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Le rôle potentiel des aéroports dans la promotion des pays comme destination touristique. Le cas de l'Aéroport International de Beyrouth (Aéroport International Rafic Hariri)

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Dedication

This work is dedicated to the soul of my father…..

Acknowledgments

This thesis would not have been possible without the support and encouragement of many people. Firstly of all, I would like to express my sincere thanks and great gratitude to my supervisor Prof. PETR Christine for her excellent supervision. With her rich academic knowledge and experience, especially her deep understanding of tourism's marketing; she suggested valuable ideas for me and helped me to develop my ideas. She kept me on the right track and rectified my problems. She always encouraged me, patiently listened to me, and assisted me when I met difficulties.

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Abstract: This research investigates the role of Beirut International Airport (BIA) in marketing Lebanon as touristic destination and to identify the factors that have influence on tourists' satisfaction at airport during arrival and departure stages. Furthermore, special emphasis is placed on investigating and identifying the existing relationship between the airport role and the destination image and reputation by pinpointing the factors that might affect tourist decision to visit or re-visit the destination. The empirical research to support the research uses survey methods and interview to develop and test the impact of airport's experiences on the overall holydays tourists' satisfaction.

A number of hypotheses were formulated to realize the objectives of the research. In the formulation of the research hypotheses, the researcher was guided by a deductive method regarding the groups of tourist destination attitudes and practices of marketing with consistency of questionnaire and interview responses in comparison with available literature on the subject. Eight hypotheses covered the following aspects: tourists' satisfaction, airport's service, service quality, product, accessibility, people, price, promotion and physical evidence. The results were quantitatively analyzed by using SPSS and qualitative interviews by using Atlas.ti. Review of previous research on critical factors of airport's quality of service, destination services such as restaurants and hotels experiences, destination image, and tourism marketing models were undertaken in an endeavor to find a framework for the development of critical factors of the destination marketing success model that can be used for the identification and integration of critical factors airport role.

The findings indicate that airports' physical environment has an impact on the tourists' satisfaction at arrival and departure stages. Results show that overall experience at airports does not have impact on the overall trip's experience at destinations that have abnormal conditions. In this thesis, the safety and security conditions of Lebanon was discussed because it affected the results of first survey. For example, tourists who decided to visit Lebanon, they will not care about the airport experiences; they already took a huge risk to visit unstable safety destination.

Résumé: Nous tentons dans ce travail d'étudier le rôle de l'Aéroport International de Beyrouth (BIA) dans la promotion du Liban comme destination touristique. De même, nous cherchons à identifier les facteurs qui affectent la satisfaction des touristes à l'aéroport autant pendant leur arrivée que pendant leur départ. En outre, nous accordons une importance particulière à l'étude et l'identification de la relation entre le rôle de l'aéroport d'une part et l'image de la destination d'autre part. Nous identifions ainsi les facteurs qui peuvent influencer la décision du touriste, de visiter une telle destination ou de s'y retourner. Pour soutenir notre travail, nous avons mené dans la recherche empirique des enquêtes et des entretiens afin de développer et de tester l'impact de l'expérience aéroportuaire sur la satisfaction globale des touristes pendant leurs vacances.

Pour cette fin, nous avons formulé plusieurs hypothèses. En effet, le chercheur a adopté la méthode déductive pour classifier les attitudes des touristes à l'égard de la destination et les différents outils de marketing qui ont été utilisés. Ainsi, il a maintenu la cohérence des réponses aux questionnaires avec les revues de littérature disponibles sur ce sujet. Les hypothèses, qui sont au nombre de huit, ont porté sur les aspects suivants: la satisfaction des touristes, le service de l'aéroport, la qualité des services, les produits, l'accessibilité, les personnes, le prix, la promotion et les preuves matérielles. Dans notre travail, nous avons utilisé Atlas.ti pour analyser les entretiens alors que nous avons traité les résultats quantitatifs sur le logiciel SPSS. Egalement, nous avons consulté des recherches antérieures sur la qualité de service de l'aéroport, les services de destination, tels que les restaurants et les hôtels, l'image de la destination, et les modèles de marketing touristique dans le but de développer les facteurs importants qui assurent le succès de la commercialisation d'une destination. Ce modèle peut être utilisé pour identifier et intégrer ces différents facteurs affectant le rôle de l'aéroport.

Les résultats montrent que l'environnement physique des aéroports affecte la satisfaction des touristes autant pendant leur arrivée que pendant leur départ. Par conséquent, l'expérience globale de l'aéroport n'influence pas l'expérience globale du séjour dans des destinations où les conditions sont inhabituelles. Dans ce travail, nous discuterons des conditions de sûreté et de sécurité au Liban puisqu'elles affectent les résultats de la première enquête. A titre d'exemple, les touristes qui ont décidé de visiter le Liban ne s'intéressent pas à l'expérience de l'aéroport; ils ont déjà pris un risque énorme quand ils ont décidé de visiter une destination où la situation sécuritaire est instable.

Résumé

Au cours de la dernière décennie, l'industrie touristique a connu une mutation qui a affecté le monde entier. Ainsi, avec cette croissance évidente, ont émergé de nombreuses et différentes définitions et techniques participant à la classification de ce secteur ; nous citons celle de Goeldner & Ritchie (2006) qui ont défini le tourisme comme un mélange d'interactions entre les touristes et les communautés réceptrices qui s'intéressent particulièrement à l'accueil des visiteurs. Une autre définition précise que le tourisme est l'activité de voyager loin de chez soi (Britton, 2003).

Il est clair que toutes ces définitions partent du même point de vue qui relie le tourisme à l'acte de rester loin de chez soi. Cependant, la définition la plus courante et la plus commune du tourisme reste la suivante : "Les touristes sont des visiteurs temporaires qui séjournent 24 heures au moins et un an au plus dans le pays qu'ils visitent, à des fins de loisirs, d'affaires ou pour autres motifs » (Organisation Mondiale du Tourisme, 1993).

À partir de cette définition, nous pouvons déduire que les activités du touriste peuvent avoir plus d'un motif et que chaque but du voyage est attaché à un type spécifique de voyageurs. Ainsi, les touristes sont classés en fonction de leurs activités dans le lieu visité. Mais, il y a une différence entre les touristes nationaux, internationaux et les excursionnistes. Le touriste est le visiteur qui passe au moins une nuit et moins d'un an ailleurs qu'à son domicile, contrairement à l'excursionniste qui pourrait rester en dehors de son environnement habituel pour moins de 24 sans se coucher (pas de génération de nuitée). D'autre part, la différence principale entre le tourisme international et domestique est que ce dernier couvre uniquement les visites dans un même pays qui est le pays d'origine du touriste, alors que l'autre type de tourisme consiste à dépasser les frontières du pays vers une région nouvelle.

Dans ce travail, nous chercherons à identifier les façons d'améliorer le niveau de satisfaction chez les touristes en accordant une attention particulière aux touristes internationaux qui se déplacent via les aéroports. Le passage par l'aéroport est une expérience entre autres que les touristes vivent et dont l'évaluation de leur voyage dépend. De ce fait, nous nous concentrerons sur les moyens que l'aéroport met en œuvre pour répondre aux besoins et aux désirs des voyageurs dans le but de rendre leurs expériences inoubliables.

Les aéroports assurent des connexions essentielles pour le bon fonctionnement du système de transport et ont des effets multiplicateurs considérables sur les économies nationales et régionales. Dans cette perspective, les aéroports cherchent à satisfaire les besoins du marché et à tenir leurs responsabilités et obligations aux niveaux social, économique, opérationnel et environnemental face aux changements. À cette fin, ils subissent souvent des transformations spectaculaires dans les modèles d'affaires, les installations et les responsabilités sociales. Le secteur aéroportuaire, comme tout autre, est secoué lorsque des changements soudains ou inattendus se produisent sur le marché. Pour la plupart des pays, les aéroports sont une entrée principale au territoire. Tel est le cas du Liban.

De ce fait, un touriste, lors de son voyage, passe par des phases différentes. Il s'agit de l'aéroport, l'hébergement, les restaurants, et la destination. A chaque étape, les touristes peuvent rencontrer de nombreuses difficultés qui affectent leur niveau de satisfaction. Ainsi, les entreprises touristiques cherchent à améliorer la qualité de leurs services dans le but de mieux recevoir les clients, répondre à leurs besoins et augmenter leur satisfaction. Par conséquent, la fidélité des touristes se renforce entrainant la recommandation de l'endroit visité.

La destination de la clientèle est un mélange de produits et de services ; l'implémentation du service ou le « Moment de vérité » ("Moment Of Truth") a lieu lorsque le client interagit avec les entreprises (Mary J. Bitner, Bernard H. Booms, & Lois Mohr, 1994), ce qui constitue la preuve la plus évidente de ce service. Le terme « Rencontre de service » est devenu une expression courante dans les discussions de marketing. Shostack (1985) a défini ce terme comme une période de temps pendant laquelle un consommateur interagit directement avec un service. Cette définition couvre toutes les formes de services proposés par les entreprises qui s'occupent des touristes, dépassant les interactions interpersonnelles pour s'orienter vers d'autres types d'interactions liées à l'environnement physique et humain. Ces paramètres gérant le tourisme et ses services, jouent un rôle important dans les aéroports (Mary J. Bitner, Bernard H. booms, & Mary Stanfield Tetreault, 1990).

Toutefois, la relation directe entre le touriste et le fournisseur de services peut toucher le touriste plus que tout autre aspect de l'interaction. En effet, le touriste est satisfait lorsqu'une bonne relation est maintenue avec l'agent en contact. En d'autres termes, plus la qualité du service rendu au touriste est élevée, plus il est content et vit une expérience inoubliable. Si la performance dépasse les attentes du touriste, on parlera alors de haute satisfaction

(Parasuraman et al., 1985). Et puisque la qualité et la satisfaction sont évaluées par les touristes, il sera mieux de les juger du point de vue de ceux-ci.

Figure 1: Facteurs Influant Satisfaction des Clients
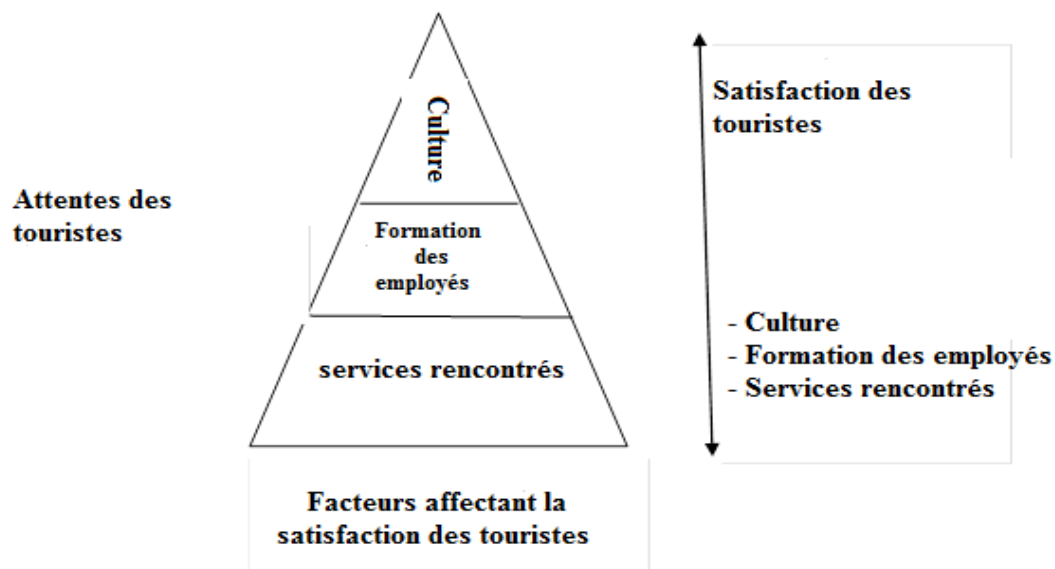
La figure 1 montre que dans le secteur de l'hospitalité, les services constituent les éléments de base qui procurent davantage de satisfaction aux touristes en plus d'autres facteurs importants : «La formation des employés et leur culture ».

En outre, une recherche sur la «technique d'incident critique» (CIT) a montré l'importance de motiver les employés et de leur donner les moyens d'assurer la satisfaction du client. Cette méthode se déroule en plusieurs étapes et consiste en un ensemble de procédures pour rassembler des observations directes du comportement humain de façon à faciliter leur utilisation pour la solution des problèmes pratiques (Flanagan, 1954). Par conséquent, la bonne attitude d'un agent ou d'un conseiller de premier rang et sa capacité à résoudre les problèmes des clients et à les surprendre par des actions positives imprévues est directement liée à leur satisfaction et à leur engagement. Ces actions sont possibles si le fournisseur est doté de la capacité de contrôle sur les services pour répondre aux demandes des clients (Bitner, Booms, & Tetreault, 1990).

A l'aéroport, la situation est plus délicate car le client qui se tourne vers une entreprise de services ne cherche pas un contact de passage mais son interaction fait partie d'une

expérience de voyage. Il est donc important de donner aux employés le pouvoir de répondre aux demandes des clients, sous une supervision stricte.

D'abord, nous étudierons le rôle de la qualité des services et son impact sur le niveau de satisfaction du consommateur, dont dépend sa loyauté. Par ailleurs, pour évaluer la qualité des services dans une entreprise, il est nécessaire d'étudier leurs caractéristiques. Un service est généralement caractérisé par l'intangibilité, l'inséparabilité, la variabilité, la périssabilité, et le manque d'appropriation. Vu ainsi, il est difficile de mesurer sa qualité, surtout en termes d'intangibilité. Les entreprises ne peuvent mesurer que ce qui est tangible. Pour cette raison, nous adoptons dans ce travail l'échelle de mesure SERVQUAL qui sert à évaluer la qualité de service. Elle comprend cinq dimensions ou indicateurs pour vérifier si la qualité du service est bonne ou mauvaise. Ces dimensions sont la tangibilité, la réactivité, la fiabilité, l'assurance et l'empathie. Chaque fournisseur de services cherche à renforcer ces variables dans le but d'améliorer la qualité de son service, ce qui augmente le degré de satisfaction de ses clients et par la suite leur fidélité.

La fidélité des clients est cruciale pour toute entreprise ; c'est un objectif stratégique que les entreprises cherchent à atteindre. De façon générale, la fidélité est le sentiment d'attachement ou d'affection que le client éprouve envers les personnes, les produits ou les services d'une entreprise (Jones et Sasser, 1995). Une définition plus globale serait celle d'Oliver (1999) qui explique que la fidélité du consommateur est un engagement profond à racheter le même produit ou service dans le futur. La fidélité de la clientèle serait ainsi un facteur essentiel garantissant le succès et la durabilité d'une entreprise.

Ensuite, nous présenterons les différents outils nécessaires à la commercialisation d'un produit ou d'un service. Le concept de marketing, ses différents types et leurs impacts sur la performance d'une entreprise seront expliqués en détail dans ce travail.

Le marketing est le processus de planification d'une conception, son exécution, sa tarification, sa promotion et la distribution des idées, des biens et des services afin de créer des échanges en mesure de satisfaire les objectifs de la personne et de l'entreprise.

L'exposition continue à la publicité et à la vente personnelle conduit beaucoup d'individus à lier le marketing à la vente, ou à penser que les activités de marketing commencent une fois les biens et les services sont produits. Il est certain que le marketing inclut la vente et la publicité, mais englobe également d'autres aspects. Néanmoins, le marketing ne se limite pas

à la vente et à la publicité mais implique également l'analyse des besoins des consommateurs, l'obtention des informations nécessaires pour concevoir et produire des biens ou des services qui répondent aux attentes des consommateurs, ainsi que la création et le maintien des relations avec les clients et les fournisseurs.

Toutefois, la commercialisation d'un produit diffère de celle d'un service. Nous nous concentrons dans ce travail sur l'industrie des services qui est directement liée aux secteurs du tourisme et du transport. Par conséquent, le marketing externe et ses différentes variables dites les 4 P, à savoir le prix, la promotion (la communication), la place (la distribution), et le produit, seront discutés. Ces éléments du marketing mix (le plan de marchéage) sont nécessaires pour tout type d'opérations que ce soit une prestation de services ou la production d'articles. Le rôle des 4 composantes est de pousser les clients à acheter le produit ou à utiliser le service. Il existe également 3 éléments supplémentaires (les 3 P) liés à la commercialisation d'un service; il s'agit de l'environnement physique, la population (la clientèle), et le processus. Ces composantes ou variables du marketing mix sont sérieusement prises en considération par les entreprises car elles sont directement liées aux points de rencontre de service où les consommateurs développent et intériorisent une image de l'expérience. À ce moment, ils décident d'y retourner ou non.

Dans ce contexte, une explication du modèle de Bitner montre le rôle de la serviscène appliquée aux services proposés à l'aéroport, dans la satisfaction du client. En plus, nous adaptons ce modèle et ajustons les paramètres de services à l'aéroport de façon à garantir la satisfaction des voyageurs. Les aéroports présentent beaucoup d'espaces affichant des signes et des symboles qui sont considérés précaires au moment de la consommation de services par les voyageurs.

La clé pour un bon service à l'aéroport est de bien former son personnel. Dans cette étude, nous mettrons l'accent sur le rôle des employés de l'aéroport qui ont pour objectifs de satisfaire les touristes et de rendre leur expérience de voyage inoubliable. Notons ici que la formation du personnel et l'application des normes en vigueur amélioreront la qualité des services fournis. Outre la question du personnel, l'environnement physique sera analysé en raison de son importance dans la prestation de service.

Quant aux touristes, leurs attentes sont liées aux services aéroportuaires et à la destination elle-même. En d'autres termes, la théorie de l'attente est traitée selon les services obtenus à l'aéroport et l'image du pays de destination. Les entreprises tentent d'éliminer tout écart entre

les attentes du client et l'expérience réelle. Dans cette perspective, les aéroports jouent évidemment le plus grand rôle, parce qu'ils suscitent la première impression vécue par les touristes dans le lieu visité et donc participent à la réalisation ou le rejet des attentes. De ce fait, le concept de la première impression est largement expliqué dans les chapitres de revue de la littérature afin de montrer l'importance du rôle de l'aéroport dans la commercialisation de la destination. Le rôle de la dernière impression n'est certainement pas moins important que celui de la première. Néanmoins, au moment du départ, les touristes vivent une expérience différente à l'aéroport et peuvent donc avoir une impression différente de la destination.

Le rôle de l'aéroport dans la commercialisation de la destination est observé selon plusieurs perspectives. En premier lieu, comme mentionné plus haut, l'aéroport procure la première impression sur la destination ; c'est le cas du Liban. Étant donné la mauvaise réputation du pays engendrée par les guerres et le terrorisme, certains touristes seraient choqués de leur expérience positive à l'Aéroport International de Beyrouth. Ils auraient comme une impression inattendue. Ici, l'attente des touristes est inférieure à l'expérience réelle, ce qui influence positivement le niveau de satisfaction. Aussi, l'aéroport peut-il affecter l'image et la réputation de la destination, c'est également le cas du Liban.

Pour ces raisons, la direction de l'aéroport se concentre sur le fonctionnement des points de contrôle et sur les attentes des touristes vis-à-vis de l'aéroport afin d'améliorer ses services. Par ailleurs, certaines entreprises louent des espaces à l'aéroport pour vendre leurs produits et services. Ces locataires doivent être supervisés par la direction, car ils sont en contact direct avec les voyageurs et peuvent affecter leur niveau de satisfaction.

Différents types de voyageurs passent par les aéroports chaque année. Il s'agit de différences au niveau des motifs de voyage, de la nationalité, l'âge, la langue parlée, la personnalité, etc. Les aéroports tachent de répondre aux besoins et aux désirs de tous les voyageurs quel qu'en soient leurs origines ou particularités. Par exemple, les affiches à l'aéroport sont écrites en deux ou trois langues différentes afin d'être lues par la majorité des touristes. Aussi, en raison des particularités des voyageurs, les attentes de l'expérience vécue à l'aéroport seraient également différentes, ce qui rend la gestion de l'aéroport plus difficile.

À la visite d'une nouvelle destination, le passage par l'aéroport se fait sur deux étapes : l'arrivée et le départ. Les deux moments sont pareils quant aux points de contrôle et services proposés, mais ont des objectifs différents. En arrivant, les voyageurs espèrent faire leur

entrée au pays de destination sans problème ou perte de temps ; En repartant, ils souhaitent prendre un vol ponctuel et l'attendre dans une zone confortable. Ces deux étapes encadrent l'expérience de séjour qui comprend, entre autres, l'hôtel, les restaurants et les lieux touristiques.

Dans ce travail, nous nous intéressons particulièrement à l'impact que produisent ces expériences qui se déroulent à l'aéroport sur l'ensemble des expériences vécues au pays visité. Nous vérifions également les effets éventuels de ces expériences sur la possibilité de recommandation ou de retour au lieu visité.

Les touristes passent normalement par trois étapes lors de leurs voyages. D'abord, l'arrivée (A) : l'expérience vécue lors de cette étape peut affecter l'ensemble du voyage. Ensuite, le séjour (S) qui comprend l'expérience des hôtels, des restaurants, des centres commerciaux et des sites touristiques et qui peut avoir un effet majeur sur l'évaluation du voyage. Enfin, le départ (D) qui est similaire à l'arrivée, mais où le touriste pourrait obtenir une qualité de service différente. En ce qui nous concerne, nous accordons une importance particulière aux étapes A et D et à leurs rôles dans l'expérience globale des touristes. En effet, les expériences vécues lors de ces étapes pourraient affecter la décision des touristes de revisiter la destination ou de la recommander à leurs amis et familles.

Les hypothèses sont retenues en tenant compte des différents niveaux de satisfaction obtenus à chaque étape. À titre d'exemple, on parle de parcours idéal lorsque les touristes sont satisfaits dans les trois étapes. Une autre version serait que les touristes soient satisfaits à leur arrivée, sans pour autant l'être dans les deux autres étapes. La question que nous posons est alors la suivante : Les touristes, sont-ils satisfaits du voyage en général? Est-ce qu'ils vont retourner dans le même pays? Recommanderont-ils la destination? Nous tacherons dans ce travail de répondre à ces questions et de découvrir si l'expérience vécue à l'aéroport affecte le voyage en général.

À cette fin, les méthodes utilisées pour recueillir des données auprès des touristes sont multiples. La première enquête longitudinale réunit des informations sur l'opinion des touristes à leur arrivée à l'Aéroport International de Beyrouth (AIB). Puis, d'autres enquêtes seront menées auprès des mêmes touristes, à leur départ, pour les interroger sur les expériences vécues au cours de leur séjour (dans les hôtels, les restaurants et les sites touristiques) et jusqu'au moment de leur départ de l'aéroport. Toutefois, les résultats de la première enquête (enquête 1) pourraient manquer de précision et ne seraient donc pas

suffisants pour en tirer une conclusion. Pour cela, des entretiens plus profonds seront menés avec les touristes, dans les halls des hôtels, afin d'évaluer leur passage par l'aéroport et ses effets sur leur visite.

Dans ce contexte, nous avons déjà mené des entretiens qui comprennent des questions liées à la vie personnelle des touristes et au service obtenu à l'aéroport aussi bien qu'à l'image reçue de la destination. Nous avons remarqué que beaucoup de touristes ont déjà visité le Liban et qu'ils l'ont choisi parce que leur expérience y était satisfaisante. Ainsi, les touristes qui visitent le Liban, n'accordent pas une importance majeure aux services de l'aéroport vu le risque qu'ils ont pris en choisissant ce pays comme destination touristique. Une autre enquête sera menée sur des candidats étrangers, n'ayant pas visité le pays, pour comprendre leur perception de la destination et l'importance qu'ils accordent aux services de l'aéroport.

La deuxième enquête (enquête 2) comporte des questions liées aux destinations et à l'envie des candidats de les visiter sans mentionner leurs noms. Proposer le Liban comme destination de voyage entrainait des réponses variées. Nous avons donc pu conclure que l'aéroport pourrait être un facteur décisif dans le choix d'une destination de vacances. Toutefois, certains éléments médiateurs peuvent altérer le choix vers une autre destination. Par exemple, la sécurité du territoire pousse les touristes à changer de destination et à choisir un endroit plus sûr pour y passer les vacances.

En général, la situation politique d'un pays constitue un facteur important affectant le développement du tourisme. La stabilité politique est une condition première qui amène le touriste à visiter un pays et à s'y déplacer (Hall & O'Sullivan, 1996). Lorsque la situation politique est instable, les touristes perçoivent une image négative de la destination qui perturbe directement l'industrie du tourisme. En réalité, les touristes sont sensibles à l'image négative d'une destination, les événements de violence peuvent y affecter le tourisme longtemps après la production d'un événement et même après sa stabilisation.

Cook (1990) a décrit l'instabilité politique comme une condition où le gouvernement d'un pays est renversé, contrôlé par des factions suite à un coup, ou sous laquelle les pré-requis fonctionnels de base pour le contrôle et le maintien du régime social sont instable et contestés périodiquement. Hall et O'Sullivan (1996) ont déclaré que la perception de la stabilité et de la sécurité politique sont des conditions préalables à un touriste qui veut passer ses vacances en nature.

En outre, il est probable qu'une couverture médiatique négative ainsi que les avertissements aux voyageurs causent des ravages à l'image du pays car ils affectent le tourisme à long terme en raison de l'existence des pays alternatifs. Les touristes décident alors de rester chez eux ou de se rendre dans des destinations "plus sûres". Dans les deux cas, il y aura des pertes de recettes importantes dans l'industrie du tourisme pour le pays qui souffre du terrorisme ou d'instabilité politique (Edgell, 1990).

Les points déjà évoqués seront minutieusement développés dans le but de montrer que l'aéroport a une influence sur le niveau de satisfaction des touristes et que cela dépend de la destination choisie et de l'aéroport qui s'y rattache.

INTRODUCTION

During the last decade, the tourism industry has undergone a rapid growth which has affected the entire world. In this context, many different definitions and techniques aiming at classifying the industry have emerged, such as that of Goeldner & Ritchie (2006) who defined the tourism as a blend of interactions between tourists and all communities which are interested in hosting visitors. Another definition states that the tourism is the activity of taking a touring away from home (Britton, 2003).

It is indisputable that the definitions above belong to the same viewpoint which relates the tourism to the act of staying out of home. However, the most common and comprehensive definition of tourism is the following: "Tourists are temporary visitors staying in a place outside their usual place of residence, for a continuous period of at least 24 hours but less than one year, for leisure, business or other purposes" (World Tourism Organization WTO, 1993).

According to this definition, the tourist's activities may have more than one object or purpose; each one is linked to a specific type of travelers. In the same way, the classification of tourists is set according to the activities they do in the place they visit. It is worth mentioning that there is a difference between domestic, international, and excursionist tourists. The tourist is the visitor who stays out of his residence for no less than one night and without exceeding one year. In contrast, the excursionist is the one who stays out of his usual environment for less than 24 hours without spending the night there. The main distinction between international and domestic tourism is that the latter covers only tours in the same country, while the former participates in trips which overtake the country's borders to an unusual region.

In this thesis we will discuss how to boost the satisfaction level of tourists by observing the international tourists who use airports to move between countries. The airport's experience is considered one among many other that tourists depend on to evaluate their overall trip experience. The research will focus on how airports can satisfy travelers' needs and desires by making their experiences unforgettable.

Airports provide critical connections in the operation of the transportation system and have significant multiplier effects on national and regional economies. To meet their social, economic, operational, and environmental obligations in the face of changing conditions, airports often

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undergo dramatic transformations in business models, facilities, and social responsibilities. The airport industry, like other ones, is challenged when sudden or unexpected changes occur in the marketplace. For most countries, airports are considered the main entry which is the case in Lebanon.

Thus, each tourist passes in different phases: in the airport, hotels, restaurants, and touristic places. In each phase, tourists encounter many difficulties that affect their satisfaction level. For illustration, touristic firms seek to ameliorate their service quality level in line to have smooth encounters with their customers in order to increase their satisfaction level. In this act, the tourists' loyalty level and destination's recommendation will definitely increase.

The customer's destination is a blend of products and services. The most obvious proof of service exists in the term "Service Encounter" or the "Moment Of Truth" that illustrates the interaction of the guest with the firms (Mary J. Bitner, Bernard H. Booms, & Lois Mohr, 1994). This term has turned into a common expression in marketing discussions. Shostack (1985) defined it as a period of time during which a customer interacts with a service firm directly. His definition covers all forms of service firms tourists might deal with while crossing the interpersonal interactions to physical and human environment interactions such as tourist and service settings (restaurants and hotels) (Mary J. Bitner, Bernard H. booms, & Mary Stanfield Tetreault, 1990) which play an important role in airports.

Otherwise, and more than any other aspect of the interaction, the direct relation between the tourist and the service provider can affect the former. Thus, the satisfaction of the tourist takes place when a good relation between him and the agent who contacts him directly is maintained. In the same fashion, the more the quality of service delivered to the tourist exceeds his expectations, the more he is pleased while living a memorable experience. If the performance surpasses the tourists' expectations, they will be satisfied (Parasuraman et al., 1985). And since the quality and the contentment are tested by tourists, it is more convenient to be judged from their viewpoints.

Figure 2: Factors Impacting Customers' Satisfaction

**Factors Impacting the
Tourists' Satisfactions**
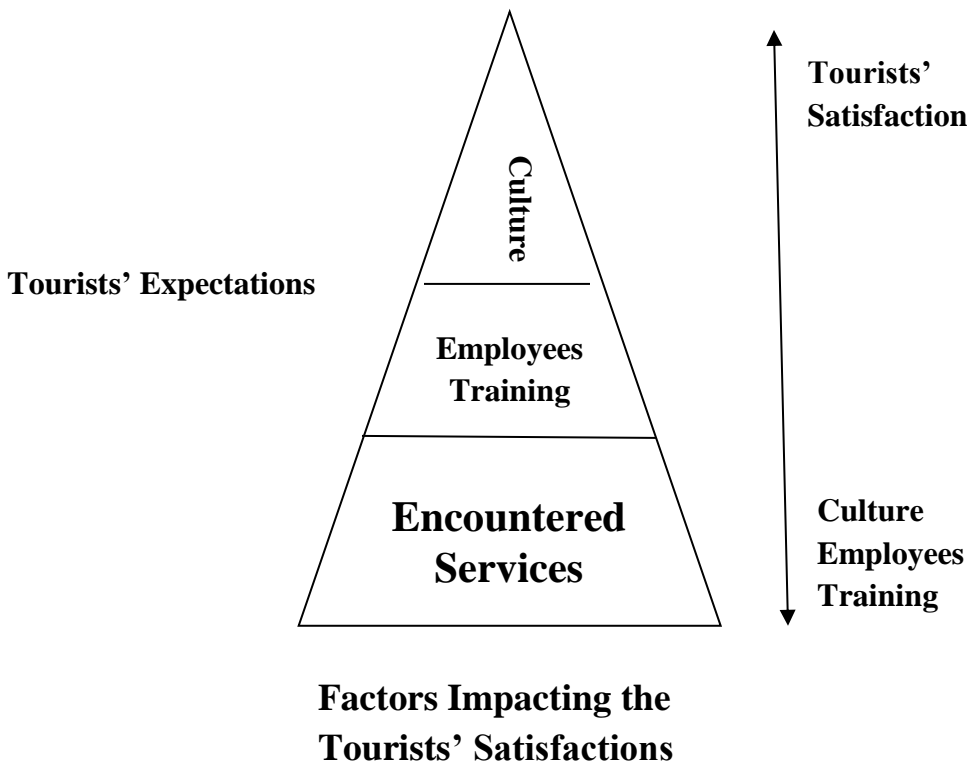
Source: Lugosi (2008)

Figure 1 shows that the "Encountered Services" in the hospitality industry, in addition to other important factors such as the "Employees training and culture", constitute the core elements leading up to a greater tourist's satisfaction Moreover, a research entitled "CIT" or "Critical Incident Technique" demonstrated the importance of motivating employees and empowering them to achieve customer's satisfaction. This technique consists of a number of steps for collecting and classifying observations of human behaviors with the purpose of solving practical problems (Flanagan, 1954). As a result, the good attitude of a front line server and his ability to solve guests' problems, besides surprising them with sudden positive actions are directly related to guests' satisfaction and commitment. These acts might appear when the service provider is granted the capacity of control to respond to guests' requests (Bitner, Booms, & Tetreault, 1990).

In addition, this fact is more critical in the airport firms because the guest passes through many contacts with the service provider. Accordingly, it is crucial to maintain the principle of granting

the employees the power to respond to customers' requests complemented with a strict supervision.

First, we will discuss the role of service quality in satisfying customers, which will result in an increase in their loyalty level. To identify the quality of service in any firm, we have to study its characteristics. Service is characterized by its intangibility, inseparability, variability, perishability, and lack of ownership. With these service's features, it is difficult to measure its quality, especially with intangibility. Companies cannot measure anything that is not tangible. Therefore, in this thesis, we adopted the SERVQUAL scale of measure to identify the service quality level. It contains five dimensions that are tangibility, responsiveness, reliability, assurance, and empathy, which are used to indicate whether the quality of service is good or bad. Each service provider works to improve these variables in order to ameliorate the quality of its service, which increases the customers' satisfaction and loyalty.

Note that the latter is often recognized as being a strategic objective and a critical aspect for firms. At a very general level, customer's loyalty is the feeling of attachment or affection for company's people, products or services (Jones and Sasser, 1995). The most comprehensive definition of customer's loyalty is from Oliver (1999) who stated that customer's loyalty is a deeply held commitment to rebuy or re-patronize preferred products or services consistently in the future. The loyalty of a firm's customers has been recognized as the dominant factor in a business organization's success and sustainability.

Second, we will study the different tools needed to market a product or a service and explain the marketing concept and the impact of its different types on the company performance.

Note that marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Continuous exposure to advertising and personal selling leads many people to link marketing with selling, or to think that marketing activities start once goods and services have been produced. While marketing certainly includes selling and advertising, it encompasses much more. It involves analyzing the customer's needs, securing information needed to design and

produce goods or services that match buyer's expectations as well as creating and maintaining relationships with customers and suppliers.

Similarly, marketing a product differs from marketing a service. This research focuses on the service industry which is directly related to tourism and transportation industries. Therefore, the external marketing and its four elements of marketing mix: price, promotion, place, and product will be discussed as these tools are needed for every type of operation whether it was about providing a service or producing a product. The 4 P's role is then about attracting customers to buy the product or to consume the service. In addition, there are additional 3P's related to the marketing of service which are the physical environment, people, and process. These marketing mix tools are critical for any company as they are directly related to the service encounter points where customers construct/create an image in their minds about the experience. In that moment, they decide whether to come back or not.

In this perspective, an explanation of Bitner model concerning the role of servicescape in customer's satisfaction might be applied in the airport service. Furthermore, we adapt this model to create airportscape which influences travelers' satisfaction. Airports contain many spaces with signs and symbols that are precarious in the service consuming process for travelers.

The key to a good service quality at the airport is its personnel. This research will focus on the role of airport's staff that makes tourists satisfied and have unforgettable experiences. It will also highlight the importance of training and implementing standards in increasing the quality of the service provided. Besides the personnel, the physical environment will be developed in this research due to its importance in the delivery of service.

Tourists have some expectations which are related to the airport services and the destination itself. In other words, the expectation theory is discussed according to the airport service and the destination image. Companies try to eliminate any gap between what customers expect and what the real experience is. Airports have the biggest role in destination expectation because the first impression on the destination comes from the airport. Therefore, we are indulging in an extensive explanation regarding the first impression concept in the literature review chapters in order to devote special attention to the airport's role in marketing the destination. Not to mention

the role of the last impression this is of equal importance to the first. During departure stage, tourists have another experience at the airport and might give a different impression on the destination.

The importance of the airport role in marketing the destination is divided into many perspectives. First, as mentioned in the previous paragraph, the airport provides the first impression on the destination which is the case in Lebanon. As a result of wars and terrorism that were inflicted upon Lebanon, some tourists will be chocked from the positive experience they have when they visit Rafic El-Hariri International Airport because of prejudices. However, once they arrive at the airport, they will have a different impression. We conclude that the expectation here is below the real experience which influences the satisfaction level positively. Second, airports can influence the image and reputation of the destination, which is also the case in Lebanon.

Therefore, the airport's management works on the encountered checkpoints and on what tourists expect from airports in order to improve their services. Moreover, in airports, there are renters who rent spaces for selling their products and services. However, they should be supervised by the airports management because they have direct contact with the travelers and could impact their satisfaction level.

Different types of travelers pass by the airport every year but they differ in the purpose of travel, nationality, age, language, and personality. Airports try to meet all their needs and desires regardless of their type. For example, the airport signs are written in two or three languages in order to be read by the majority of tourists. Also, because of these differences among their different types, the tourists' expectations concerning the airport experience will differ making managing the airport harder and more difficult to meet guest's needs and desires.

Airport experiences are divided into two stages of any tourist visiting the destination: Arrival and Departure. Both stages are similar in their check-points and service processes but each has one objective. The arrival stage role is to enter the destination without facing any problem or wasting time. Whereas the departure stage role is to fulfill the travelers' needs in order to have a punctual flight departure and comfortable waiting area. However, these two stages are the limits to any stay experience that includes the hotel, restaurant, and touristic places.

Moreover, the research focuses on the role of the two-stage experiences on the overall experiences of the tourists, and if there were any influences on the re-visit and recommendation decisions.

Every tourist passes obligatory through three stages during his/her visit. The arrival stage (A): the experience resulting from this stage might affect the overall experience of the visit. The stay stage (S): hotels and restaurants, shopping centers and touristic destinations might be the most influential stage on the overall experience. The departure stage (D): while is similar to the arrival stage, the tourist might receive different levels of service from the arrival. In this research, the emphasis will be on stages A and D and their role on the overall experience of the tourists. Also, the experiences at these stages might affect the tourists' decision of coming back to the destination or recommending it to their friends and family.

Hypotheses are created from different satisfaction levels in each path. For example, when tourists are satisfied in the three stages, we have an ideal path. Another hypothesis states that tourists might be satisfied during their arrival stage while having bad experiences regarding the other two stages. The question is the following: are they satisfied from the overall trip? Do they want to come back? Do they recommend the destination? We will try in this thesis to answer if there is any influence of the airport experience over the overall trip experience.

The methods used to collect information from tourists are multiple. The first is a longitudinal survey used to collect information about the opinions of tourists during their arrival at Rafic El-Hariri International Airport Then, during their departures; another survey was conducted with the same tourists to know about their stay (hotels, restaurants, and touristic places) and departure experiences. The results of Surv1 are not precise thus not reliable to draw a conclusion. Therefore, in-depth interviews with real tourists were conducted in the hotel's lobbies in order to check if the airport's experience has influenced them during their visits.

The interviews include questions about tourists' personal information and their opinions regarding the airport service and the destination image. We noticed that most tourists had previous visits to Lebanon and they selected it because they had a satisfied experience previously. Thus, tourists visiting Lebanon might not giving importance to the airport service

due to the risk already taken when they chose Lebanon as touristic destination. Thus, another survey was conducted on foreign candidates to find out their opinions about the destination's image and the airport influence.

Surv2 consists of questions concerning destinations and if the candidates like to visit them without knowing their names. The respondents had different answers when they knew that the destination is Lebanon. Therefore, we concluded that the airport influences tourists when selecting a destination to pass their holidays. Nevertheless, there are some mediators that moderate the choice to another destination. For example, the safety and security of the destination enforce tourists to change their destinations and to select a safe place to spend their holidays.

In general, the political situation of a country is recognized as an important factor that influences tourism development. A stable political condition is a significant requirement that enables a tourist to visit and travel within the destination country (Hall & O'Sullivan, 1996). When the political situation is unstable, tourists will perceive negative image that affects the tourism industry directly. Usually, tourists are sensitive to the negative image of a touristic destination. Violent events can affect the latter long after the event has passed and stabilized.

Cook (1990) noted that political instability is a condition of a country where a government has been toppled, or controlled by factions following a coup, or where basic functional pre-requisites for social order control and maintenance are unstable and periodically disputed. Hall and O'Sullivan (1996) said that the perception of political stability and safety are prerequisites for a tourist in nature vacation.

In the same sense, it is probable that negative media coverage is affecting the overall tourism in the long-term due to the selection of alternative countries. Tourists have the decision to stay home or to select "safer" destinations which in either case are similar regarding significant tourism revenue losses by the country suffering from terrorism or political instability (Edgell, 1990).

The above information will be illustrated comprehensively to demonstrate for readers that the airport has an influence on tourists' satisfaction level in some cases as it depends on the destination where the airport operates in.

CHAPTER ONE:
MARKETING QUALITY IN
SERVICE INDUSTRY

This chapter will focus on quality importance according to customer satisfaction and what are the main dimensions of measuring quality? There is no doubt that quality became the most important part in manufacture and service industries by having look on its development stages.

SECTION 1 – FROM QUALITY TO SATISFACTION AND LOYALTY

Nowadays, it is increasingly obvious the high interest in quality products and services. This importance comes from two reasons; first one is for the good of the business and the second is for the increase of people's quality of life and satisfaction. Because of this emphasis, the concept of quality has grown internationally; quality is being addressed, advertised, controlled, and certified etc.

A. The Concept of Quality

According to Hardie and Walsh, (1993); Sower and Fair, (2005); Wicks and Roethlein, (2009), quality has many different definitions and there is no universally acceptable definition of quality. Therefore, the definition of quality varies between manufacturing and servicing industries. These variations are caused by the intangibility nature of the service and its difficulties to evaluate quality which cannot be assessed physically. Hence, there are other ways must be implied to measure quality.

Also, defining quality differs from one person to another. Each individual sees quality from his points of view. For example, according to Chandrupatla (2009), in a manufactured product, the **customer as a user recognizes the quality of fit, finish, appearance, function, and performance**. The quality of service may be rated based on **the degree of satisfaction by the customer receiving the service.** The appropriate meaning of quality is "**the degree of excellence."** You might see excellence as good price with nice color, other will see it as easy to get no matter the color and price is. Therefore, some authors started talking about quality in the early 1900 and focus on the importance of quality. First, Frederick W. Taylor introduced the principles of scientific management around 1900 focused on the division of labor by focusing on productivity. When productivity increases the quality of product will decrease. Second, Henry Ford's moving automobile assembly line was introduced in 1913 where requirement of good-quality parts were available so that the production assembly line would not be forced to slow

down. Third, in 1924 Walter A. Shewhart started the basic ideas of the statistical process control chart where the beginning of statistical quality control stage. Finally after World War II, a quality revolution in Japan followed World War II where Japanese began using the lessons learned in producing military goods produced for export. Therefore, the Japanese were considered leaders in quality by the 1970s. They entered the U.S market and from that enter a movement resulted called Total Quality Management and after ISO 9000 quality standards system in 1987.

B. The Impacts of Quality

1. Quality Leads to Satisfaction

Quality has been defined and explained in the previous part but the result of such quality was not well defined. Most of the time, quality will lead to customer satisfaction. The main link between quality and customer satisfaction is **Value.** If customers perceived good value, they will be highly satisfied. In other words, satisfaction is a result of getting a service or consuming a product above what we were expecting. Satisfaction level is a result of the difference between expected and perceived product/service, Liu and Zhoa (2008). To evaluate value, we should collect several factors, such as price and performance. Customer satisfaction is the result of a customer's perception of the value received where value equals perceived service quality relative to price, (Hallowell, 1996). The first determinant of overall customer satisfaction is perceived quality and the second determinant of overall customer satisfaction is perceived value (Fornell et al., 1996). Customer satisfaction is recognized as being highly associated with 'value' and it is based, conceptually, on the joining up service quality attributes with such attributes as price, (Athanassopoulos, 2000). Creating high product or service value needs great management.

Therefore, quality management has been discussed by many authors. A growing number of organizations use quality management as a strategic foundation for generating a competitive advantage (Reed, Lemak, and Mero, 2000) and improving firm performance (Hendricks and Singhal, 1997; Lemak and Reed, 1997; Samson and Terziovski, 1999). Organize the company and increase the quality of the management from top management till entry level management will lead to the right decisions making. Right decisions increase the value of the service or product which in turn leads the customer to be satisfied in consuming it.

Various studies that focused on a link between satisfaction and quality argued for different point of views in terms of relationship. Some think that quality leads to satisfaction, McDougall and Levesque, (1996, 2000); Negi, (2009) support that satisfaction leads to quality (Cronin & Taylor, 1992). Some researchers suggest that quality and satisfaction are determined by the same attributes like Parasurman et al., (1988) tried to relate customer satisfaction to service quality by measuring attitude. "Customer satisfaction is based on the level of service quality delivered by the service providers" (Saravanan and Rao, 2007, p.436) which is determined by the consumer's cumulative experiences at all of the points of contact with company.

2. Satisfaction Guides to Loyalty

Few studies discuss about the effect of customer service and product qualities on customer satisfaction have been on all types of industries. Archer and Wesolowsky (1996) look at how satisfaction with product and service quality simultaneously affects the intention of customers (Chai et al, 2009). In this regard, Bastos and Gallego (2008) provide evidence that customer service quality directly affects satisfaction and satisfaction directly affects the positive behavioral intentions. This behavior is directly related to the loyalty of the customers. The relationship between satisfaction and loyalty has been discussed in many studies such as Coyne (1989); Oliva et al., (1992); Fornell (1992); Guiltinan, et al. (1997); Sivadas and Baker-Prewitt (2000); Bowen, and Chen (2001); Bansal and Gupta (2001); Silvestro, and Low (2006). Satisfaction and loyalty are not surrogates for each other (Shankar ad Amy, 2002; Bloemer and Kasper 1995; Oliver 1999). It is possible for a customer to be loyal without being highly satisfied (e.g., when there are few other choices) and to be highly satisfied and yet not be loyal (e.g., when many alternatives are available), (Shankar ad Amy, 2002). The results of Bowen, and Chen (2001) research verified that satisfaction and loyalty are directly related to each other. In other words, when satisfaction increased, purchase loyalty went up rapidly and when satisfaction decreased, purchase loyalty decreased equally rapidly. Guiltinan, et al. (1997) believed that satisfied customers are more likely to be repeat (and even become loyal) customers. Fornell (1992) have found strong correlations between satisfaction and loyalty. According to Mittal et al. (1999), the relationship between satisfaction and loyalty changes over time. However, the relationship

between **satisfaction and loyalty is expected to be dependent on the quality of the product and services.**

SECTION 2- THE MARKETING SERVICE QUALITY

A- Impact of Service Characteristics to Quality Evaluation

According to Zeithaml, Parasuraman, & Berry (1990), service quality and product quality are systematically different due to the service characteristics.

1. The 5 Characteristics of Service

These characteristics, presented in the following figure, are 1- intangibility, 2- inseparability of production and consumption, 3- heterogeneity or variability, 4- perishability, and Cowell (1984) added 5- lack of ownership.

Figure 3: Service Characteristics

2- Inseparability		**4- Perishability**
Simultaneous production and consumption		Consumption cannot be stored
Importance of service provider	**Service Characteristics**	Match supply and demand
Selection, training and rewarding of staff		Use of part-time staff
Avoid inter – customer conflict		Multi- skilling

Consumption cannot be stored
Match supply and demand
Use of part-time staff
Multi- skilling
Participation by consumers
Differential pricing
Stimulation of off-peak demand

1- Intangibility
A deed, performance or effort
Difficulty in evaluation
Use tangible cues

3- Variability
Standardization difficult
Selection training and rewarding of staff
Evaluation systems
Use of reliable

5- Lack of Ownership
Use a service without possessing it
More suitable for evaluation
Use a facility does not

Source: Cowell (1984)

11. Intangibility

Pure services are intangible because they cannot be seen, touched, felt or otherwise sensed. Intangibility issues of evaluation are where consumers look for tangible cues to decrease uncertainty and are one of two key factors of a service that is generally much more difficult for the forthcoming customers to evaluate service in advance. This means that service is a deed performance or effort, not a tool, object or thing. A customer may find difficultly in evaluating a service before purchase. For some services, their intangible nature leads to difficultly in evolution after consumption. For instance, it is difficult to judge how pleasurable a holiday will

be before taking it because the holiday cannot be shown to a customer before consumption (Berry, 1980). Consequently, convincing a customer to buy an intangible product is harder than convincing him to buy tangible one. So, Cowell (1984) suggests that the customer may have tangible evidence of the services purchased. This purchase is, of course, something intangible. For example, the experience of a member of a company or a sports club who uses the facilities but does not own it; he has a membership card as tangible evidence of the service. The challenge for the service provider is to use tangible clues to service quality. For example, a travel agency may show pictures of the holiday destination, exhibit testimonials from satisfied tourists and provide details of the type of entertainment available in a brochure.

Intangibility also means that the customer cannot own a service where payment is for use or performance. For example, a medical operation is performed, or a car may be hired. Service organizations sometimes stress the benefits of non-ownership such as the spreading of payment charges and lower capital costs. There are no features that directly demonstrate the existence of a benefit because the special benefits of the service are not easily displayed or communicated (Edgett and Parkinson, 1993).

12. Inseparability

Inseparability means that production and full or partial consumption of services occurs simultaneously where production of a service is inseparable from delivery. The inseparability of consumption and production due to the simultaneous and consumption that characteristics most services in a restaurant, for example, the meal is consumed concurrently with the service of providing the meal (Abell, 1978).

Inseparability is considered to be issues of supply and distribution, consumption, customer-producer interaction and capacity. This is contrasted with physical goods which are produced, stored, distributed through intermediaries before being bought and consumed. This illustrates the importance of the service provider, who is an essential part of the satisfaction gained by the consumer. The service must be provided not only in the right place, at the right time, but, also in the right way (Berry, 1995).

The consumption of the service may take place in the presence of other consumers. Therefore, enjoyment of the service is dependent not only on the service provided, but also on other consumers. Therefore, service providers need to make adequate provision to avoid inter-customer conflict and to identify possible sources of irritation (e.g. smoke, noise, queue jumping). Many customers appeared to show a degree of product knowledge or expertise adjoining that of personal contact (Baron et al, 1996).

13. Heterogeneity (Variability)

Heterogeneity is the potential for high variability in the performance of services where buyers prefer to know what level of quality they are going to receive when they order a purchase. Thus, consistent quality often becomes a very critical basis for customer decisions and is more difficult to attain for services providers, because they always involve a human component. As a result, it is more difficult to guarantee constant quality in terms of a service. According to Reichheld and Sasser (1990), "the production and delivery depend on the two parties involved where the needs and wants of the consumer are directly matched by different skills of the providers" (p.111). Heterogeneity in service quality emphasizes the need for accurate selection, training and rewarding of staff in service firms (organizations) when dealing with customers; training confirms the standards expected of personnel. Evaluation systems should be developed by allowing customers to report on their experiences with staff. Therefore, great care needs to be taken regarding equipment efficiency and dependability (Jobber, 2001).

14. Perishability

The main difference between selling product and selling a service is the time of selling. For example, the product is not sold today will be sold tomorrow. But for service, if today passed and it is not sold, the company lost the revenue of today. In other words, perishability means issues of demand and supply. Demand includes differential pricing, cultivating non-peak demand, matching service and reservation system. The supply side includes part-time employees, part-time efficiency routines, increased consumer contribution, shared services and facilities for future expansion. Multi-skilling means that employees may be trained in many tasks; for example supermarket staff can be trained to work on the checkout at peak periods and to fill shelves (Johnson, 1995).

Perishability leads to a difficulty in balancing supply and demand, which is why many service providers find it too costly to offer a level of service that cannot be produced and stored or saved to meet future demand and can match its peak. Therefore, it is important to match supply and demand to services. A key marketing strategy is to provide motivations for weekend use if a hotel has weekday occupancy but is almost empty at weekends. This might involve linking hotel use, or offering weekend discounts with vacation activities such as fishing, golf or hiking (Jobber, 2001).

15. Lack of Ownership

Consuming a service means the use of a facility but not owning it. Kotler (1994) describes product services as "the offer which consists of a tangible good is a combined by one or more service to enhance its consumer appeal" (Kotler, 1994: p.295).

2. The "Service Product" Continuum: from Pure Product to Pure Service

The term 'service product' refers to service characteristics, which is a self-standing offering and can be considered under the general heading of products. These definitions emphasize the key elements of their service characteristics. The problem of service marketing has attracted wider attention in the developing world largely due to the regulations of the service sector. This deregulation has led to a revaluation in the philosophy and practices of the marketing function in the service institutions.

Therefore, there are different categories for services goods (Laws, 1998).

A- Pure tangible goods such as clothing.

B- Tangible goods with accompanying services (carpet, machinery and software).

C- Hybrid for both pure goods and service.

D- Major services with accompanying minor goods / services.

E- Pure services (software, marketing search, psychotherapy).

3. Challenges of Marketing Service Quality

31. The Traditional Marketing Mix: the "4 P"

Companies try to satisfy customers by insuring their needs and wants. For many authors, they defined marketing as satisfying customers' needs and wants. Kotler (1991) defined marketing as "a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others". Cohen (2004) stated that "Marketing is to find out what your customers want and then give it to them", whilst a general marketing definition is considered: "the act or process of buying and selling in market" (p.3).

Marketing not only satisfies customers, it also satisfies owners by increasing their profit. Customer-orientation is assessed as the means to the end of achieving the organization's aims (Anonymous, 1989). This means that, by providing what the targeted customers want and need, the organization will achieve its goals and aims.

The novelty stage came in the 1980s, since customers' needs increased varied service had to be introduced. According to Anderson and Sullivan (1993), the organization management started to upgrade marketing and to use the marketing concept. "The days of easy profit are gone and the environments will be less forgiving for mistakes than before" (p.128). According to Jobber (2001), the modern marketing concept can be expressed as "the achievement of corporate aims through meeting and exceeding customer needs better than competition" (p.701).

There are three conditions which apply to this concept that should be met: firstly, firm activities should be focused on providing customer satisfaction rather than producer convenience which is not easy to meet; secondly, the accomplishment of customer satisfaction depends upon integrated effort; thirdly, the responsibility for the execution of the concept lies not just within the marketing department. The role of the marketing department is to coordinate activities and to play a product champion, but the concept is a business philosophy not a departmental duty. Customer needs are considered to be central to the operation of a firm that should run right through research, development, finance and production, engineering and other departments (Jobber, 2001).

Marketing concentrates on the variables that influence customer's satisfaction, we can discuss the marketing mix or P's variables that each company works on in order to satisfy its customers' needs and wants. They are 4P's in manufacturing industry (product, price, place, promotion).

311. Product

Product is all necessary components and elements to do a service which generate value for customer. Product is an element of marketing mix which respecting it in cooperatives leads into the satisfaction customers. For instance, supplying products that fill customers' needs and wants with a credible brand and attractive package increase the sale in addition to the satisfaction of customers. As a result, companies try to produce products that will fill the needs and wants of their target customers.

312. Price

Price and other costs of service sector show the management of various costs endured by customers in achieving the advantages from generating the services. In consumer cooperatives, the first and main aim is to satisfy members that product or service price should be affordable for the potential customers to pay.

313. Place

Place is the managerial decisions on where customers should be provided with services and it may include electronic/physical distribution channels. Consumer cooperatives are a kind of distribution channels which can establish the relationship between consumers and manufacturers and play a vital role in mitigating the prices and preventing the growth of unnecessary dealers. At the end if manufactures are widely distributing their products, more customers will can achieve these product and buy them. For service industry and especially restaurants, they try to open many branches to be easy for their new potential customers to get them.

314. Promotion

Promotion is the benefits achieved from buying the product or service. In many cases, promotional methods are similar for services and products. In the position of economic

corporation, consumer cooperatives have the function to distribute products among members and other consumers and it is necessary that they move toward promotional activities to increase their sale. Most companies aim to attract customers by doing some promotional strategies such as buy one product and get the second one for free, discounts on products, etc.

32. *The 3 Complementary Requests of Service Marketing: Towards "the 7 P"*

In service industry, marketing implies adding three politics: personnel or people, physical environment, process or procedures. In fact, companies should insure the right P's for their target market in order to satisfy customers. Marketing mix are mixed together in order to attract customers and enforce them to make the purchase decision. Owing to the fact that any decision on each element should be compatible with other three elements, marketing mix term was selected. Booms and Bitner (1981) believe that services industry need another type of marketing and a different type of marketing mix. To the same reason, they distinguished service marketing from product marketing. In their marketing mix, three Ps namely personnel, physical assets and procedures were added and finally 7Ps were shaped.

Mills and Moberg (1982) categorize the differences between products and services as relating to differences in **output** and differences in **process**. In addition, some marketing researchers differ product and service from the part of how evaluating them. For service industry three additional P's will evaluated regarding to the consumption of service. Research in quality and operations management has taken more of a process perspective, or how an organization can work to improve the quality of a product or service. However, quality of product and quality of service differs from the performance of the company (input process) and output performance (how the quality of product meets customers need). In other words, companies that produce product focus to meet customers' needs by regulating the 4p's of marketing mix: Product, price, promotion and place. On the other hand, service companies focus on additional 3p's to meet customer's needs; process, physical environment, and people.

321. *People*

Personnel or People are the main component in providing services. According to Pheng and Martin (1995), personnel are the only component that provides customers with services. Since

consumer cooperatives are firms in which employees face with consumers directly, such organizations try to achieve a special situation in the market through training their employees on sale knowledge and how to treat with customers. This section will be largely explained at the end of this chapter.

322. Process

Procedure or Process management ensures availability and sustainable/proper quality of services. The task and role of this component of marketing mix is to balance service demand and supply. In other words, the process passed by customers to consume the service like the time consumed is reflecting to customers' satisfactions. By improving the procedure of providing services to customers, cooperatives can pave the ground for consumers' convenience which leads into repurchase and, finally, sale increase.

323. Physical Assets or Physical Environment

Physical assets or Physical Environment refers to environment and facilities needed by companies to provide services to their customers. Consumer cooperatives can expand consumers' choices by providing facilities like self-service, paramount shelves, etc as same as big shops and can prevent that a buyer leaves the company without any purchase.

33. Managing quality in Service Marketing

Consuming service or product, customers have to evaluate the quality they purchased or consumed in order to know if they are satisfied or not. The evaluation will consist of the quality of the explained 7P's.

According to Deming (1981), and Juran and Gryna (1988), a good or service provides key customer requirements, or customization, and how reliably these requirements are delivered, or reliability. Ishikawa and Lu (1985) divided quality into two types, ''backward-looking'' and ''forward-looking'' components. Defects and flaws in quality are known as backward-looking quality, while forward-looking quality is characteristics which can become a product's sales point. Oakland (1993) differentiates between similar components, referring to ''quality'' as the meeting of customer's needs, and ''reliability'' as the ability of a product to continue to meet the customer's needs.

Researchers in service management such as Gronroos, 1990; Zeithaml, Parasuraman, & Berry (1996) argued that the co-production process that typifies services makes reliability the more important quality dimension. Unlike goods, in service industry, customers participate in production of service where contacts are available between service provider and consumer. This contact is called **service encounter** which will be explained more at the end of this chapter. And because service production involves more of the human resources of the firm and customers themselves, it adds greater inherent variability to the service production process. Thus, reliability should be relatively more important to maintain and improve. Initial support for the importance of service reliability in the service quality literature comes from studies using the SERVQUAL survey methodology (Parasuraman, Zeithaml, & Berry, 1985, 1988).

Anderson et al., (1997) argues that the participation of consumers in service production process makes customization relatively more important in determining customer satisfaction for services. Since many services are personnel-intensive and customized to suit consumer's needs, customization is more important for services than for manufactured goods. However, Johnson and Nilsson (2000) is more consistent with Parasuraman et al.'s research by showing that customization is significantly more important for products, while reliability and customization are more equally important for services. Thus, improving reliability is more important for services than for products.

In addition, the customer's loyalty level differs in quality of service from the quality of product. Edvardsson, Johnson, et al. (2000) showed the differences between products and services when it comes to the links from satisfaction to loyalty. They showed that the links from satisfaction, to loyalty, to profits and growth are stronger for services than for products. Because physical goods are inventoried for sale, loyalty is more likely to be bought for products as a means of moving inventory, which lowers margins. In contrast, loyalty is more likely to be earned, and thus more profitable, for service companies. Research using customer impressions also provides evidence that customer satisfaction is a leading indicator of financial performance.

SECTION 3- THE FOUNDATIONAL CONCEPTS OF SERVICE MARKETING

A- The Model of Servicescape

Bitner (1992) defined Servicescape as the physical surroundings as fashioned by service organizations to facilitate the provision of service offerings to spectators which comprise both tangible and intangible aspects. Servicescape includes some aspects such as **music, scent, color and temperature whereas tangible characteristics included fixtures, decorations and buildings** (Hoffman & Turley, 2002; Hoffman & Bateson, 2006). Servicescape is the appearance and style of physical surroundings where customers and service provider interact with each other. Kotler and Armstrong (2010) explained servicescape as the environment in which the service is assembled and in which spectators interact with tangible commodities that facilitate performance or communication of the service offering. Servicescape is an enclosed services offered by an organization (Nguyen, 2006). It is hard to evaluate service when consumed because of its intangibility (Pantouvakis & Lymperopoulos, 2008). But, it can measure through service quality and other customer experience (Ishaq et al., 2014).

Different researchers explained the components of servicescape including Bitner (1992), Baker (1987) and Wagner (2000). In terms of design factor, there is some variation related to form that include shape, style, material and architecture as compared to functional component that encompasses layout and comfort. Conceptual model of Baker (1987) also stated that servicescape stimuli exist from a design factor internally and externally and there is inclusion of social factors pertaining to consumers in the servicescape. Based on the conceptual framework of Baker (1987) and Bitner (1992), Wagner (2000) also proposed servicescape's framework on visual value that incorporate design, marketing and architecture where visual aspect got paramount importance in Wagner's (2000) conceptual framework. Wagner (2000) model represented the overall design of servicescape and present global view that can be manipulated during service environment at retailer's end.

Table 1: Servicescape Model Comparative Analysis

Baker (1987)	Model Bitner (1992)	Model Wagner (2000)
1. Majorly focuses on design factors. 2. Inclusion of architectural design in model. 3. Enclosure of exterior and interior environment of servicescape. 4. Concentrate on physical environment as well services marketing. 5. Spotlight significant value of people component in service environment	1. Impact on affective and cognitive behavioral responses of consumers. 2. Consisted on holistic framework. 3. Concentrate on internal environment of servicescape. 4. Spotlight significant value of people component in service environment. 5. Adapt approach-avoidance behavioral response from employees and customers.	1. Majorly focuses on design factors. 2. Consisted on holistic framework. 3. Inclusion of architectural design in model. 4. Enclosure of exterior and interior environment of servicescape. 5. Impact on affective and cognitive behavioral responses of consumers. 6. Model takes aesthetic value as positive characteristic.

Source: Ishaq, Bhutta, Hamayun, Danish, Hussain (2014)

In delivery process, different dimensions of servicescape considered as key ingredients and services as cues for intangible aspect of services. Service companies should create a unique environment to their customers in order to increase their satisfaction level. Harris and Ezeh (2007) argued that "to be competitive, servicescapes should be based on what a target audience seeks from the sports experience and the ability of the servicescape to compete with servicescapes of competitors. Most of customer evaluation about the company and its service comes from the "locale" or physical environments where service is consumed or delivered. Various dimensions of servicescape available in the literature of service marketing where Bitner (1992) considered as most cited (Ryu and Jang, 2007; Rosenbaum & Massiah, 2011; Turley & Milliman, 2000; Jain & Bagdare, 2011; Tombs & McColl-Kennedy, 2003; Frew and Ali-Knight, 2009). Skandrani, Mouelhi and Malek (2011) precise the dimension of servicescape as shown in the following table:

Table 2: Servicescape's Dimensions

Publication	Servicescape Dimensions	Notes
Kotler 1973-1974	Olfactory, tactile, aural, and visual	No employee and crown dimensions
Baker 1986	Social, design and ambient	No exterior design.
Bitner (1992)	Artifacts, symbols, signs, functionality, spatial layout and ambient conditions.	This typology considered as most comprehensive model.
Berman and Evan (1995)	Layout, interior design, landscaping, internal and external variables included in their model	No human component.
D'Astous (2000)	Irritant social factor, irritant design factor and irritant ambient factor included in his model.	This framework developed after inspiration from Baker (1986) model.
Turley and Milliman (2000)	Human variable, decoration, point of purchase, design and layout, general interior and exterior.	This model includes human aspect of servicescape.

Source: Ishaq, Bhutta, Hamayun, Danish, Hussain (2014)

Some stimuli in physical dimensions are observable and measureable and most of them are controllable by companies. In physical dimension, ambient affects human sensations which represent environmental stimuli (Grayson and McNeil, 2009). These stimuli included auditory like noises and music elements (Oakes and North, 2008), ambient (Reimer and Kuehn, 2005), olfactory, aesthetic cleanliness that included on fragrance, air quality, scent (Mattila and Wirtz, 2001) and visual aspects e.g. shapes, brightness, colors and lighting (Dijkstra et al., 2008). Another aspect of physical aspect is the best usage of space and space availability that explained the way equipment, physical machinery, arrangement, furnishing, accessibility, layout, comfort and technology designed in a place that directly influenced the consumers' purchasing decisions (Edvardsson et al., 2010).

Consumers need to fill not only their utilitarian needs but also psychological and social needs (Bagozzi, 1975). In addition, consumers' decisions are not only based on physical factors but also that defined as customer and employee elements that are summarizes in a consumption

setting (Rosenbaum and Montoya, 2007). Edvardsson et al. (2010) stated three other elements of social dimension like interaction of employees, customer involvement and customer placement and further categorized this dimensions as emotions, social density (Tombs and McColl-Kennedy, 2003), customers (Rosenbaum et al., 2007) and employees (Zomerdijk and Voss, 2010).

McGoldrick and Pieros (1998) stated that servicescape can act as a tool of differentiation between service provider organizations. Andreu et al. (2006) suggested that with competition among various industries, managers are encouraged to take into account spectators' experience in the service provider's environments as a potential tool for differentiation. Because of servicescape, companies create a new era for itself by communicating positive messages in new markets to capture more share, profit and customer base. Harris and Ezeh (2007) declares that physical facilities are visible manifestations of the intangible services that inexperienced audience rely on to make judgments on its competence and its appropriateness and the same can be said for experienced spectators because in certain instances they may find it difficult to evaluate services even after the consumption of an experience. Liu and Jang (2009) considered company's appearance is a kind of packaging of service because of its visualization, which is another important aspect of servicescape (Liu & Jang, 2009). Mofoka (2012) claimed that physical surroundings of service organization played the same role as physical goods are communicated to the consumers.

Hoffman and Bateson (2006) declared that physical evidence used to package the service sends quality cues to spectators and adds value to the service in terms of image development. One of the elements of servicescape is packaging which is coming a bridge of communication between the organization's message and customers. Researchers stated that satisfied environment always lead to positive endorsement from customer side and employees also act positively but inefficient and poor infrastructure and design will leads to frustrate both employees and customers. That is why Bitner and Zeithaml (2003) showed servicescape as an employees' facilitator that assist their performance in organization. Liu and Jang (2009) declared the servicescape as the facilitator's role is demonstrated when the physical environment increases or

restricts the efficient flow of activities during the service encounter. In addition, Liu and Jang also explained socializing factor of servicescape as "the design of the servicescapes helps to socialize employees and spectators in the sense that it conveys the expected roles, behavior and relationships between them". Garland et al. (2004) argued that physical surroundings helped in endorsing respect, care, relieve stress to the customers. A Lovelock (2011) argued that servicescape is designed to facilitate productivity rise, **service encounter**, **moment of truth,** and reduce service failure by improving service delivery process.

1. *Role of Servicescape in Satisfying Customers*

The servicescape form another important agent that took place in the satisfactory of tourist besides the kindly relation between this latter and the seller. Booms and Bitner (1981) define the servicescape as an environment in which the server and the guest interact, supplemented with tangible commodities that simplify this communication. The servicescape is also the exterior aspect of the organization that forms the first impression to the consumers (Anand, 2008). Accordingly, it is a mix of environmental features that affect people's moods and emotions that in turn impact their attitudes. Thus, people react to places with two reverse forms: "approach and avoidance", approach behaviors include all positive actions and avoidance reflects the opposite (Mehrabian and Russel, 1974). Consequently, the servicescape has a great impact on consumer's satisfaction and loyalty, but in additions, these physical elements influence on employee satisfaction too. Researchers suggest that physical settings affect employee satisfaction and motivation (Becker, 1981).

The dimensions of servicescape cover all physical materials that the firm should have control over them in order to generate positives attitudes from employees and customers. These materials are such as lighting, color, signage, style of furnishing, temperatures, music and so on (Bitner, 1992). The elements of physical evidence can easily be adapted to an airport without any exclusion of its elements. The equipment in the facility interior could be explained in more detail as the check-in counters, self-check-in machines, security control equipment, toilets, gate lounges, gate boarding equipment and baggage conveyer belts to give just a few examples. According to Bitner's research (1990), the physical appearance can influence customer

satisfaction in a service failure context. For example, the toilets encounter tourists should be good as their availability and appearance will be satisfactory. Although, since increasing customer satisfaction and positive recommendations are main targets for hospitality firms and airports, it is so important for service organizations to manipulate the servicescape in effective ways (Namasivayam & Lin, 2008).

Also, the servicescape can serve as a **facilitator** in helping or obstructing customers and employees to perform their roles within the environment (Bitner, 1992; Zeithaml et al., 2006). "For example, an international air traveler who finds himself in a poorly designed airport with few signs, poor ventilation, and few places to sit or eat will find the experience quite dissatisfying, and employees who work there will probably be unmotivated as well" (Zeithaml et al., 2006: 325). The physical design can differentiate a business from its competitors and indicate which market segment the service is intended for. BIA airport offers a VIP business lounge for the comfort of its passengers and this indicates that BIA is working to improve passengers' satisfaction.

In addition, as much as the value of physical frame is apparent in hospitality entities such as hotels and restaurants, it is also totally significant in airports especially when the tangible settings are the premier object that new arrivals will notice. Otherwise, some aspects should essentially exist in an airfield such as signage that provides a guest with the facility to move in the area, what makes him feel content.

2. *Explaining Bitner Model*

Bitner's framework (Fig.) of understanding environment-user in service organizations treats the role of physical elements in hospitality organizations and the impact of these settings on both, customers and employees (Bitner, 1992).

Figure 4: Framework for Understanding Environment-User Relationships in Service Organizations.

Environmental Dimensions	Holistic Environment	Moderators	Internal Responses	Behavior

Ambient Conditions
- Temperature
- Air quality
- Noise
- Music
- Odor
- Etc.

Space/Function
- Layout
- Equipment
- Furnishings
- Etc.

Signs, Symbols & Artifacts
- Signage
- Personal Artifacts
- Style of Décor
- Etc.

Perceived Servicescape

Employee Response

Customer Response Moderator

Cognitive   Emotional   Psychological
- Beliefs   - Mood   - Pain
- Categori   - Attitude   - Comfort
zation
Movement
-Symbolic   - Physical
Fit

Employee

Customer

Cognitive   Emotional   Psychological
- Beliefs   - Mood   - Pain
- Categori   - Attitude   - Comfort
zation
Movement
-Symbolic   - Physical
Fit

Approach
- Affiliation
- Exploration
- Stay longer
- Commitment
- Carry out plan

Avoid
(Opposite of approach)

Social Interactions Between and Among Customers and employees

Approach
- Attraction
- Stay/ Explore
- Spend Money
- Carry out plan

Avoid
(Opposite of approach)

Furthermore, the framework shows a number of environmental aspects and how guests and servers react according to these factors either cognitively, emotionally or physiologically. These responses influence by their turn the behavior of both individuals listed and the social interactions among them (Bitner, 1992).

21. Behaviors in Servicescape

Bitner (1992) assumes that a strong relation exists between human beings and the environmental factors. Also, Kotler (1973) sees that the place has more effect on the purchase decision than the product itself; thus individuals' behaviors are certainly affected by the physical settings. Meanwhile, their response to the location will be with two opposite form, either **approach or avoidance**. Approach behaviors cover all positive attitudes such as the will to explore and to stay longer conversely avoidance handles negative manners reversing to the desire of work or stay.

Actually, atmosphere is a very specific situational agent that conducts the customer's mind into the buying action (Kotler, 1973). Technically, atmosphere is "the air surrounding a sphere" but it can be employed to describe surroundings. Therefore, every human looks to be either supported or blocked by the servicescape of every firm that he visits (Bitner, 1992). For instance, bad smell stops the achievement of customer's goal. Similarly, such environmental aspects can decrease the employee ability to do his job and then his willingness to be in this place. For this reason, firms tend to boost individuals to feel comfortable with the servicescape instead of attending avoidance behaviors.

Also, it is clear in the figure that the internal responses of moderators are the main factors determining both of the behaviors. Hence, a positive response conducts a positive behavior (Bitner, 1992).

On the other hand, the servicescape affects also the interactions between servers and guests, Bitner (1992). Thus, environmental changes such as size and seating arrangement can determine the type of relation between both of them. And it is a challenge for organizations when they design the location to meet the needs of workers and tourists at the same time because persons have different desires according to physical aspects.

22. Internal Responses to the Servicescape

The physical environment does not directly affect people to behave in certain ways (Bitner, 1992). Hence, the perception of physical dimensions drives into internal responses – cognitive, emotional, and physiological – that in turn inspire behaviors.

221. Cognitive Responses

As shown in the figure, cognitive responses may be extracted after perceiving the servicescape, and these responses influence peoples' beliefs about the product and the place itself. It is called "object language (Ruesch and Kees, 1956). Also, the servicescape may inform the guest nonverbally about the firm's position, the quality and the prices.

In addition, Environmental aspects can affect employees' beliefs too, and provide them with the importance of their functions in the organization in relation with other employees (Bitner, 1992) as for the office size and the type of furnishing.

Accordingly, and because the service is intangible in comparison with other goods, people refer to physical cues to compose a persuasion about the quality. Hence, Zeithaml (1988) argued that quality is perceived by the guest due to extrinsic factors such as physical surroundings.

222. Emotional Responses

Another form of internal reactions is the emotional responses which are explained by two dimensions: pleasure and excitement (Bitner, 1992). And since internal responses are the main factors influencing behaviors, a fulfilled pleasure leads to positive attiudes that can be also reached in arousing environments, unless the excitement is joined by unpleasantness (Mehrabian and Russel, 1974). Therefore, places those are too high in arousal are averted.

Furthermore, the increased perception of personal control through clear signage and adequate space and the presence of natural elements increase pleasure. On other hand, complexity in servicescape such as visual richness augments arousal (Bitner, 1992).

223. Physiological Responses

In addition to cognitive and emotional responses, the perceived servicescape may extract physiological responses. Thus, too loud noises and high temperatures in a room may cause

physical annoyance that will influence directly on guests to leave the place (Bitner, 1992). It is so important that people feel strongly relaxed in a place all along their stay in order to get satisfied.

As it is noticed before, not only guests are affected by the surrounding but also employees so it is extremely serious that they feel comfort in order to maintain their ability to accomplish their work.

Consequently, understanding the environmental cues leads different senses and beliefs that compose initial factors evaluating the firm, its workers, and its products without diminishing the importance of providing the guest with a relaxing space in order to make him satisfied (Bitner, 1992).

23. Dimensions of the Servicescape

According to Bitner's servicescape framework, the environment is perceived by the two moderators: customers and employee, as a blend of three dimensions: ambient conditions; spaces and functions; signs, symbols, and artifacts.

231. Ambient Conditions

Lovelock and Wirtz (2007) stated that the ambient conditions are the characteristics of an environment which are attached to human five senses. Ambient environment is a mix of many design elements that must work together to create a desired service environment. Thus, it may include: Temperature, lighting, odor, music, etc… and each of these elements is perceived separately. As a result, a clever design of these conditions can elicit positive behavioral responses among guests and employees.

Otherwise, Bitner (1992) argues that when these conditions are handled in an extreme way may evolve negative responses when employees and customers spend a plenty time in the service settings.

232. Spaces and Functions

Spatial layout and functionality play a very important role in fulfilling both of consumers and servers needs. Bitner (1992) refers the spatial layout to the size of equipments and furnishings and the way in which they are organized. On the other hand, functionality is the ability of these

items to achieve goals. Thus, the visual and functional environments for consumption are authorized by the spaces and their functionality.

233. Signs, Symbols, and Artifacts

Signs, symbols and artifacts constitute explicit or implicit signals to transmit firm's image such as the name of the departments, and also help the guests to find their way in the firm. Also Signs rules behaviors as for preventing smoking in a non-smoking area (Bitner, 1992). Thus, for new customers signs may help in them in feeling more connected to the company.

The implicit reference about the place can be more provided by symbols and artifacts such as artwork, objects displayed and more (Bitner, 1992). Moreover, these aspects are truly important in creating the guest's first impression and spreading out the concept.

As a result, all these dimensions should be design harmonically in order to impress the guest and provide him with a comfortable zone all along his stay in the firm so this will lead to positive responses that by their turn will conduct an approach behavior. This fact can be similarly related to the workers in the structure.

B- The Concepts of Service Encounter and Moment of Truth

1. From the Service Encounter …

Surprenant & Solomon (1987) define the service encounter as a dyadic interaction between the customer and service provider. This definition declares that service encounters are role performances (Czepiel et al 1985) between customers and service providers who have roles to perform. During the service encounter, the formation of customer perceptions is often more largely based upon the emotional and intangible content of the encounter than on surroundings (Lemmink & Mattsson 2002; Stauss & Mang 1999). Definitely, "traditionally, service encounters have been characterized as low tech, high face- to-face contact" (Drennan & McColl-Kennedy 2003, p. 296). Moreover, some researchers' definition encompasses elements beyond interpersonal elements. For example, Shostack's (1985) definition includes physical surroundings and self-service technology and considers service encounter as the period of time that a customer interacts with a service. In other words, the definition of a service encounter is

wide and contains an interaction of customer-employees, machines, automated systems, physical facilities, and any other service provider visible elements. It is the interactions between employees within a firm, which we call them internal service encounters.

2. …. To the Moment of Truth

Some authors discussed the importance of the first few seconds of the customers' interaction with the company are so crucial that these can be called **"Moments of Truth"**. However, it is an undeniable fact that the truths are susceptible to get revealed throughout the service encounter. A service encounter is "*a period of time during which a consumer directly interacts with the service*" (Shostack, 1985). Thus the service encounter envelopes all aspects of a service firm with which the customer interacts – including its employees and other tangible elements like the physical evidence including the servicescape. According to Normann (1984), Edvardsson (1996) and Edvardsson et al. (2000) all service encounters can be termed as the Moments of Truth. Consequently, it is important to manage and control each and every aspects of the service encounter to get the desired impact.

According to Martin Lofgren (2004), tangible goods are "demonstratable", where moment of truths are little different, argues to this author for such products the customer faces two moments of truth. The first one is the packaging of the product, and the second one is the actual use. The use may also be a demonstration of the qualities of the product. The packaging should be such that the box should call the buyer and say open me. That's why the packaging can be called the "silent salesman" of the product.

According to Czepiel (1990), service encounter has different characteristics. First, service encounters has goals to achieve. Second, service encounters happen between two borders. In other words, service encounter is limited in scope, and restricted by the nature and content of the service to be delivered. Third, two parties (service provider and customer) play the scene in service encounter are well trained and all their duties are well-defined and understood by both parties. Thus, service encounters are shaped by individual behaviors and the nature and quality of customer and employee interactions (Bitner 1990; Bitner et al 1994; Heskett et al 1994).

Zeithaml & Bitner (2003) refer to the strategic framework where the interaction takes place. This interaction is known as "service triangle" (i.e., customers, company and company employees) work together to develop, promote and deliver services.

Furthermore, Zeithaml and Bitner (2003) listed three types of service encounters in the service industry: *remote encounters, phone encounters, and face-to-face encounters*. Remote encounters are done without any human contact, such as: booking a room via the Internet. In this case the technical quality is the only point to control as there is no direct interaction with the service provider. While the phone encounter is the type of encounter between an end customer and the organization which occurs over the telephone, such as: booking a room or a table via telephone. In this case, tone of voice, employee knowledge, and effectiveness/efficiency in handling customer issues become important criteria for judging service quality. As for face-to-face encounters, there is a direct contact between an employee and a customer. Both verbal and nonverbal behaviors are important determinants of service quality as well as the tangible cues such as employee attire, equipment, physical setting and other tangible symbols.

After defining service encounter, it is clear now that employees play the biggest role in successful encounter. Therefore, researchers formulate several dimensions for evaluating service encounter. Chandon et al (1997) developed a dyadic assessment of service encounters encompassing competence of staff, listening behaviors of staff, dedication of staff, and effectiveness of staff. Winsted (2000) developed different dimensions encompassed concern, civility and congeniality. Raajpoot (2004) developed a measure of service encounter quality encompassing seven-dimensions including tangibility, reliability, assurance, sincerity, personalization, formality, and responsiveness. Finally, Keillor et al (2004) sought to examine service encounters in a multi-country investigation, and measured service encounter evaluation as physical goods quality, service quality, the servicescape, and behavioral intentions.

3. *Service Encounter or "Moment of truth" and Customer Satisfaction*

In the service industry, the importance of customers' perceptions of service encounters is highly recognized (Mill 1986; Namasivayam & Hinkin 2003). In the words of Bitner et al (1994, p. 95),

"from the customer's point of view, the most immediate evidence of service quality occurs in the **service encounter or the moment of truth** when the customer interacts with the firm. As a result, these encounters will become the main image that the customer creates about the firm in their mind; this image can play an important role in the success of the company (Bitner 1990; Bitner et al 1990). As Hartline et al (2003, p. 43) point out, customers "base their evaluations on their perceptions of the service encounter", due to the inter-personal nature of services.

Encounters are an essential element in the marketing of services (Czepiel 1990; Crosby et al 1990; Surprenant & Solomon 1987). Customers' perceptions of encounters with service employees have traditionally been considered one of the most important determinants for customer satisfaction and firm loyalty (Berry 1983; Oliver et al 1997; Liljander & Mattsson 2002; Winsted 2000). Also, service quality has been found to be related to customer loyalty, arguably the base of any business (Caruana 2002).

What is apparent from this brief review of the literature, customer satisfaction is an overall construct of perceptions about a firm's service provision; satisfaction is based on an individual service encounter (Boulding et al 1993). As stated by Voss et al (2004, p. 213), "service quality is a distinct construct from customer satisfaction". Similarly, service encounter quality and customer satisfaction are also distinct. The former pertains to cognitive judgments on the service provider's behavior during purchase (e.g., Winsted 2000).

Service industry is characterized by high level of customer contact. The higher the level of customer contacts the more numerous and longer service encounters between customers and service employees. It implies that more attention must be focused on how to manage all the possible service encounters which will much influence the service quality of the service organization and in the end the profit (Zeithaml, Valarie, Berry and Parasuraman, 1996). Many service organizations have invested considerably to develop service-delivery system which will ensure that customers will receive consistently high-quality service in every service encounter (Kotler, Bowen and Makens, 2003, p. 49) This makes service encounter or 'moment of truth' in service industry become much more important to be taken care of in the future.

Czepiel (1990), Gronroos (1990), Mohr & Bitner (1995), and Collier & Meyer (1998) believe that the quality of the interaction between customers and service providers during the service encounter is important because at this point the customer starts creating an image about the experience he will went thru. These researchers declared that service encounter is composed of two components: service outcome and process of service delivery. The service outcome is the real experience received by customers during service providing moments.

The process of service delivery is how service provider is delivering the service. Also, they maintain that customer satisfaction with service encounters, also known as transaction satisfaction, is a combination of the customer satisfaction with the service outcome and the customer satisfaction with the process of service delivery. In the 'moment of truth', a careless mistake by an employee, a rude behavior or an unanticipated request by a guest can result a non-satisfied guest (Kotler, 2003, p. 353). It is the crucial moment for service provider to influence customer perception of service quality. For example, a hotel guest may experience several service encounters when booking a room, checking into the hotel, being escorted to a room by a bellman, having meals in the hotel restaurant, requesting a wake-up call, using in-house services, and checking out. In these encounters hotel guests receive a picture of the hotel's service quality and each encounter contributes to the hotel guest's overall satisfaction and willingness to do business with the hotel organization again. As for the hotel, each encounter is an opportunity to deliver quality service to guests.

Furthermore, more customers will have multiple encounters with a service provider in which they will create an overall perception of service quality and, hence, an overall satisfaction or dissatisfaction with the service provider. Additional example, in airport, travelers pass thru many service encounters from security to check-in and passing board check, each encounter has different experience but at the end the traveler will evaluate the overall experience happened in the airport. Perceived service quality and the overall satisfaction with the firm are joined together. Therefore, Positive service encounters will add up to a shared image of high service quality, whereas the negative ones will give the opposite effect.

Hence, a combination of positive and negative encounters will make the customer "feel unsure of the organization's service quality, doubtful of its consistency in service delivery, and vulnerable to the appeals of competitors" (Zeithaml and Bitner, 2003, p. 101). Besides, each encounter with

different people and departments in an organization will also add to or detract from the potential for a continuing relationship. This joint is more enduring in nature when compared to the transaction satisfaction construct, which is transitory in nature. Thus, Moher and bitner (1995) created the following service encounter framework.

Figure 5: Service Encounter Conceptual Framework
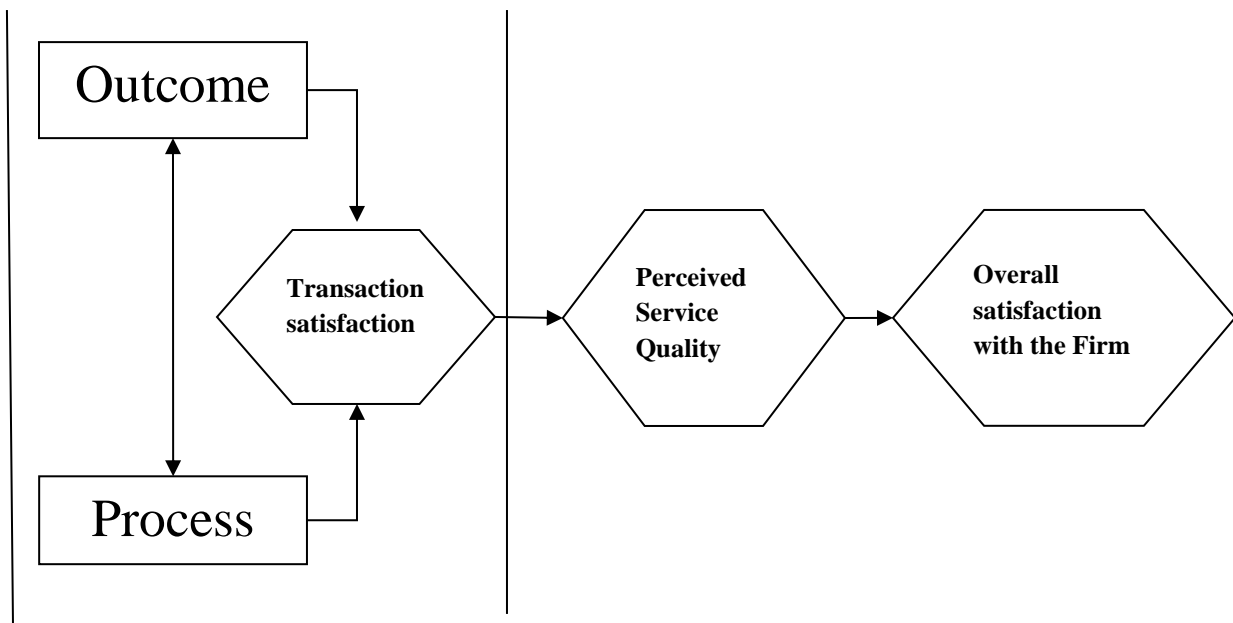
4. *Technology-based Self-services in the Digital Era*

Self-service technologies (SSTs) are technology interfaces customers can use to produce services independently, which should enable customers themselves to enhance customization and flexibility. For example, in stockbrokerage, many companies provide on-line services, including stock trading. Customers can buy or sell stock via the company web site without any interpersonal contact with employees. Bitner, et al. (2000) recently explored examples of how technology can effectively improve customer satisfaction through satisfaction drivers (e.g., customization and flexibility, service recovery, and spontaneous delight). Recent research using critical incident technique (CIT) has found that SSTs have both positive and negative impact on

satisfaction. Sources of satisfaction with SSTs include solved intensified need, better than the alternative, and did its job. However, SSTs may also cause dissatisfaction through technology failure, process failure, poor design, and customer-driven failure (Meuter, et al., 2000).

Solve intensified need: Meuter, et al. (2000) defines intensified need as "situations where external environmental factors add a sense of urgency to the transaction". SSTs are able to solve the immediate problem that customers face and provide service to satisfy intensified need. For example, self-check-in at airports provide service for longer hours of operation and wider availability than traditional teller service, which is useful if travelers need to save time and have access to check-in at any time of the day.

Better than the alternative: A technology-based service encounter may be perceived as a better choice than an interpersonal service encounter, in terms of "saved time", "easy to use", "when I want", "saved money", "where I want", and "avoid service personnel" (Meuter, et al., 2000). Some customers are satisfied with a SST because it allows the actual transaction to be performed more quickly, more easily, or more cheaply than the interpersonal alternative. However, only a few respondents perceived not having to interact with service personnel as an advantage, or that the SST could provide the service more effectively than an employee could. Thus, Bitner et al. (2000) suggest that it is a dangerous strategy to force customers to use technology in the service encounter without other viable options.

Did its job, The SST satisfy customers by doing exactly what it was intended to do? Some customers are fascinated with the capabilities of SSTs. For example, some on-line bank customers are satisfied when they can check their bank account balance via the internet, simply because the SST only did what it was supposed to do (Meuter, et al., 2000). Bitner, et al. (2000) have noted that not all customers would necessarily be enthused about the increasing role of technology in service encounters, so this fascination with technology is not likely to satisfy all customers. Further, once the technology is standard and everyone is used to it, the fact that it works may no longer provide any special satisfaction, as, for example, with banking ATMs.

Meuter et al. (2000) have also found four key drivers of customer dissatisfaction with SSTs as follows:

Technology failure: Contrary to "did its job", failure occurred when the technology did not work as intended. This failure is a malfunction of delivery when the customer is interacting with the technology. For example, an on-line check-in to the airplane may not able to conduct a transaction when the system refuses to log on.

Process failure: Failure in the process after the customer – technology interaction is defined as "process failure". For example, an on-line banking customer might pay his/her bill on-line. However, process failure results in the customer not being credited with payment. This process failure causes substantial dissatisfaction since customers do not know about the failures until notified that they have not done something which they have actually done.

Poor design: "Technology Design Problem" and "Service Design Problem" are two components of "Poor Design". Although the SST may function as designed, it performs in such a way that customers are dissatisfied with the service encounter. For example, self-check-in at airport cannot weight your luggage.

Customer-driven failure: Some customers accept that the failure sometimes occurs because of their own actions. For example, self-check-in at airport travelers may realize that entering their passport number incorrectly might have contributed to dissatisfaction with the service encounter. The Disconfirmation Paradigm

1. *The Gap between Expectancies and Effective Experience*

The traditional conceptualizations of service quality are based on the disconfirmation paradigm perceived quality is viewed as the result of comparing particular performance with some kind of a standard. For example, Gronroos has defined the perceived service quality as "the outcome of an evaluation process, where the customers compare their expectations with the service they have received" (Gronroos 1984, p.37; 1994, p.25). Parasuraman, Zeithaml and Berry support the same view, defining the concept of service quality as "a form of attitude, related, but not equivalent to satisfaction, that results from a comparison of expectations with perceptions of performance. Expectations are viewed as desires or wants of consumers, i.e. what they feel a service provider *should* offer rather than *would* offer", (Parasuraman *et al.*, 1988, p.15).

Cronin and Taylor (1992), however, argue that the conceptualization of service quality as a gap between expectations and performance is inadequate. They point out the confusion in pertaining literature over the relationship between service quality and consumer satisfaction. According to them, the concept of service quality should be customers' attitude towards the service, since the concept of satisfaction is defined as a gap between expectations and performance or disconfirmation of expectations. An attitude-based conceptualization would argue for either an importance-weighted evaluation of specific service attributes or even just an evaluation of performance on specific service attributes (Cronin, Taylor, 1992). Later, several authors have supported their view (e.g., McAlexander, Kaldenberg, Koenig, 1994; Chiu, 2002).

Teas (1993; 1994) also criticizes the conceptual foundation of the disconfirmation paradigm, citing the theoretical impossibility that those performance levels that exceed a consumers' ideal standard should be evaluated higher than those that are "ideal". Teas developed alternative models of perceived service quality based on evaluated performance and norm quality, concluding that the evaluated performance model could overcome some of the problems associated with the performance-expectancies gap conceptualization of service quality.

2. *The Measures of Service Quality*

21. The Measures Based on the Disconfirmation Paradigm

Many models have been developed to measure service quality, either attitude-based measures or disconfirmation models. According to Shahin (2005), comparing service quality is highly important because it allows for comparisons before and after changes, specifying quality related problems, and developing clear standards for service delivery.

The SERVPERF model developed by Cronin & Taylor (1992) uses the performance approach method which measures service quality based on customer's on the whole reaction towards service. This model is good to measure the quality of service but does not supply information on how customers will like service to be in order for service providers to make improvements.

Teas (1993) has developed the model of Evaluated Performance model which measures the gap between perceived performance and the ideal amount of a dimension of service quality, rather

than the customer's expectation. This was to solve some of the criticism of some previous models Gronroos, (1984); Parasuraman et al., (1985, 1988).

Parasuraman et al., (1985), developed a model of service quality after researching on four service settings: retail banking, credit card services, repair and maintenance of electrical appliances, and long-distance telephone services. The **SERVQUAL** model represents service quality as the difference between a customer's expectations of service offered and the customer's perceptions of the service received. In other words, this model is measuring attitudes. In this model researchers try to measure the consumer perception of the service quality which depends on the size of the gap between expected service and perceived service which in turn, depends on the gaps under the control of the service provider such as delivery of service, marketing, (Parasuraman et al., 1985). This measurement of service quality is based on both on how consumer evaluates the service delivery process and the outcome of the service, (Parasuraman et al., 1985). A perfect service quality is when the service provider meets or exceeds consumer's expectation of the service.

The SERVQUAL model was made of ten dimensions of service quality when created; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer, and access, Parasuraman et al., (1985). But later on these dimensions were reduced to five. These five dimensions of SERVQUAL have been developed for the service sectors: tangibility, reliability, assurance, responsiveness, and empathy (Van Iwaarden et al., 2003).

22. The SERVQUAL Scale and its 5 Dimensions

221. Tangibility

It represents physical facilities, equipment and appearance of personnel. For example, the tangible factors in hotels are the comfortable of the accommodation, up-to-date equipment in check-in procedures. These aspects are important in hotel or tourism sector, because there are extensive face-to-face contacts between a customer and an employee. Therefore, maintaining a professional and comfortable servicescape can increase customer satisfaction. According to Bitner (1992), servicescapes are materials that the service provider has control over them in

order to explore positive environment for employee and customers. These materials are such as lighting, color, signage, style of furnishing, temperatures, music and so on (Bitner, 1992).

222. Responsiveness

It represents the willingness to help customers and provide prompt service. Some researchers found that personal service aims to enhance customer satisfaction.

223. Reliability

It means the ability to deliver the service dependably and accurately. The major reasons for customers to choose restaurants for eating are dependability and reputation of restaurant. Restaurants always assure for customers a high level of food safety and hygiene. Restaurant industry can increase customers' satisfaction and trust if employees are able to provide appropriate service to each customer.

224. Assurance

It is the knowledge and courtesy of employees and their ability to inspire trust and confidence. Most of hotel's customers are tourists. Thus, they are strangers in the host country and need some supports especially from employees. Therefore, customers should trust employees and employees should push customers to feel confident about the services provided by the hotels.

225. Empathy

It represents the individualized attention that firms provide to its customers. Employees who show understanding of customer needs and are knowledgeable to solve customer problems are success factors for the service industry. Friendly customer service pleases customers when they walk into the hotel. The purpose of this dimension is to keep customers using the hotel service (Van Iwaarden et al., 2003). These dimensions mainly focus on the human aspects of service delivery (responsiveness, reliability, assurance, and empathy) and the tangibles of service which will be explain in the next section, part of servicescape.

Buttle, (1996, p.8) makes mentions of several researchers that have used the SERVQUAL model in various industries (retailing, restaurants, banking, telecommunication industry, airline catering, local government, hotels, hospitals, and education). He further suggests that service quality has become an important topic because of its apparent relationship to costs, profitability, customer satisfaction, customer retention and positive word of mouth and it is widely considered as a driver of corporate marketing and financial performance.

Table 3: Five Dimensions of Measuring Service Quality (SERVQUAL)

Dimensions	Description
Tangibility	Physical aspect of the company including the appearance of personnel and communication services.
Responsiveness	Willingness of the staff to serve the customers and provide them with prompt services.
Reliability	The ability of the staff to deliver promised services dependably and precisely.
Assurance	Knowledge and courtesy of the staff and their ability to communicate trust and confidence in the customers.
Empathy	Ability to provide individualized attention and care by the staff to the customers

SUMMARY OF CHAPTER 1

This chapter discussed the two only things that customer can buy; product or service, or both. Therefore, it was very important to define what is product and service and explain the difference between them. At any level of consuming, customers' purchases have to fill their needs and wants. Thus, the quality of both, product and service, should be at the expected level of the target market. In addition to product/service quality, there are other factors that customers/consumers look at them before buying. For example, price of the product should be affordable by customers in order to buy it and in this case they do not search for any alternative choices. Also, companies have to make some promotions and incentives strategies to attract their potential buyers. Moreover, the places of the selling points have to be suitable for customers in order to buy. That is why some service's companies try to open many branches to cover markets as much as they can. And, manufacturers work on distribution channels to share out their products in all over the

targeted market. Product, place, promotion, and price are factors that service/product customers' aware of them to decide whether to buy or not. But, for service's consumers, they will check the design, colors, atmosphere, etc. of the place that will consume the service at. In addition, service's consumers check the process that they will pass thru to consume the service. If the process is complicated, they will not come back to this service company again. Also, the personnel who are called service provider play a major role in increasing customers' satisfaction. This chapter discussed the service encounter role in customer's satisfaction, the moment where staff and consumer are playing each one his role in delivering the service and service consumption. In addition, we discussed the influence of technologies in the encounters role with the consumers.

After checking the marketing mix of service/product and deciding to buy. Customers start evaluating the quality of product or service or both. If their needs and wants were filled, they will be satisfied and start being loyal customers to this product or service. In addition, loyalty can be developed into positive of mouth and re-purchase decision. The following figure can summarize the whole chapter.

Organization   **Customers**

Product

Marketing Mix

Price VS Value VS Company Services

Measurements

Quality

Tangibility, Reliability, Assurance,

Measurements

Service

Product: filling needs and wants

Price: affordable

Promotion: attractive

Place: suitable

Physical Environment: enjoyable

Process: smooth

People: Helpful

Purchase Decision & Evaluation

Service Encounters

Satisfied

Not Satisfied

Loyalty & re-purchase

Positive Word of Mouth

Disloyalty

Negative Word of Mouth

CHAPTER TWO: IMPACT OF AIRPORTSCAPE ON TOURISM EXPERIENCE

SECTION 1- AIRPORT IS A PART OF THE WHOLE TOURISM EXPERIENCE

A- The Airportscape Model: A proposal

1- *The Servicescape in the Context of Airport*

Generally, airport is a transition point for travelers, and surely airport's passengers are served by humans that are employed to accomplish certain goals in this firm. So, it is clearly identical with Bitner's model that the two main moderators of the airport's servicescape are the servers and the travelers.

Moreover, the internal responses are generated due to the guest's understanding of the environmental features, and these responses can be either positive leading the customer to approach behaviors, or negative that will conduct him to behave with avoidance. In truth, as it is defined before the service encounter is a blend of interpersonal and human environment interactions, and this fact covers all hospitality firms. Thus, and since airfields constitute a major division in the hospitality industry, the responses produced by the travelers after their recognition of the airport environmental cues and aspects will be similar to what Bitner registered in her frame work and of course these passengers will act according to how they perceive this airports' servicescape.

Also, it is serious to state that it is true that an airfield constitute a transference spot for travelers but whether it is or not, the voyager will spend a sufficient time at the field, and if its surroundings do not suit him, his satisfaction will decrease which may diminish his desire to stay more or even to reuse this same airport for his next flight.

Consequently, the airport as any hospitality firm depends on physical surroundings to impress guests and provide them an unbeatable experience, and these factors can be divided into several divisions using many inputs. But Bitner chose to segment them into three dimensions which are clarified with details in the part (a) and this segmentation can be adapted to any hospitality organization, so it surely can fit airfields. Thus, it is essential to maintain harmony between these aspects and passenger's perception of the servicescape, what will impulse guests and employees to affiliate more with the community.

For instance, adapting the appropriate temperatures and a good music in the airport would lead to the traveler's contentment so he will be using the firm's commercial outlets while waiting his flight rather than spending his money out of the field. Also, in large airports such as Charles de Gaulle, signage seems to be indispensable or a passenger may miss his flight before he reaches the departure gate.

2- *The Conceptualization of Airportscape Thanks to Adaptation of Bitner Model*

Bitner, in her frame work used to separate employees and customers each on a side. But in fact, both of them respond similarly to the environmental dimensions listed. Also, according to the responses generated these two moderators will behave either with approach or avoidance. So, combining workers and employees, their responses, and there behaviors will lead to the same results.

In addition Bitner (1992) linked the approach attitudes to human satisfaction, and the avoidance to their dissatisfaction. Thus, while describing behaviors, avoidance and approach can be substituted with satisfaction and un-satisfaction.

On the other hand, Kotler (1973) argues that the atmosphere can be captured by the senses. So, while using his senses a customer or an employee can understand the airport servicescape. For example, music and sounds are caught by the aural sense and odors rely on olfactory receptor to be comprehended.

Consequently, Sensory dimensions can be integrated in the model instead of using environmental factors as Bitner did in hers. Thus, the dimensions will be divided into four categories since the fifth sense, taste, is not in a direct relation with the atmosphere. Therefore, kotler (1973) insisted that the atmosphere could not be tasted, it is only seen, heard, felt, and smelled. The categories are: visual, aural, olfactory, and tactile.

As a result, Bitner's frame work can be converted into another simple model with different dimensions as it is drawn in the following figure.

Figure 7: The Environmental Dimensions of Servicescape and their Impact on Airport's Staff and Travelers.
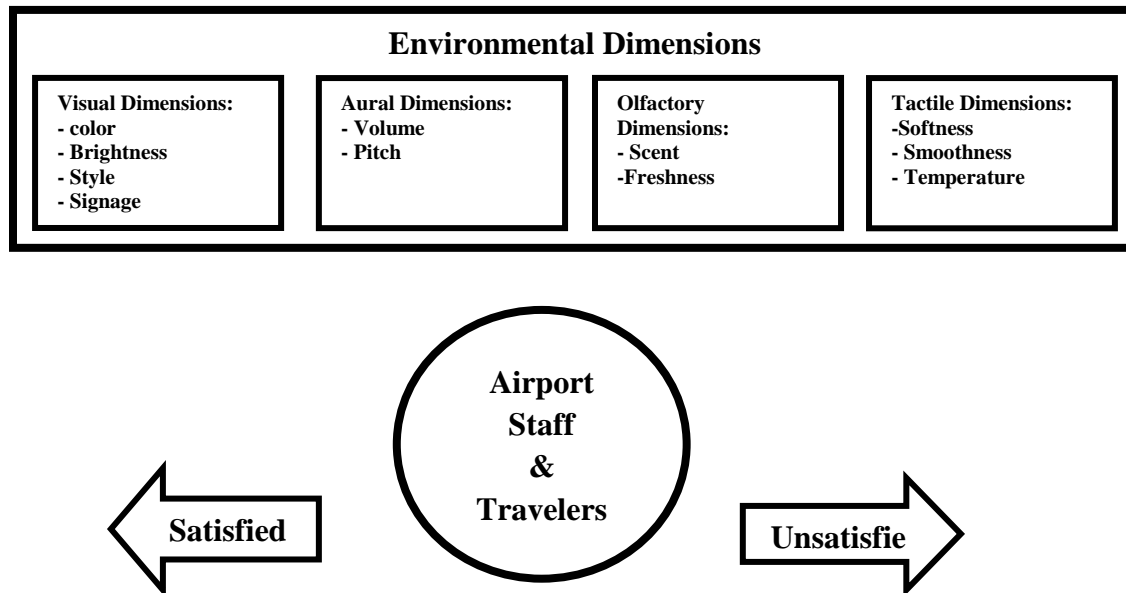
B- The Airport as the First and Last Contacts for Travelers

1- *First impression and Halo Effect*

An instant glimpse for a maximum of 7 seconds is enough for someone to evaluate a person when he meets him for the first time, this fact define the first impression (MindTools, 2010). Thus, whether or not, in these few seconds a judgment is composed by an individual based on the appearance, body language, and the attitude of the other person. Hence, visual communication is the major factor introduced in developing such ideas.

Interestingly, it is always well known, that first impressions count, so it can make or break the chance to inspire new connections. Nevertheless, creating a good first impression still an important challenge since this effect last very long and it is nearly impossible to modify it (McCarthy, 2000). This might explain the old saying "You never got a second chance to make a first impression".

Moreover, hospitality industry depends in its prime part on human interactions. Thus, an employee as well as the firm are rated with every encounter, and yet a guest's impression is

composed (MindTools, 2010). Sequentially, what guest receives in this first contact will certainly affect all his actions that follow. Hence, an image of professionalism and confidential in presenting the organization to customers should be created in order to influence positively on their enjoyment and satisfaction.

Additionally, nothing is influential for an arriving guest than to greet him and to communicate with him with kindness and great smile, since tourists are so starved for courtesy and generosity. Confirming the same idea, another saying "Smiles and the world smiles too" may be used to show that a smile constitute a dominant value in making an ideal first impression. Thus, a kind smile will inspire a convenient relation between both of the consumers and the employees (MindTools, 2010).

On the other hand, hospitality firms and airports specifically consecrate lots of efforts, while training and motivating their workers, in order to embellish the tourist's first impression, not only to generate their enjoyment and satisfaction, but also to amplify the company's profit by spurring the passenger to pay more for the geniality that he met while the first encounter occurred. Also, once a positive impression is embed in his thinking, his curiosity will conduct him to get more of such good treatments, so this traveler might spend more money at the field and yet more cash is collected by the organization. Thus, as it is already clarified, with a greater first impression comes greater revenue to the firm and the positive attitude gain by the guest will join him all along his stay, because nothing is permanent than a first impression.

However, dealing kindly with customers and treating them well shape a major importance in tourism and hospitality. But, creating a perfect first impression it is not only attached with the way you patronize the consumer, but it is also concerned with the appearance and the physiognomy of the facilities (Gillion, 2009). Accordingly, many studies show that the visual perception of the environmental aspects affects directly the usability and the trust of the guest. For instance, well maintained offices and reception areas, and clear signage will affect positively on the impression of arrivals, so they will feel content and familiar with the place, what will push them to move forward in order to discover other facilities at the firm.

Consequently, hospitality organizations tend to project kindness and positive attitude in face of their guests in order to create a perfect lasting first impression that will conduct to the consumer satisfaction and will output more profit to the company. Otherwise, these perpetual impressions will influence the tourist's actions all over his stay either if they are negative or positive. Thus, it is so serious to gain customer's trust and creditability at the first few seconds not only by maintaining a good communication with him, but also by providing him a restful environment in which he can feel comfort and intimacy.

The halo effect is based on cognitive theory. It explains how humans understand, learn, memorize, and thinks about certain information (Stenberg, 2006). In cognitive psychology, mental processes consisting of attention, memorizing, producing and understanding language, problem solving, and decision making will be learned (Riegler, 2009).

Bowditch and Buono (2001) stated that individual perception can be the subject of several distortions and illusions that cause individuals to see a different object from its real presentation. The halo effect is a perception distortion process using assessment of a characteristic from an individual or group to cover other characteristic assessments from the individual or group.

An individual who uses judgment for decision making often has a beginning assessment (anchor) on information that is then adjusted when new information is received. This is called the adjustment and anchoring heuristic (Hogarth, 1987). Auditors' tendency to weight the last information received is called the "recency" effect. Tendency to weigh the first information received is called the "primacy" effect. A theory that explains the primacy effect and recency effect is known as belief adjustment theory developed by Hogarth and Einhorn (1992). They consider an ordering effect to examine interaction between duty characterization and information process strategy. Belief adjustment models consider direction, power, and type of information that by Bayes' Theorem, explained decision making based on order and pattern of information presentation. The Halo effect, according to Grcic (2008), relates to primacy effect because the impressive anchor assessment is used as the assessment of additional new information. The individual does not revise their belief when additional new information arrives because the impressive anchor still attaches in their memory.

The halo effect can be explained with primacy effect in belief adjustment theory. The primacy effect emerges because simple information at the end of a sequence pattern occurs at the same time as a short evidence series or with a step by step pattern with long evidence series. When information given is complex, a long evidence series, or step by step and end of sequence, primacy effects can also occur (Hogarth and Einhorn, 1992).

Actually, tourists can make some decisions or have ideas about the country according to the experience they had at the airport. So, they will take quick evaluation about the destination without noticing that airport influences their evaluations. In other words, tourists had the tendency to use global evaluations to make judgments about the country, and this tendency come from airport's services. For sure, the halo effect of airport on its country or area has some advantages and disadvantages. For example, if one of the airport's personnel has a personal problem which impacted on his performance. This act will create a bad service for tourists and make a wrong judgment about the destination. On other hand, bad experience at airport means that tourists will get the same experience at hotel or restaurants. Therefore, airport's management has to take advantages from the halo effect concept to improve the quality of service in line to increase tourist satisfaction which will judge right about the destination.

2- *Last Impression and Loyalty Intentions*

As listed above, first impression constitutes the core of travelers' satisfaction. Thus, firms tend to provide them with a glamorous thought with the goal of accomplishing their gratification. However, since the tourist's stay at the destination site is limited, another factor, other than what guest receives at the first contact, participates in the guest's commitment equation; it is called last impression.

In fact, when a passenger perceive a perfect impression at his first touch with the organization, all of his actions will be positively impressed by the kindness and the generosity that he met. But when a guest enter a restaurant for example, he will be leaving after finishing the purpose that drove him to visit this place either if it was for having lunch, dinner, or sipping a glass of drink. Thus, this perfect idea generated at his access should be completed by a similar skillful last impression at his exodus in order to improve this visitor's adherence and loyalty. And this issue

is typically linked to tourism organisms, since the first and the last impression collected by a tourist of a country are from airports at which they arrive and leave (Jessop, 2013).

Therefore, airports as a hospitality industry works on developing a generous image in the minds of visitors not only upon their arrival but also at the departure stage, because a lasting good first idea would never be accomplished without an accompanying kindly last impression. So, as long as the first image created in tourist's mind would identify his future actions and attitudes, the last one also would be about increasing his loyalty and commitment.

Accordingly, since loyalty has attended a major importance in hospitality industry, many authors introduced it as a core of their articles. Therefore, Mcllroy and Barnet (2000) resembled the guests' loyalty to a promise made by them with the firm about buying their services and goods permanently. Hence, a loyal customer purchase only from this organization presuming that it is his supplier.

Also, another definition presents customer's loyalty as a relation of confidence between the guest and the corporation (Usman et *al.,* 2013). Thus, consumers manifest their fidelity in the firm, and tend not only to come constantly to the place but also provide their company with honest and constructive feedbacks concerning the contentment of customers.

Otherwise, different authors assume that a continuous relation exists between customer loyalty and his satisfaction since this latter is about fulfilling all what he needs as regards for firm's services and goods. It is also known as the degree of value given by the guest toward the firm (Usman et *al.,* 2013). So, an association which succeeds to satisfy his clients will become totally significant in their thinking. For this concern, Anderson and Fornell (1994) argue that the increase in the degree of satisfaction leads the customer to show his loyalty to the firm. Conversely to this positive link, an opposite negative connection takes place in this compromise, thus, once a loyal guest notices that his contentment degree is decreasing he will surely search for an alternative, at which his gratification will be fulfilled by what he missed in his latest experience.

Consequently, hospitality organizations should figure out what their guests require in order to spread pleasure over them. Also, since guests' needs and wants are not stabilized and might change on and on, firms should bear each modification in these necessities and try to meet these changes in order to win the client's confidence which guide to devotion.

Thus, the satisfaction of a tourist should be met at every time he attends the place, as like for a good last impression, because once a loyal guest touches that his gratification is decreasing, he will simply break his commitment to the place and tend to attach it where he receives an enough amount of combined factors affecting positively and in a direct way on his attitudes. Regarding what is listed above; a popular saying can be interfered, explaining the importance of providing constantly the customer with the image that he is looking for, which is "it takes a lifetime to build a trust and a second to destroy it".

Accordingly, the tourist's intention to come back depends upon his enjoyment. Hence, the more he feels relaxed the more he will come back again and again, and repurchase firms' goods and services. And, not only it will affect his frequency of visit but also, a good word of mouth will be provided through his contentment, which will develop the listeners' curiosity to try this experience. At this stage, the firm's performance at the first contact and during their stay, will affect directly their attitudes, which by their turn will determine whether they will tend to visit again the place or not.

Thus, the coherent relation that exists between satisfaction and a good reputation obliges the company to provide their guests a premium level of service that covers all their requirements.

Furthermore, the kindness of workers in hospitality industry has appeared as another important factor while dealing with people. But, this fact is more serious in airports, since they constitute the image of a country for a foreign tourist, either if he is landing or departing. Hence, this latter's impression regarding the country and its citizens will be formed according to the treatment received at the airfield. For such reason, an image of generosity and friendliness should be embed in the passengers mind at his arrival as for his departure without diminishing its importance during his stay, in order to gain his trust and commitment.

C- The Airport Experience Specificities

1- *Service Encounter Checkpoints*

The term "Airport" has reached widespread use in articles and researches and especially in the beginning of the last decade due to the fast grown of the airline industry. At the airport, passengers encounter a bundle of tangible and intangible services in a physical setting that Bitner (1992) might characterize as an "elaborate servicescape", similar to a hospital, with many corridors, queues, signs and complex interactions. It is common for passengers to spend an extended period of time in the airport servicescape, averaging over one hour once they have entered the terminal. Accordingly, the revenue generated for this company is from two initial sources, aeronautical which hails from airlines and non-aeronautical that comes from other commercial sections (Graham, 2008). Another definition tells that the airport is only a transition point but not a destination for travelers (Fodness & Murray, 2007). In both definitions, whether the passenger has chosen to profit from the commercial divisions or not, surely he will be using the airline service since airlines are the principle reason for the airfield existence. Thus, before he reaches embarking aircraft there is a path that every traveler most passes through it where several encounters will be made, "The airport passenger processing system" (Freathy and O'Connel, 1999). The major stations of this track are nearly identical in all airports that receive and let guests. The Figure below lists the main common checkpoints that exist in any airport.

Figure 8: Airport Passengers Processing System

```
┌───────────┐      ┌───────────┐      ┌───────────┐      ┌───────────┐
│           │      │ Passport  │      │ Security  │      │ Departure │
│ Check-in  │ ───▶ │ Control   │ ───▶ │ Check     │ ───▶ │ Gate      │
│           │      │           │      │           │      │           │
└───────────┘      └───────────┘      └───────────┘      └───────────┘
```
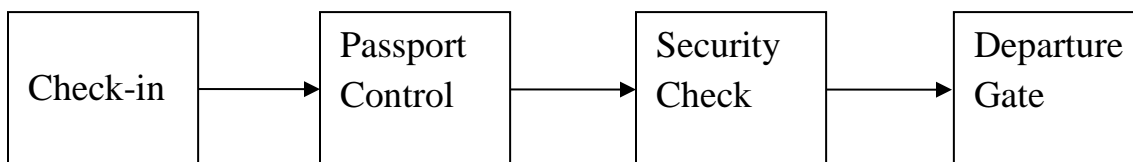
Although in some airdromes this route maybe more expanded depending on several agents, as for the capacity of the field, security issues and other factors. This fact creates the difference in service encounter phases between different airports. For example, in the United States of America and principally after 9/11, new agencies such as TSA Transportation Security

Administration have been developed with more screening procedures for the reason of strengthening security and simplifying air travel (Ehsan Zaffar, 2013). Another example, Beirut International Airport has three check-point securities, before, during and after check-in procedures. These added check-points will influence negatively on the passengers' satisfaction and delay the time of being in the airport but I might be better for the safety and security of the passengers.

2- Renters and Concessions

Graham (2003) argues that one of the two sources that generate revenue to airports is Non-aeronautical which is referred to the commercial activities found in the firm such as concessions which cover duty free shops, car parking and others… Thus, concessions as any other commercial property in the field provide to the organization with a large income.

In the past years, airports tended to diminish aeronautical charges due to the strong competition that the airlines face. Thus, the dependency of airfields on revenues generated from concessions has increased, as for their value (Graham, 2003). This fact drove firms, to pay more attention to these properties, and supply them with the necessary tools in order to maximize their profit.

Accordingly, the interpersonal contacts at airports trespass the aeronautical connections to other links that take place in the commercial properties. Here, appears the significance of maintaining a good relation between consumers and employees not only during the simple path that every traveler encounters, but also even if this passenger chose to visit one of these commercial assets. Thus, a good attitude should be apparent in front of the guests in a way that makes him feel relaxed.

However, most of the time, concessions' operations are independent from airports. Hence, every firm is responsible to train its employees and provide them with the major materials in order to imprint a memorable experience in their guest's mind. But, every bad encounter within these corporations will reflect negatively on airports' operations since a tourist sees these commercial entities as a part of the airfield rather than a single separate operation.

Accordingly, airport's management should keep an eye on the progression of the concessions' operation and obliges them to maintain different trainings for their employees in order to make these servers conscious about their behaviors in the frontline since a single bad encounter will totally diminish the gratification of a guest.

As a result, a tourist at an airport might face more than one encounter, some are essentials and others are optional related to independent entities at the field. But, since the guest's satisfaction requires ideal attitudes of servers, and since the tourist's mind doesn't separate the freelance organizations from airport operations, these latter should keep the concessions under their surveillance in order to maintain a good attitude when facing a guest leading to his contentment.

3- *More and More International Challenges*

Nowadays, since the business is conducted into an international marketplace, different cultures have been integrated in the relations between consumers and employees (John et *al.,* 2011). Thus, the cross-cultural interactions during service encounters have increased. For such reasons, hospitality associations tend to introduce to their servers the divergence between different cultures in order to develop their comprehension on how to behave correctly with tourists with various cultivations. Hence, disregarding his country of origin, a traveler will adapt to the new environment through a well-built communication with the local firm.

Meanwhile, airports witness the interchange of cultures more than any other hospitable organization, since the new arrival, whether he wishes or not, will face more than one essential encounter during his stay at the field. At this stage, appears the importance of supplying its frontlines with the intensity to direct the encountered services in a way that meets passenger's expectation concerning cultures, and thus his satisfaction (Sajid et *al.*, 2011).

Accordingly, recognizing these cultural expectancies wouldn't be done without the will of the company to spread over their employees the necessary trainings in regards of competencies, skills, and behaviors since most what a foreign tourist expect is to converge with expert servers that understand others' cultures, and provide them with the needful information which allow them to have a memorable experience. Hence, an old saying intervenes in this explanation which

is: "Give a man a fish and you feed him for a day, teach a man the fish and you feed him for a lifetime".

4- More and More Security Requests

The number of airports worldwide has witnessed a remarkable growth in the last years; this is a result of a great increase in people using airlines. According to IATA International Air Transport Association the international passenger traffic will raise 4.5% every year starting from 2010; consequently by 2024 the number of travelers will attend over one billion annually. Meanwhile, it is so reasonable to notice that with the rise of every new airfield, appears a different fresh feature that makes the guest feel more relaxed, satisfied and provides him a safe and unforgotten flight.

But, in fact this differentiation mostly occurs in non-aeronautical or commercial services rather than the airline checkpoints. Therefore, this path (Fig. 7) is almost the same in all airports, but the major difference might appears in his third step "Security Check" and this is due for many reasons such as terrorism where all air firms are looking to build up their security services in order to supply all passengers with the safe environment which they are looking for. For instance, airport scanners and screening checkpoints have become very essential in the US after 9/11 (Ehsan Zaffar, 2013). Nowadays, the European airports, after the Paris attacks in November of 2015, they increased the security control and add more scanners for safety issues. Also, another reason can play a significant role in this dissipation and shape an important issue that affects the security checkpoint: customs and traditions; mentioning that in the Middle East, a whole body scan is not favored as elsewhere (IATA, 2012).

However, IATA is working to attain a high degree of coincidence at the checkpoints of all airports so travelers realize what to expect whether they are traveling from any country or other cities, also on offering larger spaces which provides more relaxed atmospheres.

Besides the difference in aeronautical checkpoints, airports succeeded in creating a massive incident regarding the progress attained in offering the guest a wide range of services from which he can benefit. This created a big competition between these firms to attract larger amount of customers and giving them a premium experience. As well, and for the same reason, training

programs for personnel were set to improve their contact with the passenger. Furthermore, several factors take part in the comparison between airports commercial checkpoints as their space and the location of outlets. Thus, Freathy and O'Connel (1999) argue that if the retail offer is distributed over the entire departure zone the traveler will have more chance to buy products.

SECTION 2- TOURISTS AND TRAVELERS EXPECTANCIES TOWARD AIRPORT

A- Tourists Expectations from Airports

1. What Tourists Expect from Airport?

As customer's satisfaction plays an intense role in the growth of hospitality industries, these firms tend to provide their consumers with an exceptional experience by exceeding their expectations. And, since guest's expectations vary, it is becoming so important to determine where these expectations is guided, in order to make sure that the delivered service is never less than what a guest expects. Thus, the service provider have to find out what a customer expect from the firm and seek to satisfy him by exceeding his expectations (Bebko, 2000 Cited in Aliakbar & Emil, 2010) . Also, when it comes to service, expectations estimation is more critical due to its intangibility Bitner et *al* (1993).

Hence, as seen by Zeithaml et *al* (2006) the service expectations form a blend of what the tourist supposes a service should be. Thus, a customer does not expect to receive what the employee is able to provide, but to get a perfect surprising service. Consequently, a server must exceed tourist's expectations in order to satisfy him assuming that these expectancies are rated as if they are met or not.

However, Douglas & Connor, 2003 (Cited in Aliakbar & Emil, 2010) argue that inner (previous experience) and outer (word of mouth) sources generate expectations. Therefore, a guest without experience doesn't have an accurate level of expectations. Conversely, the more the guest uses the service the more the precision of expectancies increases.

This fact is fully conform with airports as they are part of the hospitality industry, but the expectations in airfields are more difficult to measure for the reason that they have complex

servicescape and various services. Although, air passenger expectations of the quality of service has increased in the past years, so, as any hospitality firm managers have to understand customers' needs and wants.

However, Fodness and Murray (2007) developed a model that identifies passenger's expectations in an airport. As a result, tourist expectancies of airport service quality are categorized into three primary dimensions: environmental aspects, interactions and services.

As it is identified before, the servicescape is a mix of tangibles factors that facilitate passenger's actions during his stay at the airport. Thus, a tourist expects to meet at the firm at least a clean climate equipped with signs and symbols in order to make him feel familiar with the place. Otherwise, environmental expectations are usually related to prices. For instance, a passenger may foresee a well-designed surrounding in a high priced organization. In addition, other factors intervene in tourist's anticipation as for appropriate temperature, calming ambient, and a smooth scent and such factors if they are met, lead to achieve their satisfaction (Fodness and Murray, 2007).

On other hand, a guest while interacting with the service provider expects from the employee to responsive and able to help him with his problems. Also, it is so important that an employee have the kindness and give attention to the person who's interacting with, since all tourist look to have the best treatment in every committee in which they are present.

The third dimension of expectation is attached to services offered by the airport. Researches by Darko (1999) showed that a passenger at the terminal might wait at least one hour for his flight. Thus, he will profit from using airport's facilities in order to fill out his waiting time with the best experience. Hence, passengers expect to find a wide amount of services such as retails, restaurants and other activities that fulfill this need.

As a result, hospitality firms' managers including airfields should stay involved in finding out what the consumer, especially unfamiliar customer, may expect from the organization with the view to increase his loyalty and create a good first impression that will last long.

2. What Variable Modify these Expectations?

Conversely to experienced passengers, new travelers' expectations of airports are based on the words of mouth earned by others who tried this experiment, or on self-estimations of what will they meet at the firm.

21. The Effective Experience with the Airport

Generally, these assessments cover all basic aspects that will help them to feel more familiar with the place. So, it is serious for a person who is traveling alone for the first time, to find that this new space is equipped with all signs, symbols and security procedures rather than other environmental factors, since a big part of his matter is to enjoy a safe flight free of any problem. Accordingly, the least of a servicescape, other than signs and symbols, might influence a new passenger than an experienced tourist who tested many different airports so he will be searching for something that would exceed his relaxation.

However, non-experienced passengers feel more relaxed and comfortable when they are accompanied with a practiced wayfarer. Thus, the traveler's comfort will be provided by the other experienced companion who will spread his knowledge over the group that by its turn will stretch the relief zone leading to guest satisfaction and adaptation with the airfield.

22. The Core Purpose for Passing through the Airport

This variable refers to the impact of the purpose of travel. In fact, if travelers passing through the airport are compulsory to be there because what is really important to them is the experience on the country, i.e. like for those who are coming for business of for Visiting Friends and Relatives (VFR), the expectations towards the airport might be low or only based on quickness. For these travelers, the impact of the airport might be lower than for pure tourists.

This subject and the variables linked to it will be discussed further in the developments about the purpose of travail as a limitation to the potential role of a good airport experience for marketing the country as a destination.

B- Tourism Satisfaction with Airports and its Potential Impact on Destination Image

1- *The Role of Airport Personnel on Travelers' Satisfaction*

Airports, as a fundamental hospitality industry tend to provide their consumers with the best service experience through meeting tourists' needs and expectations (Joanne Paternoster, 2007). However, this outstanding service cannot be done without the presence of skilled and well trained servers that understand how to behave with different types of consumers. Thus, those who work in service occupations should be certain of their ability to give a good service in order to make their guest feel well treated and satisfied (Schneider, 1980 cited in Bitner et *al.*, 1994).

Accordingly, as the behaviors of service providers are directly related to guest's contentment, organizations should be careful in choosing their representatives in front of the customer. Also, this choice must be well oriented, and trained on the principles of service and exceeding guest's expectation in such a way, that the server's attitude matches what the tourist foresees in their contact.

But, choosing professionals to work with passengers still not the best answer to reply on customer's satisfaction question, since often, servers show unable to respond to many guests' unusual requests, and this is a consequence of lack of knowledge, or poor systems that do not give their employee the power to behave correctly and solve his consumer's problem. Thus, as shown in Bitner et *al.* (1994) thorough the CIT Research, airports and other firms should train their frontlines on the tourists' thinking, and provide them in advance of what they might face during their encounter and empower them to solve problems immediately when it occurs. Thus, these servers will be proud of their capacities and deliver a high-quality service leading without doubt to customer satisfaction.

Consequently, employee behavior is a major factor affecting the consumer's gratification, and this attitude depends from different combined factors. Thus, training and empowering servers will affect positively their behaviors that will provide tourists with an excellent experience.

Besides the importance of creating a relaxing airport's ambiance complemented with the necessary environmental dimensions, accomplishing customer satisfaction imposes as well as maintaining interpersonal encounter accompanied with a friendly employee demeanor. Thus, what guest expects from a front line worker at the airfield, concerning this latter's attitudes and the way he behaves with the requirements and requests should match the value received when the moment of truth (MOT) occurs. Sutter (2009) linked the moment of truth to the people's contact with a company's products and services, so what happens in this moment influence directly on his enjoyment and his relation with the firm.

However, the interpersonal contact is not centered only on the fundament connections identified in then figure below, but also, a tourist has the chance to profit from other optional services offered by the airports, as for renters and concessions, in which, other employee – consumer encounters will take place in the contentment equation that every firm tends to achieve on the road of completing its progress.

Additionally, hospitality industry differentiates from other domains by the frequent existence of the cross-cultural interactions which require more professionalism and a higher level of education regarding its employees. For instance, an American tourist in a Lebanese restaurant will feel more relaxed and familiar with the place when a waiter approach to him with the ability to communicate with him using his initial language instead of employing an uncommon one. Also, how much would a Muslim guest be grateful and positively impressed if an employee offers him to take the drink he wants without alcohol concerning his traditions?

Accordingly, this fact is obviously apparent in airports since every arrival disregarding his country of origin will communicate with the field's employees. Hence, airports managers should certainly develop the cultural knowledge of its workers in order to provide a familiar ambiance leading to the satisfaction of its guests.

2- *The Potential of Airport Experiences to Market the Country to become a Tourism Destination*

21. The Ambition: Using the Airport Quality to Market the Country

The satisfaction level of passengers on airport services has become an important issue for airport's management. In addition, for promoting the country, airports should focus on enhancing its quality of services in order to attract more tourists. Since overall airport experience perceived by the travelers have an impact by either promoting or discouraging the host country (Chao, Lin and Chen, 2013). In fact, travelers might have negative views about the airport if it fails to meet their requirements. As a result, they will harm the reputation of the airport which in turn affects the whole country's reputation. On other hands, when airport succeed to meet travelers' needs, their level of satisfaction increase and many positive decisions will be arranged.

Figure 9: The Role of Airport Experience on the Destination Reputation
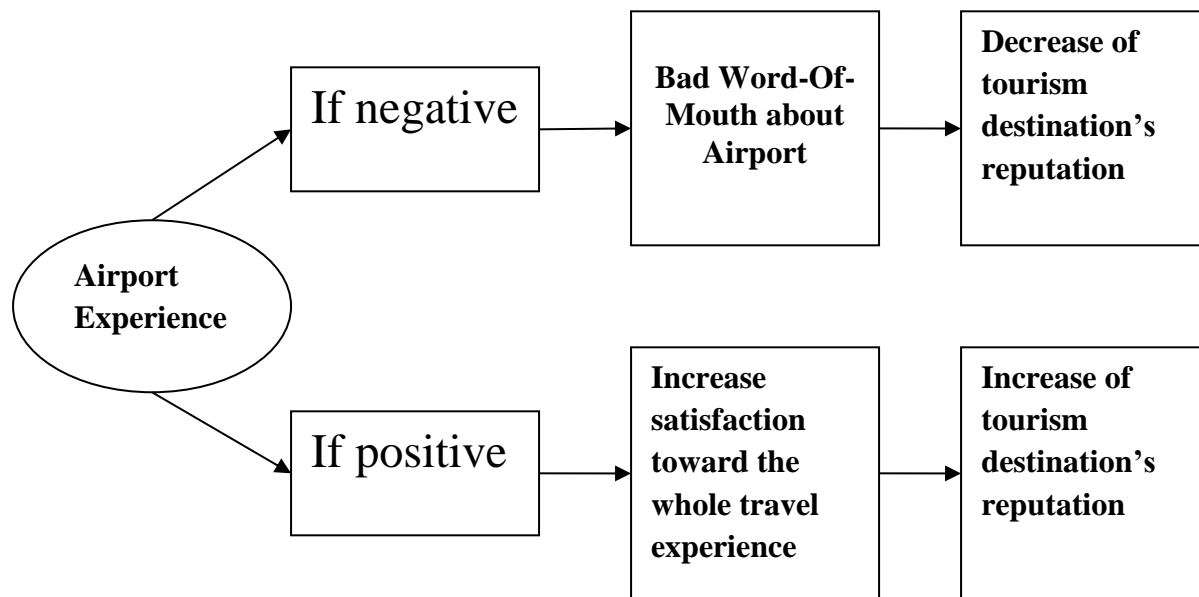
Source: Adapted from Chao, Lin and Chen, 2013.

Airports management must constantly evaluate the quality of service and their facilities to better meet passengers' needs. In other words, airport managers need to know the critical points (service encountered points) where travelers' needs have to be met in order to increase their level of satisfaction.

Several reasons intervened in the purpose of travel, the fact that created many type of tourists identified above. However, a traveler disregarding his purpose of visit looks to have a great experience in the destination country by visiting his famous sites, and meeting what it covers from different cultures. But, this enjoyment is never accomplished without the necessary presence of the kindness of its residents, since at each place visited an encounter will occur and a good or bad impression will take place in the tourist thinking. Surely, the avoidance of bad encounters is a must as long for creating a perfect match the services and the facilities offered by a country or a region.

The good combination accompanied with a generous attitude of Lebanese people, ranked Beirut in the 20th place amongst world top 25 tourists' destinations in the "Conde Nast Traveler" magazine (2013). What is surprising is that Beirut came before many big cities rich in tourists' attractions such as Paris and Barcelona, but what placed this city on this level is that skillful and friendly hospitable manner provided by the attendants at the airport and other firms, which create a homely and familiar ambiance towards tourists and impress them positively from the first minutes that follow their access till the last seconds that precede their leaving. Accordingly, the Ministry Of Tourism pointed: "Beirut is still a top worldwide tourist destination because of its great civilization, its diversity and its wealth" (Conde Nast Traveler Magazine, 2013).

However, Lebanon's representatives tend to attend better positions not only for its capital but also for the whole country, by developing a large variety of facilities and sacrificing hard exertions in teaching and training their hospitality laborers on the principles of services and dealing with people.

22. The Limitations: The Variables that Moderate the Airport Impact

221. The Purpose of Travel

a- The Main Reason for Coming: VFR, Business or Pure Tourists

Travelers differ based on their needs and reasons for travelling based on their various needs and reasons for traveling. Most of travelers are called tourists because if they are traveled for less than one any for any purpose. The following are the main purposes for traveling:

- Tourism

These type of travelers are looking for leisure time and there are many types of tourists:
Incentive tourists: Incentives tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company.

Adventure tourists: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

Cultural tourist: These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the traveled country.

Eco-tourists: Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

Leisure tourist: These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

Religious tourist: Religious tourist travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

Sport and recreation tourist: These sorts of tourists either take active part in or just watch sports events. Some of such popular sport events are the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River Canoe Marathon.

- Health or medical tourist: Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate.

- Business tourist: Tourist traveling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

- Education tourists: Tourists traveling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

- Visiting families and friends: tourists traveling to a specific place or destination because of their friends or families place of residence. They want to visit and check on them

b- The Tourist Expectancies toward Destination: The Cohen's Typology of Tourists
Cohen's (1974, 1979) tourists' typology stays the earliest and the best known classification, and Cohen based his typology on the relation between tourist's activities and the host land. Also, Cohen states (Cited in Scott McCabe, 2005) that the major difference is the amount of intimacy tested by people in a chain of touristic experiences. Accordingly, four types were manifested as it is shown in the following:

- Organized mass tourists: Highly attached to the environmental phantom developed by the international tourism industry. Generally, they go for fully package holidays and fixed itineraries and they stay away from adventures.

- Individual mass tourists: They are not bounded to a group and prefer to use the means of the tourism system such as scheduled flights in order to get everything arranged before leaving home. Also, they may travel to the same destination of the organized mass tourists but on their own steam.

- Explorers: Generally this type of tourists follows a destination rather than other factors. They look to explore new lands which enhance their comfort and their relief and avoid the common tourist places.

- Drifters: Modernity is their main objective, and in order to attend their goal they may face anything, even danger. Usually they are young and they prefer to remain alone away from other visitors and similarly to the explorers they evade connections with other passengers.

Later on, Cohen developed different types of tourists focusing on the experience which the traveler is looking for, (McCabe, 2005). Therefore, five new types appear:

- Recreational: Their main purpose is to escape. They don't have any interest in experiencing new cultures; they only travel in order to get rid from all the stress and pressure they were facing.

- Diversionary: This type of tourists is alienated from his community; they only travel for the reason to forget about home.

- Experiential: The experiential mode of tourism refers to those who look to have alternative experiences and societies in order to recompense the lack of originality in their home life.

- Experimental: Experimental tourists lie between two societies while seeking for the authenticity. They are always looking for alternatives in many ways, but they don't get absorbed in any one culture.

- Existential: It is the type of tourists that are completely alienated from their society and become totally attached to the foreign community and its culture as long as they find meaning in belonging to it.

However, Cohen's classification of tourist stills a theoretical typology because it is not based on any research. But, it focuses on what the tourist needs and his desired experience in order to achieve relaxation.

222. The Previous Images of the Destination and Interest toward Destination

Usually, tourists have interests in the destinations that they want to visit. In this section, we will define the main interests that most countries focus on them to develop tourism sector.

a) Tourists Interest toward Destination

Literature provides a number of perspectives on visitor interests' typology. Lew (1987) identifies three broad perspectives for classifying visitor attractions: the ideographic / descriptive perspective, organizational / developmental perspective and the cognitive/ perceptive perspective.

The ideographic / descriptive perspective is focused on unique features typical for the site, while ignoring universal or abstract features. It provides a typology comprising of nine attraction categories: **panoramas, landmarks, ecological** (climate, national parks, nature reserves), **observational** (rural/agriculture, gardens), **leisure nature** (trails, parks, resorts), **participatory** (mountain, water and other activities), **settlement infrastructure** (utility types, settlement morphology and functions, institutions, people), **tourist infrastructure** (forms of access, information, accommodations, meals) and **leisure superstructure** (recreation entertainment, culture, history and art). An example of applying the ideographic perspective is the classification proposed by Swarbrooke (1995), who distinguished for groups of interests or attractions based on their origin: natural, man-made but not originally designed primary to attract visitors, man-made and purpose-built to attract tourists and special events (Table 4).

Table 4: Tourists' Interests toward destinations

Natural	Man-made but not originally designed primary to attract visitors	Man-made and purpose-built to attract tourists	Special events
Beaches Caves Rock faces Rivers and	Cathedrals and churches Architecture monuments Archaeological sites and objects	Theme parks Amusement parks Open air museums Heritage centers	Sporting events Art festivals Fairs and markets

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lakes Forests Wildlife – flora and fauna	Historic parks and gardens Relics of technology Steam railways Reservoirs	Marinas Exhibition centers Garden centers Factory tours Safari parks Leisure centers Casinos & spas Recreation centers Picnic sites Museums and galleries	Traditional customs Religious festivals Historical anniversaries

Source: Swarbrooke (1995)

From the above table, we can indicate that each tourist has his own reason to visit a specific destination, but we are sure there is a reason behind its decision. In other words, one common factor between all tourists is that all of them are inspired by stimuli to take their destination decision.

Figure 10: Tourists' Decisions Factors toward Destinations

STIMULI
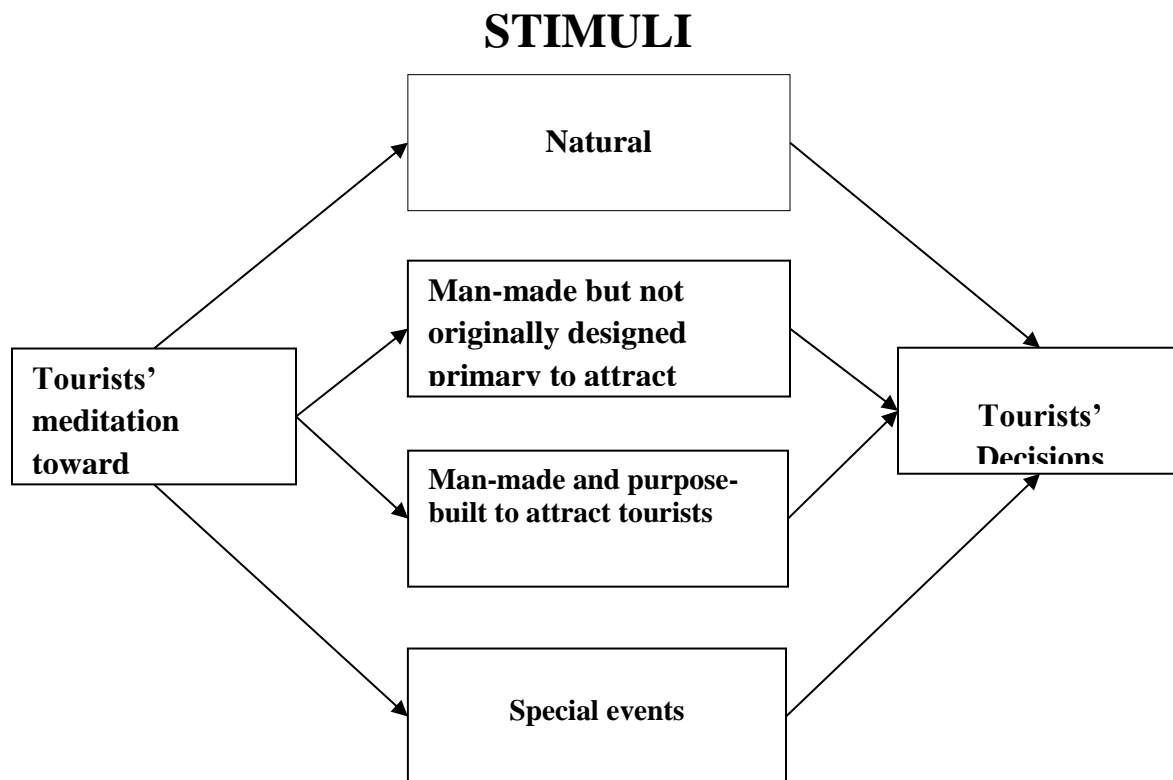
Suanmali (2014) stated other interests' dimensions that tourists will be attracted to them. These attractions are *Hospitality sector, Attractions and events sector, Transportation sector, Travel organizers' and intermediaries' sector,* and *Destination organization sector.* Hospitality is an expression of welcome by local residents to tourists arriving in their community (i.e. hotels, guest houses, apartments, and condominiums).

The attraction and event sector can be defined as theme parks, museums and galleries, national parks, heritage sites and centers, and festival and events. The transportation sector includes airlines, shipping lines, railways, bus operators, and car rental operators. Travel organizers and intermediaries sector contains travel tour operators, tour wholesalers, retail travel agents, and conference organizers. Destination organization sector consists of regional tourist offices and tourist associations. Suanmali continues and explains that any tourists want to visit any country or destination, he is directly or indirectly interested to the above five dimensions.

As a conclusion, the cause of visiting a specific place might differ from one tourist to another. But what is sure and definite that all tourists have an interest or cause to visit this specific place.

b) Destination Branding

Destination image is defined as an individual's overall perceptions of a particular destination (Gunn, 1972; Spencer and Dixon, 1983; Fakeye and Crompton, 1991). Destination image is considered as one of the most important factors that influence tourist destination choices and future behavioral intentions (Crompton, 1979; Pearce, 1982; Milman and Pizam, 1995; Court and Lupton, 1997; Baloglu and McCleary, 1999; Beerli and Martín, 2004b; Chen and Tsai, 2007). For example, when a positive image is created in the mind of the tourist, she or he is more inclined to visit this destination (Echtner and Ritchie, 1993; Birgit, 2001). In contract, a negative perception of the destination will not lead to a decision for visiting the destination.

In addition, destination image also influences tourists' post-purchase assessments and behaviors such as perceived value and future behavior intentions, including revisit decisions and recommendations to others. A tourist who holds a more positive image of a destination perceives

more value in traveling to the destination (Chen and Tsai, 2007) and is more likely to revisit and recommend the destination to others (Mansfeld, 1992; Court and Lupton, 1997).

Perceived value is defined as an overall evaluation of the customers of what they paid for the product (service) acquired (Zeithaml, 1988). According to Lovelock (2000), it is the net of consumers' costs and benefits. Although there is no joint agreement on the relationships to other variables, perceived value is known as an important antecedent for customer satisfaction and future behavioral decisions (Oh, 2000; Petrick, 2004; Chen and Chen, 2010). For example, if the tourist perceived a good value during his visit and he was satisfied with the destination, so he will re-visit the destination and recommend the destination to friends and relatives.

The positive perceived value will resume to a tourist's satisfaction. In other words, satisfaction has been understood as the degree to which an individual believes that a consumption experience brings positive feelings (Rust and Oliver, 1994). It is the consumers' holistic evaluation of an experience (Oliver, 1997). In tourism, satisfaction comes from the overall experience and feeling from the destination, which should fulfilled tourist's needs and expectations. Researchers also have asserted that overall satisfaction is influenced by satisfaction from the individual attributes (Fornell, 1992; Oliver 1993; Bitner and Hubert, 1994). Accordingly, a tourist might be happy from the destination but another one is not, it means perceived value might differ from tourist to another. The experiences are individual consumptions which will be evaluated according on the elements associated with the experiences.

Tourism includes various individual attributes of all the products and services such as transportation, accommodation, foodservice and others (Pizam and Ellis, 1999). Overall satisfaction is a sum of experiences with each of these encounters. Any component of traveling to a destination will influence the tourists' overall satisfaction (Seaton and Benett, 1996; Hsu, 2003). Therefore, tourists' overall satisfaction will be considered as both attribute and overall satisfaction as antecedents to behavioral intentions. Furthermore, there is a link between satisfaction and future behavioral intentions (Kotler et al., 1994; Kozak and Rimmington, 2000; Bigné et al., 2001; Chi and Qu, 2008).

Re-purchase decision and decisions to recommend to others are well- established measurements for consumers' future behaviors. Studies shows that tourists with higher levels of satisfaction are more tending to visit the destination again, willing to give more positive word of mouth (WOM) and to recommend the destination to others (Kozak, 2001; Yoon and Uysal, 2005). The choice of destinations was explained in the above section regarding to destination attractions and image. However, these are not the reasons behind selecting a destination, there is a set of factors that evoked travelers and enforce them to select specific destination from among other destinations. The evoked set will explained in details in the next section.

Figure 11: Destination Image
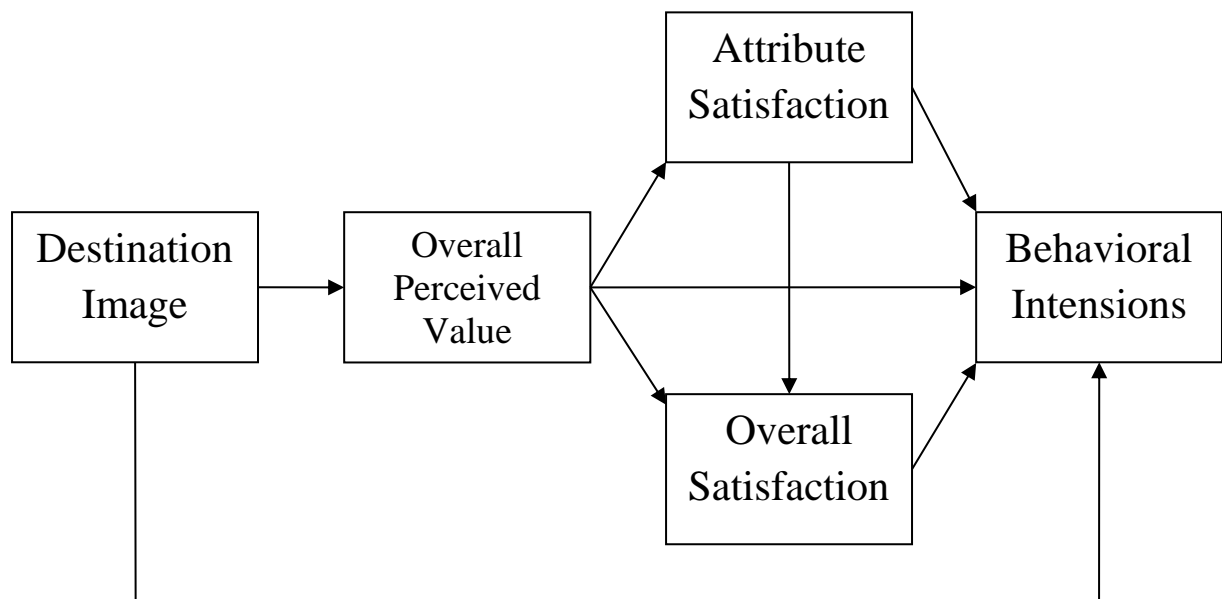
c) Travelers' Evoked Set and "where to go" Phase

Tourists' vacation choices are influenced by a number of different factors and much tourism literature has discussed this issue (Madrigal & Kahle, 1994; Pitts & Woodside, 1986; Crompton, 1979; Ross, 1994; Cheron & Ritchie, 1982). Many research has to a great extent focused on one single choice, often the destination choice (Decrop, 1999), but recent literature has suggested that it is important to see vacation choices as a combination of a group of choices, for example travel mode, activity, and accommodation, which interact and depend on each other (Woodside &

MacDonald, 1994). It is obvious that tourists' choices are affected by many factors, which add to the complexity of vacation choices. An increased knowledge about the vacation choice structure, denoting how vacation choices are related and prioritized by the tourist, would be a strength point for who work to attract visitors for their destinations. Therefore, this section will research the different stages that tourists pass through them in order to take their decision and chose one destination for their holydays period.

Crompton (1977) stated that destination choice has been conceptualized as having two phases; "generic" phase and "where to go" phase. The generic phase is addressing the fundamental issue of whether or not to have a vacation at all. Once the decision in favor of a vacation is made, the second phase is concerned with where to go. Um and Crompton (1990) did a research about the second phase, their research was limited to exploring the second phase; and respondents were screened to include only those who reported an intention to go on a pleasure vacation. Their framework of pleasure travel destination choice was developed to provide a context for the research. This model identifies and integrates five sets of processes which are presented as flows:

1. The formation of subjective beliefs about destination attributes in the awareness set, through passive information catching or incidental learning. (destinations awareness)

2. A decision to undertake a pleasure trip (initiation of a destination choice process) which includes consideration of situational constraints.

3. Evolution of an evoked set from the awareness set of destinations;

4. The formation of subjective beliefs about the destination attributes of each alternative in the evoked set of destinations, through active solicitation of information; and

5. Selection of a specific travel destination (or destinations).

The framework of Um and Crompton (1990) also identifies three constructs which evolve from these five processes. They are: awareness set, evoked set, and travel destination selection.

Choosing a destination needs three factors: 1) external inputs; 2) internal inputs; or 3) cognitive constructs.

External inputs consist of a group of social interactions and marketing communications to which a potential pleasure traveler is exposed. They can be classified into significative stimuli, symbolic stimuli, and social stimuli (Howard and Sheth, 1969):

- Significative stimuli comes from an actual visit to the destination (i.e., from being physically exposed to the travel destination).
- Symbolic stimuli are the words, sentences, and pictures disseminated as promotional material through the media by the travel industry.
- Social stimuli are information received from face-to-face interactions. They include other people communicating their direct or indirect travel experiences.

Gitelson and Crompton (1983) reported that 74% of all respondents had received travel information from friends and relatives (social stimuli), whereas 20% of the respondents had received travel information from print media (symbolic stimuli) such as newspapers, general magazines, and travel magazines. Nolan (1976) and Walter and Tong (1977) reported that the most influential source of information for destination choice was interpersonal relationships with family, friends, and relatives. Similarly, Crompton (1977) reported that social groups exerted a normative influence on choice of destinations. Recent studies show that most of information received by tourists that affect their destination selection comes from social media which is included in the part of symbolic stimuli.

Assael (1984) defined that *internal inputs* derive from the socio-psychological set of a potential traveler which includes personal characteristics (socio-demographics, lifestyle, personality, and situational factors), motives, values, and attitudes. Beliefs about destination attributes are formed by being exposed to the external stimuli display, but the nature of those beliefs will vary according to the potential traveler's socio-psychological set.

Cognitive constructs represent an integration of the internal and external inputs, into the awareness set of destinations and the evoked set of destinations. The awareness set includes all travel locations which people might consider as potential destinations before any decision process about their trip has been initiated. That is, it refers to "all the preferred destinations of your dreams" (Crompton 1977). These preferred destinations are likely to reflect locations which are consistent with an individual's ideal destination. In deriving the awareness set, people are likely to include everywhere they desire to travel, without being inhibited by such situational constraints as money or time.

The evoked set includes all the travel destinations which potential travelers might consider to be reasonable alternatives in selecting a specific destination(s) (Howard and Sheth 1969). In this stage, people are likely to consider their situational constraints as well as their preferences for alternative destinations. It is assumed that an evoked set is developed simultaneously or after a fundamental decision is made on whether or not to take a pleasure trip. Thus, evolution of an evoked set is an intermediate stage between the awareness set and the final choice.

Figure 12: A Model of the Pleasure Travel Destination Choice Process

External   Cognitive   Internal

Stimuli   1. Belief Formation   2. Intention of Choices
Display:

Set Awareness   **Socio-**
(Passive formation   (Consideration of   **psychological**
                 Situational Constraints) **Set**

3. Evolution of
Evoked Set   • Personal
              characteristics

• Significant   4. Belief Formation

Evoked Set   • Motives
(Active formation

• Symbolic

                     • Values

• Social   5. Destination
  Stimuli   Selection   • Attitudes

Travel

Source: Um and Crompton (1990)

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223. The Quality of the Experience during the Stay

Tourists' satisfaction with a trip or a destination is a result of many aspects, Ross and Iso-Ahola (1991), for instance, research satisfaction with cultural tours, while Hsieh, O`Leary and Morrison (1994) research differences among packaged and non-packaged tours. Other researchers focus on satisfaction with certain aspects of a tour, e.g. hotels (e.g. Saleh and Ryan 1992; Heide, Grønhaug and Engset 1999). Tourists' shopping satisfaction is studied by Reisinger and Turner (2002). Toy, Kerstetter and Rager (2002) evaluate customer satisfaction with a leisure activity. Several researchers (Chon and Olsen 1991; Danaher and Arweiler 1996; Kozak and Rimmington 2000; Joppe, Martin and Waalen 2001) investigate tourists' satisfaction with destinations. In other words, tourists go on holiday to satisfy one or several of their needs, whatever these needs are. To achieve satisfaction people try to behave in a rational way. They choose, for instance, activities that they expect will fulfill their needs satisfactorily. This tendency of rational behavior, illustrates that there are relationships between motives for travelling, choices made and satisfaction.

Therefore, upon his arrival to the destination country, and immediately after the significant efforts that the airport exerts, with the aim to spread the contentment all over him during his path at the airfield, a tourist holds another experience that tend to be fulfilled trough different hospitality entities independent from the airport, which seek to provide their guests with a stunning experiment that moves them into an endless gratification. Thus, since a tourist stay in a country is not restricted in the airport zone, other hospitable firms interfere in affecting his level of enjoyment such as hotels, restaurants, and other touristic places.

Moreover, different types of tourists exist; hence, the purpose of travel differs. But, excluding those who tend to stay with their relatives at the destination country, travelers look to experience a relaxing accommodation which complements the perfect image that every tourist want to have regarding a visited place. For this reason, hotel industry has expanded its investments in order to maintain better relations with customers and providing them with every single detail that plays a major role in increasing their satisfaction (Dominici and Guzzo, 2010).

However, what a guest requires has become more professional in concern of quality products and services; also a higher quality of service has been identified as an essential agent in achieving customer gratification and retention (Su, 2004). Thus, hotels attend a permanent development in order to stay able to provide their consumers with a convenient level regarding services and other facilities with the aim to satisfy and develop loyal tourists.

Accordingly, researches showed that the degree of contentment of a traveler in a hotel is affected by his perception to several factors in this entity such as its price, location, physical factors, level of service, curbside appeal, tidiness, and its reputation which constitute a basic aspect that most travelers use it to assess the quality of the hotel, (Wilensky & Buttle, 1988). Hence, it is so important that these factors fulfill the needs of the guest so as to increase his enjoyment and generate a positive word of mouth.

Otherwise, besides the importance of a comfortable accommodation in enriching the tourist's experience, others aspects appear significant in expanding customer's satisfaction. Hence, a tourist looks to enjoy every free moment he has, since finding leisure is a major purpose that conducts people to travel. Also, people have the curiosity to experiment all new aspects that they do not find in their native country. Concerning this point, restaurants and touristic places integrates also in the tourist's satisfaction equation, since these entities are frequently visited by travelers and has an important influence on how the guest perceive his overall stay in this country.

Thus, essential touristic firms such as restaurants should attain a high level of service that seduces the guest, by exercising their employees on how to satisfy their consumers, and the existence of local cuisine restaurants is essential as much as for the presence of international restaurants, because travelers like to experience new different themes, but they also tend to feel familiar with the destination. Thus, providing them with recognized food will lead to a greater satisfaction.

Moreover, wherever a tourist goes in a foreign country, he will be surrounded by the residents of this country and definitely he will use to communicate with them for different reasons. Thus, the hosting community influences also on the wayfarer's attitude and its importance is never less than encounters.

Consequently, the overall experience of a tourist during his stay in the country is the sum of many sub-experiences which he experiments in different hospitable organizations such as hotels, restaurants and other… Hence, the overall satisfaction should results from the enjoyment of the guest at each entity, since a negative attitude generated by the guest at the hotel for example, might affect negatively all his stay. This fact explains the hard efforts that most hospitality firms are scarifying, and also explains the obvious growth of this sector in the last decade.

23. A Proposal to Market the Destination Including the Airport Experience

Figure 13: Airports Dimensions in Tourists' Satisfaction and Loyalty
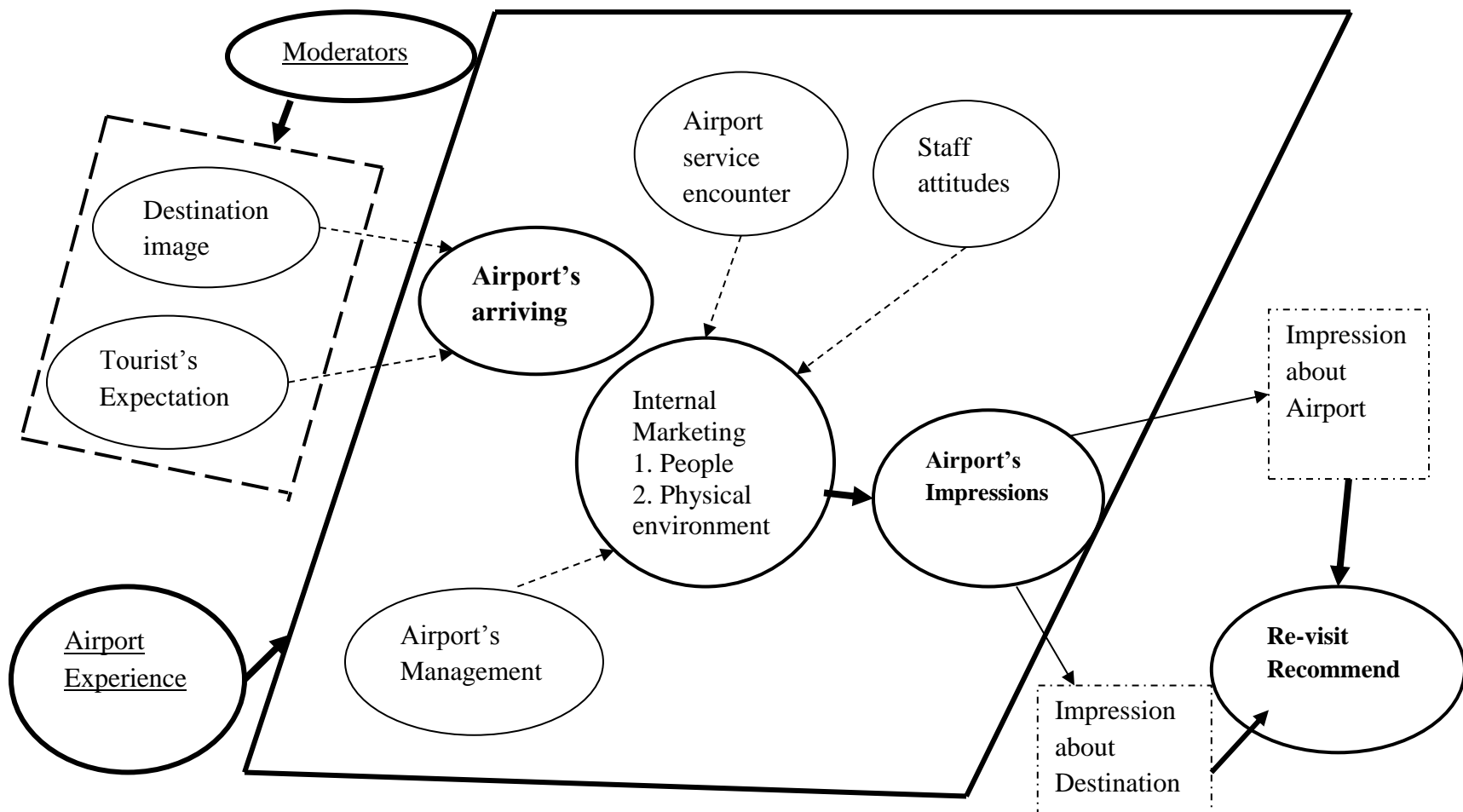
CHAPTER THREE: THE POTENTIAL ROLE OF AIRPORT: CONCEPTUAL FRAMEWORK AND HYPOTHESES

SECTION 1- THE RESEARCH POSTULATE: AIRPORT EXPERIENCE CAN MODIFY THE TOURIST SATISFACTION TOWARD DESTINATION

A. The Disconfirmation Paradigm Adapted to Airport Quality Management

1. *The Airport Quality Management for Tourism Satisfaction*

The tourists are becoming more and more sophisticated, they know what to ask for and appreciate what is offered. Therefore, the difference lies in attitude, awareness, and ability to listen and know how to solve the most relevant wishes of the tourists that step into the destinations. Only if we know how to provide an additional shade to the paid services, we will ensure that the tourists will confer again their (or others) holidays again to us, being known the fact that a satisfied tourist brings others. To satisfy tourists, airports' role is to fill their needs and meet their expectations' (Marinescu and Ispas, 2012).

In other words, airports' management should precise on the most important areas that influence tourists' satisfaction and try to shape them according to their tourists' demand. For example, time consuming or time saving is considered an important satisfaction stimuli for tourists' satisfaction in the airport. Elliott and Roach (1993) proposed timeliness luggage transport, food and beverage service quality, seat comfort, check-in process and in-flight service dimensions for the evaluation of the quality of airports' services. Truitt and Haynes (1994) used the check-in process, convenience of transit, processing of luggage, timeliness, seat cleanliness, food and beverage quality and the handing of customer complaints as the standards of service quality. Bowen and Headley (2000) indicated that on-time arrival, mishandled baggage, being denied boarding and airline safety are important service items.

Tourists' satisfactions are achieved when the tourist believes that the specifications meet his expectations of a service. Consequently, measuring its satisfaction, including a service airport's internal aspect, can lead to higher quality of its services. Therefore, it is highly important for airport's management to work on encountered points where tourists or passengers filled their

needs and wants and try to improve them for better customer satisfaction. For example, all tourists like save time during their travels and they need to have a quick check-in procedures. So, any airport provides fast check-in process will definitely fill the needs of tourists and increase their satisfaction level.

After highlighting some factors that the tourists focus on them to satisfy their needs and take their overall impression about the airport's services, it is now important for airports' management to ameliorate their services according to these criteria. And the challenge is not only planning strategies to achieve tourists' satisfaction, but the importance goes for the right implementation of these strategies to lead for higher quality of services. It is obvious to analyze that there is a direct relation between the two concepts. Higher quality of service at airport leads to higher level of tourists' satisfaction, even if satisfaction level and measuring service's quality differ from one tourist to another (VFR, Business, and Pure Tourists).

2. *The Dimensions of Airport Quality for Tourists*

Going back to SERVQUAL dimensions which were explained in chapter one, airports are considered service firms which are obliged to work on these dimensions to satisfy tourists. For that reason, Zeithaml et al. (1990) found that **reliability** was identified as the most important service dimension and the **tangibles** appeared as the least important one. Sultan and Simpson (2000) examined the importance of the relationships between the quality of airports' services, passenger satisfaction and behavioral intentions. They found that passengers, regardless of the type of trip, consider **reliability** and **safety** related matters as the top priority. Gilbert and Wong (2003) indicate that passengers consistently rank **'assurance'** as the most important service dimension. This indicates that passengers are concerned about the safety and security aspect. Zeithaml, Parasuraman & Berry (1980), in addition the five dimensions for measuring quality of service, also added factors that influence the level of customers' satisfaction according to service quality. These factors are called gaps occurred when delivering the service.

Gap 1: between consumer expectation and management perception

Gap 2: between management perception and service quality specification

Gap 3: between service quality specification and service delivery

Gap 4: between service delivery and external communication

Gap 5: between expected service and experienced service

Airport's management has to focus on their personnel training in order to avoid these gaps. Training and supervision can be the main solution for such gaps.

If tourists arrive to the airport and treated as what he was expecting, his reaction toward the airport will be positive and this attitude can reflect directly on his vacation and the visited destinations. Eliminating all gaps and avoiding mistakes at airport will influence on the tourist's satisfaction and will have a positive **first impression** about the destination that he is coming to visit as we will detail in the following.

B. Airport First and Last Contact with the Destination as Moment of Truth

International traveler's impressions of a particular country are frequently affected by their first and last encounters, which is most of the time, the airport (Chao, Lin and Chen, 2013). And international airport is both the first and last contact with tourism destination.

1. *Airport First and Last Contact for Tourists*

11. *First Contact at the Airport*

Evans et al. (2000) define the first impression as being a quick evaluation made by the customer during the first few minutes of an encounter with a consultant. According to these authors, the first impression therefore constitutes the point of departure for a customer's judgment of their consultant. Although the customer's impression may change throughout the meeting, it usually tends to remain stable unless a significant change arises (Snyder and Swann, 1978). Although Evans et al. (2000) did not mention any particular duration; most authors agree that the first impression is created during the first five minutes of an encounter (De Groot, 2006).

According to airport industry, first impression is not only related to quality of service or performance of the airport itself. It means tourists will start having the impression about the

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country or the experience will get during their visit. In other words, the effect of service quality in the airport will have an impact not on the airport only, but it will affect the whole country, this act is called Halo Effect which will be more explained in the next section. For example, an organized airport with less time consuming while waiting luggage, high quality of security procedures, and greeting attitude from airport personnel, will create an impression that the host country is well organized, secure and hospitable. Thus, first impression is considered as crucial points because tourists' have the impression about what they are expecting during their holidays.

12. *The Last Contact at the Airport*

Along with the importance given to the first impression in the world of sales, several authors have also noted the significant impact of the *final or last* impression, particularly in advertising (Cox and Cox, 2002; McDaniel and Kinney, 1998; Taylor, Franke and Bang, 2006) and distribution (Esper et al., 2003).

The final impression is defined as being the customer's evaluation constructed during the last few minutes of an encounter with a seller. According to King (1991), in a sales context, the final impression is generally created in the last five minutes. Several studies have demonstrated that the information processed toward the end of an encounter have a relatively predominant impact on the customer's evaluation of the ensemble (Hansen and Danaher, 1999; Haugtvedt and Wegener, 1994; Mattila, 2006; Ying and Chung, 2007). In the literature, several solid examples show that consumers' evaluations of a service depend largely on what happens during the last few moments. For example, to understand the importance the final impression is said to hold, one need only consider that the most spectacular fireworks come at the end of the display, the best songs are often performed at the end of a concert and the most captivating moments of a film are seen at the end of the feature. In other words, studies showed that human being remember the last incidents and forget what happened before this moment.

Regarding airport operations, the last contact is based on two meanings; it gives the last impression about the country and the airport. The most important is the impression about the country because it affects the tourists' decision to re-visit the destination and to recommend the place to their friends and family.

2. Research Questions about Airport First and Last Contacts.

Adapting the theory of first and last contact to this research, there are 3 phases: airport first impression, stay, airport last impression.

The first impression is the check-in process during the arrival time. Starting from landing process, the passengers can start seeing the country from airplane's window and then entering to the airport and consuming the service, communicating with employees, and checking the airport's physical environment.

The mediation phase is the stage where tourist' are consuming the hotels, restaurants, and destinations services: the stay. Also, these hospitality segments enforce tourists to have an image about the country. All segments assembled together to create an image in the mind of the tourist about the country.

Finally, the last impression is when passengers depart from the airport.

In each phase, tourists have a new opinion about the country and the whole three phases have an impact on the overall satisfaction of tourists. Our main question is: which phase has the biggest impact on the tourists' judgments? Or all phases have the same impact?

In the part of impressions, we have two primary research objectives. First, the effects of the first and final impressions created from physical servicescape. In this section, the role of airport's servicescape such as décor, space, design, colors, temperature, in creating in the tourists' minds the whole decisions about good/bad experience. The second part examines the role of staff attitude during service encounter in creating good/bad impressions in the minds of the tourists. Last impression in tourist's vacation can be the departure's time at the airport. For example, because of security regulations, some tourists will be obliged to throw some of their alcohol items or perfume that can be harmful to the flight safety. This act, will be memorized by the tourists and forget all enjoyable time they had during the vacation.

Also, airport can have other influences more than first and last impression, for example, the following section will discuss the halo effect role of airports on the whole country. The halo effect is a continuous thinking to first and last impression.

SECTION 2- THE CONCEPTUAL FRAMEWORK: THE TOURIST EXPERIENTIAL PATHS AT AN INTERNATIONAL DESTINATION

A- The Tourist Experiential Paths Regarding an International Destination

1-The Three Obligatory Places for International Tourists: Arrival, Stay, Departure

During tourists' vacation, three places tourists are obliged to pass thru to spend their holidays and in each phase the tourists face many factors that stimuli their satisfaction level, which will be qualified as follow in this thesis :

1- Arriving to airport and check-in : **Path "A";**
2- Visiting Touristic destinations, hotels and restaurants : **Path "S"** ;
3- Departures from airport and check-out experience : **Path "D"**

Even if our research is focusing on airport impact, it is relevant to add to arrival and departure inquiries, the influence on tourists' satisfaction at the stay. In fact, the combination of the experiences at the 3 obligatory places affect tourists' decisions about coming back or re-visit and word of mouth status.

11. The Experiential Paths at Airport Place: Arrival ("A") and Departure ("D")

The quality of service is a key performance indicator for the operation of an airport. The quality of an airport's overall service perceived by passengers may have a significant impact in promoting or discouraging future tourism and business activities (Yeh & Kuo, 2003). Recently, the airports are struggling from competition due to the deregulation and increase of passengers' awareness of service quality. Also, airports are trying to attract more passengers by providing high service quality, especially transit passengers. Therefore, understanding, maintaining and improving the quality of service are the main concerns of airports today. According to chapter

two, from airport's check points (service encounter) to airport's servicescape, tourist's experiences different types of services that affect his level of satisfaction. For example, the check-in process, convenience of transit, processing of luggage, timeliness, seat cleanliness, food and beverage quality and the handing of customer complaints are used as the standards of service quality, (Truitt and Haynes, 1994). All these factors affect tourists' satisfaction and have changes in the impression of the tourists toward the visited destination.

That's why, many authors have gave emphasis to how important it is for airport's management to make a great impression in a selling context (Mitchell, 1998), and this remains true regardless of the duration of the interaction, (Boothman, 2007).

The tourists' experience at the airport can be divided into many stages; the figure 7 from chapter 2 explained the important check points where there are interaction between the airport's personnel and the passengers. The path is the ideal path that each passengers is obliged to pass thru when arriving or departure from the destination. However, there are more than these ideal paths. For example, if the tourists want to shop around in the duty free, or want to dine in the VIP lounge or losing the bags and want to claim. All these incidents can create another experiential path that influences the passengers' satisfaction level.

Also, the experiential path differs from one passenger to another due to the type of passenger and to the nature of the airport. International passengers spend money in the airport more than other types of passengers, Chawla (2014). Chawla continues that vacation travelers spend more than business travelers when the boarding time is more than 45 minutes. However, if the boarding time is less than 45 minutes, the opposite is true. This means that the amount of time spent in the airport is an important part of the relationship between passenger types and the number of contact points with the airport. Therefore, the type of tourist indicates his behavior toward the airport, the behavior will influence the on the duration of interaction between consumer and service provider. More contact equal to higher impact in passengers' satisfaction that could be negative or positive.

12. Tourist Experiences in Destination Places and Hospitality Enterprises: the Stay ("S")

During "Stay" of the tourists, Wang and Qu (2006) have attempted to identify destination attributes that (dis)satisfy tourists during their holidays at sun and sea destinations, employed measurement instrument which included 12 items such as accommodation facilities, quality of accommodation, restaurant facilities, shops/stores offering, personal safety, tourist information, beach cleanliness, state of the roads, beach promenades, drinkable water, traffic flow and to parking facilities. Kozak (2001) found that the main important destination features were hospitality and customer care, language communication, level of prices, local transport services, accommodation services, hygiene and cleanliness, facilities and activities and **destination airport the services.** Chi and Qu (2008) identified the destination attributes generating (dis) satisfaction that covered seven domains of tourism activities: accommodation, dining, shopping, attractions, events and activities, environment and accessibility. Based on the above reviews and our personal experiences, we will choose in this research a mix of attributes that influence tourist's satisfaction during their stay at the destination. Four main activities will affect the satisfaction of a tourist in the host country; hotels, restaurants, touristic destinations and shopping centers.

The biggest influence on tourist's satisfaction is during his stay in the country and experiencing its destinations and attractions because of the time consuming in this phase according to the other two phases (A and D). Tourism destinations are the main objectives for any tourist, Hu and Ritchie (1993) conceptualized the tourism destination as a package of tourism facilities and services, which like any other consumer product, is composed of a number of multi-dimensional attributes". Dimensions of destination can be classified into two main groups, primary and secondary (Kozak and Remmington, 1999). The first group is consisted of **nature, culture, technology** and other elements of destination environment, while the second includes specific features developed for tourism such as **hotels, transport, entertainment**, etc. These two groups together contribute to the overall attractiveness of tourist destinations. Each of these dimensions consists of a number of attributes that shape which more or less influence on tourist perception

tourists about the destination. These two groups can be distributed into elements that affect the experience of tourist during his visit to any destinations:

-   Natural Elements: Natural elements destinations include features like a site or facility, natural resources such as landforms, flora and fauna, or physical conditions as the weather.

-   Social Elements: Social elements such as the friendliness of local people, the language spoken, family structures, occupations, urban layout are the attributes of destination which form the part of environment.

-   Cultural Elements: Culture is another important factor that shapes the tourists' perception. Authentic local culture, history and traditions can provide a framework for enriching the experience of a tourist destination.

-   Economic Elements: The economic conditions as a currency, market development and prices are attributes of the destination product that can influence traveler experiences and thoughts about a destination.

-   Technology Elements: The level of use or lack of infrastructure and technology in a destination are developmental factors that can affect the visitors' trip experience.

-   Political Elements: Political dimension, which includes political stability, foreign policy, human rights can also affect the perception of tourists and their behavior. Government control, responsiveness to tourism, the attitude towards tourists (e.g. visa application, the specific entry conditions) can also affect the destination environment that visitors experience (Murphy et al, 2000).

-   Other Elements: Besides the destination environment, the quality of tourist infrastructure - accommodation, cuisine, transportation infrastructure, shopping, tourist attractions, recreational and entertainment facilities, are important for tourists.

Thus, many different service products are involved, in each destination there a different responsible. For example, hotels services are the responsibilities of the owners and management while touristic destinations services are the responsibilities of the government. In other words, tourists satisfaction is generated from different elements with different responsible, from private sector to the government one. Each responsible in each phase has a role to play in order to

achieve guest satisfaction. Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) conducted hotels and revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important.

Barsky and Labagh (1992) stated those employee attitudes, quality of food, location of rooms are likely to influence travelers' satisfaction. A research conducted by Akan (1995) showed that the main determinants of hotel guest satisfaction are the behavior of employees, cleanliness and timeliness. Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine travelers' satisfaction.

Regardless who are the responsible for the satisfaction of tourists during their stay, the only fact that tourists are creating an image in their mind about the destinations that is consisted of many destinations (hotels, restaurants, shopping centers, and natural destinations) which in turn create a global image about the country from what they have been experienced in each place. Certainly, their re-visit decisions or destination recommendation decisions will be affected by their stay experience in the destination.

2-The Conceptualization of the Different Impacts of A-S-D Path on the Destination Image

Each phase ("A", "S", and "D") has a different influence on the overall experience of the tourist's satisfaction. For example, an ideal path is when tourist is satisfied from the airport experience (arriving and departure) and from the services of visited hotels and restaurants. At this stage, the tourist will most probably re-visit or recommend the destination for others because of the great memory created in his mind about the visited destinations. Some visitors tend to repeat visiting a destination when they feel satisfied with the particular attributes during their first visit, (Kozak, 2000, 2001).

Each phase will create some consequences such as Word of Mouth or Revisiting decisions. For that reason, the research focuses on marketing recommendations that could help in improving marketing tourist destinations. In each phase, the tourist will experience negative, positive or neutral satisfaction.

Therefore, we propose to formalize the diversity of the combinations that can occur between the 3 phases ("A", "S" and "D") and the level of the quality experienced in each plase. This conceptualization is detailed in A-S-D table (tables 5).

Table 5: A-S-D Paths: Arrival-Stay-Departure Experiential Paths for International Tourists

N° of the A-S-D Path	Description of the A-S-D path	International Airport Entrance	Vacation in the Country	International Airport Exit	**Colored results**	**Number of satisfied experiences.**
		A **Arrival**	**S** **Stay**	**D** **Departure**		
P1	Idyllic	+	+	+		3
Legend: (-) = negative experience ; Color: RED (0) = neutral experience ; Color: Gray (+) = positive experience ; Color: Yellow						

Table 5.1: With 2 Satisfied Experiences
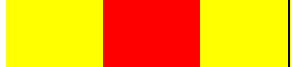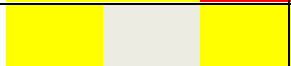
N° of the A-S-D Path	Description of the A-S-D path	International Airport Entrance	Vacation in the Country	International Airport Exit	Colored results	Number of satisfied experiences.
		A **Arrival**	**S** **Stay**	**D** **Departure**		
P2	Vague	+	-	+		2
P3	Incomplete Satisfaction	+	+	-		2
P4	Satisfied from airport only	+	0	+		2
P5	Perfect satisfaction	+	+	0		2
P6	Feeling better	-	+	+		2
P7	Satisfied	0	+	+		2
Legend: (-) = negative experience ; Color: RED (0) = neutral experience ; Color: Gray (+) = positive experience ; Color: Yellow						

Table 5.2: With one Satisfied Experience
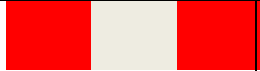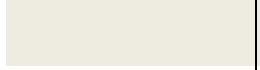
N° of the A-S-D Path	Description of the A-S-D path	International Airport Entrance	Vacation in the Country	International Airport Exit	Colored results	Number of satisfied experiences.
		A **Arrival**	**S** **Stay**	**D** **Departure**		
P8	No memory	+	0	-	Yellow, Gray, Red	1
P9	Forgotten status	0	0	+	Gray, Gray, Yellow	1
P10	Unsatisfied	+	-	-	Yellow, Red, Red	1
P11	Vague	0	+	0	Gray, Yellow, Gray	1
P12	Vague	-	+	0	Red, Yellow, Gray	1
P13	Vague	-	+	-	Yellow, Red	1
P14	Dissatisfied	-	-	+	Gray, Red	1
P15	Neutral satisfaction	+	0	0	Yellow, Gray	1
P16	Not satisfied	+	-	0	Yellow, Red, Gray	1
P17	Neutral	-	0	+	Red, Gray, Yellow	1
P18	Vague	0	+	-	Gray, Yellow, Red	1
P19	Vague	0	-	+	Gray, Red, Yellow	1

Legend:
(-) = negative experience ; Color: RED
(0) = neutral experience ; Color: Gray
(+) = positive experience ;   Color: Yellow

Table 5.3: With zero satisfied Experience

N° of the A-S-D Path	Description of the A-S-D path	International Airport Entrance	Vacation in the Country	International Airport Exit	Colored results	Number of satisfied experiences.
		A Arrival	S Stay	D Departure		
P20	Horrible	-	-	-		0
P21	Neutral	-	0	0		0
P22	Bad status	-	0	-		0
P23	Disaster	-	-	0		0
P24	Neutral	0	0	0		0
P25	Neutral	0	0	-		0
P26	Dissatisfied	0	-	0		0
P27	Dissatisfied	0	-	-		0
Legend: (-) = negative experience ; Color: RED (0) = neutral experience ; Color: Gray (+) = positive experience ; Color: Yellow						

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B-The Airport and Stay Experiences Conceptual Model

Each phase ("A", "S" and "D") has a different influence on the overall experience of the tourist's satisfaction. For example, an ideal path is when tourist is satisfied from the airport experience (arriving and departure) and from the services of visited hotels and restaurants. At this stage, the tourist will most probably re-visit or recommend the destination for others because of the great memory created in his mind about the visited destinations. Some visitors tend to repeat visiting a destination when they feel satisfied with the particular attributes during their first visit, (Kozak, 2000, 2001)

Each phase ("A", "S" and "D") will create some consequences such as Word of Mouth or Revisiting decisions. For that reason, the research focuses on marketing recommendations that could help in improving marketing tourist destinations. In each phase, the tourist will experience negative, positive or neutral satisfaction. Therefore, our research is searching which of these phases is most important or which combination has the most impact on tourist satisfaction.

SECTION 3- THE HYPOTHESES OF THE RESEARCH

Figure 13 shows the potential paths that an international tourist using air transportation could experience when he passed thru the 3 phases ("A", "S" and "D"). The listing of all these potential paths lead to found twenty-seven potential paths conditions that a tourist can face or practice one of them. These conditions vary from Arrival, Stay, and Departure to the satisfaction level at each stage.

The ideal path is when tourist will be satisfied from airport services to hospitality and shopping centers services. The following text will discuss the potential hypotheses that might influence tourists' satisfaction and lead to re-visit and positive word of mouth for the destination.

Figure 14: Overall Trip Experiences

Never Comeback	No decision taken	Repurchase and Re-visit
Negative Word of mouth	Neutral opinion	Recommend and Positive WOM
Bad Image and Reputation	They don't care	

S = Satisfied   **N = Neutral Satisfied**   **U = Unsatisfied**
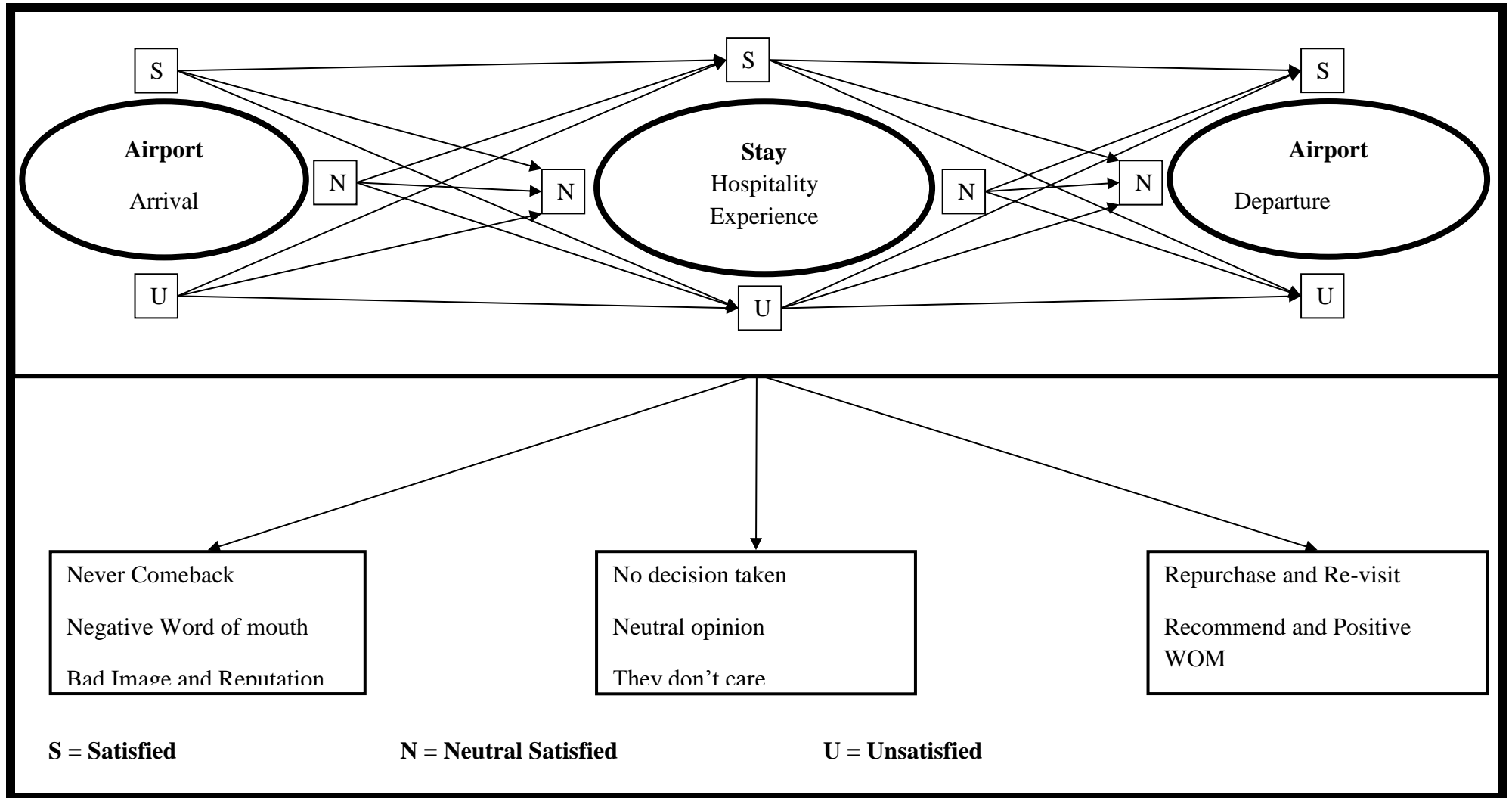
A- Role of Service's Quality at Airport Arrival Point (« A »= Satisfaction)

As discussed earlier, the airport is the first stage where travelers' start collecting and saving data and has an image about the destination country in their minds. Many concepts are discussed at the check-in point, first impression, moment of truth, service encounter, quality of service, airport physical environment, etc., where these entire variables have an influence on traveler's satisfaction level. For example, with better check-in facilities, passengers have more free time for leisure while waiting to start their holidays, (Hsu & Chao, 2005). Because passengers are airports' main customers and their first impressions of airport facilities and services may influence their feelings toward the destination. So, it is essential for airports' management to provide services with safety, comfort, and convenience in an economic manner (Martin-Cejas, 2006).

In addition, airport's experience is considered one of the main experiences that tourist pass thru. Levitt (1981) stated what hospitality and tourism marketing offer are really selling. On other hands, some authors stated that travelers' needs in airport differ according to the purpose of their trips. For example, business man who is looking for fast check-in in order to accomplish his work and comeback. On the other side, tourists do not mind to spend more time in the duty free to buy some drinks for their holiday. The role of airport's management is to insure, for both types of travelers, a smooth and successful check-in experience. After reviewing the role of arrival experience, the following hypothesis is formulated.

H1: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport.*

B- Role of Arriving and Hospitality Experience ("A"+"S"= satisfaction)

After a successful experience at arrival stage, tourists need to fulfill their needs at the hospitality industries. Hotels, restaurants and other touristic places are the main destinations for any tourist and who are looking for a high level of satisfaction. Satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features). So for the hospitality industry, there have been many studies that examine attributes that travelers may find important regarding customer satisfaction. Atkinson (1988) found out that cleanliness,

security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important.

Regarding restaurants, tourists are looking for delicious food, clean and smooth service, and great environment; all these variables bundled in one affordable price. In food industry, the price, quality, and value of money are all evaluated. For the service industry, it includes the staff quality, behavior, and attitude and for the restaurants it also involves the decoration and atmosphere. Customer satisfaction is the present performance of the product or services which are providing to it on a specific time or on that time when customers are using to it, (Gustafsson et al. 2005).

For touristic destination such as: natural, geographic, historical and attractions, tourists are looking to exceed their expectation. Tourism destinations can be defined as temporary locations for gaining a travel experience, and which is related to the destination's attractiveness (Leiper, 1979). For others, destinations are related to travel's requirements, tourism destinations is as reflections of emotions, beliefs and thoughts in enabling perceived satisfaction (Hu, Ritchie, 1993). Normally, tourists have some expectations from tourism destinations, in terms of attractiveness and sources. These expectations increased or decreased according to publicity and marketing efforts of the tourism destination. Tourists select their destination due to some information and from these data expectation is developed. Naturally, expectations of a destination will affect satisfaction levels. Therefore, expectation can be defined as performance of establishment, ideal performance or desired performance (Teas, 1994). After comparing the expectations with perceived performance of the destination, destination satisfaction can be considered (Korzay, Alvarez, 2005).

As a conclusion, tourists' satisfaction level continues from arrival experience to their stay experiences. Thus, the following hypothesis is formulated.

H2: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Stay at hospitality sectors.*

C-The Experience at the destination ("S"= satisfaction)

After the experiences practiced at arrival and hospitality sectors, tourists' continue their holidays by using the airport again for their departures. At departure stage, as explained before, the last impression about the country which can last in their mind and influence the image created during their arrival and stay. Many authors gave importance to first impression in the world of service. But few authors note the significant impact of the *final* impression, particularly in service (Cox and Cox, 2002; McDaniel and Kinney, 1998; Taylor, Franke and Bang, 2006) and distribution (Esper et al., 2003). The final impression is defined as being the customer's evaluation constructed during the last few minutes of an encounter with a seller. According to King (1991), in a sales context, the final impression is generally created in the last five minutes. In other words, every tourist ended his experience at the airport with new encounters and moment of truth. These encounters are similar to the arrival ones, but this time with different attitude from the tourists because they already have the image about the country and host community. Bad quality of service during check-out might lead for destruction for the high quality and high satisfaction level created in past two stages (arrival and Stay), or vice versa. Therefore, tourists' judgments of revisiting or not might be related to the departure experience. The following hypotheses are formulated:

> **H3:** *The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport.*

D- Combination of the Experiences at the Three Phases ("A"+ "S"+"D"= satisfaction)

After discussing and explaining the importance of each stage according to tourists' satisfaction level and how each stage influence tourists' decisions of revising the country or not, or recommending the destination for their friends and families. The following hypotheses can be formulated in order to be checked when data is collected and analyzed to choose the right ones.

H4: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport.*

H5: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport and their stay at Hospitality sectors.*

H6: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport, and their Stay at hospitality sectors.*

H7: *The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport and their Stay at hospitality sectors.*

E- None of the Stages is Important ("A"+/or "S" +/or "D"= no satisfaction)

The final hypothesis that could be right is that none of the above criteria influence tourists' satisfaction level and manage their decisions to revisit the destination or not.

H8: *The overall tourists' satisfaction level for the whole visit is **not** related to their experience during their Arrival or Departure at the airport, and either their Stay at hospitality sectors.*

Summary of Hypotheses

Table 6: Hypothesis

H1	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport.
H2	The overall tourists' satisfaction level for the whole visit is related to their experience during their Stay at hospitality sectors.
H3	The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport.
H4	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport.
H5	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport and their stay at Hospitality sectors.
H6	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport, and their Stay at hospitality sectors.
H7	The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport and their Stay at hospitality sectors.
H8	The overall tourists' satisfaction level for the whole visit is not related to their experience during their Arrival or Departure at the airport, and either their Stay at hospitality sectors.

SECTION 4- THE IMPORTANCE OF SAFETY CONDITIONS AT THE DESTINATION AS A MODERATOR OF OUR RESEARCH POSTULATE

Wherever the reason of visiting a destination is, tourists might cancel their visits or annulled the idea of going to such places because of facts related to these destinations. For example, terrorism or destination safety is a fact happen in the destination and that will affect the tourist's decision and alternate the trip to another safety place.

According to Mistilis and Sheldon (2005), many factors can influence negatively on tourists' decisions. These factors are categorized into categories such as political events (unrest, coups, ethnic turmoil, terrorist threats and attacks (Sonmez 1998), natural disasters (earthquake, volcanic eruption, fires, floods, avalanches, tsunami, hurricane, tornado, oil spill, and extreme weather), epidemics (SARS, bird flu, foot and mouth), terrorism and war. Financial events such as stock market crashes and severe exchange rate fluctuations can also affect tourism (Beirman, 2003). Each has its own level of scale or magnitude, which would affect the tourists' visiting decision. These facts create **risks and hazards**.

A- Hazards and Risks

Hazards and risks are two different things. A hazard is a source of potential harm (to a community or an organization); while risk is defined as the chance of something happening that will have an impact upon objectives. There may be a high level of risk that a hazard will impact upon a community, for example, or a low level of risk (that is, chance) of the hazard impacting. Hazards are also referred to as sources of risk. At the end, both and risk create a crisis which organizations and countries try to manage them. The entire world faces a wide range of disasters and crises from a variety of hazards including those human made or non-human made. Check table 7

Table 7: The Different Tourism Hazards

Natural hazards	Cyclone, storm surge, flood, tsunami, earthquake, mudslide, avalanche, volcanic eruption.
Technological hazards	Failure of technical systems relating to industrial sites, transportation, infrastructure.
Biological hazards	Spread of disease amongst people or animals, pests, contamination.
Civil/political hazards	**Terrorism**, sabotage, civil unrest, hostage situations.

Crisis is defined as: 'any situation that has the potential to affect long-term confidence in an organization or a product, or which may interfere with its ability to continue operating normally' (PATA, 2003). Crisis management is used in this guide as the term which applies to the means by which a tourism business/organization or destination prepares for, responds to, and recovers from, a crisis. Therefore, each country or organization should enclose plans to cover avoid any potential risk.

Risk management plans for tourism should provide, as appropriate and as a minimum, for:

- The safety of visitors and employees;

- Secure systems to communicate with all persons within the facility and within the destination;

- Security of buildings, facilities and equipment from the effects of the disaster;

- Contributing trained liaison personnel to the disaster management agencies during response and recovery operations, as required;

- Supplying resources to support response and recovery operations; and

- Procedures for return to normal business activities upon termination of the disaster operations.

In our research, the discussion will highlight on the terrorism and safety of destinations and their role in tourists' destination choice since it is an important element to integrate now worldwide but especially in Lebanon where political instability is part of local daily life.

Terrorism is the "premeditated use or threat of use of violence by individuals or sub-national groups to obtain a political or social objective through the intimidation of a large audience, beyond that of the immediate victim." (Enders and Sandler, 2005)

By using violence against non-combatants, terrorists instill fear in citizens. Through intimidation, the terrorist group hopes to weaken the government's legitimacy while strengthening their own importance. The terrorist group accomplishes its goal(s) if through the threat or action of violence the government succumbs to their demands, usually political.

Defining what constitutes a terrorist act is necessary in studies involving terrorism because sources define this notion differently. Often comparing statistics on terrorism from two data sources reveal very different numbers for identical events. This thesis adopts the definition of

terrorism employed by the Memorial Institute for the Prevention of Terrorism (MIPT). The MIPT characterizes a terrorist group as a group "belonging to an autonomous non-state or sub-national revolutionary or anti-government movement."

Such movements use violence or threaten violence to achieve political goals. The violence is used against civilians to create fear. Besides death and destruction caused by terrorism, terrorist acts can have serious effects on the economy. Tourism is one sector of the economy that terrorism can immediately affect. The following section describes how terrorism affects the tourism industry.

B- The Impact of Terrorism on Tourism Industry and Destination Image

Terrorism can unravel a country's tourism industry. Terrorism directly affects tourist decision making. Tourists may substitute between vacation spots if they feel threatened or unsafe in a country. Fewer annual tourists as a result of terrorism will typically result in losses of tourism revenue. Losses in tourism revenue may have a larger impact in those countries in which tourism constitutes a larger percentage of GDP.

Terrorism can also affect the amount of foreign investment that flows into the country, especially investment in tourism. Typically in less developed countries where resources are limited, foreign investment funds tourism businesses. The threat of terrorism discourages foreign investment as lenders invest their money elsewhere.

Finally, the threat of terrorism forces governments to invest more in security than they would normally. These funds could have been invested elsewhere that may be more beneficial to the economy if it were not for terrorism. For example, labor that could have been used to cultivate lands or aid in construction must be trained to become police officers. The opportunity costs of dealing with tourism may be large relative to available sources.

As conclusion, many factors can influence negatively on tourism, some of these factors are human made such as political and safety and some of other are natural such as volcano or weather. Part of the discussion pertain the role of government and organizations to manage any risk that impact on tourism. The other part was about the impact of terrorism on tourism. Three main impacts on tourism because of terrorism; no foreign investors, decrease in the number of tourists, and more expenses on the safety procedures. Actually, all these results are related to

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economic sector, but there is an intangible impact which is the bad image about the destination and creating wrong branding.

SUMMARY FIGURES OF THE RESEARCH CONCEPTUALIZATIONS

Figure 15: Tourists' Experiential paths during their Holidays (Chapter Summary)

Optional / Occasional / Individual path

| De-tax | | Duty Free | | VIP |

| Check-i... | → | Security Ch... | | Passport C... | | Departure G... |

Destination ←→ **Normal Path** ←→ **Country of Origin**

| Security | ← | Picking-up | ← | Passport | ← | Arrival Gate |

| Information office | | Lost Bags Claim | | Duty Free Shopping |

Optional / Occasional / Individual path

Arrival/Departure Airport's

Hospitality Services:
Hotels
Restaurants
Natural Destinations
Shopping Centers
Etc.

Service Quality

Satisfied

Neutral/vague

Unsatisfied

Results

+ WOM
Re-visit Destination
Recommend destination

No reaction/no

- WOM
No re-visit Destination
No Recommendation

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Figure 16: Tourists' Influences from Destination's Choice till Coming Back Home.

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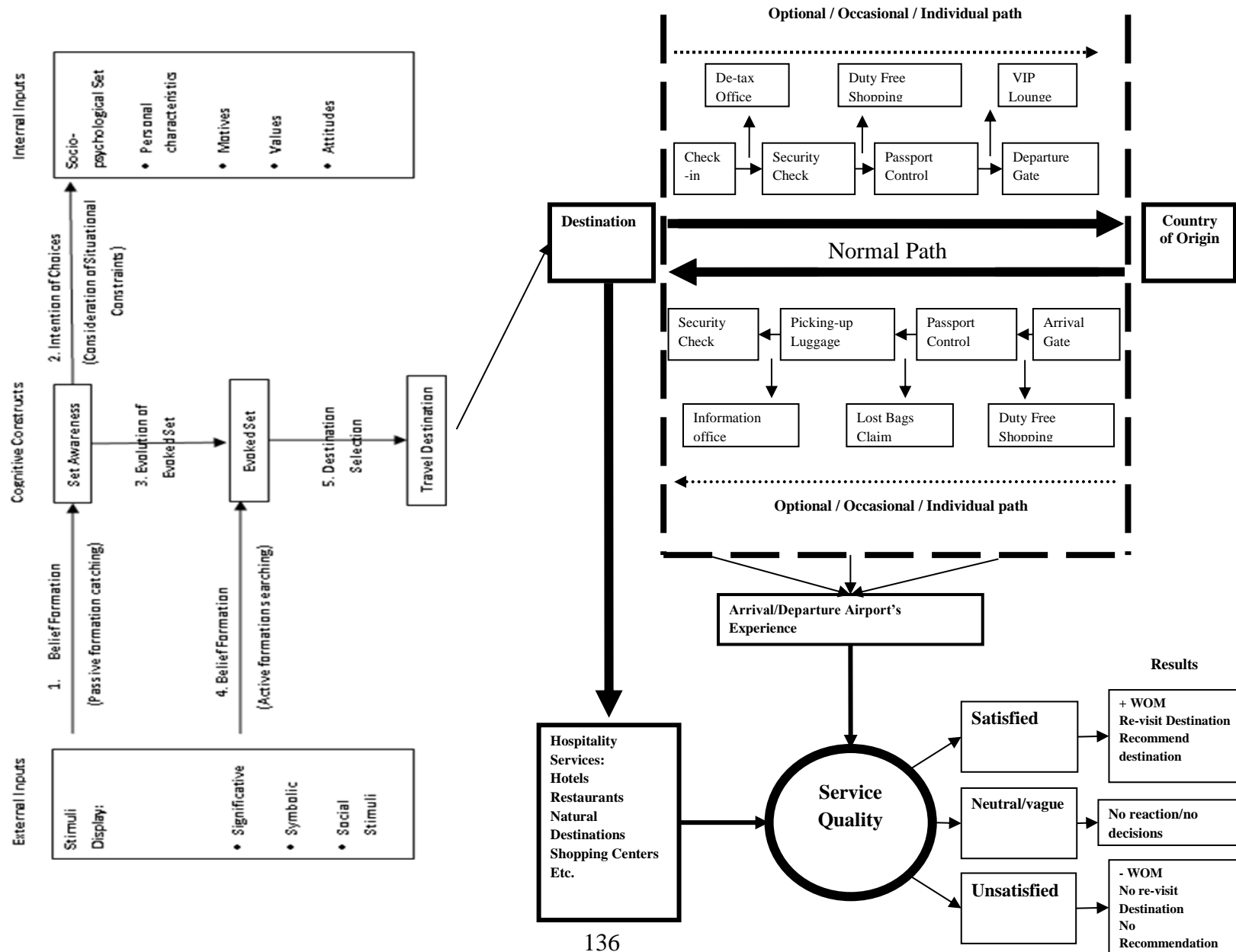
CHAPTER FOUR: THE RESEARCH METHODOLOGY

Previous chapters outlined the literature review conclusions and announced the research's main aim and objectives, hypothesis, and after explaining the general research framework. This chapter 4 will address these points in practical way by discussing the methodological issues starting in the section 1, which discusses the research epistemology, explaining our strategy and associated research methods that been adopted and used.

Section 2 will cover the issue of research design by recalling the research objectives.

Section 3 will highlight the three surveys methods:

a) A longitudinal survey of tourists at the destination airport (at the arrival and their departure);

b) In-depth interviews of pure tourists

c) A questionnaire survey about representations and intentions toward tourism destination.

Section 4 will detail the samples and cover the approach to analyze data.

SECTION 1- EPISTEMOLOGY AND STRATEGY OF THE RESEARCH

A- The Constraint of the Research and Impacts on the Research Posture

The philosophical stance that has been adopted in this research in order to achieve its main objectives was dictated primarily by the nature of the information required by the current research on the role of airport in marketing destinations, case of Beirut International Airport. This nature was clear in many contextual issues unique to the destinations affected by airport marketing activities. Whilst these are of extreme importance to the touristic destinations their strategic marketing process endeavors, they would not be constructive in the current research. There has been no wish to gather information on the particular experiences of tourists' behaviors but to harness the knowledge of individuals to answer some specific questions or issues regarding satisfaction level from some tourism-marketing strategies that were context-free in its approach. However, due to the exploratory nature of the current research and because opinion rather than facts will be sought the researcher tends to go towards the interpretivist end of the positivist perspective.

1- *A Positivist Research with Interpretive Approach*

The basic principle of positivism is that all truthful knowledge is based on the "positive" information explored from observable experience. As such, only analytic statements are allowed to be known as true through reason alone. Thus "Roses are flowers" is analytic, whilst "Roses are perfumed" is copied and requires evidence.

In addition, the interpretive research relates with the assumption that access to reality (given or socially constructed) is only through social communications such as language, awareness and shared meanings (Rowlands, 2001, 2005; Douglas, 2003; Barrett & Walsham, 2004; Berger & Luckmann, 1967; Rapport, 1970; Krippendorff, 1980; Boland, 1985) The philosophical base of interpretive research is hermeneutics and phenomenology (Boland, 1985).

In terms of methodology, interpretive research aspires to produce an understanding of the phenomenon that is influenced by the social context. According to Klein & Myers (1999b), the establishment assumption for interpretive research is that knowledge is gained or filtered through social constructions such as awareness, language and shared meanings. But, according to Schwandt (2001), qualitative research is a diverse term covering collection of techniques seeking to describe, decode, translate and, somehow, come to terms with the meaning, rather than the measurement or frequency of phenomena in the social world. Therefore, qualitative research tends to work more with text rather than numbers, while interpretive research is a more specific term and is focused in terms of epistemology.

Most simply, interpretive research is often described as 'qualitative' to distinguish it from the 'quantitative' character and the number defining moment of traditional research. There is some truth to this, but it can be misleading in two respects. Firstly, there are ways of using numbers in interpretive research, just as there are ways within traditional research of using non-quantitative data. Secondly, the significant differences between interpretive and traditional research are not in the kind of data there searchers work with, but in their basic assumptions (Kaplan and Duchon, 1988).

2- The Methods Used for our Research

Thus, appropriate research methods to use in these circumstances, to collect the opinions of different tourists who have been involved in the process of airports and destinations experiences were:

- In the positivist stance: longitudinal survey and an ad-hoc questionnaire survey

- In the interpretivist stance: in-depth interviewing

We have thought about using Delphi and Expert panel research but these methods were rejected primarily for reason of practicality. Typically, these approaches require a large amount of administration and due the repeated rounds of inquiry needed by the current research; it will take some time to reach a conclusion. In the meanwhile, the historical review analysis method, what could be useful in the interpretivist stance, was also rejected since the data collection would have been limited to secondary data only. Although, we are looking to data specially collected to reply to our objectives.

Even if primary data based only on in-depth interviews may be incomplete when the human memory may not correctly recall past situations though, the method can be used to research organizations' performance relating to specific issues such as tourism marketing.

Therefore, the main research methods those have been adopted and chosen for the current research is combined approach between questionnaire surveys longitudinal and ad-hoc and personal in-depth interviews. This combination of surveys and personal interviews is considered to be more suited to answer the research hypothesis and to the collection of data (Oppenheim, 1992). This approach is more economical in terms of cost and time compare with the other methods suggested above. Reviewing the literature, the survey method seems to be widely used in research were relationships of variables are subject of investigation.

Furthermore, the process of combining data collection techniques is known as "triangulation" (McGrath 1982), or the use of several kinds of method or data. By conducting a variety of data gathering methods, an addition of rigor, breadth and depth to research or research investigation takes place effectively within the research frame designed (Flick, 1992). This could be done by integrating rich detailed data resulted from questionnaire survey with the flexibility of getting information from using other research methods or techniques such as personal in-depth

interviews, (Gummeson 1991, Yin 1994). However, the use of single research methodology approach advocated by a number of research authors, many supporting arguments are decidedly pragmatic such as time constraints, the need to limit scope of the research and so on. In addition and according Flick (1992), four types of triangulation approach or strategy are been identified:

- Data triangulation: The use of a variety of data gathering methods in a research.

- Investigator triangulation: The use of a variety of researchers in a research.

- Theory triangulation: The use of multiple perspectives to interpret a single set of information data.

- Methodological triangulation: the use of multiple methods to research a single problem or phenomena.

From these definitions, it can be concluded that both data and methodological triangulation are employed as the main research strategy method of this research**.**

B- Research Design and Objectives

Yin (2003) defines the research design as guiding the investigator in the process of collecting, analyzing and interpreting observation to satisfy the research aim and objectives. The research design should demonstrate how the questions would be answered and how the researcher intends to cope with it (Yin, 2003).

In this thesis, the main research objective is to confront our conceptualization of airportscape experience impacts on destination and to answer the hypotheses (see chapter 3). Therefore, the methods used should collect data that indicate the influence of airport on overall tourists' satisfaction, image and intentions toward the destination. In addition, the data collected might explore another influences or variables that affect tourists' experiences during their holydays and their re-visit decisions.

The whole thesis should be done regarding the case of Lebanon as tourism destination that justifies some surveys at Lebanon international Airport.

Table 8 indicates the hypotheses formulated in chapter three and we added one column related to the method used to answer them. We summarized the methods as follows:

1- Survey 1: This longitudinal Survey includes two questionnaires both of them face to face. One related to arrival experience and the second related to stay and departure experiences.

2- Surv2: This questionnaire survey consists of online questionnaire demanding foreigners their opinions about airport and destination intentions and changing of images regarding the information about the airport experience and the situation (political risk).

3- Surv3: In-depth Interview: interviews with tourists to check more deeply their opinions on airport service, restaurants, hotels, and their impact on the overall satisfaction.

All these methods will be more explained in details in the section of data collection methods.

Table 8: Surveys Used to Answer Hypotheses

Hypotheses numbers	Hypothesis formulation	Methods
H1	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport.	**Surv1 & Surv3**
H2	The overall tourists' satisfaction level for the whole visit is related to their experience during their Stay at hospitality sectors.	**Surv1 & Surv3**
H3	The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport.	**Surv1 & Surv3**
H4	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport.	**Surv1& Surv3**
H5	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival at the airport and their stay at Hospitality sectors.	**Surv1& Surv3**
H6	The overall tourists' satisfaction level for the whole visit is related to their experience during their Arrival and Departure at the airport, and their Stay at hospitality sectors.	**Surv1& Surv3**
H7	The overall tourists' satisfaction level for the whole visit is related to their experience during their Departure at the airport and their Stay at hospitality sectors.	**Surv1& Surv3**
H8	The overall tourists' satisfaction level for the whole visit is not related to their experience during their Arrival or Departure at the airport, and either their Stay at hospitality sectors.	**Surv1 & Surv2& Surv3**

SECTION 2- THE DATA COLLECTION METHODS USED FOR THE RESEARCH

As it is mentioned in the previous sectors, surveys and interviews are the methods used. The surveys are two (Surv1 and Surv2) and each one has different types of respondents, sample, and way of collection data. The interview is done after Surv1 to have clear understanding about the data collected from Surv1.

A. Questionnaire Surveys

1. The Qualities of Questionnaire Surveys

A survey is a primary data collection based on communication with a sample of individuals, (Alreck and Settle, 1985). The approach can be done either at a fixed point in time (cross sectional) or at varying points in time (longitudinal research) for comparative purposes. The advantage of the survey method is that if correctly designed and administered it can provide a quick, inexpensive, efficient, and accurate means of assessing information about a population.

According to Alreck and Settle (1985) a large sample of respondents can provide the basis for statistical analysis and help to determine the degree of association between the dependent variable and a range of independent variables, and the analysis enable firm conclusions to be drawn from the survey data, and the finding to be generalized. A large sample also helps to raise the level of reliability and validity of the research (Alreck and Settle, 1985).

The basic reasons for choosing the survey approach were given, but no explanation was given for the type of survey method that was used. Four survey methods could have been used for this research as follows:

A. Postal Survey (self-administered by the respondent).

b. Face-to-Face (Personal) Interview Survey (self-administered personally or with a third party to administer the survey on behalf of the interviewer).

c. Telephone Survey (interview via the telephone personally or via the use of a third party to administer the survey on behalf of the interviewer).

d. Online Survey (using a website that help you in conducting a survey and send it via e-mails to them, they respond and send it back)

2. The Questionnaire Surveys of the Research

The telephone survey approach was rejected because the nature of the information requested cannot be obtained during a telephone conversation. Most of the questions require some thought and consideration that will not be possible during the telephone conversation; also, the length of the questionnaire made it an unpractical approach. The postal survey approach was rejected because of the time and costs that would be involved in sending questionnaires to large sample of respondents (tourists).

For Surv1 (A longitudinal survey of tourists at the destination airport), the personnel interview survey or face-to-face interview was chosen for many reasons. One is that this method was comparatively economical and would allow for the collection of data from different types of tourists coming from many cultural backgrounds. The nature of the survey obliged us to use the personal interview survey because the respondent filled the questionnaire when they arrived at the airport and the same respondent filled the second questionnaire related to stay and departure experiences during their departure from the destination. There is no alternative methods can help us to collect data for such kind of research.

For Surv2 (A questionnaire survey about representations and intentions toward tourism destination), the online survey was chosen for data collection for many reasons. First, the objective of this survey is to check the destination's image in relation with the impact of the airports. Thus, respondents should be foreigners to test their knowledge about the destination reputation and image. Second, the online survey is faster in collecting the data and entering the data to statistical software. For example, in the research, we used surveymonkey.com website which helped us in constructing the survey and sending it for answering. Also, it helped us in data entry; we received the data already entered in the SPSS software.

3. The Elaboration of the Questionnaires

Designing a questionnaire is an important task since a properly designed questionnaire can elicit the precise data or information that the researcher wants.

31. The Requests for a Good Questionnaire

A poorly designed questionnaire will provide data that can be confusing, difficult to analyze and therefore of little value. In addition, a poorly designed questionnaire can be prone to systematic error (Oppenheim, 1992). This type of error can affect the validity and reliability of a survey. Reliability for the researcher means that the method of conducting a research and the results of it can be reproduced or replicated by other researchers (Oppenheim, 1992). Validity is the degree to which the survey measures what, and only what, it is supposed to measure (Oppenheim, 1992). Any systematic errors caused by a poorly worded question may cause many respondents to answer in a particular way. This will result in the survey being systematically pulled in a particular direction with the result of low validity. If the survey suffers from low validity then the results obtained will be questionable (Neuman, 1994). However, Neuman (1994) makes the point that perfect reliability and validity is virtually impossible to achieve, rather they are ideas to adopt. For him the maximization of reliability and validity should be pursued as far as possible. The vast body of literature relating to questionnaire design was consulted during the process of designing (e.g. Oppenheim, 1992). The important aspects that were considered during the design stage of the questionnaire are as follows:

- The questions for both surveys were clearly focused to elicit the response that are of relevant and interest to the research without collecting extraneous information.

- Particular care was taken to ensure that the questions are clear and unambiguous. The questions were worded so as to have common meaning for everybody completing the questionnaire. Especial consideration and care were taken to not advocate any position (loading), and statements containing a combination of questions (double barrel) were avoided whenever possible.

32. The Measurement of Items in our Questionnaires

The questions for Surv1 were tested prior to the pilot stage to estimate the time required to answer and to ensure that all respondents are competent to answer.

- For Surv1, it consists of two questionnaires (Arrival and Stay/Departure) that the answer choices for the two questions were based on a five (5)-point Likert scale from one (1) to five (5),

in which (1) is equal to "strongly disagree" , (2) is equal to "disagree", (3) is equal to "neutral", (4) is equal to "agree", and five (5) is "strongly agree".

- For Surv2, we used mix types of questions, open, closed, and seven (7)-point Likert scale answers, in which (1) represents "Strongly disagree", (2) is equal to " Disagree", (3) is equal to "Somewhat disagree", (4) represents to "Neither agree or disagree", (5) is equal to "Somewhat agree", (6) is equal to "Agree", and (7) is equal to "Strongly agree".

33. *The Testing of our Questionnaires*

The purpose of the pilot testing is to refine the questionnaire, and ensure that the respondents will face no problems in answering the questions and that there will be no difficulties in capturing the needed data. In addition, it allows assessment of the question's validity, reliability and enables investigative questions to be answered for preliminary analysis (Finn et al, 2000 and Saunders et al, 2003). However, a pilot research for this thesis was carried out for **Surv1 only** by using tourists who used Beirut International Airport for their arrivals and departures processes. The pilot research was used to test the content and format of the initial questionnaires. A total of 30 questionnaires were sent out by face-to-face for filling them. Each arrival will fill a questionnaire related to his arrival experience in the airport. In addition to his experience in the arrival stage, this tourist will fill at the date of his departure a second questionnaire related to his stay and departure experiences. This resulted in the inclusion of a number of topics which would be appropriate when investigating the role of airport as marketing the destination. The objective of the pilot was to check the perception of respondents regarding to the questions and the time required was found to be from 10 to 15 minutes. In addition, and as a positive result of pilot testing, little confusion some questions was discovered and corrected, wording was then improved and new questions were added.

According to Surv2, due to the time limitation, we could not do any pilot research apart the tests about the comprehension level (quality of sentences, comprehensiveness, etc.). After finalizing the questionnaires, it has been sent for their friends for asking their opinions and fill the questionnaire.

34. The Languages (English and French) of our Questionnaires

Due to the multinational aspect of the international tourist survey sample, the need for questionnaire translation to multi-languages was important in order to capture more relevant and precise data.

However, it is impossible to translate the questionnaire in all languages for the Surv1 (Arabic, English, European countries languages, etc.). As a result, the Surv1 (face-to-face questionnaires) was written in English and supported by multi-language interviewers (able to speak Arabic, French and English) that can translate any vague words for tourists.

For Surv2, the questionnaire was distributed in France so it was written in French.

4. The Implementation of our Questionnaires

41. For Surv1: the Longitudinal Survey of Tourists at the Destination Airport: the International Airport of Lebanon

Information gathered from the secondary source data was used in preparation for the field research questionnaires, which was the basis for the research analysis and interpretation. When the questionnaires had been tested, reviewed, revised and proven valid and reliable, in order to facilitate the research task, 2 different questionnaires were formulated to create Surv1.

These two questionnaires are given in Appendixes A and B about "The guided questionnaires used for the international tourists visiting Lebanon".

They were asked about the airport's experiences at arrival stage (appendix A) and about their stay and departure experiences (appendix B) during their departure from BIA (Beirut International Airport).

11. The Arrival Questionnaire is in Appendix A.

It details the five parts.

- P1 related to personal information related to tourists
- P2 related to the service process of the airport and consisted of six questions
- P3 concerned with the airport's staff with four questions
- P4 related to airport's physical environment with six questions
- P5 consists of one question related to the overall experience at the airport.

12. The Stay/Departure questionnaire is in Appendix B

It contains also five parts

- P1 consisted of seven questions related to accommodation experiences.
- P2 included seven question related to food and beverages experiences
- P3 related to hosting and destination experiences with six questions
- P4 concerned to airport check-out with eight questions
- P5 is the part of the overall experiences with five questions

42. For Surv2: The Questionnaire Survey about Representations and Intentions toward Tourism Destination

Using the surveymonkey.com, we created a survey with thirty-one questions distributed to different part (detailed in Appendix D).

- P1 consists of nine pictures from Lebanon without telling the respondents about the name of the images destination and then three questions related to these images.
- P2 includes to three general questions related to airport experiences.
- P3 includes seven questions about Lebanon and its airport's services.
- P4 contains fifteen questions related to personal information about the respondents.

5. *The Delivery and Collection of our Surveys*

51. For Surv1: the Longitudinal Survey of Tourists at the Destination Airport: the International Airport of Lebanon

Surv1, the longitudinal survey of tourists at the destination airport: the international airport of Lebanon was carried out over four months between June and September 2015. The questionnaires were written in English for the purpose of capturing more accurate and typical responses. A total of (1136 respondents) filled the arrival survey. Of these questionnaires, 636 questionnaires were uncompleted due to the departure time questionnaires. Thus, of the remaining 500 questionnaires were completed, representing a 44% response rate. However, the main questionnaire survey was directed at international tourists visiting Lebanon at BIA. Its aim was to research what is the impact of BIA in their overall trip experience. To generalize from the sample of the population, the sample has to be representative of the population. The safest way to

ensure that it is representative is to use a random selection procedure which is used in both surveys. The researchers can also use a stratified random sampling procedure, to make sure that they have proportional representation of population subgroups (e.g., sex, race, and region) (Hopkins, 2000).

52. *For Surv2: The Questionnaire Survey about Representations and Intentions toward Tourism Destination*

This survey **(Surv2)** introduces the idea about the image or the reputation of Lebanon as a touristic destination (See Appendix D).

The survey was divided into four parts:

- Part one consists of showing touristic images from Lebanon, these images varies in context; natural, cultural, historical, artistic. Showing photos to respondents without telling them in which country are located. First three questions check if respondents like the photos and if they would like to visit such places. In addition, we asked them if there is a chance for them to visit such places.

- Part 2, we asked them what are the chances of visiting such places if the airport experiences of the host destination will be superb or inferior. In part two, we told them that Lebanon is the destination that has such beautiful sites. We check if they know anything about Lebanon such as location or political situation or the safety and security status. Then we asked them again about the chances of visiting Lebanon.

- Part 3, the questions focus on the airport experience impact on the visit decision after knowing the situation of Lebanon.

- Part 4, the final part consists of respondent's personal information like the number of holidays per year, the frequencies of having vacations, visiting unsafe countries, number of spoken languages, ages, genders, family status, education level, and professional status.

- The Sur2 was carried out in March 2016. The Surv2 sample is equal to 591 respondents were all of them received the survey via their e-mails from other respondents who helped us to share the surveys with their friends and families.

- All results were collected by using the link given from the web surveymonkey.com and directly entered in SPSS software. In this data collection method, we received only the filled survey that respondents agreed to answer.

- The duration needed to collect 591 surveys was one month and half and the targeted population is the French population and most of them are master students. Also, a random sample method is used for Surv2.

B. In-depth Interviews

Personal interviews were conducted in this research with ten tourists coming to Lebanon for tourism purpose in April and May 2016. The majority of the interviewees were in Lebanon before the interview date, some of them visit Lebanon on a yearly basis and especially between March and May for the sky season. Four of them were female and six male from different nationalities and ages. The objectives of such approach were to understand how they perceive their experiences in Lebanon, and indicating the variables that might affect their decisions in coming back and recommending Lebanon to their friends and families as touristic destination.

1. The Language of our In-Depth Interviews

All interviews were conducted in English language except one interview was done in Arabic but translated to English. All interviews were done in the lobbies of the hotels where tourists are lodging. Conducting such interviews was a crucial instrument to understand fully their real feelings, as a result understand the research problem. In addition, contribute to the validity of the research hypotheses and thus, achieve its objectives

However, the interview is a structured interview which all questions were prepared before interviewing. We did a contact with hotel management and asking them if they can inform our request to any of their accommodated tourist. We had fifteen acceptances with fixed appointments but five of them did not show at interview date. Thus, the response rate was 66.6%.

2. The Contents of our In-Depth Interviews

Each interview did not take more than twenty-five minutes from the tourist's precious time. The structured open-questions are divided into six sections:

The first section is related to the personal information about tourists, such as name, age, gender, nationality, and duration of stay. The ambition was to correctly qualify their tourism status as "pure tourist" and to identify their profile regarding Cohen's typology.

The second section included the reason behind choosing Lebanon and who recommend this destination to them or how did they know about Lebanon.

Third section contains the arrival experience (bad or good) and its impact on the tourist overall trip while the fourth section is related to the departure experience and its impact on the overall trip experience and on the decision of re-visiting the destination.

The fifth section related to the experience during his stay inside the destination such as hotel's experience, restaurants, and touristic destinations.

And finally, the sixth section is about the overall impact about the destination, the decision of recommending the destinations to friends and family and re-visiting.

3. The Advantages and Challenges of In-Depth Interviews with Pure Tourists in Lebanon

In-depth interviews established better understanding and have been found to be appropriate for revealing information about feelings and emotion regarding different aspects of the tourist experience. This established a high degree of confidence between interviewees and interviewer, which enabled us to examine the validity of the research questionnaires.

On other hand, due to time constraints, it was difficult to increase the sample size of tourists.

Also, due to the tourism situation and the political instability in Lebanon, it was truly hard to increase the sample more than ten "pure tourists".

SECTION 3- THE SAMPLES AND ANALYSES OF OUR SURVEYS

1. The Samples

11. The Sampling Process

The concept of sampling simply means taking part of the population to represent the whole population (Neuman, 1994). The main reason for sampling is economy in cost, time and personnel. Samples are required to be representative of the population, that is, they contain the

same degree of variety of the population, if they are to provide useful estimates of the relevant characteristics of that population (Babbie, 1990). If sampling is carried out properly it lets the researcher collect data about the variables from a small set of cases, but generalize accurately to all cases, (Neuman, 1994). There are two approaches to sampling: probability and non-probability sampling.

However, with probability sampling every element in the population has known non- zero probability of selection. The best-known form of probability sampling is the simple random form of sampling; with random sampling, each member of the population has an equal probability of being selected. Where, with non-probability sampling, the probability of any particular member of the population being chosen is unknown. The selection is arbitrary and depends largely on the personal judgment of the researcher. It should be noted that there are no appropriate statistical techniques for measuring random sampling error for non-probability samples. Thus, projecting the data beyond the sample may be statistically inappropriate. For the researcher in this thesis on researching the effectiveness of airport in marketing Lebanon, the ideal is to go for a random sampling with relatively large sample size but simple. Where, the reality is that the researcher was faced with a number of constraints or problems namely financing, time and full administrative support. These constraints or problems make it very difficult and expensive to get a truly random sample.

12. The Samples of our Research

For this research, the sample for each method is different than other method but all of them are random samples: for Surv1, five hundred questionnaires were collected and from five hundred ninety-one from Surv2, and for in-depth interview method, the sample was ten pure tourists.

121. The Sample of Surv1: the Longitudinal Survey of Tourists at the International Airport of Lebanon

The part presents the descriptive elements about the samples and especially a demographic profile of the 500 respondents is provided.

The demographic data presented in Table 9 shows the major nationalities of tourists visiting Lebanon between June and September 2015. Around 57 nationalities from all over the world visited Lebanon in 2015 summer.

Table 9: Nationalities of Tourists of Surv1

Nationality	Frequency	Percent	Nationality	Frequency	Percent	Nationality	Frequency	Percent	Nationality	Frequency	Percent
Algeria	4	.8	Ethiopia	5	1.0	New Zealand	2	.4	Taiwan	2	.4
Argentina	6	1.2	Finland	13	2.6	Nigeria	5	1.0	Thailand	5	1.0
Armenia	3	.6	France	14	2.8	Norway	2	.4	Tunisia	7	1.4
Australia	13	2.6	Gabon	4	.8	Oman	4	.8	Turkey	9	1.8
Austria	2	.4	Germany	11	2.2	Pakistan	2	.4	UAE	11	2.2
Azerbaijan	2	.4	Ghana	6	1.2	Philippine	1	.2	UK	13	2.6
Bahrain	13	2.6	Greece	9	1.8	Poland	10	2.0	Ukraine	4	.8
Belgium	8	1.6	Hungary	4	.8	Portugal	5	1.0	Uruguay	2	.4
Brazil	14	2.8	Iceland	5	1.0	Qatar	14	2.8	US	19	3.8
Bulgaria	3	.6	India	4	.8	Romania	5	1.0	Venezuela	4	.8
Cameroon	3	.6	Indonesia	4	.8	Russia	11	2.2	Vietnam	3	.6
Canada	13	2.6	Iran	8	1.6	Saudi Arabia	15	3.0	Total	149	29.8
Chad	3	.6	Iraq	2	.4	Serbia	2	.4			
Chili	2	.4	Italy	9	1.8	Singapore	3	.6			
China	13	2.6	Japan	8	1.6	Slovakia	4	.8			
Colombia	5	1.0	Jordan	7	1.4	Slovenia	2	.4			
Congo	3	.6	Kazakhstan	4	.8	South Africa	8	1.6			
Croatia	9	1.8	Kenya	3	.6	Spain	9	1.8			
Cuba	5	1.0	Kuwait	12	2.4	Sri Lanka	2	.4			
Cyprus	6	1.2	Mexico	8	1.6	Sudan	3	.6			
Denmark	10	2.0	Monaco	3	.6	Sweden	3	.6			
Egypt	8	1.6	Morocco	7	1.4	Switzerland	3	.6			
Estonia	1	.2	Myanmar	2	.4	Syria	5	1.0			

Table 10 shows that males are representing 72.8%, while females 27.2% of survey respondents. Most of travelers were couples and the male directly react with us to fill the questionnaire.

Table 10: Respondent's Gender of Surv1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	364	72.8	72.8	72.8
	Female	136	27.2	27.2	100.0
	Total	500	100.0	100.0	

Table 11 illustrates that approximately 12% of the survey respondents belong to the 16-24 age range, 26.8% between 25 and 34 years old, 31.6% of the respondents are aged between 35 and 44, 21.2% were between 45 and 55 years old, and more 55 years were 7.6 %. There were a high proportion of respondents belonging to the 34-44 age range could be explained by the fact that most respondents belonging to that particular age group held jobs which demanded a considerable amount of travel from their workplace or they have enough savings for their leisure trips.

Table 11: Respondents Ages of Surv1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24years	64	12.8	12.8	12.8
	25-34years	134	26.8	26.8	39.6
	35-44years	158	31.6	31.6	71.2
	45-55years	106	21.2	21.2	92.4
	55 years & more	38	7.6	7.6	100.0
	Total	500	100.0	100.0	

On other side, Therefore, Table 12 shows that approximately 61% of our respondents were coming to Lebanon for tourism purposes and 39% for business.

Table 12: Respondents Purpose of Visits of Surv1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tourism	303	60.6	60.6	60.6
	Business	197	39.4	39.4	100.0
	Total	500	100.0	100.0	

Finally, table 13 demonstrates that 85% of respondents lodged in hotels, 8% in houses, and 7% in other lodging facilities.

Table 13: Respondents' Lodging Tool of Surv1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	house	36	7.2	7.2	7.2
	hotel	425	85.0	85.0	92.2
	other	39	7.8	7.8	100.0
	Total	500	100.0	100.0	

122. The Sample of Surv2: the Questionnaire Survey about Representations and Intentions toward Tourism Destination

The whole size of the sample is 591 but some missing answers (170 people did not finish the questionnaire) imposed us to consider only the 425 completed questionnaires. So, 425 answers were analysed and execrated allowing describing their socio-demographic profile.

We noted 60% of the respondents were female and the 40% male. In addition, the majority (56%) of the ages were between 18 and 23 years old which indicates that most of them are students (40%).

Table 14: Ages of Surv2 Respondents of Surv2

Vous êtes ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Une femme	258	43.7	60.7	60.7
	Un homme	167	28.3	39.3	100.0
	Total	425	71.9	100.0	
Missing	System	166	28.1		
Total		591	100.0		

Therefore, most of them are single which is indicated in the figure 16, and 85% speak many languages which are French, English, and Spanish.

Figure 17: Marital Status of Respondents of Surv2

Quel est votre situation familiale ?
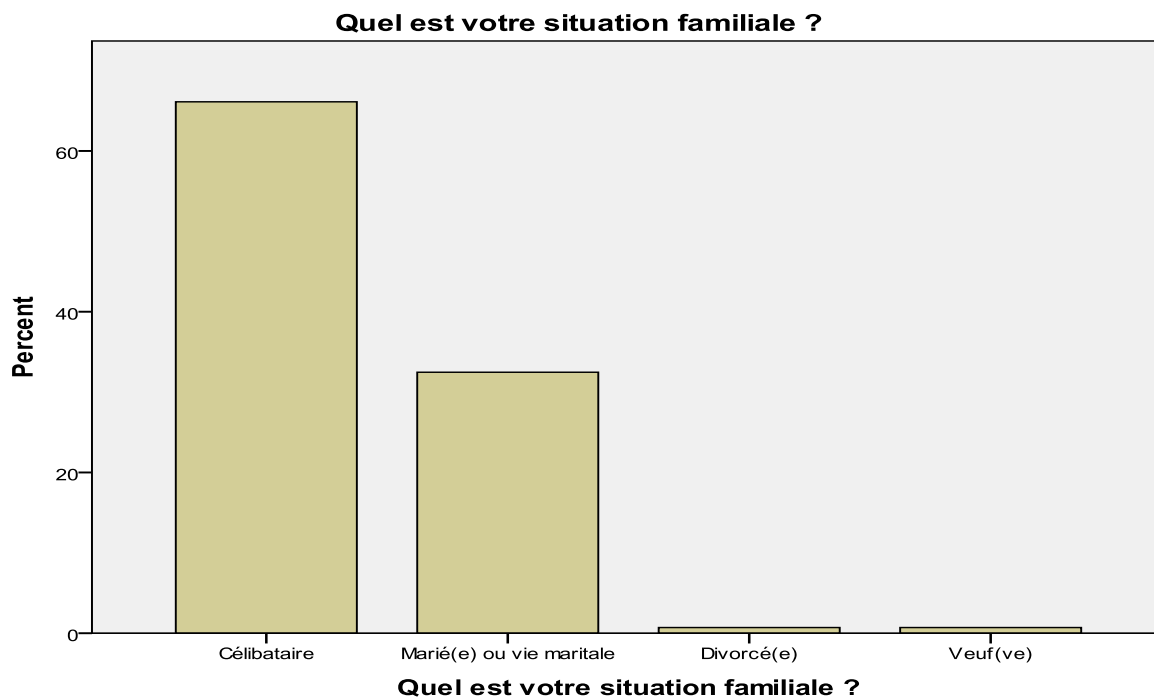
123. The Sample of Surv3: the In-Depth Interviews of Pure Tourists when
Spending Holidays in Lebanon

This section includes structured interviews with 10 tourists coming to Lebanon for leisure purpose. Appendix C at the end of this thesis indicates the type of questions have been applied on tourists.

Using the Atlatas.ti software for analyzing qualitative data, the interviews were arranged into codes and quotations for an easy analysis and demonstration.

The ten interviewees are differently aged with different nationalities but one common purpose of visit; tourism. They are also mixed in genders; the table 15 shows the personal information of the interviewed tourist.

Table 15: Personal information of interviewees of Surv3

Atlas.ti Part Name	Age	Gender	Nationality	Length of Stay	Previous visit
P1	*48 years*	Female	*Switzerland*	10 days	First visit
P2	*32 years*	Male	*Portuguese*	4 days	First visit
P3	46 years	Male	*Saudi Arabia*	5 days	Every year one visit
P4	*73 years*	Female	*Nigeria*	2 weeks	4 visits
P5	*45 years*	Male	*Kuwait*	1 week	First visit
P6	*27years*	Male	*Qatar*	3 days	More than 20 visits
P7	60 years	Male	*Australian*	9 days	2 visits
P8	*46 years*	Male	*Canada*	3 weeks	10 visits
P9	*38 years*	Female	*France*	9 days	1 visit
P10	*25 years*	Female	*Russian*	10 days	First visit

Regarding to Cohen tourists' classification (see chapter 2), all interviewed are classified as **Experimental** tourists who are always looking for alternatives in many ways, but they don't get absorbed in any one culture. And the majorities are classified as **Existential** tourists who are totally attached to the Lebanese community and its culture as long as they find meaning in belonging to it.

As we can see from table 15, all tourists are visiting Lebanon for less than one month and most of them less than 2 weeks and 70% less than 10 days. And 50 % of them are coming for the first time to Lebanon and the other half had the opportunity to visit Lebanon before this interview. Thus, we can conclude that each of these tourists has a different reason for choosing Lebanon as touristic destination and the following section will examine the reasons behind choosing Lebanon as destination for passing their holidays.

2. The Data Analyses of our research

After data have been obtained through questionnaires and personal interviews, the need to be collected, one the data are ready for analysis, the researcher is ready to test the research hypotheses already developed for the research (Sekaran, 2000). The analysis of research data forms the major part of the research. In order to address the initial propositions of the research, different types of methods can be found including examining, categorizing, tabulating, or the otherwise recombining the evidence. The definition of analytical strategy determines the limits of data collection and dissemination of results.

In this research on tourism marketing, the data obtained was both qualitative and quantitative in its methodological nature. Therefore, the Atlas.ti software was used for coding the qualitative data and SPSS (Statistical Package for Social Science) was used for data entry and analysis for quantitative data. The questionnaire consisted almost entirely of closed pre-coded questions and some attitude scales.

Quantitative data were entered in SPSS software and many tests were analyzed to check the validity, correlation, cross-tabulation, regression and multiple regression, and mediation methods for significant data. For the qualitative data, the Atlas.ti software was used to code the tourists' answers and grouping them into headlines related to demographic information, airport experiences, stay experiences, and their attitude toward the destination.

CHAPTER SUMMARY ABOUT METHODS

Figure 18: The Research Design

Surv1

Arrival 1st Questionnaire
face to face
Airport Experience
1136 respondents

Stay 2nd Questionnaire
hotels, restaurants, and other
destinations experiences
500 respondents

Departure 2nd Questionnaire
airport experience
500 respondents

Methods Used
ACP, Correlation,
and Regression

Instrument
SPSS software

In-depth Interviews (Surv3)

Structured interview

Questions topics:
1- Why choosing Lebanon?
2- Airport experience at BIA
3- Airport experience impact
4- Stay experience
5- Departure experience
6- Re-visit decision and date
7- Recommending Lebanon

Methods Used
coding & quoting

Instrument
Atlas.ti

Surv2

Questionnaires to foreigners:
E-mail survey: surveymokey.com

1- Visiting the pictures destination
2- Airport experience good/bad
3- Pictures are in Lebanon
4- Still want to visit
5- Airport experience good/bad
6- Information about Lebanon
7- Safety and security information
8- Respondent personal information
   591 French respondents

Methods Used
ACP, Correlation,
Regression,
mediation

Instrument

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CHAPTER FIVE: DESCRIPTIVE RESULTS AND ADVANCED TESTS

This chapter presents the findings of the empirical fields. Collection of data divided into three methodological researches.

1- The longitudinal survey for 500 tourists visiting Lebanon: this longitudinal survey is divided into two parts: arrival and stay/departure surveys **(Surv1). (Appendix A and B)**

2- A complementary survey for 591 foreigners asking their opinion toward the destination with the effect of airport experiences **(Surv2). (Appendix D)**

3- Interviewing for 10 tourists visiting Lebanon **(Surv3). (Appendix C)**

First, the results of the reliability tests are presented to check overall data quality. Second, assumptions in regressions and correlations are analyzed and evaluated. Then, an analysis of multiple regressions is reported and finally, a summary of major findings from the research is discussed.

SECTION 1- SURV1 DEMONSTRATIONS AND RESULTS

A. The Airportscape Factors and Impacts at Arrival (See Appendix A)

Remember that "Arrival survey" is divided into 4 parts: P1 contains personal information about respondents; P2 related to the service process in the airport, P3 correlated to the airport's personnel, and P4 connected to the physical environment of the airports.

We used the SPSS software to do the principal components analysis (PCA) in order to reduce the number of factors that influences the tourists' satisfaction level during their arrival stage at the airport. Principal components analysis is most often used as a data reduction technique for selecting a subset of "highly predictive" variables from a larger group of variables. For example, in order to select a sample of questions from a thirty-question questionnaire you could use this method to find a subset that gave the "best overall summary" of the questionnaire (Johnson and Wichern, 1998; Armitage and Berry, 1994; Everitt and Dunn, 1991; Krzanowski, 1988). In addition, Alpha Cronbach is used to determine the reliability of the new components extracted from PCA method.

Cronbach's alpha is a useful statistic for investigating the internal consistency of a questionnaire. A standardised version of alpha is calculated by standardising all items in the scale so that their mean is 0 and variance is 1 before the summation part of the calculation is done (Streiner and

Norman, 1995; 1996; Cronbach, 1951). You should use standardised alpha if there are substantial differences in the variances of the elements of your test/questionnaire.

1. *Factors of Service Process (P2) at the Arrival*

P2 part is related to the service process that arrivals pass thru in order to check-in and entering the destination. At BIA, the process was check by asking 6 questions regarding the check-in facilities, airport technologies, luggage facilities, and facilities for special passengers, offices for hospitality sector, and zone for rest or smoking. After entering the data on SPSS software and asking for ACP analysis, the results are shown in table 16.

First, we can find that the six questions were reduced to three components by using the ACP method. Interpreting the results for each component, we find that component number one; the special passengers' needs (0.816) and rest/smoking (-0.771) areas are oppositely reliable to each other. In other words, who were satisfied from special needs facilities, they were not satisfied from rest/smoking areas and vice versa. In component number two, check-in facilities has the highest response rate (0.838). And in components number three, technology question has the highest rate of response (0.806).

So we can conclude that:

- The component one, related to special needs facilities and rest/smoking rooms, and is directly focusing on the **comfort level** of the respondents.
- For component number two, the check-in facilities has the highest level of responding which is related to the **time saving** for the travellers.
- Finally, component three which is concerned with luggage and technological facilities in the airport, we can say that these facilities are related to the **modernity** of the airport.

Table 16: PCA for Service Process

Rotated Component Matrix

	Component		
	1 Focus on Passengers' Comfort	2 Passengers Time Saving	3 Modernity of the Airport
A_A_checkin	-,061	**,903**	,016
A_A_techno	,080	,253	**,764**
A_A_luggage	,141	,317	**-,669**
A_A_passengers	**,772**	,307	-,130
A_A_hospitalityservices	,651	-,083	,138
A_A_rest	**-,790**	,148	,121

2. Factors of People (P3) at Arrival

P3 is the part that is concerned with airport's personnel. This part contains four questions related to staff's service speed, security procedures, personnel attitude, and claim office. Using the SPSS software and extracting the main components from PCA method, we can find that two components were formed. The results are shown in the below table 17.

Table 17: PCA for People

Rotated Component Matrix

	Component	
	1 People Efficiency	2 People Supportiveness
A_A_delivery	**,694**	-,130
A_A_security	**,754**	,144
A_A_helpful	,310	**,696**
A_A_claim	-,286	**,716**

The four questions were reduced to two components by using ACP method. In component number one, the highest rates are speed of luggage delivery (0.694) and security procedures (0.754).

We can conclude that:

- Component 1 refers to airport's **personnel efficiency**. Airport staffs are efficient in their work because in both actions, staffs are delivering luggage and checking arrivals in a satisfied way.
- Component 2 refers to the idea that airport's personnel are helpful (0.696) and you have office claim (0.716). These items have the highest rate. So, if we want to name this component, the best describe is that airport's employees were **supportive.**

3. Factors of the Physical Environment (P4) of Arrival Survey

This part contains six questions related to airport's physical environment. These questions cover airport's cleanliness, the duty free restaurants and shops, toilets facilities, ambiance conditions, music and noise, and airport's layout and decoration.

Using the SPSS software and implementing the PCA method, the results are shown in table 18.

Table 18: PCA for Physical Environment

Rotated Component Matrix

	Component		
	1 Curb appeal	2 Necessity vs. Complementary	3 Atmosphere
A_A_clean	,050	-,335	**,758**
A_A_restaurant	**,730**	-,123	-,229
A_A_toilet	-,465	**-,654**	,133
A_A_ambience	-,051	,312	**,688**
A_A_music	-,183	**,782**	,079
A_A_decoration	**,701**	,074	,279

The six questions were downsized to three components by using the ACP method.
- For the component 1, the highest response was for duty free facilities (0.730) and airport's layout/decoration (0.701).

The highest contributions for these two questions lead to name this component the **curb appeal** which is used to the look of the entity, how the organization is being attractive for the first seeing. According to Turley and Milliman (2000), Curb appeal is what makes an entity pleasing to the eye; it is what draws them in, makes them like the service place before they have even

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entered it. The restaurant or hotel with curb appeal shows a sense of pride of ownership in the organization, of order and tidiness, of warmth and welcome. You have to have great curb appeal *outside* so you can draw buyers *inside*.

- The second component is related to opposite questions; questions about necessities like toilets facilities and the other question about music which is a complementary element in the airport experience.

Therefore, the two rate were opposite, toilets facilities scored (-0.654) and music (0.782). This component describes the **necessity versus complementary** facilities at the airport.

- The third component corresponds to a factor where Airport's cleanliness (0.758) and ambiance (0.688) have the highest contribution.

  Therefore, we can conclude that these two elements indicate to the **atmosphere** of the airport.

B. Comparative Analysis about the Overall Satisfaction at Arrival (P5)

The last question in arrival survey from Surv1 is the overall satisfaction of the respondents during their experience at the airport. Because we have one item or one question, and it is related to all above questions (P1+P2+P3+P4), we will use the Chi-Square test and Anova analysis.

1. General Results about the Overall Satisfaction at Arrival: The chi-square tests

A chi-square test is used to examine the association between two categorical variables. While there are many different types of chi-square tests, the two most often used as a beginning look at potential associations between categorical variables are a chi-square test of independence or a chi-square test of homogeneity. A chi-square test of independence is used to determine if two variables are related. A chi-square test of homogeneity is used to determine if the distribution of one categorical variable is similar or different across the levels of a second categorical variable. In this part, we will use the test of independence which indicates the relation between the overall experience of arrivals and each variable from P1, P2, P3, and P5.

Using the SPSS, the table 19 shows the significance relationship between P5 and other parts of the arrival survey.

Table 19: Tests of Variables with Overall satisfaction at Arrival at the Destination

	Value	df	Asymp. Sig. (2-sided)	Significance(a)
A_A_checkin * age	56,851^a	20	,000	****
A_A_checkin * lodging	14,084^a	8	,080	**
A_A_checkin * purpose_visit	12,605^a	4	,013	NS
A_A_checkin * codage de nationality	9,417^a	16	,895	NS
A_A_techno * age	60,655^a	25	,000	****
A_A_techno * lodging	3,633^a	10	,962	NS
A_A_techno * purpose_visit	7,739^a	5	,171	NS
A_A_techno * codage de nationality				NS
A_A_luggage * age	41,830^a	20	,003	***
A_A_luggage * lodging	14,036^a	8	,081	**
A_A_luggage * purpose_visit	20,846^a	4	,000	****
A_A_luggage * codage de nationality				NS
A_A_passengers * age	47,827^a	20	,000	****
A_A_passengers * lodging				NS
A_A_passengers * purpose_visit	12,499^a	4	,014	NS
A_A_passengers * codage de nationality				NS
A_A_hospitalityservices * age	45,469^a	25	,007	***
A_A_hospitalityservices * lodging				NS
A_A_hospitalityservices * purpose_visit				NS
A_A_hospitalityservices * codage de nationality				NS
A_A_rest * age	88,022^a	20	,000	****
A_A_rest * lodging				NS
A_A_rest * purpose_visit	13,412^a	4	,009	***
A_A_rest * codage de nationality				NS
A_A_delivery * age	92,519^a	20	,000	****
A_A_delivery * lodging				NS
A_A_delivery * purpose_visit	11,340^a	4	,023	**
A_A_delivery * codage de nationality				NS

A_A_security * age	81,234[a]	20	,000	****
A_A_security * lodging				NS
A_A_security * purpose_visit				NS
A_A_security * codage de nationality				NS
A_A_helpful * age	62,080[a]	20	,000	****
A_A_helpful * lodging	6,119[a]	8	,634	NS
A_A_helpful * purpose_visit				NS
A_A_helpful * codage de nationality	24,282[a]	16	,084	**
A_A_claim * age	37,808[a]	20	,009	**
A_A_claim * lodging				NS
A_A_claim * purpose_visit				NS
A_A_claim * codage de nationality				NS
A_A_clean * age	54,389[a]	20	,000	****
A_A_clean * lodging	16,718[a]	8	,033	**
A_A_clean * purpose_visit	13,864[a]	4	,008	***
A_A_clean * codage de nationality				NS
A_A_restaurant * age	65,762[a]	20	,000	****
A_A_restaurant * lodging				NS
A_A_restaurant * purpose_visit	8,837[a]	4	,065	**
A_A_restaurant * codage de nationality				NS
A_A_toilet * age	48,437[a]	15	,000	****
A_A_toilet * lodging				NS
A_A_toilet * purpose_visit				NS
A_A_toilet * codage de nationality				NS
A_A_ambience * age	79,399[a]	20	,000	****
A_A_ambience * lodging				NS
A_A_ambience * purpose_visit	30,410[a]	4	,000	****
A_A_ambience * codage de nationality				NS
A_A_music * age	56,607[a]	20	,000	****
A_A_music * lodging				NS

A_A_music * purpose_visit	10,133[a]	4	,038	***
A_A_music * codage de nationality				NS
A_A_decoration * age	89,399[a]	15	,000	****
A_A_decoration * lodging				NS
A_A_decoration * purpose_visit				NS
A_A_decoration * codage de nationality				NS
A_A_WExpSatis * age	58,786[a]	20	,000	****
A_A_WExpSatis * lodging				NS
A_A_WExpSatis * purpose_visit	10,140[a]	4	,038	***
A_A_WExpSatis * codage de nationality				NS

(a) Legend:

**** : <0,001 = highly significant
*** : <0,05 = significant
**: < 0,10 = not/ medium significant
NS: >0,10 = Definitely Not Significant

As the end of the table 19 shows, the highly significant relation between overall experience question and other questions (a) Legend is below 0.001.

To synthesize, Table 20 shows only the items that are highly significant relation with the overall experience question (P5)

Table 20: Significant Variables Only with Overall Experience at Arrival at the Destination

	Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)	Significance(a)
A_A_checkin * age	$56,851^a$	20	,000	****
A_A_techno * age	$60,655^a$	25	,000	****
A_A_luggage * purpose_visit	**$20,846^a$**	**4**	**,000**	****
A_A_passengers * age	$47,827^a$	20	,000	****
A_A_rest * age	$88,022^a$	20	,000	****
A_A_delivery * age	$92,519^a$	20	,000	****
A_A_security * age	$81,234^a$	20	,000	****
A_A_helpful * age	$62,080^a$	20	,000	****
A_A_clean * age	$54,389^a$	20	,000	****
A_A_restaurant * age	$65,762^a$	20	,000	****
A_A_toilet * age	$48,437^a$	15	,000	****
A_A_ambience * age	$79,399^a$	20	,000	****
A_A_ambience * lodging				****
A_A_ambience * purpose_visit	**$30,410^a$**	**4**	**,000**	****
A_A_music * age	$56,607^a$	20	,000	****
A_A_decoration * age	$89,399^a$	15	,000	****
A_A_WExpSatis * age	$58,786^a$	20	,000	****
(a) Legend: **** : <0,001 = highly significant				

It is highly obvious that ages from P1 section is highly significant with the overall experience question. Using SPSS again, the Chi-Square Tests demonstrated that ages is highly significant (in italic in the table) with the overall experience at arrival status in BIA. The other variable is "purpose of visit" (in bold in the table).

Also, the cross tabulation method showed (table 21) most of respondents were satisfied from the overall experience that they had during their arrival stage at BIA. Data showed that 66.8% answered by agree and 9.6% strongly agree so as total 76.4 were satisfied from the airport services. And most satisfied groups are aged between 34 and 44 years old, 30.2% of agreed

respondents were from 35 to 44 years and because they are the most respondent group (31.6%) which is normal. People between 35 and 44 years old are the most frequent travelers for leisure for many reasons, escaping from work, save money, and explorative people. These ages had good experiences because they are expert in travels experiences and they can compare perceived services and make their opinions.

Table 21: Cross Tabulation of Ages and Overall Experience

		A_A_WExpSatis					
		strongly disagree	disagree	neutral	agree	strongly agree	Total
age	16-24years	1	1	4	58	0	64
	25-34years	2	2	35	90	5	134
	35-44years	7	5	24	101	21	158
	45-55years	1	4	18	63	20	106
	55years&more	2	0	12	22	2	38
Total		13	12	93	334	48	500

2. Checking Differences at Arrival Phase: The Anova Analyses

21. Checking Differences in Nationality

In this part, we will examine the homogeneity of the variance according to nationality of the respondents. Using Levene's test in SPSS software, the result shows that passengers' special needs facilities at the airport were significant to nationality nominal variable.

Continuing our test, we used ANOVA test for testing which variables has the relation with the nationality. The results showed that music at the airport, the quit zone/rest, and smoking facilities were related to the nationality nominal variable because the Fishers test indicates there is significance (F= 0.038). In addition, the test indicates that music variable has also related with the nationality of the respondents (F=0.026), and all other variables do not have relation with nationality of the respondents (F>0.05).

Music and rest zone variables have relationship with nationality, we did Duncan and Tukey tests to check the significance of music/noise and quit zone/rest areas variables with the right

nationalities. Results indicate that European and Asians have little influence on the music and rest facilities.

At the end, there is no correlation between arrival variables and the nationalities of the respondents.

22. Checking Differences in Purpose of Visit

In this part, we will examine the relation between the variables of arrival experiences of the respondents with their purpose of visiting Lebanon. Using Levene's test in SPSS software, results show that variables have relation with respondents' purpose of visits. Hospitality services in the airports such rental cars and hotel reservations, rest/quite zone and smoking, speed of luggage delivery, and music and noise in the airport, all of them had correlated to the purpose of visit.

Continuing our test, we used ANOVA test for testing which variables have the relation with respondents' purpose of visits. The results demonstrate that rest/quite zones (F= 0.11), cleanliness of the airport (F=0.047), and airport's ambiance (0.001) are significant with the purpose of the visit.

3. Explaining the Overall Satisfaction by Arrival Phase Experience: Regression Tests

Regarding ANOVA test, we can conduct a progression method because alpha is 0.002. Therefore, the progression test conducted with dependent variable is the question 17 about overall experience at arrival survey from Surv1 and the independent variables are the components created from the ACP method of P2, P3, and P4.

The results are shown in table 22.

Table 22: ANOVA for Overall Satisfaction (P5) and All PCS Components

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.222	**.049**	.034	.73981	.049	3.184	8	491	**.002**	1.934

Even if the importance of explanation is not high ($R^2=0.049$), the test is significant (1-p=0.002). So, we can generate a model according to the regression test by considering Y is the overall satisfaction level and a, b, c, the different explaining factors. Results of the Regression test with the coefficients are in table 23.

Table 23: Coefficients for Regression test to explain Overall satisfaction at Arrival phase

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	3.784	.033		114.372	.000	3.719	3.849			
REGR factor score 1 for analysis 1	-.017	.036	**-.022**	-.475	.635	-.087	.053	-.074	-.021	-.021
REGR factor score 2 for analysis 1	-.030	.035	**-.040**	-.870	.385	-.099	.038	-.034	-.039	-.038
REGR factor score 3 for analysis 1	-.014	.033	**-.019**	-.433	.665	-.080	.051	-.032	-.020	-.019
REGR factor score 1 for analysis 2	.037	.036	**.049**	1.010	.313	-.035	.108	.062	.046	.044
REGR factor score 2 for analysis 2	-.004	.034	**-.005**	-.114	.909	-.071	.063	-.001	-.005	-.005
REGR factor score 1 for analysis 3	.071	.034	**.095**	2.108	**.036**	.005	.138	**.096**	.095	.093
REGR factor score 2 for analysis 3	.094	.034	**.125**	2.730	**.007**	.026	.161	**.132**	.122	.120
REGR factor score 3 for analysis 3	-.095	.034	**-.126**	-2.798	**.005**	-.161	-.028	**-.136**	-.125	-.123

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As results show, the model will be as follow:

$$Y = ax1 + ax2 + ax3 + bx4 + bx5 + cx6 + cx7 + cx8 + \varepsilon$$

Y= overall satisfaction

With:

- ➤ ax is the component of P2 (service process)
- ➤ bx is the component of P3 (people)
- ➤ cx is the component of P4 (physical Environment)

The graphical version of the conclusions of the regression is presented in figure 18.

Figure 19: Regression Components Model of Overall Satisfaction at arrival phase
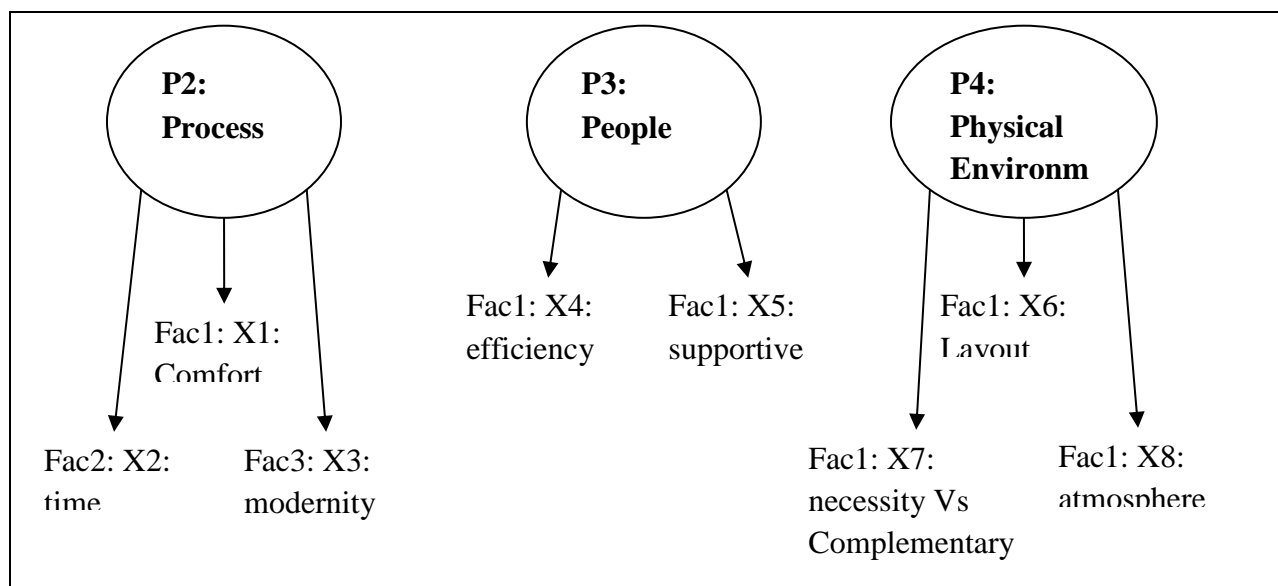
Using the coefficient table to complete the model:

$$Y = -0.022x1 - 0.040x2 - 0.019x3 + 0.049x4 - 0.005x5 + 0.095x6 + 0.125x7 - 0.126x8 + \varepsilon$$

Or in detail:

Y= - 0.022 comfort – 0.040 time saving – 0.019 Modernity + 0.049 efficiency – 0.005 supportive + 0.095 layout + 0.125 necessity and complementary – 0.126 atmosphere + ɛ

Going back to table 23, the only factors have significant data are the last three factors, Factor 6 has 0.036 significant levels, Factor 7 has 0.007, and Factor 8 has significance level equal to 0.005. These three factors go to P4 which is the physical environments of the airport. But, the last factor has a negative correlation with the satisfaction (0.136). Therefore, we can conclude that physical environments of the airport have an influence on the travelers' satisfaction level, first two factors are influencing positively which are the layouts of the airport and all necessity needed for the travelers. But, the third factor which is the atmosphere was influencing negatively on the satisfaction of arrivals.

Figure 20: Standardized Residual Distribution of the Regression about Overall Satisfaction at Arrival Phase
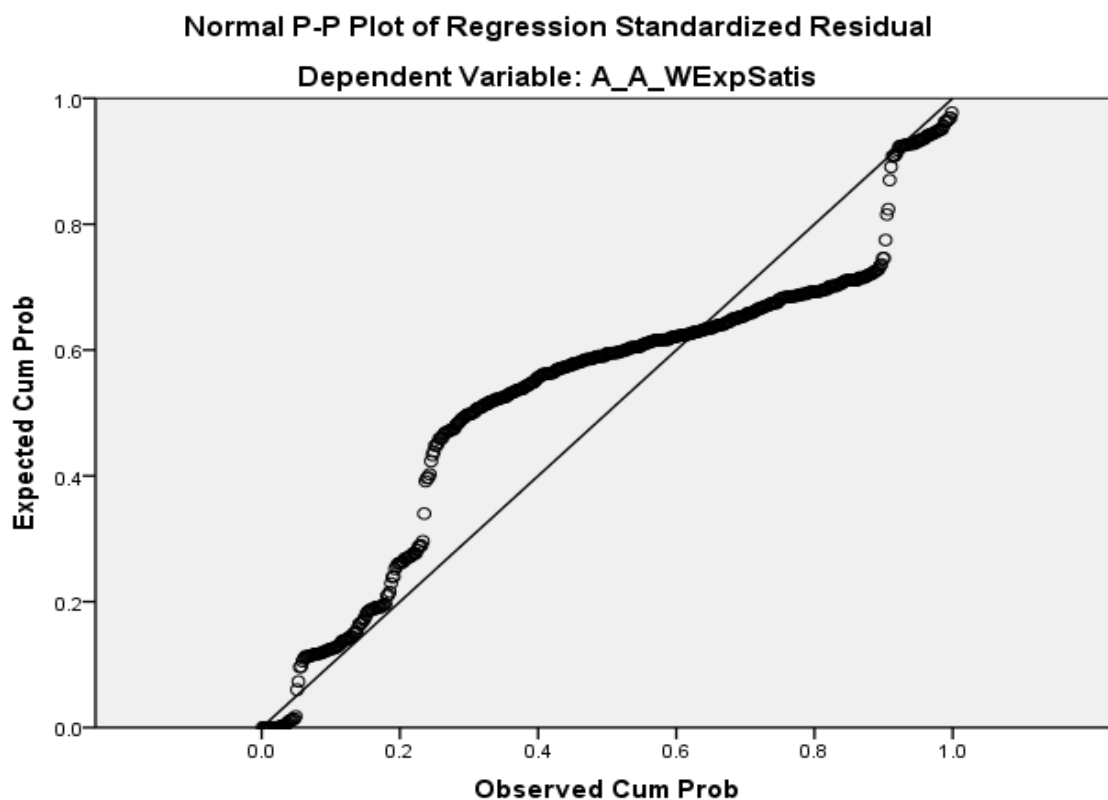
It is true that P4 has influence on P5. In other words, physical environment of the airport has influences on the arrival overall satisfaction. But the overall influence is only 5%. Therefore, the 16 questions that are downsized by ACP methods to eight components were not enough to describe the satisfaction level of the respondents. Also, figure 19 shows that there many

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deviations between the main dependent variable (overall satisfaction) and the independent variables which are the 8 factors extracted from the ACP method used for P2, P3, and P4. Factors are not well distributed regarding the main variable which is the overall satisfaction level of the arrivals.

We can conclude that **respondents were satisfied from airports' personnel, service process, and physical environments, but their overall satisfaction is not only explained by these elements**. This conclusion suggests that the Airportscape and experience at the Airport have little impact on the overall satisfaction.

B. The Impact and Quality of the Destination Experience: the Stay Phase

The second part of Surv1 consisted of data collected from the same traveller that filled the arrival survey. The data is related to his/her stay experience (accommodation, restaurants, and touristic destinations) and the experience in the airport during departure time. This survey was distributed at the gates places where all travellers passed thru the overall holidays experiences.

Firstly, we have to mention that most respondents have been chosen according to their accommodated place. As we can see in table 13 that 92.2% of our respondents they used hotel services for their accommodations. Second, this survey has 5 parts; hotels services (P6), restaurants (P7), destinations services (P8), airport's check-out services (P9), and overall visit experiences (P10).

1. Factors and Impact of Hotel Services (P6) During the Stay

P6 part is related to the hotel services provided to respondents during their stay in Lebanon. This part contains seven questions related to hotel's facilities, prices, food quality, hotel's personnel, cleanliness, speed of service, and the overall experience.

11. Factors of Hotel Services

After entering the data on SPSS software and asking for ACP analysis, the results are shown in table 24.

Table 24: PCA for Hotel Services

	Component		
	1	2	3
	Personnel	Price vs Value	Diversity
S_H_variety	.005	-.133	**.790**
S_H_price	-.087	**.802**	-.172
S_H_food	.016	*.598*	*.577*
S_H_friendly	**.713**	-.227	-.007
S_H_clean	**.706**	.423	-.100
S_H_speed	-.548	.084	-.422

First, we can find that the six questions (without the overall experience) were reduced to three components by using the ACP method. Interpreting each component, we find that:

- The component 1 has the friendly spirit of hotel's personnel (0.713) and the cleanliness of the hotel (0.706) areas that were high and positively reliable.

In other words, who were satisfied from the hotel staff, they were also satisfied from the cleanliness and organizing status of the hotel. These two variables of this component are directly related to the **personnel** of the hotel.

- The component 2 has the variable of price (0.802) which has the highest level.

That's why we can name this component the **price value** where respondents looking for the prices according to the perceived value.

- And the component 3 is related to the variety of facilities in the hotel.

In other words, it is the **diversity** of services in the hotel and especially in food because food variable equal to 0.577.

12. Impact of Hotel Services on Overall Satisfaction

Going to the last question of P6 which is related to the overall experience in the hotel, we did regression method with the three factors created from ACP method and the result shows there is no significance between the overall experience in the hotel and the other factor that include hotel's personnel, price and value, and the diversity of services.

Also, we did the regression method with question number 31 from P10 related to the overall service of the hospitality services with the three factors from ACP method.

We observed that the Hotel services explain only 2.6% of the overall satisfaction.

2. *Factors and Impact for Restaurant Services (P7) During the Stay*

P7 part is related to the restaurant services provided to respondents during their stay in Lebanon. This part contains seven questions related to restaurant's menu, services, prices, delicious food, creativity, locations, and the overall experience.

21. *Factors for Restaurant Services*

After entering the data on SPSS software and asking for ACP analysis, the results are shown in table 25.

Table 25: PCA for Restaurants Services

	Component		
	Location 1	Prices 2	varieties 3
S_R_menus	.124	.466	**-.629**
S_R_services	.107	.271	**.780**
S_R_prices	-.352	**.688**	.073
S_R_fresh	**-.642**	-.110	-.077
S_R_trendy	.378	**.605**	.044
S_R_easyaccess	**.732**	-.113	-.061

First, we can find that the six questions (without the overall experience) were reduced to three components by using the ACP method. Interpreting each component, we find that:

- The component 1 has the freshness of food (-0.642) and restaurants easy access (0.732) that are oppositely correlated. This means people were satisfied from the location and from the visibility of the restaurants were also unsatisfied from the freshness and deliciousness of food. These two variables of this component are directly related to the **location** of the restaurants.

- The component 2 has the variable of price (0.688) and the trendiness (0.605) of the menu which is logical because more creativity in menu items the higher prices will be charged on customers.

That's why we can name this component the **price** where respondents are looking for the prices according to the menu offered.

- And the last component (Factor 3) is related to find the favourite menu (0.629) and quality of services (0.780) which are oppositely correlated according to the respondents. In other words, who was satisfied from service quality of the restaurant, they could not find their favourite menu. Thus, the **varieties** of food related to the variety of services.

22. Impact of Restaurant Services on Overall Satisfaction

Going to the last question of P7 which is related to the overall experience in the restaurant, we did regression method with the three factors created from ACP method.

Data showed that all variables of P7 parts, the experiences of respondents at restaurants, have no relation with the last question related to the overall experience in restaurants. In other words, there is no significance between the overall experience in the hotel and the other factor that include to restaurant's menu, services, prices, delicious food, creativity, and locations.

3. Factors and Impact for Hosting and Destinations (P8) During the Stay

31. Factors for Hosting and Destinations (P8)

P8 part is related to the hosting and destinations experiences of the respondents during their stay in Lebanon. This part contains six questions related to the expensiveness of the touristic places, cleanliness, access, varieties of shopping centres, personnel attitudes in destinations, and the overall experience question. Using the SPSS software and doing the ACP analysis, the results are shown in table 26.

Table 26: PCA for Hosting and Destinations

Rotated Component Matrix[a]

	Component		
	1	2	3 Good value
	Technical accessibility	Shopping facilities	
S_D_tqsitesprices	.342	.302	**.610**
S_D_tqsitesclean	**.789**	.196	-.061
S_D_easyaccess	**-.682**	.511	.158
S_D_varietyshopping	.082	**.872**	-.128
S_D_friendly	-.070	-.100	**.614**
S_D_speed	-.261	-.106	.599

We can find that the six questions (without the overall experience) were reduced to three components by using the ACP method. Interpreting each component, we find that:

- The component 1: cleanliness of touristic places (0.789) and the easy access to these touristic places (-0.682) are oppositely related to each other. Therefore, the **technical accessibility** might be the main components name of these two variables.

- The component 2 has one main variable which is the varieties of shopping centres (0.872) which indicates that there is a variety of **shopping facilities**.

- The component 3 is related to the prices of the destinations (0.610) and friendly (0.314) behaviour of the destination's personnel. Thus, these two variables can be related to the **good value** perceived by the respondents during their visits to these destinations.

32. Impact of Hosting and Destinations (P8) on Overall Satisfaction

We did regression method for the above three components with the dependent variable question number 38 from P8 which is related to the overall , the results indicate that factor one and two are significant but component factor number three is not. Therefore, the first two components; technical accessibility and shopping facilities, both are negatively influencing the overall experience.

Also, we tested the relation between question number 50 from P10 (Touristic destinations were superb) and the three components created by the ACP method used for P8 section. Results

indicate that no significance correlation between these components and the destination overall experience part (P10).

C. The Airportscape Factors and Impacts at Departure

This part is the third part from Surv1 where respondents' answers are related to their check-out (from Lebanon) experience at Beirut International Airport.

1. Factors and Impacts of Airport Check-out (P9) at the Departure Phase

The part P9 contains eight questions related to parking facilities, checking control and personnel response, check-in process, passport control, duty free services, music, airport's cleanliness, and the equality of service between arrival and departure.

11. Factors of Airport Checkout at Departure

Using the SPSS software, the ACP method indicates through table 27 that the seven variables (without the last question) downsized to three components.

Table 27: PCA for Airport Check-out

	Component		
	1	2	
	Inside	manage	3
	outside	ment	Staff
A_D_parking	**.553**	-.176	-.072
A_D_helpful	.066	-.264	**.839**
A_D_checkin	.130	**.591**	-.117
A_D_security	**.721**	.017	.002
A_D_restaurant	-.094	.454	**.584**
A_D_music	**.620**	.321	.102
A_D_clean	.086	**-.633**	-.037

- First factor components has three variables; parking facilities (0.553), security procedures (0.721), and music (0.620). Therefore, this component is related to **outside and inside** of the airport.

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- Second factor has two opposite variables; check-in procedures (0.591) and cleanliness of the airport (-0.633). The **management** of the airport might be related to such variables, in planning or implementing strategies for departure procedures. The third components related to **airport's personnel** because the two variables which have the highest alpha are the responsiveness of airport's personnel (0.839) and with duty free service level (0.584).

If we add the last question: *I had the same experience as when I arrived,* nothing will change in the number of components as table 28 demonstrates. The first two components still the same, but components number three related to airport staff has new variable which is the airport overall experience and it is negatively related to the other two variables (-0.648).

Table 28: Second PCA for Airport Check-out: Adding Overall Experience

	Component		
	1	2	3
A_D_parking	.556	-.187	-.011
A_D_helpful	.012	-.121	.649
A_D_checkin	.144	.555	-.108
A_D_security	.715	.032	-.035
A_D_restaurant	-.119	.517	.510
A_D_music	.618	.327	.115
A_D_clean	.090	-.654	.119
WExp_airport	-.048	.083	**-.648**

This analysis for P9 part indicates that there is no significant relation between the factor components and the overall experience of travelers during their visit to BIA.

Also, there is no significant relation between the overall experience in the airport during check-out and the main variables of P9.

12. Impacts on Further Intentions toward the Destination

The last part (P10) from Surv1 is related to the overall satisfaction of tourists according to their whole experiences they went thru their holidays. This part contains five questions, each question

indicate the satisfaction level in airport, destinations, and hotels. The last question is about the intention of going back to Lebanon or not.

Therefore, we used the correlation method to check if there is any significant relation between the intended well of revisiting Lebanon and the overall experience in each stage of the holidays. The results show that there is significant relation between the overall vacation experience and the intention to revisit Lebanon (0.022) but the correlation is too low (0.102). In addition, there is a significant relation between destinations overall satisfaction and the intention of going back to Lebanon (0.032). But also, the correlation between these two variables is too low and negative (-0.096).

Summary of Surv1 Findings

Surv1 divided into three parts; arrival, stay, and departure surveys.

These surveys findings showed that the satisfaction level of tourists is somehow related to the airport, hotel, and destinations services. The word <u>somehow</u> is used because the significant relation is not always shown in the data analysis. In addition, if there was a significant relation between satisfaction and the consumed service, the correlation will be low or negative.

Therefore, we are going to do more research to identify the real relation between airport experience and the overall experience of "pure" tourist during their holidays.

SECTION 2- SURV2 DEMONSTRATIONS AND RESULTS

Surv2 was oriented to French consumers who did not visit Lebanon. The scenario of the questionnaire consisted in showing them photos from the destinations and asking them if they like to visit such places. Then, we explained them about the airport experiences and if they still like to go. After, we told them that the destination is Lebanon and if they still want to visit.

The results of these relationships are presented in details.

A. The Initial Decision to Visit Destination

Before indicating which variables influence the decision to visit the destination, it is important to explain that in the survey 3 there were three questions related to the chance of visiting the

destination.

Question number three is related to the images shown in the beginning of the survey. The answer of this question is considered the initial decision to visit destination. Question number six was asked after telling the respondents about the airport experiences. Question number thirteen is answered after knowing that the images are from Lebanon and knowing the safety and security issue of Lebanon. The answer for this question will be considered as the decision of visiting Lebanon before thinking about the airport's experience. Finally, question number sixteen will be answered after knowing the airport experiences of Lebanon, BIA, and this answer will be named as the final decision to visit Lebanon.

Therefore, the analysis of this part will be related to the first question which is number three in the survey. This question will be examined if it is related to the previous two questions. The content of the first two questions is about the images and if they like to visit such places. In addition, we offered them 4 days in this destination with affordable cost and nice accommodation. Thus, question three asked them if they like to go there.

Before using the ANOVA's Test or regression test, we have to check if these answers were correlated to each other. The Results shows a highly correlated relation between these images and taking decisions to visit such sites.

After checking the correlation between variables, we continued with the regression method, and the results indicate that a highly significant relation between takings decision to visit such places and images with the decision for going there for 4 days vacations.

So we can conclude that respondents want to visit this destination because they liked the images and they liked the idea about 4 days of holidays with good stay experience. Now, the main question is; does the desire of visiting this destination will change after knowing the experience of the airport?

B. Changes in Visiting Intentions due to Airport Experience Impact and Representations about the Political Instability of the Destination

In the second part of the survey, respondents are answering without knowing the destination name or the place name of the images. Therefore, we asked them a general question about their

desire to visit the destination and knowing that the airport experience could be bad or good. We will examine if this change will influence the initial desire of visiting destination. In other words, we will check if airport service is a mediator factor has an influence on the decision of tourists for visiting the destination. As figure 20 explains the role of airport service

Figure 21: The Impact of Airport Experience on Desire toward the Destination
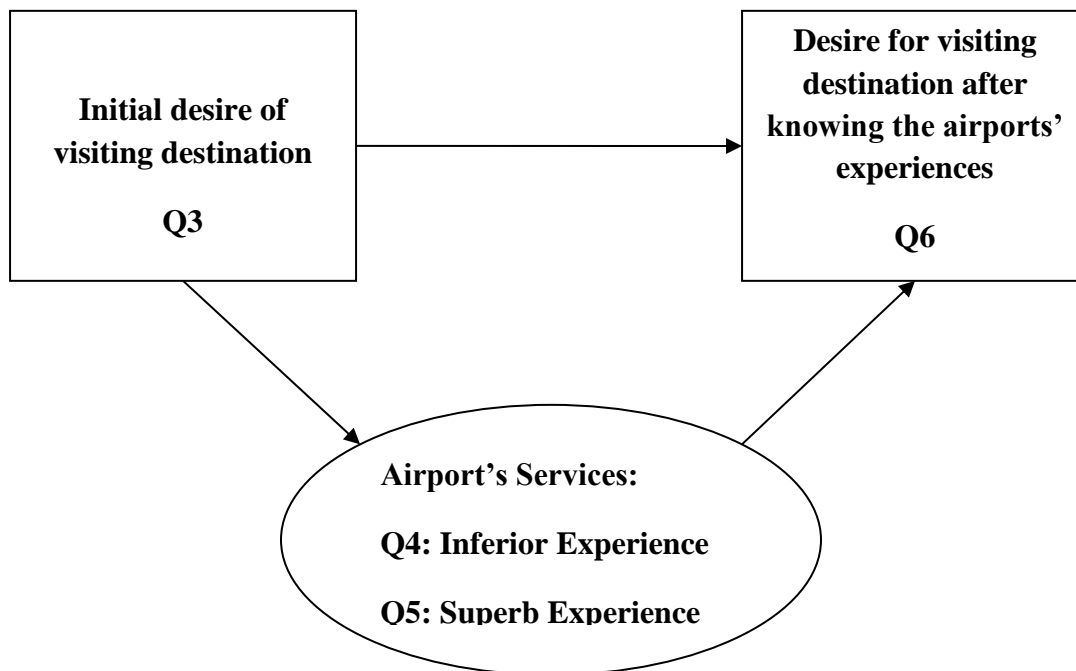
First, we will examine the correlation between the initial desire (Q3) and the desire of visiting the destination with knowing the experience at airport will be inferior (Q4) or the superb (Q5). Using the SPSS software, the correlation between the two desires is highly significant where we can continue to test if airport's experience will influence the desire to visit beautiful destinations.

Table 29: Correlation of Initial Desire and Airport Experience

		q0015_0001	q0012_0001
q0015_0001	Pearson Correlation	1	.926[**]
	Sig. (2-tailed)		.000
	N	508	508
q0012_0001	Pearson Correlation	.926[**]	1
	Sig. (2-tailed)	.000	
	N	508	518

Also, the experience at airport had a highly significant correlation (table 29) with the chance in visiting destination questions. In other words, whether the experience is inferior or superb there is a change from the initial desire to visit the destination to the desire after knowing the airport experience. Therefore, we will examine the relation by using the ANOVAs test to check if the relation is significant or not.

Testing the regression method between desire for visiting the destination and the airport's experiences showed that a highly significant relation between decision taking to visit the country and the airport experience. Results indicate the highly significant relation between the answers of question 6 and answers of questions 4 and 5.

1. Relation between Intention to Visit the Destination and Inferior Experience at Airport

Table 30: Regression for Inferior Experience and Desire to Visit

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	384.164	1	384.164	115.298	.000[a]
	Residual	826.320	248	3.332		
	Total	1210.484	249			

Table 30 shows that an inferior experience at airport will change the desire of the respondents to visit the destination. Therefore, **we can demonstrate that the chance for visiting a destination**

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will decrease if the experience of the airport is bad. For example, the respondent who has the chance of 90% to visit the destination of the showed images, this chance decreased after knowing that the airport experience might be inferior.

2. Relation between Intention to Visit the Destination and Superb Airport Experience

In contrast to inferior experience, the superb experience at airport encourages the respondents to visit the destination. **The desire of visit increased when they knew that airport experience might be excellent.** Table 31 indicates the regression significant between answers.

Table 31: Regression for Superb Experience at Airport and Desire to Visit

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	731.526	1	731.526	120.332	**.000[a]**
	Residual	1562.359	257	6.079		
	Total	2293.884	258			

In addition, we can demonstrate that airport experience is a mediator factor between the initial desire and the desire after knowing airport. Using hierarchical regression, dependent variable is the desire to visit the destination after knowing the airport experience and independent variable is the first desire plus a next block with same dependent but inferior airport experience as independent. The results indicate that a higher R-square is resulted when adding the airport experience and both variable are highly related to the decision taken to visit the destination. Adjusted R-square increased from 27.5% to 60.1% when we added the inferior airport experience.

Same analysis for superb airport experience, but in this case the respondent increased their chance to visit their destination. They are encouraged by airport service to visit the destination. Adjusted R-square increased from 25% to 52.1% when we added the excellence of airport experience to the decision taken to visit the country. And a Beta coefficient is highly significant with -0.524 which means that respondents change their responses with a direct relation to the question meaning. In other words, if they had the chance of 20% to visit the destination, now

after knowing that the airport experience will be good, they increased their chance to more than 20%.

3. *The final desire to visit the destination*

31. *The Final Desire Decision for Visiting Destination if it is Lebanon….*

We told our respondents that these images are located in Lebanon and we asked them if they still want to visit the destination or the chance to visit still the same or not. Also, we used the regression method to check if the political situation and terrorism issue is influencing the final desire. Table 32 showed the highly significant relation between the two variables with the final desire. Also, results show that there is a highly significant relation between decision taken to visit Lebanon with the political and terrorism situations. In other words, respondents were influenced by the situation of Lebanon in order to take decision for visiting or not even if they know that the accommodation and stay experience will be great.

Table 32: Significant Relation with Lebanon Political Situation

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.288	2	280.644	146.216	**.000**
	Residual	917.461	478	1.919		
	Total	1478.748	480			

32. *...According to the Initial Desire and some other Variables*

The survey questions tested the opinions of the respondents before and after certain variable. In this part, we will examine the chance of visiting the destination after knowing the political, safety and security situations of this destination. Respondents knew that these pictures are located in Lebanon. This part will test the final desire of visiting Lebanon as touristic destination without telling respondents the situation of airport experience. Also, regression method indicates that some variables are significant and others are not, and some of these variables influence negatively the decision of visiting Lebanon. We centred the variables and did a mediator test to check which variable are influencing the final desire decision. Table 34 shows the coefficient of variables that influenced the final decision of visiting Lebanon.

Table 33: Relationship between Final and Initial Desires with other Variables

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.378	4	67.094	8.526	**.000**[a]
	Residual	3722.393	473	7.870		
	Total	3990.771	477			

Table 34: Beta Coefficients for Final Decision Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.569	.129		-4.400	.000
	initialdesire	.142	.082	.077	1.727	.085
	Zscore(q0016) Êtes-vous déjà allé une fois au Liban ?	.398	.131	.139	3.045	**.002**
	Zscore(q0018) Avez-vous une idée de la situation politique du pays et des risques d'attaques terroristes?	.245	.127	.088	1.929	.054
	Zscore(q0019) D'après vous, le risque d'actions terroristes dans ce pays est	-.489	.128	-.171	-3.837	**.000**

Considering Y= final desire to visit Lebanon
With:

- ➤ ax1= desire initial to visit destination (not Lebanon)
- ➤ bx2= the chance for previous visit to Lebanon
- ➤ cx3= idea about political situation in Lebanon
- ➤ dx4= terrorism attacks level

The model will be as follow:

$$Y = 0.077x_1 + 0.139x_2 + 0.088x_3 - 0.171x_4 + \varepsilon$$

We exclude from the table that the chance of initial desire for visit has no relation with the final decision. It is logical because respondents might change their answers regarding to some variables. Also, the chance of being in Lebanon is significant with the final desire and is influencing positively the chance to visit Lebanon. In addition, the idea about the political situation in Lebanon is not significant with the final desire because not all respondents have an idea about the political situation in Lebanon.

Finally, the most important variable that influenced negatively the desire to visit Lebanon is the safety and security levels. Respondents changed backward their decision to visit Lebanon after knowing Lebanon political situation. This variable is highly significant with the final decision. Therefore, the moderators in this model are the political and terrorism situations in Lebanon and the chance to be in Lebanon. For who had the chance and visited Lebanon, he increased the chance in the final decision. And for who knows the safety and security issues in Lebanon, they decreased the chance to visit Lebanon.

3. *The Final Desire Decision when knowing that the Airport is Beirut International Airport*

In this part, respondents were asked about their desire for visiting Lebanon with knowing the airport experience might be superb or inferior. The results show that the airport experience for both inferior and superb with their moderator have the highest R-square percentages. Thus, table 35 shows that R-square changes in percentages from one variable to another which means that the model is dependably related with these variables to decide whether to visit Lebanon or not.

Table 35: Potential Moderators' for the Desires in Visiting Lebanon

Model	DV (Q18)	ID	R-Square %	Significant
1	Final Desire decision	Superb Exp	13.2	Yes
		Inferior Exp		
2	Final Desire decision	Superb Exp	14.3	Yes
		Inferior Exp		
		Moderator of Both (Sup+bad)		
3	Final Desire decision	Model 2 + Foreign Exp (Q19)	15.4	Yes
4	Final Desire decision	Model 2 + Muslims countries exp	14.8	Yes
5	Final Desire decision	Model 2 + Q21	14.1	No
6	Final Desire decision	Model 2 + languages (Q22)	14.5	No
7	Final Desire decision	Model 2 + familial status (Q24)	14.5	No
8	Final Desire decision	Model 2 + professional Status(25)	14.8	Yes
9	Final Desire decision	Model 2 + Q26	14.7	Yes
10	Final Desire decision	Model 2 + education level (Q27)	14.8	Yes
11	Final Desire decision	Model 2 + Degree (Q28)	14.5	Yes
12	Final Desire decision	Model 2 + gender (Q29)	14.1	No

> ### *Summary of Surv2 Findings*
>
> We can conclude that airport has influence on the final decision to visit Lebanon, but this influence is too low. R-square is lower than the R-Square of the final decision after knowing the country (37%).
>
> In other words, respondents were aware from the airport experiences at the beginning of the survey when they did not know that the destination is Lebanon.
>
> But after knowing the destination name and its political and safety situations; they were less aware about the airport experiences. Going back to our variables, we can say that speaking many languages influences the final decision of visiting Lebanon (R=15.4 %). Other variable has little increase in the percentages.

SECTION 3: SURV3 DEMONSTRATION AND RESULTS

Surv3 was oriented to pure tourists who are spending their holiday in Lebanon, although the political situation is not considered as very safe.

The results of their point of view are detailed here.

A. The choice of Lebanon for spending holidays

In the section 2 of the structured interview, the interviewees were asked to for the reason why choosing Lebanon as touristic destination. The answers vary for different reasons. The reasons discussed as follow:

1. Recommended by Friends or Family Member

As a first visit to Lebanon, some tourists came according to their friends' recommendations. Four out of ten came in their first visit with the support of their friends or family. *Our best friends came to Lebanon 5 years ago, and from that time each time we see them, they talk about Lebanon and about the great memories they got there* (**P1**). For this interviewee, her friends visited Lebanon 5 years ago and they had a great time, so they advised her to visit Lebanon when she can**.**

For other tourist, one of his friends has a house in Lebanon, so he invited him to spend some good time in this destination. (**P5**) *One of my friends has house here in Lebanon in Alley area.* Also, some friends advised the tourist about some destinations in Lebanon, places to visit and to not visit. (**P7**) *I have some friends here who advised me where to go and where not.* In addition, one of the interviewee decided to visit Lebanon because her friend works in Lebanon and has the chance to know the country before her. *(***P10***) My friend is a dancer here in Lebanon, she invited me to come.*

2. Previous Visit

Also, some tourists had the opportunity to know the country before the interview time. This opportunity guided them to re-visit the country. For sure they got good memories and they want to repeat these great memories or they were in Lebanon in business trip and decided to comeback for leisure and tourism. (**P4**) *Because all previous visits were for business, I decide this time to be sightseeing visit, we come to Lebanon for recruiting, and Lebanon has qualified main d oeuvre in this domain.* Some of them want to refresh the memories they got during previous visits such as (**P6**) *I come for enjoying nightlife and some gambling at casino du Liban.* One of them Lebanon became in his blood because of the many visits he had to Lebanon, more than 10 visits, (**P8**) *Lebanon is in my blood.* In addition, decision of re-visit the country comes directly after the previous visit*;* (**P9**) *decision is taken from last visit.*

3. Lebanon Characteristics

Interviewed tourists selected Lebanon as touristic destination because of its beauty of nature that tourists need it to fill their needs and wants. For example, during the interview time of the year, the ski season was in the highest level. Tourists come for skiing or letting their kids to play with the snow. (**P3**) *I visit Lebanon every year for skiing.* Or they visit Lebanon for its natural beauty, (**P5**) *I had the curiosity to visit this country which it seems a nice place to visit. (***P 4***) I came for tourism.* Most of gulf or European nationalities choose Lebanon for skiing or gambling or any touristic reason because it is a convenient place for them. It is maximum 3 to 4 hours flight from their departure destination. *(***P5***) it is 3 hours distance and this time of the year there is snow which we don't have in Kuwait.* (**P9**) *It is 3.5 hours from France.* Or because of nice weather, lifestyle, or open social culture that Lebanon has, and other country doesn't have, especially gulf

area. (**P6**) *Lebanon has an open lifestyle different than our country, I come for enjoying nightlife and some gambling at casino du Liban. Lebanon is the democracy life style, freedom in life, and open for all types of tourists.* Another reason of choosing Lebanon is that most of Lebanese residents speak three languages which can be a big support for tourists. In Lebanese schools, English and French are given equally for all students. (**P6**) *we like Lebanon because it is an Arabic country we speak same language and it is easy for us to communicate in this country.* (**P9**) L*ocals speak French.*

As a conclusion, the interviewed tourists decided to visit Lebanon because of their friends' stories or invitations, or because they had the opportunity to be in Lebanon and they decided to comeback; or the destination are convenient to their need such as the distance between their countries and Lebanon or because of the languages spoken. And finally, they heard about Lebanon and they like to visit it.

B. Arrivals' Experiences at BIA Airport

In this part, interviewees were asked about their experiences during their arrival time at BIA and how this experience influences the overall satisfaction of the trip. And we asked them a general question, if they had bad or good experience during arriving time at airport, does this experience impact their re-visit decision or the image about the destination that they going to visit?

First, we checked with tourists the arriving experiences at BIA. Most of them were satisfied from airport's services. (**P3**) *At BIA we didn't get any bad experience.*

Most of interviewed tourists said that airport experience at arriving time influences them negatively or positively and impacts their trip in a way or other. (**P4**) *Definitely, good experience will impact positively on my trip, I like BIA airport. (**P9**) I had a good experience during arriving, impacted me positively.* These codes are not précising what kind of impact but they demonstrate that airport arriving experiences impacted the tourists satisfaction level. Therefore, we went in deep to the type of influences that arriving experiences can do to the tourists? Some of them said that quick check-in to the destination at the airport will **save time** for visiting more places or to take a longer rest from the flight. (**P1**) *We arrived early to the hotel. (**P2**) the good experience will impact my visit positively, each additional hour in the country is considered as precious hours to visit more destinations.* In other side, tourist lost their bag because of late

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check-in to the destination, (**P3**) *Yes one time there were many "Haggags" come from "OMRA", so we waited more than 3 hours for check-in and I lost one of my bag. (***P9***) I don't like to pass most of my time in airports. (***P5***) The airport experience was normal.* (**P10**) *My experience at BIA was good but if i had a bad experience will annoyed me a lot.*

Most of tourists said that experience at arriving stage at airport influences **the image** of the destination. In other words, they will have a negative impression about the destination if they get bad experience or oppositely. (**P3**) *bad experience at arrival time leads to change my mind about this destination. (***P5***) good experience is important, especially if it is my first visit to this country, I will judge the country based on the airport services.* (**P7**) *I give an importance for airport service because most of the time it gives me an idea about the country.*

Others commented that they will **not stay all planned duration** if they got bad experiences at arrival time. (**P2**) *if I got bad experience during arrival, I will take decision to not stay too much time in the country and especially this is my first visit, so I will get wrong impression about the country.*

Another tourist says that he will **take into consideration** what happened with them before take a decision to visit a destination with a bad airport service. (**P6**) *bad experience will let us thinking twice before coming. (***P8***) annoyed from the arrival time and departure time and sometimes we cancelled our visit because of the airport's services.*

Bad **mood** can be one of the impacts from bad arrival time or vise versa. (**P8**) *the airport arrival was very bad and we were all the holidays have a bad mood from that experience.* (**P10**) *I won't be comfortable during my stay.*

As a conclusion for the arrival experience and its impact, we can explore from tourists that the arrival experience at BIA not bad at all. And in general, the experience at arrival stage will impact the tourist directly by changing his impression about the destination, think more if they comeback or no, or even cancel some days from the holidays.

C. Departure Experience at BIA Airport and its Impact

As per previous part, we asked tourists about their experiences at airport but during their departure stage. Some of them did not get the chance to go thru the departure experience at BIA

because it is their first visit to Lebanon. **(P5)** *No departure yet from BIA.* Therefore, we had a general question to them which is related to the impact of departure experience toward the overall satisfaction of the trip. **(P5)** *but usually good experience makes me feel comfortable about the country that the destination wasn't fake everything organized and well maintained.*

In other words, does the departure experience have any changes in the mind of the tourist about the destination? The two main results that might be produced from the departure experience are the re-visit decision and recommending the destination to their friends and family. Thus, the answers to such questions vary between tourists. Some of them indicate that they had bad experience without mentioning any impact; **(P9)** *Departure experience can influence the whole satisfaction of the trip.* **(P7)** *Bad experience leads to bad impact.*

Most of tourists commented that any experience (positive or negative) at departure time will influence on the decision <u>to re-visit the destination again</u>. **(P1)** *For me bad experience will make me unhappy, and I will think more in deep to comeback.* **(P4)** *Yes the bad experience lasts with me and it can influence my decision of come-back.* **(P10)** *I did not have yet departure experience but I think if my experience at the airport during departure is rubbish, I won't come back again.*

Also, good experience will be memorized as the bad one in the in the mind of the tourists and they will take it into consideration during re-visit decision. **(P4).** A *good experience will influence my decision to comeback, each experience I had in any trip will be saved in my mind.* Also, BIA departure experiences were mentioned in the comments of tourists, and most of them were positive experiences. **(P6)** *I like the departure time at Beirut airport, they have VIP lounge which include comfortable couch and delicious food, this experience will let me going to my country well maintained.* **(P7)** *Beirut airport has normal procedures and normal process that any passenger went thru in order to check in or check out.*

Another part of tourist said that the departure stage finalize the impression about the destination. In other words, if the arrival experience gives a <u>first impression</u> about the destination, the departure experience gives a <u>final impression</u> about the visited destination. **(P6)** *A good experience at departure will lead to a finalise image about the whole trip. Maybe bad experience will lead to bad impact and forgetting the whole stay experience.*

After checking the satisfaction of tourists in each stage alone during arrival and departure stages and the impacts of these stages on the overall trip experiences, we can conclude that all tourists have been influenced by the airport's services. Also, all of them had good services at BIA and the image about Lebanon in their mind changed according to these experiences. In addition, their opinions about changing destination because of airports services were positive. They will not choose any destination has a bad airport's experience. The next part will discuss the importance of tourists' experience at destination enterprises such as hotels, restaurants, and touristic destinations.

D. Destination Experiences and its Impact

In this part, tourist told their experiences at hotel, restaurant, and touristic destinations service and their impacts on the overall trip's satisfaction. For the hotels services, different experiences and opinions shared by tourists. More than 60% of interviewees were satisfied from their hotels' services. (**P1**) *hotel service is good. (***P5***) Superb hotel, (***P6***) Coral beach is good hotel.* (**P7**) *hotel has good services with varieties of facilities. (***P8***) Yes the hotel is perfect.* Other part of interviewees, around 20% were neutral satisfied because of the service versus prices. (**P2**) *it is an inexpensive hotel with limited facilities. (***P10***) the hotel is small with limited facilities but organized and clean.* And the 30% left were unsatisfied from their hotels because of the quality of service and hotel's room prices. (**P3**) *hotel is expensive for nothing. (***P4***) This hotel is rubbish, expensive without value. (***P9***) Hotel experience is very bad because it is expensive according to the value of the service offered.* Thus, majority of interviewees were satisfied from their hotels and the left were unsatisfied because of the increase in prices and that might be related to their local currency that is relatively low to the Lebanese currency.

According to restaurants' experiences, Lebanon is known by its tasty traditional food which has been mentioned in tourists' answers. (**P4**) *I like the gastronomic restaurants here, they serve delicious food.* Some of them talked about the hospitality spirits of the staff *(***P5***) Perfect, I like the way of hosting us and the food is delicious with plenty of flavors.* We were not surprised by their comments because Lebanese cuisine is well known internationally and the hospitable spirits of citizens make the experience of tourists in the restaurant not forgettable.

For the touristic destination and other destinations visited by tourists, there were many attitudes

toward these destinations. <u>Distances between destinations</u> were favorable for tourists because they can visit many places in few hours. (**P1**) *The country is very beautiful and you can visit many places in one day.* Also, the <u>weather</u> helped the tourists in their visits because the temperature is at average according to other countries. (**P5**) *I like the weather and food and the people.* Some were attracted by a <u>special destination</u> founded only in Lebanon between all Middle East countries, Casino Du Liban. *(**P6**) it is the only casino in the Middle East.* Most of gulf citizens visit Lebanon because of the casino which is prohibited in their countries. The <u>hospitable spirits</u> of Lebanese people are indicated in the tourists' comments. (**P2**) *people are hospitable and have nice spirits.* Also, complaints of the <u>high prices</u> are found in the answers of the destinations experiences. (**P1**) *Nice places, quiet and organized but the prices of some touristic gadgets are too high.* In general, most of tourist were happy from the visited places and it impacted their experiences positively, (**P7**) *I am really happy and enjoying my time*. The next section will examine the overall experiences in the airport and in the destination and their impact on the re-visit decision and destination recommendation.

E. Re-visit Decisions and Destination's Recommendation

The last part of the interview coding and analysis contains a question about the re-visit decision and destination recommendation based on the overall trip experiences. Starting with re-visit decision, all interviewed tourist are going to visit Lebanon again and again but as it has been said in the section of airports impacts, they will not visit a destination that has bad airport services during arrival and departures. Each one will bring with him a relative or friends to share with them the beauties of Lebanon. (**P2**) *in the near future with my girlfriend, (**P3**) with my family and next year, (**P4**) I like this country and I'd always visit with my friends or families, (**P5**) I will bring my children with me and may be not next year the year after. (**P6**) I am coming in august with my sister to attend Baalbek festival. (**P9**) I will but in summer.*
For the destination's recommendation, some of interviewees could not answer because they were new in the country and cannot judge the destination in two days. (**P1**) *I can't take decision, I am here from 2 days only but so far I will recommend my friends to come and visit Lebanon.* On other hand, 90% of tourists' will recommend Lebanon for their families and friends for a touristic visit. (**P2**) *I will highly recommend Lebanon for many reasons. (**P3**) my kids try to bring*

their friends. **(P4)** *Yes why not, they can spend a good time here.* **(P5)** *I highly recommend Lebanon,* **(P6)** *always recommending Lebanon.* Some of them will advise their friends to not listen to the news because nothing is happing in Lebanon, **(P7)** *I want to tell them don't listen to the news.* One of the respondents will suggest her friends to not come in March; she wants them to come in summer for more events and better weather, **(P9)** *I will recommend but not in this time after 2 or three months during summer time.* For another respondent, using locals when visiting around is better for discovering more places and to get prices, **(P10)** *I highly recommend them and I advise them to visit around with someone from locals.*

Summary of Surv3 Findings

As a conclusion for the interview section, the ten interviewees were highly satisfied from the BIA services and its impact on the overall experience was positive. Also, they were asked what will be their reaction if they got bad services. Most of them will change the destination for another one that has good experience at its airport. In addition, the overall experience of airport and the destination itself will influence the re-visit decision and destination's recommendation. In other words, there is a direct relation between airport's experience and destination experience with the decision of re-visiting and recommending the destination.

However, results of Surv1 have showed little impact. Conversely, the Surv2 suggested strong impact. There is a core explanation based on the difference between tourist posture: if pure tourist and certain type regarding Cohen's typology, political situation seems less disturbing the intentions and the appreciation of the destination.

SUMMARY OF THE WHOLE RESULTS

First survey was not enough to test the role of airport in marketing the destinations as touristic Sites. Survey's one findings were vague and insignificant for most of the methods used. Therefore, we were obliged to do some other tests.

The second method was interviewing 10 tourists visiting Lebanon for a touristic purpose only. The result was clearer and most of interviewees were aware from airport experience during their travels. But, a new variable arose when we asked them about Lebanon as destination. We

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mentioned that airport experience is important but the most important is the destination status. For example, Lebanon safety and security status enforced tourists to think about the destination itself more than the airport experience or hotel services.

Therefore, survey two (based on representations and intentions of potential French tourists) showed that the desire to visit the destination decrease when the airport services are rubbish. But when they know the destination name, they might change their mind.

Figure 22: Role of Airport vs. Role of Destination's Situation in Visiting Decision
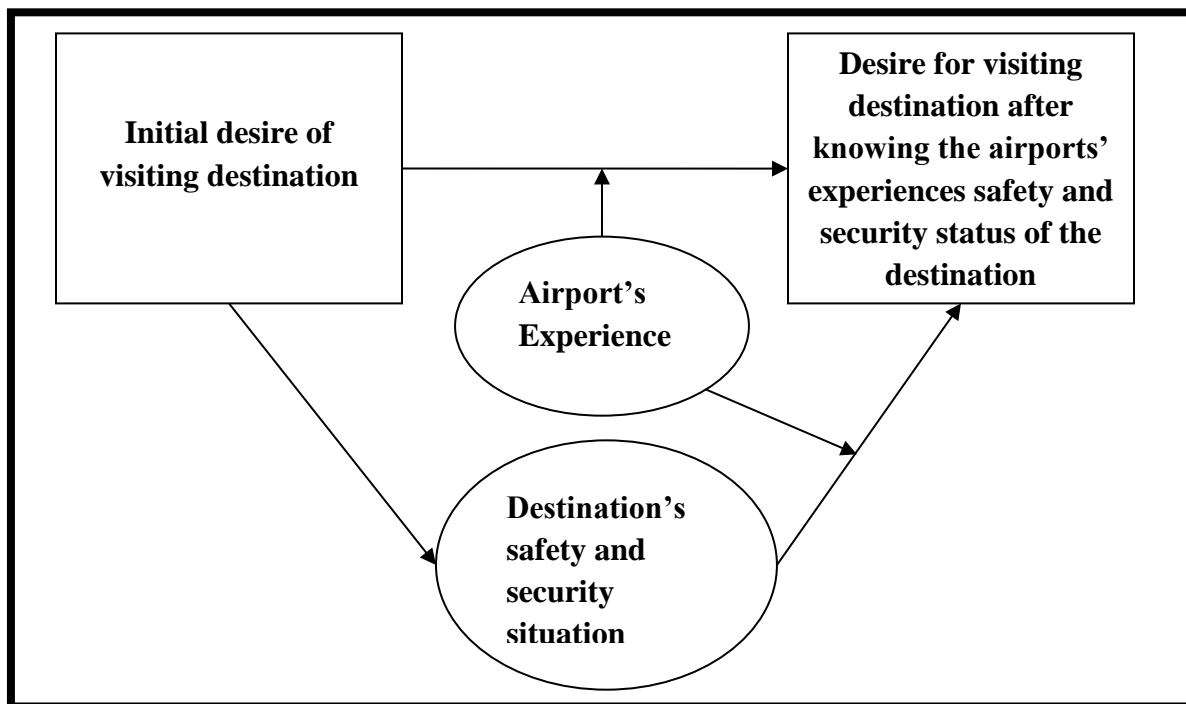
CHAPTER SIX: DISCUSSIONS & CONCLUSIONS

SECTION 1. DISCUSSION ABOUT THE LONGITUDINAL SURVEY OF TOURISTS AT THE INTERNATIONAL AIRPORT OF LEBANON

The purpose of this research is to summarize the results found in chapter five about the role of airport in overall tourists' experiences at destination. To get such role, we searched for the main dimensions that affect tourists' satisfaction at airport services. Therefore, the survey one (Surv1) had the objectives of finding these dimensions.

A. Summary of Surv1

Surv1 contains 500 surveys collected at Beirut International Airport (BIA) during the arrival, stay, and departures stages. This survey consisted of two questionnaires. The first one related to the arrival services and the second one related to the stay experiences (hotel, restaurants, and destination services) with departures services. The arrival questionnaire is divided into five parts, part one collected data related to tourists' personal information, part two contains questions about the service process of the airport, part three is about the personnel of the airport, part four is related to the physical environment status of the airport, and finally the part five is about the overall experience. We used the five Likert-scales to answer the seventeen questions plus the personal information. Around 57 nationalities from all over the world visited Lebanon in 2015 summer. They were distributed as 72.8% males and 27.2% females. Ages of tourists distributed between 16 to 55 years old, the biggest group age is between 35 and 44 years old. Finally, 61% of our respondents were coming to Lebanon for tourism purposes and 39% for business and 85% of respondents lodged in hotels, 8% in houses, and 7% in other lodging facilities.

These respondents were asked about their departure date in order to fill the second questionnaire related to stay and departure experiences. The second questionnaire consists of five parts; first part related to the lodging experiences, second part contains opinions about the restaurants' services; part three contains information related to services of the touristic destinations such as natural, social, cultural, etc. Part four related to check-out (from the destination) procedures and comparison between arrival and departure experiences, the final part is covering the overall experience from arrival to stay till departure.

B. Main conclusions of Surv1

The data was entered in the SPSS software for statistical use. The Surv1 questions were downsized by using the principal components methods. This method revealed that the service process part has three factors: passengers' comfort, time saving, and modernity. In other words, the respondents were influenced by the speed of service, modernity of service process, and the comfortable process used. For airport's staff section, two components were created; efficiency and supportiveness of the staff which means that the respondents' level of satisfaction was related to the efficiency of the staff and their supportive spirits. The physical environment part is downsized to three factors; layout, necessity vs. complementary, and atmosphere. Also, the respondents were influenced by the layout of the airport and its atmosphere, but there was a different impact according the necessity and complementary services in the airport. Finally in the arrival questionnaire, a comparative analysis method between the all factors created in the ACP method and the question of the overall experience. The result was disappointed because there was not any relation between the factors created and the overall satisfaction. It is highly obvious that all ages were correlated with the overall experiences. But, they were not influenced by the airport factors. Also, using the Anova test (Leven test) demonstrated that nationalities of respondents are influenced by music.

Using the regression method to check the significance of the data collected and especially the new factor created in ACP method, the factors related to physical environment of airport had the only significant relation with the overall experience of the respondents. Layout, necessity and complimentary services had a positive influence on respondents. On other hand, atmosphere factor is influencing negatively.

Finally, the sixteen questions were downsized to three factors which describe 5% of the variation of the overall satisfaction. This result is not enough to indicate that the airport's dimension of tourists' satisfaction is the physical environment only. In other words, the sixteen (independent variables) questions are not significant to the question number seventeen (dependent variable) related to the overall satisfaction. For example, the respondent is satisfied from airport services but his overall satisfaction level is null.

According to the second questionnaire from Surv1, stay/departure questions, the same method used to downsize the variables affecting each topic. The ACP method for Part 1 (or 6 if we add the part of arrival questionnaire) indicates three factors are affecting tourists' satisfaction during their accommodation experiences. These factors are hotel's personnel, prices with value, and diversity of services and especially in the food. For the restaurants part, three factors influence the satisfaction level of tourists such as location, prices, and varieties. It is obvious that both group of factors are similar in hotel and restaurants because we still in the same field or industry. But for the destination and hosting part, the three factors that influence the tourists are the accessibility, shopping centers, and the good value. For the check-out experiences, respondents were influenced by the outside facilities like parking and the inside facilities such as music. The second factor is the management itself where tourists influenced by the check-out procedures (check-out from Lebanon). The last factor is the staffs who are implementing the strategies of top management.

The last part is related to all survey's sections. For example, the questions asked are related to the overall experiences of lodging, airport, restaurants, and touristic destinations. A regression method used to check the relation and the result was not highly significant between the received experience and the overall satisfaction. Therefore, we went ahead for a structured interview to check what are the variables that affecting the respondents and not included in the survey.

3. Theoretical Implications of Surv1: the Airportscape Dimensions and Experiences

There has been a lack of literature and research on the analysis of airport services. While there have been many studies conducted on the internal service performance of the airport, passenger perceptions about airport services have rarely been studied by air transportation academics and professionals (Correia & Wirasinghe, 2004). In 2007, Fodness and Murray proposed an operational framework of airport service quality for marketing academics and professionals. Their proposed framework and research argued that airport service quality derived from three important service factors: **Servicescape, Service personnel, and Services**. Regarding servicescape, Fodness and Murray (2007) suggested that the service location, layout and

function were important attributes that shaped passengers overall perception of the quality of the airport's environment. The service personnel dimension focused on the attitude, behaviors, and expertise of service personnel as significant determinants of airport service quality. The airport services dimension categorized airport services based on their ability to meet the passengers' needs for productivity, maintenance, and leisure. The research followed a similar framework proposed by Fodness and Murray (2007) as well as other service academics that have conducted service studies within an airport environment setting (Caves & Pickard, 2001; Heatington & Jones, 1975; and Seneviratne & Mattle, 1991;). The results were seven airport service dimensions (Access, Services & Facilities, Dining, Shopping, Service Personnel and Security, Immigration, and Environment). All of which should have covered all the main aspects of service a passenger might encounter in the airport. Those dimensions are access, services and facilities, dining, shopping, service personnel and security, environment, and immigration services.

The findings of the research accepted and rejected some of the claims made by Fodness and Murray (2007) and Bitner (1992). The results of this research suggest that some airport service areas are more significant than others in determining overall airport service quality. Regression analysis of all ACP independent variables and the dependent variable revealed that only Physical Environment independent variables were significant and had a relationship with the passengers perception of overall service quality. These four variables were airport's layout, airport facilities, and airport's atmosphere. These findings accepted some of the airport service quality factors proposed by Fodness and Murray (2007) and rejected others. The findings rejected their claim that helpfulness and courtesy of airport service personnel is an important service determinant in passengers' perceptions of overall airport service quality. On the other hand, the report supported the research claim that airport's servicescape was an important airport service quality determinant.

The results of this research concurred with Bitner's argument in favor of the importance of servicescape to a customer's experience. Bitner (1992) suggested that servicescape acts as a package which conveys the potential usage and relative quality of the overall service. Second, he suggested that servicescape can assume a facilitator role by either aiding or hindering the ability of customers and employees to carry out their respective activities. Finally, the physical

environment can serve as a differentiator in signaling the intended market segment, positioning the organization, and conveying distinctiveness from competitors. These claims were found to be true according to this research, as passengers viewed the **environment** as the most influential and distinctive factor affecting their perception of the overall airport service quality.

For the stay and departure analysis, we got the same results; the collected data about overall experiences were not significant with hotels, restaurants, destination, and departure experiences. Therefore, the research went to another method to get précised data about role of airport in tourists' experiences at destinations. The method is personal structured interviews to check deeply the impact of airport on tourists' overall satisfaction.

SECTION 2. DISCUSSION ABOUT POINTS OF VIEW OF CURRENT « PURE TOURISTS" CURRENTLY IN LEBANON

A. Main Conclusions of Surv3

In-depth interviews are implemented to collect data from 10 tourists coming to Lebanon for leisure purpose. The main objective of these interviews was to check the impact of airport especially BIA on the tourists overall trip satisfaction. Questions were distributed on different themes; first theme is related to personal information about the tourists such as age, nationality, and gender. Theme two indicates their opinion about airport experience and its impact on their overall experience. Also, theme three is related to departure experiences, both themes asked general opinion about airport experience and its impact on re-visit decision and recommending destination. Final theme is related to the stay experience and its impact on overall satisfaction level. The researcher used the Atlatas.ti software to analyze the respondents' answers.

The results for theme 2 and 3 are the most important for this thesis. Regarding BIA experience, most of interviewees had good experiences at this airport and they don't have any problem with its services. For few of them, less than 20%, they had a problem of process or timing; they had to wait more than 2 hours to take their luggage. Continuing with part of airport experiences, we asked them in general concept, if they had bad experience at airport facility, does this experience influences their overall satisfaction and impacted their decisions to re-visit the destination or recommend it to relatives and friends?

The answer for most of interviewees was positive according to the airport experiences. They are influenced by the airport experiences, the coding system used by Atlats.ti software showed many types of influences. Some of interviewees said that airport experiences will influence their impressions about the destination and the others said that airport experiences will affect their overall trip's satisfaction. In other words, **first and last impressions** about the destination are the major impact. Also, majority of them said that they **think twice before choosing a destination with bad airport services**. One of them answer was: "why to choose a place where airport's services are bad while I can visit a destination with good airport experience, at the end I am travelling for having fun and take rest, not to be stressed and unhappy". But on other side, some of them said that if they had a previous good experience in a destination, they will not stop on airport's experiences. On other words, sometimes destination itself plays the major impact on the re-visit decision and recommending.

At the end of the interview, there was a question about the recommending the destination and re-visit date and time. All interviewees answered that will come back at any possible chance and they will recommend Lebanon for their friends and relatives.

From the interview analysis, we can end up with a new indication that most tourists give importance to the airport experiences during their visiting decision, but it depends on the destination image and reputation or if there is a previous visit to this destination. Thus, a new variable showed from this interview which is the destination image.

We concluded from Surv1 that there was an impact from airport on the overall experience of tourists but this effect was low. The interpretations from the interviews show that all tourists who are already in Lebanon, they give importance to the safety and security issues more than airport or restaurant/hotel experiences. Thus, the Surv2 was oriented to foreigners who did not visit Lebanon. The objective was to show them photos from the destinations and ask them if they like to visit such places, then tell them about the airport experiences and if they still like to go. After, we tell them that the destination is Lebanon and if they still want to visit. This survey will insure

for us if the destination image and reputation have an impact on the airport role in overall tourists' satisfaction level. In addition, another question in the end of the interview was related to the reason behind choosing Lebanon as destination, most of answers were attached to their friends' recommendations or they had a previous experience in Lebanon. For that reason, we were sure that interviewees gave importance to airport services but when they took risk to choose Lebanon they did not give any meaning to the airport anymore.

B. Theoretical Implications for Surv3 (in-depth Interviews)

There has been an explanation about the role of first and last impressions in the hospitality industry in the literature review section in this thesis. It indicates how firms tend to implement strategies to develop their operations and increase customers' satisfaction. First impression constitutes the core of travelers' satisfaction. Regarding airport impression's role on the whole destination, the issue is typically linked to tourism organisms, since the first and the last impression collected by a tourist of a country are from airports at which they arrive and leave (Jessop, 2013).

Therefore, airports as a hospitality industry works on developing a generous image in the mind of visitors not only upon his arrival but also at the departure stage, because a lasting good first idea would never be accomplished without an accompanying kindly last impression. So, as long as the first image created in tourist's mind would identify his future actions and attitudes, the last one also would be about increasing his loyalty and commitment.

According to Chao, Lin and Chen (2013), international traveler's impressions of a particular country are frequently affected by their first and last encounter, which is most of the time, the airport. According to these authors, the first impression therefore constitutes the point of departure for a customer's judgment of their consultant. According to airport industry, first impression is not only related to quality of service or performance of the airport itself. It means tourists will start having the impression about the country or the experience will get during their visit. In other words, the effect of service quality in the airport will have an impact not on the airport only, but it will affect the whole country, this act is called Halo Effect.

In addition to first impression importance, several authors have also noted the significant impact of the *final or last* impression, Cox and Cox, 2002; McDaniel and Kinney, 1998; Taylor, Franke and Bang, 2006). The final impression is defined as being the customer's evaluation constructed during the last few minutes of an encounter with a seller. According to King (1991), in a sales context, the final impression is generally created in the last five minutes. But for airport industry, it is related to the whole visit duration. For example, if the holydays duration is one week the last five minutes here stretched to more than 3 hours which is the departure time.

Adapting these views to this research, the first impression is the check-in process during the arrival time. Starting from landing process, the passengers can start seeing the country from airplane's window and then entering to the airport and consuming the service, communicating with employees, and checking the airport's physical environment. The mediation phase is the stage where tourist' are consuming the hotels, restaurants, and destinations services. Also, these hospitality segments enforce tourists to have a clear image about the country. Finally, the last impression is when passengers depart from the airport. In each phase, tourists have a new opinion about the country and the whole three phases have an impact on the overall satisfaction of tourists.

The halo effect is based on cognitive theory. It explains how humans understand, learn, memorize, and thinks about certain information (Stenberg, 2006). Interviewed tourists are taking an impression about the destination from the experience happened at airport. Therefore, the airport had a halo effect on the whole country. In other words, tourists had the tendency to use global evaluations to make judgments about the country, and this tendency come from airport's services.

In this research both theories of first/last impression and halo effect have been mentioned in the interviews part where most interviewees influenced by airport experiences.

SECTION 3. DISCUSSION ABOUT FOREIGNERS REPRESENTATIONS AND INTENTIONS TOWARD A DESTINATION REGARDING AIRPORT EXPERIENCE AND POLITICAL SITUATION

A. Main Conclusions of Surv2

Survey one indicates the internal dimensions that affect tourists' satisfaction. Also, Surv1 showed that the relation between the airport's services and the overall tourists' experiences are low or not significant. Therefore, we concluded that there might be other variables that affect tourists' satisfaction. We did interviews with tourists to check what kind of variables that affect the importance of airport's experiences in the mind of tourists. Most of tourists came to Lebanon and took risk because of the safety and security status of Lebanon. Therefore, we tried to collect as much as we can data from foreigners that did not have the chance and visit Lebanon. The Surv2 was directed to French citizens with more than 22 years old and most of them are researching master in business.

The questionnaire was divided into four main sectors:

1- Showing beautiful images from Lebanon without telling them the name's place and ask them if they like to visit. 95% of respondents answered yes if they have the time.

2- After pictures, we told them that the airport experiences will be good or bad, do you still want to visit this place. Most of them when they knew that the airport services is rubbish, they canceled the decision to visit. And who knew that airport services is good, they did not change their decisions.

3- After we told them about the destination name which is Lebanon and we asked them if they still want to visit the viewed pictures. Most of respondents who knows the political, safety and security, and the geographical location of Lebanon, they change their decisions and they rejected to go to such place.

4- After knowing that the destination is Lebanon and they rejected to visit, we told them about the airport's experiences but nothing changed their minds. They rejected to visit the destination even if the airport's experience is superb.

Thus, Surv2 indicates the vagueness of the Surv1 results. The data collected in Surv1 was filled by tourists already took their decision to visit Lebanon. So, they do not give importance to the airport experience according the overall experience. These tourists took risk and choose Lebanon as touristic destination; they will not stop at the airport or hotel services. Therefore, *__airport's experiences are important at destination with normal status, but the airport importance will be neglected at destination that has special status such Lebanon.__*

B. Theoretical Implication for Surv2

Safety and tourism are oppositely affecting each other. In the literature review, safety and security issue were explained and indicated that most of terrorism attacks places were null in tourism sector. According to Mistilis and Sheldon (2005), many factors can influence negatively on tourists' decisions. These factors are categorized into categories such as political events (unrest, coups, ethnic turmoil, terrorist threats and attacks (Sonmez 1998), natural disasters (earthquake, volcanic eruption, fires, floods, avalanches, tsunami, hurricane, tornado, oil spill, and extreme weather), epidemics (SARS, bird flu, foot and mouth), **terrorism and war**.

Terrorism is the "premeditated use or threat of use of violence by individuals or sub-national groups to obtain a political or social objective through the intimidation of a large audience, beyond that of the immediate victim" (Enders and Sandler, 2005). Also, terrorism can unravel a country's tourism industry. Terrorism directly affects tourist decision making. Tourists may substitute between vacation spots if they feel threatened or unsafe in a country. In addition, terrorism attacks distort the destination Image thru media. Therefore, we discussed in the literature sector the importance of destination image and reputation.

Destination image is considered as one of the most important factors that influence tourist destination choices and future behavioral intentions (Crompton, 1979; Pearce, 1982; Milman and Pizam, 1995; Court and Lupton, 1997; Baloglu and McCleary, 1999; Beerli and Martín, 2004b; Chen and Tsai, 2007). For example, when a positive image is created in the mind of the tourist, she or he is more inclined to visit this destination (Echtner and Ritchie, 1993; Birgit, 2001). In contract, a negative perception of the destination will not lead to a decision for visiting the

destination. That is the case in this thesis; tourists are choosing Lebanon with knowing the image of this destination. So, they do not care a lot to the airport experiences. What they care for the destination itself.

In addition, destination image also influences tourists' post-purchase assessments and behaviors such as perceived value and future behavior intentions, including revisit decisions and recommendations to others. A tourist who holds a more positive image of a destination perceives more value in traveling to the destination (Chen and Tsai, 2007) and is more likely to revisit and recommend the destination to others (Mansfeld, 1992; Court and Lupton, 1997). Which is also the situation of Lebanon, who visits Lebanon; he will have an image that can support his re-visit decision or recommending the destination to his entourage. However, these are not the reasons behind selecting a destination, there is a set of factors that evoked travelers and enforce them to select specific destination from among other destinations. Tourists' vacation choices are influenced by a number of different factors and much tourism literature has discussed this issue (Madrigal & Kahle, 1994). These choices are a combination of many variables which start from destination image till the airport experience during departure stage, if they take decision to visit

In this research, the destination image influenced tourists' behavior toward the destination and its services. Terrorism, civil war, and current Syrian war are affecting the types of tourists visiting Lebanon. These tourists are more confident about their visit decisions and they do not care of any wrong experience they will get in restaurant, hotel, or airport. What they care about is the destination itself which is a combination of nature, culture, geographical, modernity, shopping, food and beverages, lifestyle, nightlife, gambling, etc.

Also, evoked set discussed in the literature review section is highly used in the conclusion of the findings. For tourists who are taking risk and select unsafe and unsecure destination, the evoked set is not taken into consideration because they did not have any alternative to choose from. In other words, they select this country for an urge cause or because they had sure information about the destination or they had a previous experiences in this destination. For tourists who are selecting safe and secure destination, they choose the destination according to an evoked set of choices which are related to airport's, restaurants, and hotels experiences.

Figure 22 demonstrates the differences between the two types of tourists who have different causes in selecting destination. Also, they have different dimensions in re-visiting decisions. These differences are based on the destination's status such as safety issue.

Figure 23: Tourists Destination Evoked Set

Destination Status	→	Types of Tourist	→	Evoked Sets	→	Hospitality Organizations' Roles	→	Impact

Touristic and safe	→	Tourists A	→	Personal search Recommended from friends Natural beauty Experiencing new destination	→	Satisfied Unsatisfied Neutral	→	**Unknown**

Unsafe Natural Crises	→	Tourists B	→	Previous visit Coming with friends Visiting friends or family Knows the political situation	→	NO ROLES	→	**Most Probably:** - Comeback - + WOM

SECTION 4. LIMITATIONS AND FUTURE RESEARCH

There are several limitations of this research. First, the results are limited to Beirut International Airport service quality dimensions. This research used only three dimensions of BIA to evaluate the impact of service quality rating on these dimensions to overall perception of service quality. Second, the sampling method for interviews method was short because of limitation in time. Third, the Surv2 sample was for French a respondent only which is limited in nationality. Finally, the results are limited to the major airport included in the research. The research only considered one major international airport in the middle of the Lebanese territory. No considerations were made to include other similar airports in terms of size and passenger traffic from other regions in the Middle East or Europe. Therefore, the findings may not be generalized over the population.

With the limitations and findings presented in this research, future research should first consider applying the role of airport in marketing tourist destination in a country that has a normal status such as Switzerland where political and economic situation are strong and it is considered a touristic destination.

In order to add support to the findings presented in the research, future research could perform the same research at different international airports using the same methodology. This will help to examine whether the findings of this research are consistent across other major international airports. Future research also might want to explore factors related to passenger perception of airport environment. Airport environment has been shown to be influential in shaping passengers' perception of overall airport service quality. Also, additional research will indicate the importance of destination's image in the decision taken to visit or not.

CONCLUSIONS

This research is unique in subject due to the deficiencies the searches discussing such topic. Most of researches are written as articles and argue the role of service quality in the airport experience. This thesis discussed the role of airport's experience regarding to the overall experience of the tourists, taking Lebanon as example. In other words, the thesis focuses on the arrival and departure experiences and their influence on the overall tourists' satisfaction.

Searching for the role of airports in marketing tourist destination is highly important for many reasons. First, for many countries, the main entrance point is airport and it is considered as one of the segments of the hospitality industry. Most of tourist's travel mode is done by air transportation which is obliged to use airport for arrival and departure. Therefore, these countries have the role to take care about the airports' services to improve the service's quality which influence the tourists' satisfaction level. Second, as discussed in the literature chapters, airports or any other entrance points give an impression about the destination. In other words, airports' management supervised by the government's destination is required to ameliorate the tourists' experiences in the airports.

Also, not first impression, airports create last impression in the mind of tourists. Bad last impression can affect negatively the whole experience of the trip. Finally, airport experience can have a halo effect on the whole countries. Halo effect explains how humans understand, learn, memorize, and thinks about certain information (Stenberg, 2006). In cognitive psychology, mental processes consisting of attention, memorizing, producing and understanding language, problem solving, and decision making will be learned (Riegler, 2009). Another example, any bad experience at restaurant or hotel will affect the overall reputation of hospitality industry in the destination.

Many factors guaranteed the importance of airport in the overall experiences of tourists, but the challenge is how to keep this experience satisfied for tourists. The answer is divided into different sub-answers. First, we tried to identify the type and characteristics of the selling product at airports. Airports sell services mixed with tangible products such as food and clothes at duty free spaces. But the core product is the service which is hard to manage and sell than the tangible product. Service is characterized by its intangibility, inseparability, heterogeneity, perishability,

and lack of ownership. With these characteristics, it is difficult to control and manage the service quality. So, the main job for airport management is to improve the marketing mix of product and service. For example, low prices for food at duty free stores will affect positively the satisfaction level of tourists. The 4 P's that are related to attract customers should be well maintained in the airport industry. And more emphasis should be on the 3 P's that are related to the internal marketing such as process, people (airport's personnel), and physical environment.

The marketing mix enriches the service quality of the airport which influences the tourists' satisfaction. Researches insure that increase in service quality will increase the customers' loyalty and encourage them for positive word of mouth. Also, customers will recommend the brand or the place for their environments.

The main concept in this thesis is to check the satisfaction level of tourists at airport service point. Each tourist passes two times by airport; at arrival and departure stages. We created a longitudinal survey to check the satisfaction of tourists during his arrival time and in this survey we asked them about the departure date and time in order to meet them again before taking off and check their Stay and Departures experiences.

Figure 24: Thesis Objectives
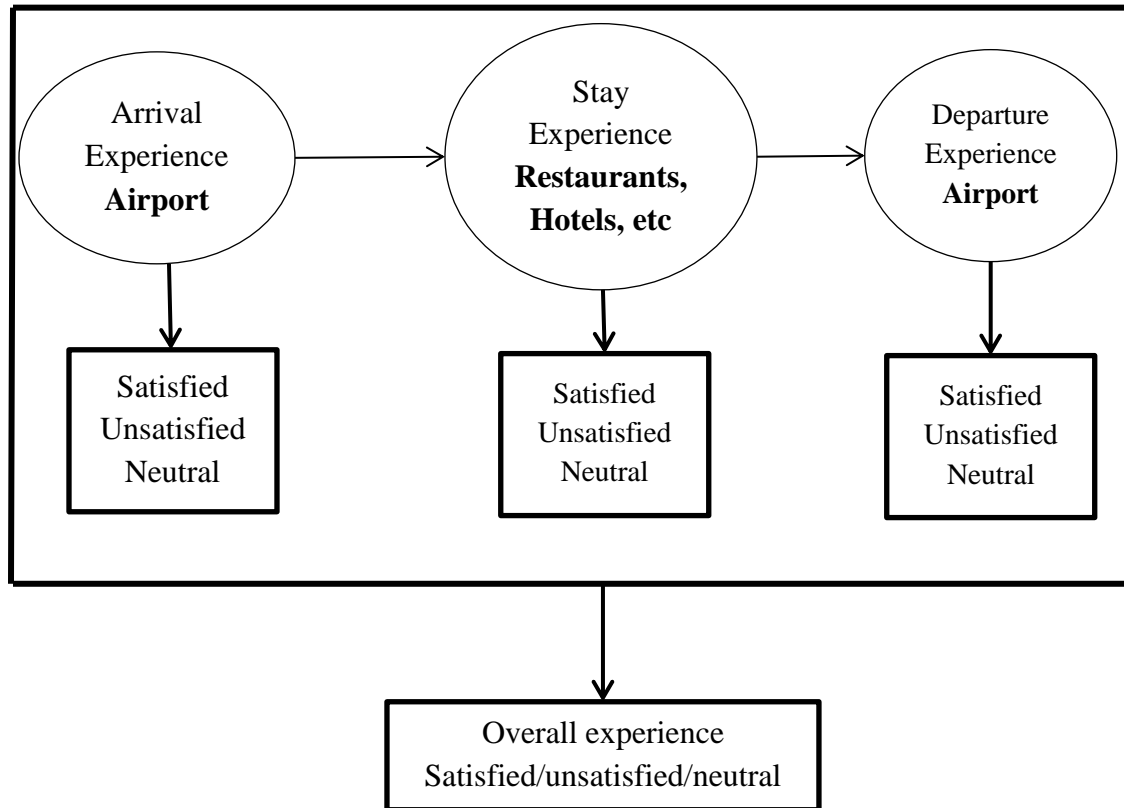
The figure above shows the potential experiences that tourists might pass thru during their holidays. Our conceptual framework is to test the tourists' satisfaction level in each stage and check which of these experiences has the biggest influence on tourists' satisfaction. Tourists experienced many paths during their holidays; for example, the worst path is when tourists are unsatisfied in the three stages. It is sure that tourists will not comeback neither recommending the destination to his friends or family. In contrast, the ideal path is when tourists are satisfied in all stages. We discovered that such ideal experiences are not enough to be sure those tourists will comeback. We noticed that some moderators enforced tourists to not comeback such as safety and security issues. And if they decided to re-visit, they will not care about airports' services because they already took the risk and visit such destination.

In order to check tourists' satisfaction level in each stage, we implemented a longitudinal survey (Surv1) that is consisted of two questionnaires; first one is related to arrival experience plus information related to tourists' departure dates and time because we need to collect, in

questionnaire two, data related to their stay and departure experience. This longitudinal survey was the hardest part in the research because we were aware to catch up the same tourists who filled the first questionnaire to complete the second one during his departure.

Using the regression methods to check the correlation between experiences and satisfaction, the findings were not significant to each other. For example, tourists were satisfied from airports and hotels services but they are not satisfied from the overall experiences. Or in contrast, they are not satisfied from airports and they had bad experiences in hotels but they want to come back and visit again. The results were not clear. So, we went to survey for foreigners' respondents (Surv2) and in-depth interviews (Surv3) with pure tourists.

The in-depth interviews were implemented to different types of tourists with different nationalities and ages. Also, questions were targeted to airport, hotels restaurants, and touristic destinations experiences regarding to the overall experience. We noticed that all tourists are satisfied from the destination and they are ready to re-visit Lebanon. Also, we observed that they are ready to re-visit even if they had a bad experience. At this point, we noted that there might be another factor affecting tourists' decisions to re-visit and recommend the destination. We went to a second survey but this time it is an online survey and the applicants were foreigners.

Surv2 was dedicated to foreign respondents who do not know or visit Lebanon in the past. These respondents were highly impressed by the destination pictures and they like to visit the destination. But after telling them that they might face bad experience at the airport, the majority changed their minds and they do not want to visit. In this case we knew that airport's experience has an influence on tourists' satisfaction.

But when we informed them that airport experience will be good but the destination is Lebanon, they directly refuse to visit. In other words, the destination image was more important from any other factor. The end result was the destination reputation is influencing the decision to visit or no. Even if they already visiting Lebanon, airport's experiences is not influencing the overall experiences because these tourists already taking risk in visiting this destination. Thus, airport or hotel services will not affect tourists' behavior toward the destination.

The destination image and reputation was the moderator that influencing tourists' satisfaction. For example, safety and security issues in Lebanon had much more influence on tourists' satisfaction towards the destination. In other words, tourists who are taking risk to visit Lebanon, they will not be aware about the quality of airport services or on the quality of restaurant's food. The factor of safety is overshadowing on other aspects. We went in our literature part to search on terrorism issue and its impact on tourism sector. Political stability is the most influential factor on decreasing number of tourists in its touristic destination.   Tourism is an activity dependent on three operative elements – discretionary income, leisure time and social sanctions permissive of travels. Tourism industry fosters a country's economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding. Terrorism has been most succinctly defined as "the intentional use of or threat to use violence against civilians or against civilian targets, in order to attain political aims" (Ganor, 1998). Also, terrorism affects tourists' behavior toward the destination. Cook (1990) concluded that business travelers' propensity for international destinations is predicted by their reluctance to change their plans in response to media coverage of terrorism. Tourists' level of previous international experience also influences their reactions to terrorism.

As a final conclusion, airport might have a role in marketing touristic destination, but not the case of Lebanon. Airport has an influence on tourists' behavior in normal destination. Normal destination means a country that has not any unusual situation such as safety, political, environmental crises, etc. Therefore, government has to work on their destinations images by creating teams of tourism specialists who can promote the touristic destinations of these destinations. Also, airport management has to be aware that the airport has an influence on the impressions of the tourists on the destination.

This thesis is limited in the case used to check the theoretical framework. Lebanon cannot be considered as normal touristic destination, **the safety and security issues eliminate the role of any other hospitality organization.** Tourists visit Lebanon for two reasons, they had a previous experience and they liked the destination or their relatives of friends recommend the destination for them. Therefore, the future or continuous research will be related to the role of airport in marketing destination at country that has normal status. The future study will be in a country

that has stable political and safe environmental situations. In this case, the airport role will be clearer because tourists do not have any potential risk to think about.

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Appendix A

BEIRUT INTERNATIONAL AIRPORT: TRAVELERS SATISFACTION

P1: Name: _____Nationality: _____Coming From:_____

Arrival date: __/__ **Departure date: __/__   Time: __:__**

Age: 16 -24 ◯   25-34 ◯   35-44 ◯   45-54 ◯   55+ ◯

Purpose of the Visit: **Tourism** ◯ **Business** ◯ **Visiting family** ◯   **others**◯

Please indicate the extent to which you agree or disagree with the following statements regarding the Beirut International Airport. You use most frequently by circling the appropriate number.

	Airport Services	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
P2: Service Process	1. Overall, I am satisfied with Check-out facilities	1	2	3	4	5
	2. The airport is equipped with Technologies and Internet/Wi-Fi facilities	1	2	3	4	5
	3. Luggage facilities are available	1	2	3	4	5
	4. Special passengers (wheelchair, oxygen mask…) are available	1	2	3	4	5
	5. Offices for Hospitality segments (car rental, hotel reservation…..) are available	1	2	3	4	5
	6. Quit zone/rest and smoke area facilities are accessible	1	2	3	4	5
P3: People	7. The Speed of baggage delivery service is fast	1	2	3	4	5
	8. Security control procedures is smooth	1	2	3	4	5
	9. The personnel are helpful and friendly attitude	1	2	3	4	5
	10. A claim office is available	1	2	3	4	5
P4: Physical environment	11. The airport is clean	1	2	3	4	5
	12. Variety of Restaurant and shopping facilities (Duty Free, dining facilities….) are available	1	2	3	4	5
	13. Toilet facilities are well organized and clean	1	2	3	4	5
	14. Ambience conditions (temperature, air quality, odor) are well managed	1	2	3	4	5
	15. Music and noise are enjoyable	1	2	3	4	5
	16. Airport layout and decoration are helpful	1	2	3	4	5
P5	**17. My overall experience is satisfied**	**1**	**2**	**3**	**4**	**5**

Appendix B

Destinations and Check out Survey

Name: _____

Accommodation questions: You lodge at: house   Hotel: (rate: 3 or 4 or 5)

P6: Hotel services	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
18. Hotel offered variety of facilities and activities	1	2	3	4	5
19. Hotel's price was low regarding value	1	2	3	4	5
20. Food was delicious and diverse	1	2	3	4	5
21. Hotel personnel were friendly and supportive	1	2	3	4	5
22. Hotel was clean and organized	1	2	3	4	5
23. Speed of service was great	1	2	3	4	5
24. My overall experience at the hotel was great	1	2	3	4	5

P7: Restaurants services	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
25. I didn't find difficulty to eat my favorite menus	1	2	3	4	5
26. Services of visited restaurants were excellent	1	2	3	4	5
27. Food prices of visited restaurant were excellent	1	2	3	4	5
28. Food was fresh and delicious	1	2	3	4	5
29. I found trendy menu and decors	1	2	3	4	5
30. Restaurant were easy to find and access	1	2	3	4	5
31. My overall experience at restaurants was great	1	2	3	4	5

P8: Hosting and Destination	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
32. Touristic places was not expensive	1	2	3	4	5
33. Touristic destinations were clean and organized	1	2	3	4	5
34. The access to the destinations was easy	1	2	3	4	5
35. Lebanon offered variety of shopping centers	1	2	3	4	5
36. Personnel store and touristic destinations were hospitable and friendly	1	2	3	4	5
37. Speed of service was great	1	2	3	4	5
38. My overall experience at destination was fantastic	1	2	3	4	5

Airport service questions:

P9: Airport check out	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
39. Accessing to the airport and parking was easy	1	2	3	4	5
40. Checking control speed and personnel were pleasant	1	2	3	4	5
41. Airplane check-in process was fast and simple	1	2	3	4	5
42. Passport checking control was quick	1	2	3	4	5
43. Duty free shops have low prices with varieties of brands	1	2	3	4	5
44. Music and temperature is greatly tuned	1	2	3	4	5
45. Gate waiting area are clean and organized	1	2	3	4	5
46. I had the same experience as when I arrived	1	2	3	4	5

P10: Overall visit experience	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
47. I had a great vacation	1	2	3	4	5
48. Airport services were great	1	2	3	4	5
49. Hospitality services were excellent	1	2	3	4	5
50. Touristic destination were superb	1	2	3	4	5
51. I will for sure comeback and visit Lebanon again	1	2	3	4	5

Appendix C

Place:
Date:
Time:

1- **Theme 1: Personal information about the tourist:**
- **Can you please provide me your full name with the age**
- **I also need to know from where are you coming with your nationality**
- **My last question in this section is how long you will stay in Lebanon and how long you have been here**

2- **Theme 2: why choosing Lebanon?**
- **Can you please tell me if this visit is your first visit to Lebanon?**
- **If no, how many times you were in Lebanon and what was the purpose of your trip?**
- **What is Lebanon for you? Where did you hear about Lebanon as first time and what was the occasion?**
- **Can you explain how did you take your decision to visit Lebanon and was your friends' opinions?**
- **Why did you choose visiting Lebanon? There were any other alternatives?**

3- **Theme 3: Airport Experience and its influence on re-visit decision and recommendation.**
- **AT ARRIVAL STAGE**
  Q1) was a good experience at the arrival having an impact on the experience with the stay? (precise how level and what kind of impacts)
  Q2) Was a bad experience at the arrival having an impact on the experience with the stay? (Precise how level and what kind of impacts)

  - AT DEPARTURE STAGE
  Q3) Was a good experience at the departure have impact on the experience with the intention after the comeback at home? (Precise how level and what kind of impacts + is there any impact on the post evaluation of the whole stay (reinforcing the positive impression for instance)
  Q4) was a bad experience at the departure having an impact on the experience after the comeback at home? (Precise how level and what kind of impacts) + is there any impact on the post evaluation of the whole stay (diminishing the positive impression for instance)

Theme 4: Experience in the destination

- **Are you getting a good service in this hotel? Does the hotel influence on your re-visit decision?**
- **Can you describe for me the places that you visited till now?**
- **How do you find your trip until now?**
- **Do you recommend Lebanon to your friends or relatives?**
- **Do you like to re-visit Lebanon? Why? When? With whom?**
- **Now you have a global idea about Lebanon, can you tell me what do you think about Lebanon?**

Many thanks for your time and have a nice holyday.

Appendix D

Le contexte de cette étude

Bonjour,

Je suis étudiant à l'Université et je réalise une recherche sur la perception d'un pays et l'envie de le découvrir en fonction des conditions d'accueil.

Vous allez donc voir quelques images pour vous donner une idée d'un pays à découvrir puis vous répondrez à quelques questions. Votre participation m'aidera à avancer dans mes conclusions dans le cadre de mon travail à l'université.

Nous allons faire des analyses statistiques sur les résultats.

Si vous souhaitez plus de détails, vous pouvez contacter mon superviseur de recherche à l'adresse suivante : christine.petr@univ-ubs.fr

Merci à vous

Quelques images de la destination

A. 100   La nature

Quelques images de la destination

A. 100   La montagne

Quelques images de la destination

A. 100	La mer

Quelques images de la destination
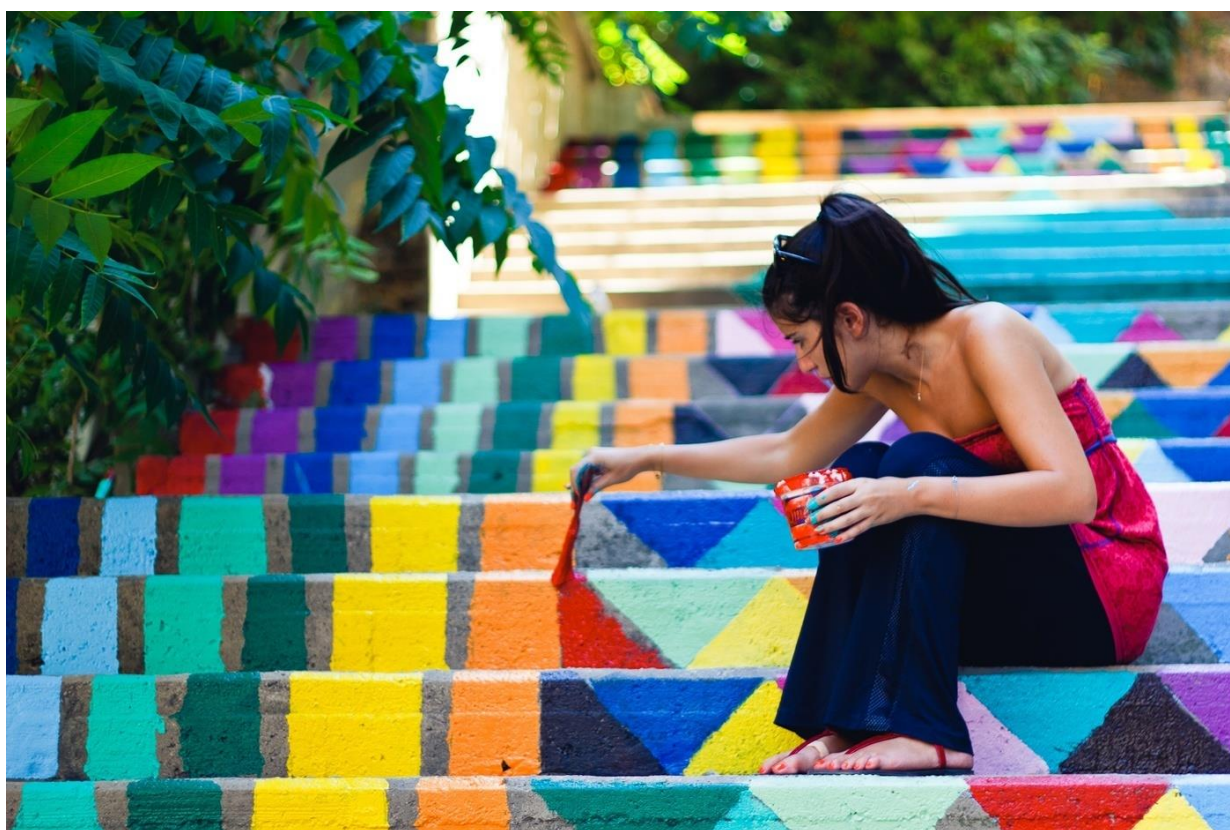
A. 100		Les sites historiques

Quelques images de la destination

A. 100 L'artistique

Quelques images de la destination

A. 100   Un village traditionnel

Quelques images de la destination

A. 100   L'achat de souvenirs

Quelques images de la destination

A. 100   Le centre ville de la capitale

Quelques images de la destination

A. 100	L'évasion

Votre envie de découvrir ce pays ?

1. Ayant vu ces images, diriez-vous que vous auriez envie d'aller découvrir ce pays ?

◯ Pas du tout d'accord

◯ Pas d'accord

◯ Plutôt pas d'accord

◯ Ni pas d'accord, ni d'accord

◯ Plutôt d'accord

◯ D'accord

◯ Tout à fait d'accord

2. Si l'on vous propose un séjour de 4 jours dans ce pays à un tarif très abordable et avec un très bon niveau de prestations d'accueil, vous partiriez ?

◯ Dès demain

◯ Dès qu'une date se libère dans mon agenda

◯ Quand l'occasion se présentera

◯ Un jour sans doute

◯ Il y a fort peu de chance

◯ Jamais

3. Les chances que vous cherchiez à aller dans ce pays pour cet été sont de ?

0% de chance	10% de chance	20% de chance	30% de chance	40% de chance	50% de chance	60% de chance	70% de chance	80% de chance	90% de chance	100% de chance
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

Vous parlez de ce pays autour de vous.

Une relation vous raconte qu'elle connaît une personne de sa famille qui y est allé.

Vous prenez contact avec cette personne qui vous indique que.

4. L'accueil à l'aéroport international du pays a été abominable.

Cela vous refroidit :

◯ Vous vous dites que vous pourriez aller plutôt dans un autre pays pour le même tarif

Cela ne vous inquiète pas :

◯ Après tout, ce qui compte, c'est le reste du séjour

5. L'accueil à l'aéroport international du pays a été merveilleux

◯ Cela vous encourage :

Vous vous dites que vous devriez vraiment essayer d'aller dans ce pays

◯ Cela ne vous fait pas d'effet :

Après tout, ce qui compte, c'est le reste du séjour

Votre intention d'aller visiter le pays

6. Finalement, quelle est la probabilité que vous cherchiez à aller dans ce pays cet été ?

0% de chance	10% de chance	20% de chance	30% de chance	40% de chance	50% de chance	60% de chance	70% de chance	80% de chance	90% de chance	100% de chance
O	O	O	O	O	O	O	O	O	○	○

7. Êtes-vous déjà allé une fois au Liban ?

◯ Oui

◯ Non

8. Savez-vous où est Liban ? *(plusieurs réponses possibles)*

☐ Proche de la méditerranée

☐ Proche de la Grèce

☐ Proche de la Syrie

☐ Proche de la Turquie

☐ Proche de la Jordanie

☐ Proche de la Palestine

☐ Proche de l'Espagne

Vous aviez en partie raison, Je Liban est proche de....

Regardez la carte

La situation politique

9. Avez-vous une idée de la situation politique du pays et des risques d'attaques terroristes?

◯ Oui, je la connais parfaitement

◯ Oui, je me fais une idée assez précise

◯ Non, mais je peux la supposer

◯ Non, je ne la connais pas du tout

10. D'après vous, le risque d'actions terroristes dans ce pays est

◯ Quotidien

◯ Très fort

◯ Fort

◯ Faible

◯ Très faible

◯ Inexistant

11. Connaissant ce risque terroriste, avez-vous toujours envie d'aller découvrir ce pays prochainement ?

◯ Pas du tout d'accord

◯ Pas d'accord

◯ Plutôt pas d'accord

◯ Ni pas d'accord, ni d'accord

◯ Plutôt d'accord

◯ D'accord

◯ Tout à fait d'accord

12. L'offre de séjour de 4 jours dans ce pays à un tarif très abordable et avec un très bon niveau de prestations d'accueil est confirmée. Vous partiriez ?

◯ Dès demain

◯ Dès qu'une date se libère dans mon agenda

◯ Quand l'occasion se présentera

◯ Un jour sans doute

◯ Il y a fort peu de chance

◯ Jamais

13. Malgré la situation, les chances que vous alliez dans ce pays pour cet été sont de ?

0% de chance	10% de chance	20% de chance	30% de chance	40% de chance	50% de chance	60% de chance	70% de chance	80% de chance	90% de chance	100% de chance
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

14. On vous confirme que l'accueil à l'aéroport international du pays est abominable.

○ Cela vous refroidit :

Vous vous dites que vous pourriez aller plutôt dans un autre pays pour le même tarif

○ Cela ne vous inquiète pas :

Après tout, ce qui compte, c'est le reste du séjour

15. A l'inverse, on vous confirme que l'accueil à l'aéroport international du pays est merveilleux.

○ Cela vous encourage :

Vous vous dites que vous devriez vraiment essayer d'aller dans ce pays

○ Cela ne vous fait pas d'effet :

Après tout, ce qui compte, c'est le reste du séjour

16. Pour conclure, au vu de tout cela, vous diriez que les chances que vous alliez dans ce pays **aux prochainesvacances**sont de ?

0% de chance	10% de chance	20% de chance	30% de chance	40% de chance	50% de chance	60% de chance	70% de chance	80% de chance	90% de chance	100% de chance
○	○	○	○	○	○	○	○	○	○	○

17. Combien de semaines de congés avez-vous par an ?

18. Combien de fois par an partez-vous hors de votre domicile pour des vacances ?

19. Lorsque vous partez en vacances hors de votre domicile, c'est

◯ Systématiquement à l'étranger

◯ La plupart du temps à l'étranger

◯ Autant à l'étranger qu'en France

◯ La plupart du temps en France

◯ Systématiquement en France

20. Avez-vous déjà visité des pays à confession musulmane ?

◯ Oui

◯ Non

SI oui, veuillez préciser les pays visités

21. Avez-vous déjà visité des pays où la répartition entre les différentes confessions est très équilibrée au sein de la population (cas du Liban) ?

◯ Oui

◯ Non

Si oui, veuillez préciser les **3 derniers** pays visités qui sont dans ce cas

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22. Parlez-vous des langues étrangères

◯ Oui

◯ Non

Si oui, veuillez préciser les langues étrangères que vous parlez

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23. Quel âge avez-vous ?

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24. Quel est votre situation familiale ?

◯ Célibataire

◯ Marié(e) ou vie maritale

◯ Divorcé(e)

◯ Veuf (ve)

Si vous avez des enfants à charge, veuillez préciser leur nombre

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25. Parmi les catégories suivantes, laquelle décrit le mieux votre statut professionnel actuel ?

◯ Étudiant(e)

◯ Employé(e) ou ouvrier/ouvrière - temps partiel

◯ Employé(e) ou ouvrier/ouvrière - temps plein

◯ Indépendant(e)

◯ Sans emploi - recherche un emploi

◯ Sans emploi - ne recherche pas d'emploi

◯ Pensionné(e)

◯ En incapacité de travail

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26. Quel est votre catégorie socio-professionnelle ?

◯ Agriculteur, Exploitant agricole

◯ Artisan, Commerçant, Chef d'entreprise

◯ Cadre supérieur, Profession libérale, Professions intellectuelles supérieures

◯ Cadre moyen, Professions intermédiaires, Technicien

◯ Employé

◯ Ouvrier

◯ Retraité

◯ Inactif

◯ Étudiant / Alternant / Stagiaire

27. Dans quelle ville vivez-vous actuellement ?

28. Quel est le plus haut niveau d'études que vous ayez atteint ?

◯ Sans diplôme

◯ Enseignement primaire

◯ Collège

◯ Lycée (baccalauréat) (non complété)

◯ Études universitaires de premier cycle - Licence (Bac+3)

◯ Études universitaires de second cycle - Master (Bac+5)

◯ Études universitaires de troisième cycle - Doctorat (Bac+8)

29. Parmi les domaines suivants, lequel décrit le mieux votre plus haut diplôme ?

◯ Technologie

◯ Soins de santé

◯ Mathématiques

◯ Informatique

◯ Médecine

◯ Sciences

◯ Commerce

◯ Autre (veuillez spécifier)

30. Vous êtes ?

◯ Une femme

◯ Un homme

31. Pouvez-vous indiquer le prénom et nom de l'étudiant qui vous a sollicité pour cette étude ?
(Cette question vise à valider la participation de tous les étudiants de la promotion à ce travail de collecte)