in Table 2, the outer-loading for each latent variable (indicated by underlining) was higher than the cross-loading with other measurements, indicating adequate discriminant validity.

Table 2 Cross-loading results

	Hotel	Tourism	Loyalty	TDI	Trust
Hotel_1	0.707	0.376	0.356	0.344	0.288
Hotel_2	0.735	0.385	0.379	0.346	0.302
Hotel_3	0.723	0.328	0.376	0.336	0.260
Hotel_4	0.678	0.290	0.353	0.275	0.278
Hotel_5	0.719	0.464	0.487	0.494	0.271
Hotel_6	0.717	0.381	0.500	0.369	0.403
Hotel_7	0.643	0.482	0.523	0.495	0.256
Hotel_8	0.743	0.326	0.511	0.470	0.275
Hotel_9	0.771	0.415	0.469	0.392	0.330
Hotel_10	0.719	0.387	0.478	0.454	0.311
Hotel_11	0.757	0.571	0.526	0.507	0.341
Hotel_12	0.697	0.469	0.439	0.433	0.229
Hotel_13	0.718	0.449	0.411	0.419	0.395
Hotel_14	0.713	0.395	0.510	0.445	0.431
Tourism_1	0.423	0.725	0.453	0.410	0.269
Tourism_2	0.387	0.693	0.389	0.357	0.299
Tourism_3	0.393	0.723	0.470	0.360	0.279
Tourism_4	0.419	0.732	0.483	0.451	0.404
Tourism_5	0.533	0.791	0.494	0.507	0.358
Tourism_6	0.426	0.683	0.393	0.400	0.376
Tourism_7	0.377	0.742	0.398	0.358	0.328
Tourism_8	0.391	0.784	0.450	0.467	0.352
loyalty_1	0.464	0.425	0.679	0.600	0.417
loyalty_2	0.477	0.462	0.769	0.611	0.428
loyalty_3	0.490	0.484	0.791	0.650	0.418
loyalty_4	0.515	0.421	0.708	0.625	0.414
loyalty_5	0.607	0.532	0.764	0.669	0.429
loyalty_6	0.455	0.572	0.772	0.709	0.414
loyalty_7	0.427	0.409	0.711	0.594	0.463
loyalty_8	0.509	0.463	0.822	0.657	0.412
loyalty_9	0.507	0.424	0.806	0.617	0.463
loyalty_10	0.411	0.319	0.753	0.550	0.436
loyalty_11	0.494	0.530	0.788	0.658	0.367
loyalty_12	0.468	0.413	0.801	0.681	0.397
loyalty_13	0.389	0.495	0.670	0.576	0.253
loyalty_14	0.508	0.467	0.799	0.675	0.406
loyalty_15	0.486	0.448	0.813	0.699	0.333
Cog_Image_1	0.352	0.295	0.532	0.650	0.358
Cog_Image_2	0.445	0.365	0.565	0.703	0.378
Cog_Image_3	0.432	0.296	0.495	0.678	0.382
Cog_Image_4	0.396	0.278	0.546	0.705	0.433
					Continued

	Hotel	Tourism	Loyalty	TDI	Trust
Cog_Image_5	0.464	0.393	0.562	0.697	0.464
Skill_Image_6	0.436	0.444	0.625	0.743	0.382
Skill_Image_7	0.366	0.562	0.569	0.682	0.261
Skill_Image_8	0.442	0.414	0.717	0.761	0.393
Skill_Image_9	0.400	0.473	0.628	0.697	0.436
Skill_Image_10	0.461	0.537	0.685	0.805	0.370
Emo_Image_11	0.389	0.452	0.633	0.751	0.424
Emo_Image_12	0.427	0.334	0.608	0.723	0.424
Emo_Image_13	0.400	0.418	0.636	0.751	0.364
Trust_1	0.205	0.338	0.330	0.306	0.726
Trust_2	0.470	0.440	0.472	0.507	0.866
Trust_3	0.318	0.375	0.460	0.430	0.808
Trust_4	0.345	0.287	0.396	0.446	0.779

As shown in Table 3, the bolded values of the AVEs in the diagonals are higher than the correlation between variables.

Table 3 Inter-construct correlations, the square root of AVE.

	Hotel	Loyalty	TDI	Tourism	Trust
Hotel	0.718				
Loyalty of the tourist	0.631	0.765			
TDI	0.578	0.838	0.720		
Tourism	0.573	0.602	0.567	0.735	
Tourist `s Trust	0.436	0.527	0.541	0.454	0.797

Gold et al. (2001) recommends that the HTMT values should be less than 0.90 to ensure discriminant validity. In this study, the HTMT values were lower than this threshold, as shown in Table 4. Therefore, the model structure was deemed to have sufficient discriminant validity. As a result, the outcomes of the outer measurement model were considered robust enough to proceed with the evaluation of the structural model (Ibrahim A. Elshaer, Azazz, & Fayyad, 2023).

Table 4 Inter-construct correlations, HTMT results

	Hotel	Loyalty	TDI	Tourism	Trust
Hotel					
Loyalty of the tourist	0.669				
TDI	0.623	0.890			
Tourism	0.628	0.656	0.622		
Tourist `s Trust	0.483	0.595	0.614	0.535	

Evaluation of the structural model

The study employed a structural equation analysis to test the hypotheses, assessing the model's predictive capacity and explanatory power (Hair Jr et al., 2016). Multicollinearity was deemed nonexistent, as the VIF values of the manifest indicators ranged from 1.564 to 4.667, all below the threshold of 5. The R^2 values for the variables of tourist loyalty (0.744) and TDI (0.502) were deemed acceptable, as they exceeded the lower limit of 0.10 recommended by Chin (1998) and Ibrahim A. Elshaer et al. (2022b), as shown in Table 5. Additionally, the Stone-Geisser Q^2 test indicated that the values for tourist loyalty and TDI were greater than zero, indicating adequate predictive validity of the model (Henseler et al., 2009). As a result, the structural model was found to have sufficient predictive validity (Elshaer, Azazz, et al., 2023).

Table 5 Coefficient of determination (R2) and (Q2) of the model

Endogenous latent construct	(R2)	(Q2)
Loyalty of the tourist	0.744	0.401
TDI	0.502	0.240

Lastly, the path coefficient and t-value of the hypothesized association were analyzed using a bootstrapping technique. **Table 6 and fig 2** below display the hypothesis test results, given the path coefficient values and the relevant significance. Service quality in tourism and hospitality industry after coronavirus was found to have a positive and significant impact on loyalty of the tourist at $\beta = 0.266$, $p < 0.000$, and on TDL at $\beta = 0.497$, $p < 0.000$, thus H1 and H2 were accepted. The results also showed that TDI significantly and positively impacted loyalty of the tourist ($\beta = 0.667$, $p < 0.000$), confirming H3. As for the mediation influence, service quality in tourism and hospitality industry after coronavirus variable was found to positively affects loyalty of the tourist through TDI (indirect effect) at $\beta = 0.331$, $p < 0.000$, confirming H4. Finally, as shown in fig 3, the findings support the positive moderation impact of trust variable on service quality in tourism and hospitality industry after coronavirus towards the TDI at $\beta = 0.118$, $p < 0.001$, which support H5.

Table 6 Path Coefficients

|	Hypotheses	Beta (β)	(T-Value)	p Values	Results of Hypotheses
H1	Service quality in tourism and hospitality industry after coronavirus → Tourist Destination Loyalty	0.266	6.003	0.000	Accepted
H2	Service quality in tourism and hospitality industry after coronavirus → Tourism Destination Image	0.497	8.642	0.000	Accepted
H3	Tourism Destination Image→ Tourist Destination Loyalty	0.667	15.458	0.000	Accepted
H4	Service quality in tourism and hospitality industry after coronavirus -> TDI -> Loyalty of the tourist	0.331	7.419	0.000	Accepted
H5	Moderating Effect 1(Quality x Trust) -> TDI	0.118	3.349	0.001	Accepted
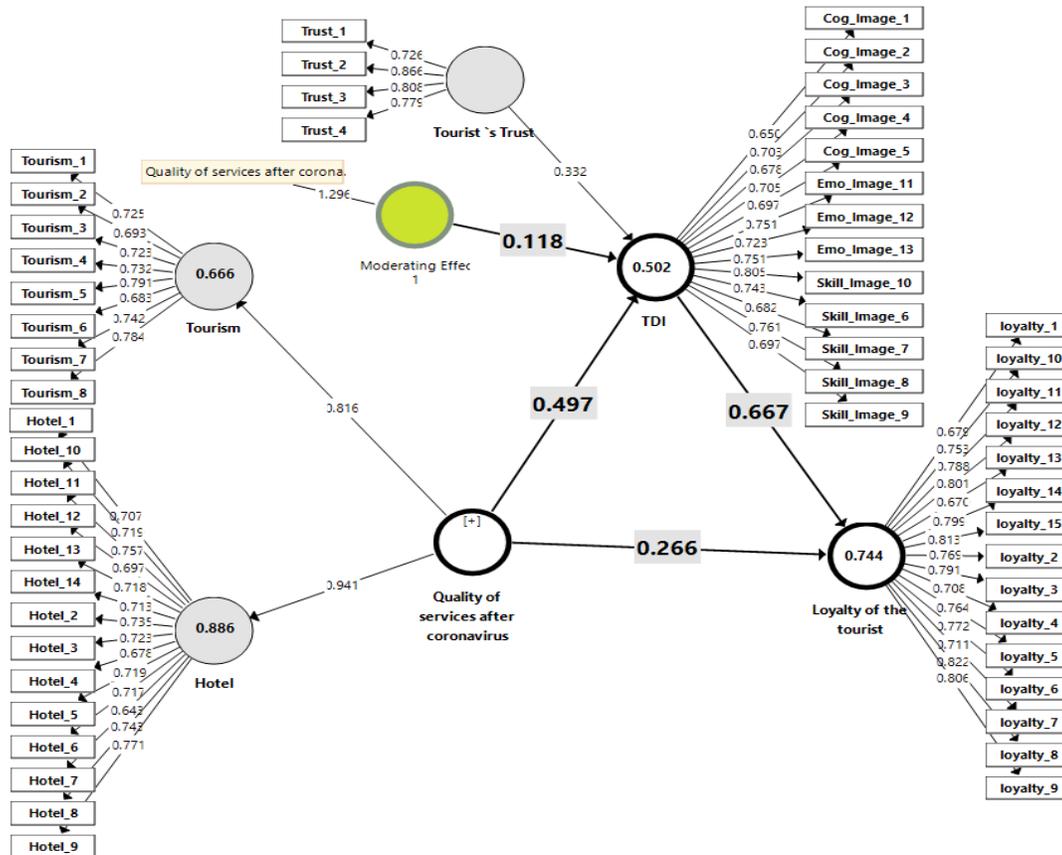
Fig.2. The structural and measurement model before adding the mediation effects

Discussion and Implications

The study's theoretical results indicate that after the Covid-19 pandemic, there is a positive correlation between the service quality in tourism and hospitality industry and destination tourist loyalty. This finding is consistent with previous research by Titu et al. (2016), Puri and Singh (2018), and Memarzadeh and Chang (2015), highlighting the crucial role of service quality in tourism and hospitality industry in achieving tourist loyalty towards a destination.

The study also found a positive correlation between the service quality in tourism and hospitality industry and tourism destination image after the Covid-19 pandemic, consistent with previous research by Wang et al. (2015), Ho (2018), and Aliedan et al. (2021). The results also suggest a positive engagement between tourism destination image and destination tourist loyalty after the Covid-19 pandemic, consistent with Chiu et al. (2016) and Antón et al. (2017).

The study further reveals that tourism destination image significantly mediates the relationship between the service quality in tourism and hospitality industry and destination tourist loyalty. Improving the tourism destination image can encourage consumption intentions and the use of tourism and hotel services, which can help retain tourists. This result supports previous research by Muhammad et al. (2017), Li et al. (2020), and Kim and Liu (2022).

Finally, the study assessed the moderating effect of trust on the relationship between the service quality in tourism and hospitality industry and tourism destination image. The results demonstrate a positive moderating influence of trust, indicating that higher levels of trust can strengthen the relationship between the service quality in tourism and hospitality industry and tourism destination image.

Overall, these findings also have practical implications for tourism and hotel service providers, suggesting that investing in service quality in tourism and hospitality industry can enhance tourism destination image and tourist destination loyalty, particularly after the Covid-19 pandemic, while building trust can further strengthen these relationships.
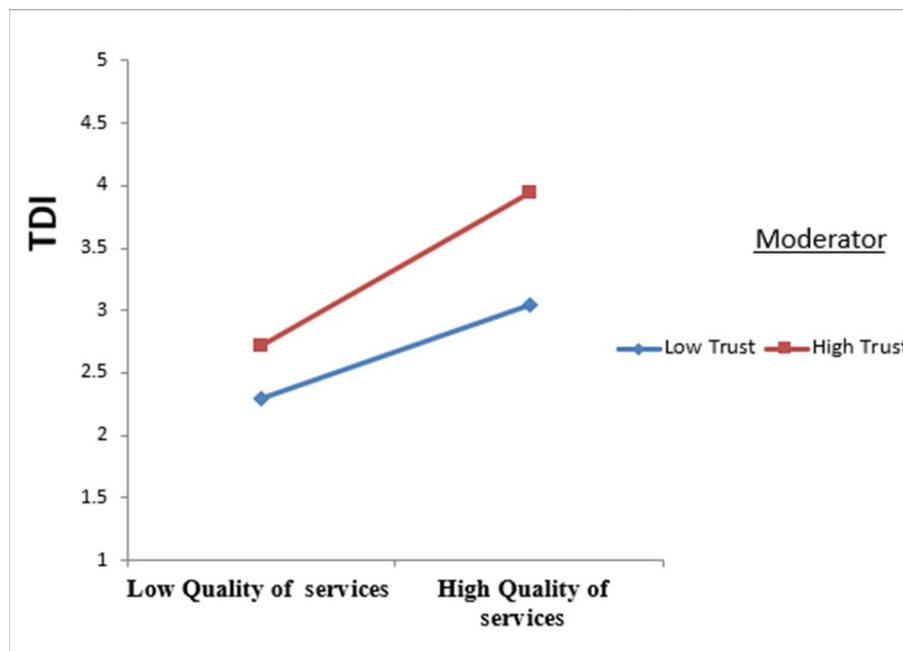

Fig.3. The moderating effect of Trust

The theoretical implications of the study suggest that the results can be applied to the tourism and hospitality sectors, particularly in light of the negative impact of the Covid-19 pandemic on these industries. The findings emphasize the importance of improving the service quality in tourism and hospitality industry to achieve tourist loyalty towards a destination after the pandemic. Moreover, the study highlights the positive relationship between service quality in tourism and hospitality industry and tourist perceptions of a destination image, which can positively influence tourist destination loyalty.

Given the impact of the Covid-19 pandemic, it is essential to work harder to improve the tourism destination image, which can in turn positively affect both tourist trust and tourist loyalty. These findings have significant theoretical implications for the development of marketing strategies and policies in the tourism and hospitality sectors.

By recognizing the importance of service quality in tourism and hospitality industry, tourism and hospitality providers can improve their services to meet the expectations of tourists, particularly after the pandemic. Furthermore, tourism destination image can be enhanced through various marketing activities and initiatives, such as promoting the natural and cultural attractions of the destination, creating memorable experiences for tourists, and improving the overall tourist experience.

Overall, the study's theoretical implications can contribute to the development of effective strategies and policies to enhance the competitiveness of destinations in the tourism and hospitality sectors, particularly in the post-pandemic era.

The practical implications of the study suggest that tourism and hospitality providers should take a proactive approach in designing smart plans to face crises like the Covid-19 pandemic and avoid them in the future. This implies that tourism attractions, including hotels, should employ innovative marketing strategies to entice tourists and guests and develop enduring emotional relationships with them to achieve tourist loyalty.

To achieve this, tourism and hotel destinations must increase their attention to the quality of their services and improve them to conform to global tourism standards. This will ensure that tourists receive high-quality services that meet their expectations, which can positively influence their perceptions of the destination and their loyalty towards it.

In addition, tourism and hospitality providers should facilitate travel procedures while increasing preventive measures for tourists to reduce the risk of Coronavirus transmission while increasing the lead time for travel. By doing so, they can ensure that tourists feel safe and secure while traveling and visiting destinations, which can enhance their trust and loyalty towards the destination.

Furthermore, tourism and hospitality providers should focus on forming skilled human cadres in the industry to provide high-quality hospitality and tourism services. This can be achieved through training and development programs that focus on enhancing the skills and knowledge of employees in the industry. By doing so, tourism and hospitality providers can ensure that their employees provide high-quality services that meet the needs and expectations of tourists, thereby enhancing their satisfaction and loyalty towards the destination.

Overall, the practical implications of the study provide valuable insights into the strategies and actions that tourism and hospitality providers can take to enhance their competitiveness and recover from the negative impact of the Covid-19 pandemic. By applying these insights, tourism and hospitality providers can develop effective plans and strategies to improve the quality of their services, enhance the visitor experience, and increase tourist loyalty towards the destination.

Conclusions

The Covid-19 pandemic has had far-reaching impacts on the tourism and hotel industry worldwide. These impacts range from psychological, social, cultural, and economic effects on various factors in the industry. The pandemic has brought the tourism and hotel industry to a standstill, where crises cannot be predicted, and dealing with them is difficult and costly.

Tourists have become more flexible and develop alternative plans for travel, mobility, and accommodation. Therefore, tourism and hospitality providers must be prepared to adapt to change circumstances and provide flexible services and options for tourists. In addition, the coronavirus pandemic will have long-term effects on the tourism and hotel industry, even after it ends. This will also affect tourists' decisions to return to their previous level of travel and mobility.

To mitigate the consequences of the spread of the virus in tourist and hotel destinations, it is essential to follow protocols to confront the Covid-19 pandemic crisis properly. This includes implementing measures to reduce the risk of transmission, such as social distancing, wearing masks, and sanitizing public spaces. By doing so, tourism and hospitality providers can ensure that tourists feel safe and secure while visiting destinations, which can enhance their trust and loyalty towards the destination.

Moreover, it is crucial to develop tourist and hotel destinations where tourists can visit during such crises. This calls for smart design and planning to face such crises and avoid them in the future. This includes developing innovative marketing strategies, enhancing the quality of services provided, and improving the overall tourist experience. By doing so, tourism and hospitality providers can increase the reputation and impact of the tourist destination, attract more tourists from around the world, and enhance destination loyalty.

In conclusion, the Covid-19 pandemic has had significant impacts on the tourism and hotel industry, and it is essential to take proactive measures to mitigate its consequences. By following protocols to confront the Covid-19 pandemic crisis, developing tourist and hotel destinations, and providing high-quality services that meet tourists' expectations, the tourism and hospitality industry can recover from the negative impact of the pandemic and enhance its competitiveness in the long run.

Similar to other studies on this topic, the current study has a number of limitations, and we recommend exploring additional research avenues. First, this study investigated the impact of service quality in the tourism and hospitality industry on tourist destination loyalty post-COVID-19 with the mediating role of tourism destination image and the moderating role of tourist trust between the proposed model's relationships; however, other dimensions could be further investigated as a moderator, such as fear of COVID-19, customer values, and value-added, while other dimensions could be further tested as mediators such as employee OCB, customer OCB, and employee involvement. Second, cross-sectional data prevent precise causal impacts between latent variables. Finally, a multi-group analysis method could be used to evaluate these relationships in other distinct contexts (country or industry).

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جودة الخدمة في صناعة السياحة والضيافة والولاء للوجهة السياحية بعد COVID-19: دور الصورة الذهنية للوجهة السياحية و ثقة السائح

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الملخص العربي

عقب جائحة وباء كورونا، تجري تحقيقات لتحديد تأثير جودة خدمات السياحة والضيافة على ولاء السائحين لمقصد سياحي معين، من خلال الدور الوسيط لصورة المقصد السياحي وثقة السائح . تم استخدام نمذجة المعادلات الهيكلية لدراسة وتحليل تصورات 351 سائحًا قاموا بزيارة مدن الأقصر وأسوان والغردقة بجمهورية مصر العربية، خلال شهري يونيو وأغسطس من العام 2022. تم فحص فرضيات البحث بواسطة برنامج SmartPLS-3.0، حيث كشفت النتائج التجريبية لهذه الدراسة عن أن جودة الخدمات السياحية والخدمات الفندقية لها علاقة إيجابية مع ولاء السائح للمقصد السياحي بعد جائحة وباء كورونا. توسطت صورة المقصد السياحي بشكل كبير العلاقة بين جودة الخدمات السياحية والفندقية وبين ولاء السائح للمقصد السياحي. أوضحت الدراسة أيضا الدور الوسيط لثقة السائح في المقصد السياحي بين جودة الخدمات السياحية والفندقية وبين ولاء السائح للمقصد السياحي. كان لوباء كورونا العديد من التأثيرات النفسية والاجتماعية والثقافية والاقتصادية على مختلف الجهات الفاعلة في صناعة السياحة والضيافة حول العالم. أخيرًا ، تم تضمين الآثار النظرية والعملية حول كيفية تطبيق نتائج هذا البحث على صناعة السياحة والضيافة.

الكلمات المفتاحية

جائحة كورونا – جودة الخدمات – الخدمات السياحية والفندقية – الصورة الذهنية للمقصد السياحي – ولاء السائح – ثقة السائح.

Appendix A
Study Measurements

No.	Dimension 1: Hotel Services	
No.	**Measurement**	**Abbreviation**
1	The location and facilities nearby are safe and suitable	Hotel_1
2	The kitchen and dining rooms are clean	Hotel_2
3	Cleaning and disinfection places are available for tourists	Hotel_3
4	The entertainment area is clean and safe	Hotel_4
5	Emergency facilities such as first aid kits and preventive measures are available and adequate	Hotel_5
6	The rooms enjoy plenty of natural light	Hotel_6
7	Separate air conditioners are used in guest rooms	Hotel_7
8	Rooms are naturally ventilated	Hotel_8
9	The rooms are spacious, clean, and sterile	Hotel_9
10	The landscape outside the window is good	Hotel_10
11	Contingency plans are developed and can be practiced regularly	Hotel_11
12	your need to follow health and preventive affairs has changed after COVID-19	Hotel_12
13	the places of accommodation and the food and beverage follow the health, preventive and hygiene affairs	Hotel_13
14	I am satisfied with the quality of accommodation services and food and beverages	Hotel_14
	Dimension 2: Tourism Services	
	Measurement	**Abbreviation**
1	After COVID-19, I care more about the cleanliness, sterilization, and safety of travel and transportation	Tourism_1
2	After COVID-19, I prefer avoiding traveling to crowded tourist cities	Tourism_2
3	COVID-19 has reduced the possibility of traveling with my family, friends, and colleagues	Tourism_3
4	The tourist destination is characterized by the availability of well-established infrastructure in the wake of the COVID-19 pandemic	Tourism_4
5	The tourist destination is characterized by the availability of high-quality medical facilities after the COVID-19 pandemic	Tourism_5
6	I prefer online platforms to buy tickets, book hotels, and book leisure tours	Tourism_6
7	I avoid unnecessary interaction with crowds in public places in tourist destinations	Tourism_7
8	I think social distancing has been proposed at the tourist destination to help prevent infection with COVID-19	Tourism_8
	Dimension 3: Loyalty of the Tourist	
	Measurement	**Abbreviation**
1	You are satisfied with the level of hospitality and reception in the tourist and hotel areas of Egypt	loyalty_1
2	I always consider Egypt my first choice	loyalty_2
3	I am willing to recommend this place to others	loyalty_3
4	I intend to encourage my friends to come here	loyalty_4

5	I will speak and recommend positively about my visit to other people	loyalty_5
6	The locals' tourism awareness made you satisfied with the visit	loyalty_6
7	The positive behavior of local people towards tourists makes you feel satisfied	loyalty_7
8	I plan to visit again in the future	loyalty_8
9	I am satisfied with my decision of visiting Egypt	loyalty_9
10	My decision to visit the tourist and hotel areas of Egypt was a wise decision	loyalty_10
11	This visit was better than expected	loyalty_11
12	The quality of tourism and hotel services makes you satisfied with your visit to Egypt	loyalty_12
13	You are satisfied with the relationship between the prices provided and the quality of services offered in various tourist and hotel facilities in Egypt	loyalty_13
14	This experience is exactly what I need	loyalty_14
15	I really enjoyed visiting the tourist and hotel places in Egypt	loyalty_15
Dimension 4: Tourism Destination Image		
	Measurement	**Abbreviation**
1	For me, dealing with tourist and hotel places in Egypt is a guarantee	Cog_Image_1
2	The quality of the tourist and hotel services provided provides me with safety	Cog_Image_2
3	The places I have visited seem to be honest with their clients	Cog_Image_3
4	You feel secure when dealing with people in the tourist and hotel destination	Cog_Image_4
5	You have a good idea of the tourist and hotel areas in Egypt	Cog_Image_5
6	You have a good idea of the tourist and hotel areas in Egypt	Skill_Image_6
7	Local people in Egypt are distinguished by their generosity and hospitality	Skill_Image_7
8	There are customs and traditions that distinguish Egyptian society from the rest of other societies	Skill_Image_8
9	Local people in Egypt are known for their acceptance of other tourists	Skill_Image_9
10	Egypt's historical and cultural attractions have contributed to forming a positive destination image	Skill_Image_10
11	Local people are keen on the cleanliness of tourist and hotel places in Egypt	Emo_Image_11
12	There is effective exploitation of natural ingredients	Emo_Image_12
13	There are different means of transport and transportation that facilitate your transportation through various tourist and hotel venues in Egypt	Emo_Image_13
Dimension 5: Tourist's Trust		
	Measurement	**Abbreviation**
1	It offers affordable and convenient tourism and hotel services for you	Trust_1
2	A sufficient network of information is available for tourists about the tourist and hotel areas in Egypt	Trust_2
3	You touch the spirit of cooperation and empathy with the people you have dealt with in the tourist and hotel destination	Trust_3
4	You feel well treated in tourist and hotel places in Egypt	Trust_4