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Promoting Egypt through its National Stereotype: The Role of Stereotype in Evaluating the Components of Destination Image

Lamiaa Hefny
Faculty of Tourism & Hotel management
Pharos University in Alexandria, Egypt

Abstract

National stereotype could play a crucial role in evaluating tourist destinations. Through the stereotype content model (SCM), the study tried to understand how stereotypes influence destination image components and identify the most influenced one when using such type. The study used qualitative and quantitative methods in examining national stereotype and its effect on the three components of destination image evaluation. Results revealed that there are significant relationships between the two dimensions of Egypt's stereotype (warmth and competence) and its image's three components (cognitive, affective and conative). The results showed that the affective component has the most significant impact on the evaluation process unlike the cognitive and conative components. Using the warmth and competence traits when promoting strong and attractive affective image, is one of the practical implications of the study recommended for marketing managers.

Keywords: National stereotypes, Stereotype Content Model (SCM), Warmth and Competence, Destination Image Components.

*Corresponding author: Lamiaa Hefny; E-mail: Lamiaa71@gmail.com
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Introduction

One of the challenges that face tourism marketing in developing countries is the negative stereotype which has its influence on destinations' image in these countries. Nowadays, due to the increasing international competition among tourist destinations, each destination has to have a strong image in order to develop a competitive position in the tourism market. There are positive and negative stereotypes associated with every destination that influence tourists' evaluation and their travel decision (Brezovec, et al., 2004). Shen, et al (2019) confirmed that stereotypes could motivate consumers to differentiate between brands and simplify the decision-making process in destination choice. Previous studies explored the concept of stereotypes and its role in country marketing but only a few studies have distinguished the effect of destination stereotypes on destination image evaluation. Destination image management could use the stereotype concept to guideline people's

perceptions and choices of destination (Shen, et al.,2019). The objective of this study is firstly, to highlight the significant role of national stereotyping (competence and warmth dimensions) in tourists' evaluation of cognitive, affective and conative destination image. Secondly, to identify the most influenced component of destination image by stereotyping in tourists' evaluation process. Exploratory study is used to define the Egyptian stereotype traits and a questionnaire is applied to investigate the effect of these traits on destination image evaluation.

Literature review

National Stereotype

National stereotypes are defined as beliefs about distinctive personality, social, physical and mental characteristics typical of members of a certain culture, which become cultural peculiarities conveyed by the media, hearsay, education, history and jokes (Terraciano et al, 2005, p.96). Terraciano et al.'s (2005) study suggested that beliefs are influenced and formed by generalizations based on observations of the personality traits of culture members. Wilson (2006) pointed out that the perception of images by social groups is different since people's perceptions of different types of groups aren't the same. Cheok et al (2015) stated that stereotyping is associated with negative and positive attributions. Stereotypes have been defined as "beliefs about the characteristics, attributes, and behaviors of certain groups" (Hilton and von Hippel, 1996, p. 240). Ward and Berno (2011) suggest that stereotypes have a great impact not only on service providers' attitudes towards guests but also on guest satisfaction. Harun et al, (2016) stated that stereotype is a "set of images required to deal with the information issued by our environment". According to Poster and Fuentes, (2013) stereotypes have two types: Hetero-stereotype refers to the evaluation of traits and characteristics of members of a certain group. Auto-stereotype refers to the way the members of a social group evaluate their own group. Avraham, (2018) confirmed that every country has positive and negative stereotypes which are associated with the country and the negative stereotype could be a barrier to the arrival of tourists and investors. Various studies considered that the evaluation of stereotypes vary across cultures (Durante et al., 2017). Hřebíčková & Graf, (2018) mentioned that people evaluate country stereotypes based on their own national identity, culture, and stereotypes.

Stereotype content model (SCM)

Stereotype Content Model (SCM) was developed by Fiske et al. (2002) who suggested that stereotypes include two dimensions: warmth (Friendliness, Trustworthiness) and competence (Capability, Assertiveness). These two dimensions are used in advertisements and brand strategies in shaping the image of products and countries (Motsi & Park, 2020). Fiske et al. (2002) model used the dimensions of warmth and competence to classify groups according to their level of threat. The model is divided into four sub groups based on whether they are high or low on warmth or competence. The First two groups are the extremes of all-good in-groups and all-bad out-groups. The second two groups, one stereotyped as warm but incompetent and those include older people and people with disabilities, as well as young children. The other groups are seen as cold but competent and include rich people, businesspeople, and technical experts (Fiske, 2018). Fiske et al.'s (2002) study developed a measurement scale composed of six traits for the two dimensions (warmth and competence). Warmth traits are (friendly, well-intentioned, sincere, good-natured, warm, and trustworthy) and competence traits are (competent, intelligent, confident, efficient, competitive, and independent). Fiske et al (2007) related the warmth dimension's traits with the perceived intent which includes friendliness, helpfulness,

sincerity, trustworthiness and morality, whereas the competence dimension's traits were related to the perceived ability which includes intelligence, skill, creativity and efficacy. The effects of the two dimensions of stereotyping (warmth and competence) could apply to cities, if a city can be personalized and evaluated (Zait, et al. 2016).

Nadeau et al., (2008) considered tourist destinations as a product and their research claimed that the destination image of a country is influenced by the country image. While Mossberg & Kleppe (2005) claimed that country image and destination image refer to the same concept and that there is overlap between the two concepts regarding the objects they refer to. Diamantopoulos (2011) defined country image as "the total of all descriptive, inferential and informational beliefs one has about a particular country". Marketing researchers demonstrated in several studies the effects of country-of-origin image on product image and customers' evaluation of product quality (Knight & Calantone, 2000; Roth & Diamantopoulos, 2009). Motsi, (2016) considered country of origin an umbrella term to describe country image. While Verlegh (2001, p.25) views country of origin as "a mental network of affective and cognitive associations connected to the country". Brijs, Bloemer, and Kasper (2011) developed a country image scale that captured the cognitive, affective and conative dimensions of destination image. Destination image is defined as "the sum of beliefs and ideas and impressions that a person has of a destination" (Crompton, 1979 p.18). Beerli & Martin, (2004) explained that destination image is a mixture of tourism destination infrastructure and destination attributes. Echtner & Ritchie (2003) defined destination image as not only the perceptions of destination attributes but also the impression made by the destination. Gartner (1993) conceptualized that destination image consists of cognitive, affective and conative components. The cognitive image means the sum of beliefs and knowledge that reflect the evaluations of the destination's attributes (Stylos & Andronikidis, 2013).

Pike (2008) argued that cognitive image means the sum of what the person thinks about the tourism destination, as well as the associated knowledge that is derived from a previous visit. The affective component refers to the emotional responses reflecting the tourist's feelings towards the destination (Bigne et al (2005); Hallmann et al (2015). According to Klenosky (2002) tourists, before travelling to the destination, develop a positive affective image when the emotions related to the destination match their motives. This positive image could last during their presence there and after leaving the destination. According to King, Chen, & Funk, (2015), the conative component can be described as the visit intention and the probability of potential tourists wanting to visit or revisit the destination in the future that comes from cognitive and affective images. It is widely accepted that destination image is a concept built on three components; cognitive, affective and conative (Ryan & Cave, 2005; Song & Hsu, 2013). The study was consistent with similar studies that developed scales for measuring destination image in different tourist destinations. Cognitive destination image has been measured in several studies; Calantone et al., (1989) measured destination cognitive perceptions using 13 attributes (good shopping facilities, warm and friendly people, safety, varied and good food, unusual cultural experiences, many tourist attractions, good tourist facilities, value for money, good transportation facilities, exciting night life and entertainment, beautiful scenery, relaxing places to visit, beaches and water sports).

Fakeye and Crompton's (1991) study measured the Rio Grande Valley's destination image using 23 items within five dimensions (social opportunities and attractions; natural and cultural amenities; accommodations and transportation; infrastructure, foods and friendly people; bars and evening entertainment). Baloglu and

Mangalolu (2001) performed content analysis on the guidebooks and brochures of four destinations (Turkey, Greece, Italy, and Egypt) to measure the cognitive destination image through 14 items. Beerli and Martin (2004) measured the destination image of Lanzarote, Spain using 21 items classified into 5 dimensions (natural and cultural resources; general, tourist and leisure infrastructures; atmosphere; social setting and environment; sun and sand). Another study by Assaker (2014) measured the destination image of Australia using 18 attributes based on six dimensions (natural and well-known attractions; variety of tourist services and culture; quality of general tourist atmosphere; entertainment and recreation; general environment; and accessibility). Basaran, (2016) also measured the image of Safranbolu, Turkey using 30 items based on six dimensions (natural attractions, cultural attractions, social setting and environment, infrastructure and facilities accessibility and price and value).

Baloglu & McCleary (1999) described affective image as feelings, sentimental impressions and emotions evoked by tourism destinations. Several destination image studies indicated that affective destination image is mainly measured by four dimensions (pleasantness, arousing, relaxation and excitement) (Li et al, 2015 and Pike, 2002). Del Bosque & San Martin (2008) measured the affective image of three destinations in Spain using four affective attributes (sleepy–arousing, distressing–relaxing, gloomy–exciting and unpleasant–pleasant). Lehto et al, (2014) examined the affective image of destination and its influence on destination slogan. Their study used 7-point scale based on four affective attributes (pleasant–unpleasant, exciting–gloomy, arousing–sleepy and distressing–relaxing). Lin et al. (2007) claimed that the cognitive component impacts the affective component of destination image. Echtner & Ritchie’s (2003) study combined the common features with the psychological factors that measure the attributes of destinations. The researches distinguished between the functional characteristics of destination image which concern the more tangible aspects and the psychological characteristics which concern the more intangible aspects. Echtner & Ritchie (2003) summarized the attributes of destination image of 14 studies in 34 attributes.

Gallarza et al. (2002) argued that cognitive and affective images could combine with destination image attributes such as landscape, nature, cultural attractions, relaxation, accessibility, safety, social interaction, and service quality. Stepchenkova & Mills’s (2010) study revealed that the conative component is linked to revisiting, recommending or saying positive word of mouth based on the positive tourists’ expressions. Michael et al (2018) used a qualitative method to understand the cognitive, affective and conative images of Australia. From the affective perspective, Australia is found to be pleasant, family oriented, a fun place, laid back and the local people friendly. From the conative perspective, most of the Emirati tourists expressed strong feelings to go back to Australia, to re-visit and they would recommend Australia to their families and friends. Slabbert, & Martin, (2017), analyzed the cognitive, affective and conative images for festivals and also analyzed the aspects influencing these images in South Africa. They tested 19 images of items relevant to festivals and divided them into three components (cognitive, affective and conative). The cognitive image includes items related to the infrastructure and activities. Affective image includes items related to the visitors’ perceptions of the festival and Conative image includes the intention to revisit or recommend the festival to others or visiting other attractions in the same destination.

The relationship between Destination image and country stereotype

Research on destination stereotype has been limited to the overall image of a destination which is different from the cognitive, affective or conative perceptions of the destination (Shen, et al 2019). Shen, et al (2019) studied the warmth and competence dimensions of SCM. They applied the two dimensions on tourist destination image to measure the social perceptions of the residents of mainland China as domestic tourists. Their study showed that the two dimensions of the SCM are suitable for representing people's stereotyped perception of tourist destinations. Mu et al (2017) applied the stereotype content model to the tourism destination image regarding the social psychology and found that perceptions of a country's warmth and competence can influence tourists' attitudes towards the tourism products of a country. Gomez-Diaz's (2019) study suggested that there is a strong influence of country stereotypes on destination image.

Motsi's (2016) study found that the stereotypes of competence and warmth were positively related to the country image. Herz & Diamantopoulos, (2013) proved that country of origin image could activate the perceived warmth and competence stereotypes of the country. Lee & Lockshin, (2012) stated that tourism studies suggested that there is a strong relationship between country stereotypes and destination image (Echtner and Ritchie, 2003; Gran, 2010). Winter, (2009) assumed that images and stereotypes could be the same concept with different names. Chattalas et al (2008) investigated the impact of national stereotypes and pointed out that national stereotypes influence tourist's evaluations of a country. Kunczik (1997) differentiated between an image and a stereotype; an image is created by the holder of the image, whereas a stereotype is created by the environment.

Conceptual Framework & Hypothesis development

The international marketing studies have applied the stereotype content model as a measurable construct that can be used to explain country-of-origin evaluation (Maher & Carter, 2011; Chattalas et al, 2008). The study proposed that the SCM is an effective tool to explore the relationship between national stereotypes and destination image. This is consistent with Chattalas et al.'s (2008) study which proposed that the stereotype content model is considered an important instrument to define the relationship between the national stereotypes and country of origin and suggested that the dimensions of perceived warmth and competence positively affect the country of origin. Cuddy et al (2009) found that countries with perceived competence and warmth will have a positive relationship with destination image. Country stereotypes could create influences through cognitive as well as affective processes (Askegaard and Ger 1998; Verlegh and Steenkamp 1999). In cognitive process, country stereotypes help consumers make inferences about quality (Chattalas et al. 2008). In affective process, country stereotypes could evoke emotional associations. This is consistent with Chattalas et al.'s (2008) p. 58 study which states that country image/destination image can work as a "stereotype-driven attribute that links the product to positive and/or negative emotional associations with particular nations". Many studies proved that country image/destination image has its influence on country stereotypes, in the form of warmth and competence (Herz & Diamantopoulos, 2013).

H1a: There is a positive and significant relationship between the perceived competence dimension of national stereotypes and the cognitive image of a destination (Destination image attributes)

H1b: There is a positive and significant relationship between the perceived warmth dimension of national stereotypes and the cognitive image of a destination (Destination image attributes)

H2a: There is a positive and significant relationship between the perceived competence dimension of national stereotypes and the affective image of a destination (Tourist's Feelings for tourism destination)

H2b: There is a positive and significant relationship between the perceived warmth dimension of national stereotypes and the affective image of a destination (Tourist's Feelings for tourism destination)

Lotz and Hu, (2001) proposed the country of origin as a stereotype. Consumers have stereotypical impressions about countries which are used as a judgmental tool about their products (Lotz and Hu, 2001). Country of origin affects consumers' judgments either by product knowledge, these are through cognitive process, (Moon & Jain, 2002) or by forming an emotional bond, this is through affective process, or by consumers' desires to interact with the country product, this is through conative process.

H3a: There is a positive and significant relationship between the perceived competence dimension of national stereotypes and the conative image of a destination (Intention to recommend, word of mouth and intention to revisit)

H3b: There is a positive and significant relationship between the perceived warmth dimension of national stereotypes and the conative image of a destination (Intention to recommend, word of mouth and intention to revisit)

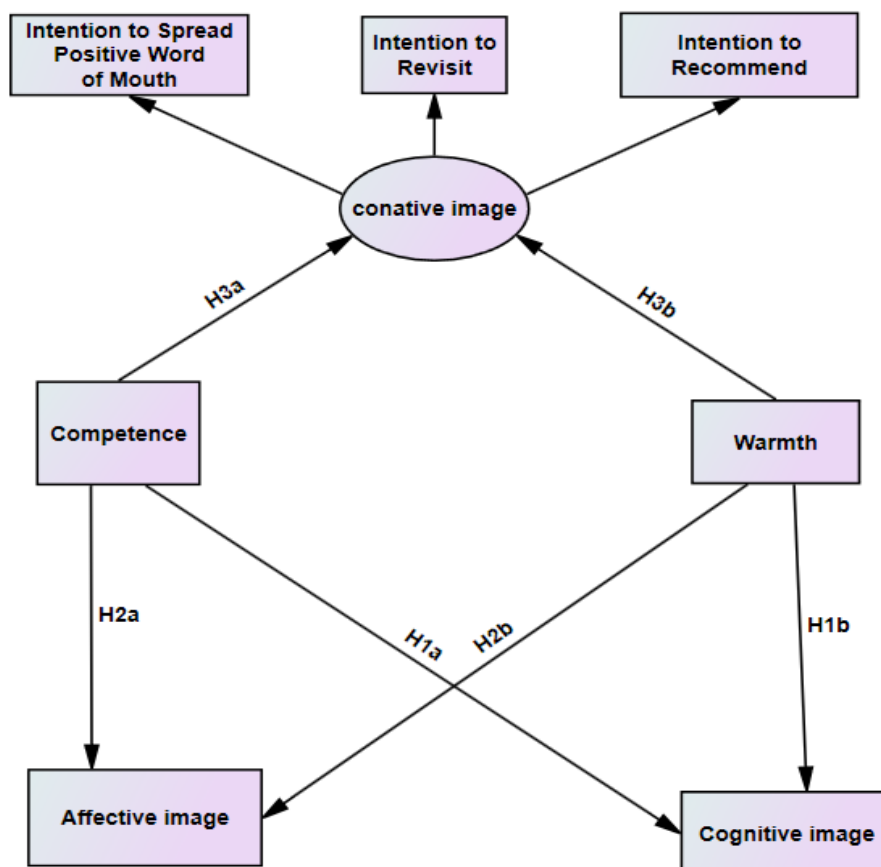


Figure 2. The conceptual model

Brijs et al (2011) argue that the cognitive component of country image could simply be measured through country stereotypes; they found that beliefs or the affective component of country image is the appropriate way to measure country stereotypes. **Figure 2** shows the study conceptual model which presents the relations between variables.

Methodology

Data Collection and Sample

The study follows two phases for data collection using qualitative and structured quantitative methods. The first phase of the study aimed to capture the main Egyptian tourist stereotypes using Focus groups through open-ended questions. The second phase of the study aimed to investigate the relationship between national stereotype dimensions of perceived competence and perceived warmth and the three components of destination image (cognitive, affective and conative). Using a structured questionnaire, the survey design was based on the information provided in the exploratory phase and a deep review of the literature as well. The questionnaire was developed on google form and hosted on different online platforms. The study adopted the online survey to reach a wide range of geographic segments. A questionnaire was randomly distributed to a sample of potential tourists from the target population (Egypt visitors). The questionnaire was administered from November 2018 to February 2019. The total sample used in the study was 278 questionnaires which were given out to tourists but the final sample used in the analysis was 203 valid responses.

Methods

Firstly, an exploratory study of Egyptian tourist stereotypes was conducted via a free response. Focus groups were one of the techniques applied in this study to measure national stereotype. A focus group is consisted of 8–15 people from the target audience who are asked to discuss a certain subject in depth (Avraham & Ketter, 2016).

Focus groups were used to list the traits that Egypt was associated with. The study applied the stereotype content model to the context of Egypt. Five focus groups were conducted to identify the traits of the national stereotypes of Egypt. Each of the five groups consisted of 14 participants (8 males & 6 females) from different nationalities (Germans, Americans, Russians, Polish, British and Swiss). The stereotype content model suggested the stereotypes could be measured by two dimensions: Warmth which includes sociability and sincerity, while competence includes capability and skills (Fiske et al. 2002; Cuddy et al. 2008).

To construct a list for measuring perceived warmth and competence of Egypt, the study combined traits from previous researches by Chattalas and Takada (2013), Cuddy et al. (2008), Fiske et al. (2002) and Zait et al (2016). The study used only the traits that were repeatedly mentioned by participants and ignored the infrequent ones. These are the final traits presented in **Table 1**.

Table 1. National stereotype traits associated with Egypt as a tourism destination

<i>perceived warmth</i>	<i>perceived competence</i>
Sincere	Highly qualified
Generous	Competent
Helpful	Independent
Friendly	Ingenious
Warm	Efficient
Sociable	A skilled one
Tolerant	Competitive
Kind	Intelligent
Sensitive	Successful
Hospitable	Confident
Reliable	Capable
Trustworthy	
Honest	
Welcoming	

Secondly, the questionnaire was composed of the main variables in this research: national stereotype with its two dimensions (perceived warmth and perceived competence), destination cognitive image, destination affective image and destination conative image. The questionnaire consists of three parts. The first part included the demographic information, the second part included traits related to the Egyptian national stereotype and the third part included the perceived attributes, emotions and intended behavior towards the destination image. The exploratory study assessed 25 specific traits of the warmth and competence of Egypt. To set a scale for measuring to what extent the perceived warmth and competence traits of Egypt are descriptive. The study proposed a scale used by previous studies (Chattalas & Takada, 2013; Cuddy et al. 2008; Fiske et al. 2002; Zait et al, 2016). The five-point scale ranged from (Extremely descriptive to Not at all descriptive). Echtner & Ritchie (2003) developed a list of 35 attributes used to measure cognitive

destination image where the attributes have been arranged from the functional to the psychological. Ahmadova, (2018) used the Echtner & Ritchie (2003) model to determine the perceived image of Azerbaijan as a tourist destination. Ahmadova, (2018) tested 15 attributes that were chosen as the most appropriate for Azerbaijan cognitive image. The study categorized the cognitive image of Azerbaijan into Attribute/Holistic and Functional/Psychological components.

The study measured the *cognitive* destination image with 25 attributes on a 5-point Likert-type scale that ranged from (Very bad/poor to Excellent). These attributes were developed from Echtner & Ritchie (2003) study. These attributes are (Scenery/Natural Attractions, Costs/Price Levels, Climate, Tourist Sites/Activities, Nightlife and Entertainment, Local Infrastructure/Transportation, Historic Sites/Museums, Beaches, Shopping Facilities, Accommodation Facilities, Fairs, Exhibits, Festivals, Facilities for Information and Tours, Crowdedness, Cleanliness, Personal Safety, Accessibility, Degree of Urbanization, Political Stability, Hospitality/Friendliness/Receptiveness, Different Customs/Culture, Different Cuisine/Food and Drink, Restful/Relaxing, Atmosphere (Familiar versus Exotic), Quality of Service, Opportunity to Increase Knowledge).

Affective destination image was measured on a scale of four items. Specifically, the item “Pleasant vs. Unpleasant”, “Arousing vs. Boring”, “Relaxing vs. Stressing” and “Exciting vs. Gloomy”. The scale was adopted from the study of Russell and Pratt's (1980). Researches utilized a 7-point semantic scale to evaluate affective image (eg. Basaran, 2016; Lehto, Lee, & Ismail 2014; San, & Rodriguez, 2008).

The study measured the *conative* destination image by 3 items (Travel intention, Intention to recommend Egypt to friends and relatives and Intention to spread positive word of mouth). (1) Travel intention was measured on a 5-point Likert-type scale and it ranged from (1 = Do not intend to visit to 5 = Very likely to visit) over the next 5 years. (2) Intention to recommend Egypt to friends and relatives and it ranged from (1= Will not recommend at all to 5 = Definitely recommend). (3) Intention to spread positive word of mouth and it ranged from (1= Will not say at all to 5 = Definitely say). (Agapito, Mendes & Valle, 2011; Basaran, 2016; Zibin Song et al. 2013; Tavitiyaman & Qu, 2013).

Results and Analysis

Sample Demographic

The respondents of this study were the tourists who visited Egypt during the period 2018-2019. Five questions were designed for participants' demographic profile regarding gender, age, yearly income, education and marital status. A complete description of the sample's demographic profile is provided in **Table. 2**.

Table 2. Sample demographic characteristics
Total sample size: 203

Variables		Frequency	Percentage
Gender	Male	90	44.3
	Female	113	55.7
Yearly income	Below \$30,000	45	22.2
	Between \$30,000 and	63	31
	Between \$60,000 and	50	24.6
	Between \$90,000 and	22	10.8
	Over \$120,000	23	11.3
Education	High School or less	67	33
	University	113	55.7
	Master or Ph.D.	23	11.3
Age	18 – 24	22	10.8
	25 – 34	56	27.6
	35 – 49	60	29.6
	50 – 64	50	24.6
	65 and over	15	7.4
Marital status	Single	71	35
	Married	101	49.8
	Other	31	15.3

From the total of 203 sample members, 90 were male (%44.3) and 113 were female (% 55.7). In aspect of education, %33 of the respondents have high school education only, 55.7% have bachelor degree and %11.3 have master or Ph.D degree. 35% single, 49.8% married and 15.3 other.

Reliability and Validity

In order to examine the reliability of the study, Cronbach's Alpha coefficient was used. To examine the validity, a confirmative factor analysis (CFA) was applied to examine relationships among the variables. In order to assess whether the variables are suitable for CFA, (KMO) measure the sampling adequacy and Bartlett's test of Sphericity (Pallant, 2010). (AVE) and composite reliability (CR) were measured to assess the convergent validity of the constructs in the proposed model. Cronbach's (α), KMO statistic, Bartlett's test, AVE and CR are presented in **Table 3**.

Table 3. Reliability and validity measures

Construct	Reliability	Construct validity		Convergent validity	
	Cronbach's α	KMO	Barlett's test of sphericity	CR	AVR
Warmth	0.885	0.815	1228.37***	0.938	0.607
Competence	0.671	0.693	248.78***	0.889	0.501
Cognitive image	0.882	0.823	2045.662***	0.818	0.521
Conative image	0.810	0.686	294.40***	0.878	0.643
Affective image	0.776	0.613	237.10***	0.882	0.716

*** P-value < 0.001.

The Cronbach's α for all constructs is greater than 0.6 which exceeds the approved limit. The measure of KMO is suitable for estimating CFA since the KMO statistics > 0.60 for all constructs. Also, the Barlett's test of sphericity is significant for all constructs because $p\text{-value} < 0.05$. The CR is higher than the approved limit of 0.7 for all constructs. Moreover, the AVE is over the tolerance threshold of 0.5.

A structural equation model was estimated to assess the acceptability of the proposed model. The structural model showed an evidence of good fit as summarized in Table 5. The measures of the model fit are $p\text{-value}$ of χ^2 (Chi-square), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), Tucker Lewis index (TLI), comparative fit index (CFI), root mean square error of approximation (RMSEA) and finally normal fit index (NFI). The fit indices showed good fit for the proposed model as shown in **Table 4**.

Table 4. The Fitting of the proposed model

Fit measure	Accepted fit	Computed fit
χ^2	$P > 0.05$	0.085
GFI	> 0.90	0.986
AGFI	> 0.80	0.924
RMSEA	< 0.08	0.068
NFI	> 0.90	0.905
TLI	> 0.90	0.964
CFI	> 0.90	0.991

Adapted from: (Hair et al, 2010).

The study assessed the direct estimation and tested the hypotheses of the proposed model. The hypothesized relationships analysis proved that there is a negative and significant relationship between the perceived **competence** dimension of national stereotypes and the **cognitive image** of a destination where the coefficient estimate is -0.519 and $p\text{-value} < 0.001$. Perceived **warmth** was not significant for **cognitive image** of a destination (0.032 and $p\text{-value} > 0.05$).

The perceived **competence** was significantly positive for **affective image** of a destination (0.544 and $p\text{-value} < 0.001$). The perceived **warmth** was also significantly positive for **affective image** of a destination (0.181 and $p\text{-value} < 0.001$).

The model showed a negative significant direct relationship existing between perceived **competence** dimension of national stereotypes and the **conative image** of a destination (-0.390 and $p\text{-value} < 0.001$). There is also a negative and significant relationship between the perceived **warmth** and the **conative image** of a destination (-0.176 and $p\text{-value} < 0.001$) as presented in **Table 5**.

Table 5. Direct estimation and testing hypotheses for the proposed model

Image	Stereotype	Estimate	Hypothesis testing
Cognitive image	Competence	-0.519^{***}	H_{1a} : Not support
	Warmth	0.032	H_{1b} : Not support
Affective image	Competence	0.544^{***}	H_{2a} : Support
	Warmth	0.181^{***}	H_{2b} : Support
Conative image	Competence	-0.390^{***}	H_{3a} : Not support
	Warmth	-0.176^{***}	H_{3b} : Not support

*** $P\text{-value} < 0.001$.

The study tested the indirect effect of the perceived **competence** dimension of national stereotypes on the conative image components of a destination. The results showed a negative significant relationship between the perceived **competence** and **Intention to recommend, intention to spread positive word of mouth and intention to revisit**, where the indirect estimated coefficients are (-0.568, -0.560, and -0.692, respectively, with p-value < 0.001). There is also a negative and significant relationship between the perceived **warmth** and the components of conative image of a destination: **Intention to recommend, intention to spread positive word of mouth and intention to revisit**, where the indirect estimated coefficients are (-0.157, -0.155, and -0.191, respectively, with p-value < 0.05) as presented in **Table 6**.

Table 6. Indirect estimation of conative image into dimension of national stereotypes

Conative image	Competence	Warm
Intention to recommend	- 0.568***	- 0.157**
Intention to revisit	- 0.560***	- 0.155**
Intention to spread positive word of mouth	- 0.692***	- 0.191**

** P-value < 0.05, *** P-value < 0.001.

Discussion and Implications

Although Chen et al, (2012) confirmed that international stereotypes influence destination image and this is consistent with different previous research that confirmed that people from different countries have different stereotypical images (Kim & Morrison, 2005; Konecnik, 2005; Prebensen, 2007). Also Gomez-Diaz, (2019) proposed that the perceived competence/warmth of a country is positively associated with positive destination image. But insufficient light has been shed on the applicability of national stereotype with its dimensions (warmth and competence) on the three components of destination image. The previous studies focused on addressing the relationship between national stereotypes and the whole destination image. The study proposed that national stereotype with its dimensions (warmth and competence) influence the three components of destination image (cognitive, affective and conative). The results of the data analysis demonstrated that the relationship between warmth, as a national stereotype dimension, and cognitive destination image is not significant whereas, competence, as a national stereotype dimension, has a negative significance with cognitive destination image. This means that the impact of country stereotyping does not play a significant role in tourists' evaluation of cognitive destination image.

The results of the study revealed that the perceived warmth and competence of national stereotype have a positive significant relationship with the affective destination image. This means that the impact of country stereotyping plays a significant role in tourists' evaluation of affective destination image. This is consistent with Maher & Carter (2011) study which examined the effects of the affective and cognitive components of country image on buying the country's products. The results indicated that the affective component of country image has a direct effect on its consumers' willingness to buy products more than the cognitive component which does not relate to willingness to buy. Also, Ingenhoff et al., (2020) study examined the role of stereotypes in the construction of Swiss country image. They found a correlation between Switzerland stereotypes and the Swiss country image where the percentage of Swiss stereotypes is higher in the neighboring countries than the percentage of distant countries. They proposed five

dimensions of the Swiss country image (functional, normative, cultural, natural, and emotional) based on stereotypes. The study found that normative and affective dimensions of country image are better at highlighting countries' stereotypes. In closer countries dimensions such as functional, natural, and cultural were the most mentioned.

The study investigated the effect of conative destination image in general and its three dimensions (intention to recommend, intention to spread positive word of mouth and intention to revisit). The results showed a negative significant direct relationship existing between the perceived warmth and competence dimensions of national stereotypes and the conative image of a destination. The results also showed a negative indirect significant relationship between the two dimensions and the three components of conative destination image (Intention to recommend, intention to spread positive word of mouth and intention to revisit). This means that the impact of country stereotyping does not play a significant role in tourists' evaluation of conative destination image. This is consistent with the study of Chung & Chen, 2018 study, which suggested that country stereotyping plays a role in tourists' decision-making process regarding the cultural and geographical dimensions. Chung & Chen (2108) study examined the effect of the stereotypical country image on tourism destination image and on destination loyalty. Taiwanese residents were selected from a survey to measure the images of four countries: the U.S., Australia, South Korea, and Japan. Their findings proved that the direct effect of stereotypical country image on destination loyalty is larger in the U.S., Australia than in South Korea, and Japan.

Regarding the theoretical implications, the study's findings contributed in understanding the influence of national stereotypes on destination image evaluation. Regarding the managerial implications, the study could be useful for destination marketing organizations to make use of country stereotypes in their marketing efforts. It is important to define which stereotype to be considered and associated with destination image in tourism advertisements. The findings of this study could use the strengths of Egypt's image, as a destination, perceived by potential tourists in tourism marketing. National tourism organizations could highlight the strengths and construct a good image for Egypt. National tourism organizations also could use the warmth dimension of Egypt's stereotypes to position its image. Singapore Airlines used the warmth stereotype of the "Singapore girl" in a successful marketing campaign (Chattalas, 2008).

Conclusion

Overall, this paper examined the impact of national stereotype on destination image evaluation of Egypt. The study used SCM model to measure the effects of the warmth and competence dimensions of Egyptian tourist stereotypes on destination image. A qualitative method is used to define the Egyptian stereotype traits and a quantitative method is applied to investigate the effect of these traits on the three components of destination image evaluation. The study found different effects for the perceived warmth and competence dimensions on the three components (cognitive, affective and conative) of Egypt's image as a tourist destination. The results showed that the affective component has the most significant impact on the evaluation process unlike the cognitive and conative components. The study contributed in understanding how the national stereotype dimensions and image of a destination are viewed by tourists.

Research Limitation and Future Direction

One of the limitations of this study was due to the sampling method that was used in this research; the study results could hardly be generalized either to all nationalities or to other destinations. The study used different nationalities and examined Egypt's stereotypes across consumers with different national/cultural backgrounds. Future research could investigate country stereotypes in groups that share the same national/cultural backgrounds. Studies could also use the same gender or specific age group to investigate the stereotypes. Future studies also should further focus on the investigation of specific attitudes toward a country and their effect on tourist's evaluations. In the future a wider survey could give a more comprehensive picture of the relationship between a stereotype and country image.

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