

Holy Family's Journey in Wadi El Natroun: Investigating Hospitality Marketing Mix, Visitors' Satisfaction and barriers

رحلة العائلة المقدسة في وادي النطرون: دراسة المزيج التسويقي الخدمي، رضا الزائرين والمعوقات

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Abstract

الملخص

The Holy Family's Journey in Wadi El Natroun is a religious tourist destination for visitors from inside and outside Egypt. Hence, the current research mainly aimed to investigate the quality of marketing mix in this destination and its impact on the visitors' satisfaction. It also aimed to determine the barriers that may moderate the impact of marketing mix on the visitors' satisfaction.

The target participants were the visitors of the four monasteries in Wadi El Natroun. Random sampling was employed to ensure equal allocation among visitors. The results clarified the significant impact of seven elements of marketing mix on visitors' satisfaction. Results also showed the moderating role of many barriers in the relationship between the marketing mix and the visitors' satisfaction. Finally, the current research provides recommendations to decision makers to achieve the visitors' satisfaction in the Holy Family's Journey in Wadi El Natroun.

تعتبر رحلة العائلة المقدسة في وادي النطرون من المقاصد السياحية الدينية الهامة حيث يتردد عليها الزوار من داخل مصر وخارجها. ومن ثم، فإن البحث الحالي يهدف بشكل أساسي إلى التحقق من جودة المزيج التسويقي الخدمي (المنتج، السعر، المكان، الترويج، العنصر البشري، العملية، البيئة المادية) في هذا المقصد وكذلك تأثيره على رضا الزائرين. كما يهدف هذا البحث إلى تحديد أهم المعوقات التي قد تؤثر على رضا الزائرين تجاه هذا المزيج التسويقي الخدمي. تم تطبيق هذه الدراسة على مجموعة من الزائرين للأديرة الأربعة بوادي النطرون، وقد تم استخدام العينة العشوائية البسيطة لضمان التوزيع المتساوي بين الزائرين. وقد أوضحت النتائج وجود تأثير كبير لسبعة عناصر من المزيج التسويقي الخدمي على رضا الزائرين، كما أظهرت النتائج الدور المؤثر للعديد من المعوقات في العلاقة بين المزيج التسويقي الخدمي ورضا الزائرين. أخيرًا، يقدم البحث الحالي توصيات لصناع القرار لتحسين المزيج التسويقي الخدمي بما يتلاءم مع احتياجات الزائرين في رحلة العائلة المقدسة في وادي النطرون.

Keywords: Marketing mix; visitors' satisfaction; the Holy Family's Journey; Wadi El Natroun

الكلمات الدالة: المزيج التسويقي؛ رضا الزائرين؛ رحلة العائلة المقدسة؛

وادي النطرون

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1. Introduction

Tourism is one of the main activities practiced by humans, across the gender or age. Tourism has many positive effects on the psychological state of man as they remove the pressures resulting from routine work or the economic and political environmental surrounding (Saleh, Maher, Alsayed and Wafik, 2019). Religious tourism is one of the oldest types of tourism and the most important as well as the most common as many tourists have been rushing since the ancient religious sites for the purpose of practicing some religious rituals of different beliefs and religions (Gaballah, 2018). Religious tourism is one of the types of tourism that aims to visit sites of religious importance in order to meet religious or recreational needs (Dana, 2017).

Egypt enjoys many of the elements of religious tourism, which made it one of the most important purposes of religious tourism; it contains many of the ancient Islamic and Christian monuments that witness the Holy Family's journey to the Egyptian territory behind many of the churches and monasteries that were established in the course of this trip (Shalan, 2005; Ragab, 2014; Haiying, 2019; Brida, Gomez and Segarra, 2020).

One could argue that marketing cannot be separated from monastery activities in order for the monastery to get the attention of their congregants or visitors. It is worthy of note that some monastery activities and marketing activities are interconnected. Thus, marketing management is seen as the art and science of choosing target markets and getting, keeping, and growing visitors through creating, delivering, and communicating superior visitor value. In addition, Kotler and Keller (2012) defined marketing as "*a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others*".

Elements of the service marketing mix can be employed in the process of marketing the monasteries but a clear understanding of whether the products are a physical good, service, or ideal is needed. Therefore, a contextual analysis of the marketing mix for this study is relevant in terms of a product that is expected from the monasteries (Dayang, Damita, David and Baban, 2019).

Visiting monasteries is a manifestation of Christianity, a branch of religious tourism (AbuElEnain and Yahia, 2015). In addition, the monasteries of Holy Family's Journey are a religious tourist destination for visitors from inside and outside Egypt. Accordingly, the quality of the services offered in this destination may have the ability to provide comfort and a sense of welcome for their visitors. *Accordingly*, the current research mainly aims to investigate the quality of marketing mix in Holy Family's Journey in Wadi El Natruun destination and its impact on the visitors' satisfaction. It also aims to explore the barriers that may moderate the impact of marketing mix on the visitors' satisfaction.

2. Literature Review

2.1 Marketing Mix

Marketing mix is a set of levers which an organization can alter to achieve set objectives such as profitability, market share, visitor satisfaction and survival (Pour et al., 2013). Hence, marketing mix is considered one of the key principles of marketing that holds the foundation of every marketing strategy (Ziethamlm, Bitner and Gremler, 2006). Akroush (2011) issued that the traditional marketing mix theory is a fundamental requirement for creating and sustaining relationships with visitors mostly in the marketing of products today. Marketing mix may strengthen the visitor satisfaction's level (Dayang et al., 2019).

Marketing mix has many elements namely, product, place, price, promotion, process, physical environment and people (the 7 Ps) which can be specified according to the main goal of the

organization. *Product* is represented by Kotler and Armstrong (2010) as any tangible or intangible benefit that is offered to a market for attention and acquisition that satisfy a need. The tangible benefits are mostly called products whilst the intangible ones are also called services. *Price* is defined as the practices and policies service organizations follow in determined value for exchange (Akroush, 2011). *Place or distribution* is where an organization selects to locate its product or service so that its target visitors can easily get access to it. *Promotion*: is the extent to which a service organization uses promotional activities and elements to initiate a dialogue with target market for a measurable response (Friesner, 2014). *People* are the most vital 'P' that distinguish product and service marketing (Ergen, 2011).

Process has been introduced in a relatively short and quick fashion in various literatures despite of its highly significant influence on purchase behavior in the service industry (Akroush, 2011; Preko and Gameti, 2014). *Physical environment* constitutes all tangible elements that provides favorable atmosphere in the service environment, which is mostly overlooked by most service organizations (Jobhaarbima, 2017).

Möller (2006) highlighted the shortcomings of the 4Ps Marketing Mix framework, as the pillars of the traditional marketing management have frequently become the target of strong criticism. Several critics even go as far as rejecting the 4Ps altogether, proposing alternative frameworks. This criticism can be summarized as (Fakeideas, 2008):

- The Marketing Mix does not consider visitor behavior but is internally oriented.
- Marketing Mix regards visitors as passive; it does not allow interaction and cannot capture relationships.
- Marketing Mix is void of theoretical content; it works primarily as a simplistic device focusing the attention of management.
- The Marketing Mix does not offer help with personification of marketing activities.
- The special elements of services marketing are not taken into consideration by Marketing Mix
- The product is declared singularly, but most organizations do not sell the product only. Marketers sell the lines of products, all interconnected in the visitor's vision.
- The building of relationships, which has been the major goal of marketing or the experiences that are bought by visitors, is not mentioned by Marketing Mix.

2.2 Visitors' Satisfaction

Visitors' satisfaction is an important concept in the field of service marketing, (Torres and Tribó, 2011). Primarily, the visitor's satisfaction in the services is more important than the package of material goods along with the fact that the relationship of visitor moves parallel with growth and achievement of stronger profits in the services of material goods (Williams and Naumann, 2011). Sengupta, Balaji and Krishnan (2015) assured that visitor satisfaction is the positive impression felt by the visitor, the visitor's buying experience trend or consumption of the result of a comparison between visitor's expectations of the direction of product or service and the latter. Zhao, Lu, Zhang and Chau (2012) also pointed out that visitors' satisfaction reflects the more profits the company increases in market share.

Parasuraman, Zeithaml and Berry (1990) stated the range of factors that influence the visitor's satisfaction or expectations:

- Personal contact with the surroundings means that the person builds his expectations or satisfaction with the service organization, or a certain service provided by the organization that deals with visitors through other impressions.
- Personal needs: Shows the personal, technical, and social demands as well as personal resources. It varies from person to person according to the difference in ages, Tastes, Gender, and Culture.

- Previous experience: shows a visitor's exposure to the same periods of previous service and the degree of his knowledge of nature after the experiment.
- External communication: aims the messages that institution send to the visitor audience, such as advertising or publicity, which allows the visitor to imagine a certain level of service quality.

In addition, Hoffman, Douglas, batesson and johan (2011) summarized that there are many elements affecting visitor's satisfaction, including politeness of staff, accuracy invoices and timing, competitive prices, service quality, quick service, and trust.

Furthermore, the indicator that measures the organization's success at providing its products and services is the visitor's satisfaction. Recounting that visitor's satisfaction is an abstract and ambiguous concept (Othman, Harun, Rashid, Nazeer, Kassim and Kadhim, 2019); the actual manifestation regarding satisfaction varies from product to product and person to person as well as a further variation regarding services to services.

The state of satisfaction depends on two variables (Psychological variable and Physical variable). With correlation of the information behavior with recommended rate and return, the level of visitor's satisfaction depends upon the variation of the option of the visitor about the product of two organizations based on comparison between them. Hence, visitor satisfaction is basically a psychological state; attention should be given to efforts which help in the quantitative measurement of it (Othman et al., 2019).

2.3 Marketing Mix and Visitor's Satisfaction

Goi (2009) recognizes that marketing mix was an important idea for simplifying the management of marketing activities and allowing marketing efforts to be separated to meet visitors' requirements and satisfy them. Increasingly, this argument was confirmed by Verma and Singh (2017)'s study findings in the tourism context in which six elements of the service marketing mix were found to be important for visitors' satisfaction except price. In other point of view, Jobhaarbima (2017) found a significant relationship between five elements of the service marketing mix, namely price, place, product, people and physical environment, and visitors' satisfaction.

However, Lin (2011) cleared that the position of service marketing mix as one construct is still ambiguous and not clearly explained. Of course, this is a hole in the present study which needs to be investigated. Supanun (2019) viewed that there are five principles which can influence visitors' satisfaction (purity, lawfulness, deliverability, price determination and cleanliness). Behera (2018) also indicated that prices are not only based on the cost incurred but also give due consideration to the visitors' perception of the value of the product or services. Furthermore, while doing promotional activities the following points should be kept in mind of the marketers: there should be honesty in the advertisements, all the promotional activities should be based on truthfulness, transparency in the act of the dealers and work should be done with full sincerity (Kotler, Keller, Agnihotri and Haque, 2013). According to the opinion of Thalib (2015), each aspect has its value which is based on visitors' perception.

Physical environment consists of ambiance, space/function, signs, symbols, and artifacts. It helps in increasing visitor visitor satisfaction and loyalty "(Bitner, 1992; Othman et al., 2019). From other side, it is known that satisfied people (service providers) are more likely to engage in activities that assist visitors (Adil, 2013). There is some agreement that service provider behavior and attitude in critical moments of interaction with visitors have a significant effect on visitors' perception of the quality-of-service delivery. An empirical study by Fernandes and Solimun (2018) indicated that it is impossible to maintain a satisfied and loyal visitor base without satisfied and loyal service providers. In addition to the above, Puluhulawa, Mallongi and Sufri (2018) clarified that if service providers are

truly motivated by a desire to do quality work that meets visitors' needs, then achievement of that visitor satisfaction outcome should contribute to the service provider's own satisfaction as well. For many visitors, the service providers are the actual business (Arsanam, 2014).

3. Hypotheses of the Study

The study hypotheses can be formulated as follows:

H1: The quality of marketing mix influences the visitors' satisfaction in holy family's journey in Wadi El Natroun.

H1a: The quality of product influences the visitors' satisfaction.

H1b :The quality of the place influences the visitors' satisfaction.

H1c: The quality of price influences the visitors' satisfaction.

H1d: The quality of promotion influences the visitors' satisfaction.

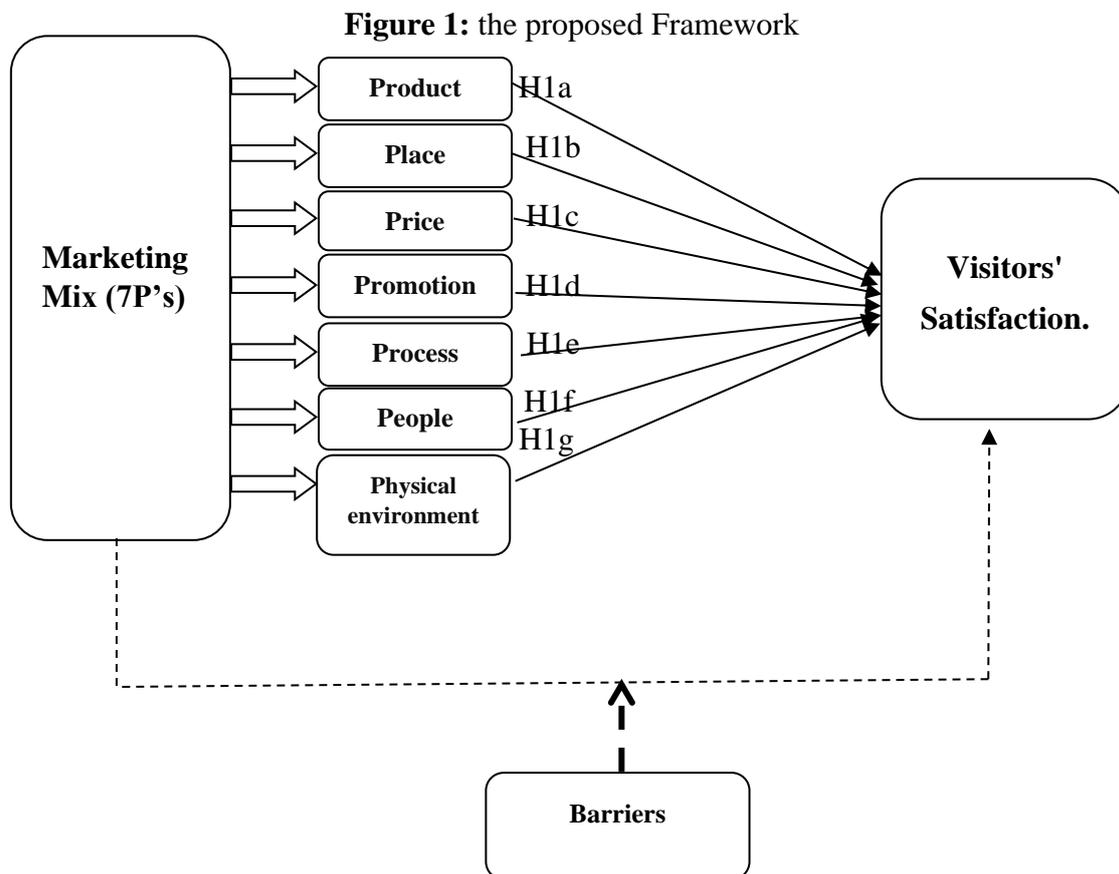
H1e: The quality of process influences the visitors' satisfaction.

H1f: The quality of people influences the visitors' satisfaction.

H1g: The quality of the physical environment influences the visitors' satisfaction.

H2: A set of barriers moderates the relationship between the quality of marketing mix and visitors' satisfaction.

In order to achieve the study's hypotheses, the present study examined relationships between the following variables as shown in figure 1.



4. Methodology

4.1 Nature of the Study

According to Collis and Hussey (2009), analytical research is a continuation of descriptive research. Hence, the overall study can be classified as analytical- descriptive research as it achieved a statistical analysis to the collected data in order to test the study hypotheses and achieve the objectives of the study.

4.2 Population and Sampling

The population of the study involved four monasteries (Saint Mearius, Syrians, Saint Bishoy and Al-Baramus) of Holy Family's Journey in Wadi El Natroun. The target participants for this study were the visitors of the four monasteries. This research employed random sampling to ensure an equal allocation among visitors from the monasteries.

4.3 Questionnaire Design and Data Collection

The researchers used a questionnaire as a measuring instrument to obtain the required data that helps them test the research hypotheses. To measure all the study variables, the questionnaire was divided into four sections. Each section was well designed for achieving the intended objective. The items of the questionnaire were formulated based on the Likert scale. This scale extends from (1= strongly disagree) to (5= strongly agree). Table 1 shows the measures of the variables.

The researchers obtained permission from the monasteries management to allow the visitors to complete the questionnaire. The researchers explained the reason for the research and ensured that all the data collected will be treated with the utmost confidentiality. The questionnaires were distributed in January 2022. They were distributed among 855 monastery visitors; only 596 questionnaires were obtained and valid, which represents a response rate of 69.7%. Hence, the number of valid and returned questionnaires gave a good response rate as according to (Sekaran, 2001), a response rate of thirty percent is acceptable for most studies.

Table 1: Measurements of the Study

Variables	Conceptual Definition	Scale Source
Marketing Mix (7ps)	controllable variables that the organization can manipulate to meet customer requirements	Akroush (2011)
Visitor's Satisfaction	A measurement that determines how happy visitors are.	Hume and Mort (2010)
Barriers	A natural formation or structure that prevents or hinders movement or action.	Abed and Abouzied (2021)

5. Results

5.1 Reliability Analysis

A reliability analysis was conducted to ensure the validity and reliability of the questionnaire items. All values of Cronbach's alpha for constructs were considerably high indicating that the reliability of all constructs used in this study was supported as shown in table 2.

Table 2: Reliability Statistics of the Study Constructs

Measure	No. of Items	Cronbach's Alpha
Marketing mix	27	.930
Product	6	.840
Price	3	.871
Place	3	.736
Promotion	3	.925
People	5	.935
Process	3	.698
physical environment	4	.704
Visitors' satisfaction	4	.858
Barriers	8	.890

5.2 Respondents' Profile

After data screening was completed, a description of the respondents' profiles was reported in order to convey the context in which this research was explored. Table 3 summarizes the characteristics of the study respondents.

Table 3: The Visitors' Profile (n = 596)

Respondents' characteristics	Frequency	%
Gender		
Male	294	49.3
Female	302	50.7
Age		
Less than 25 years	135	22.7
25- less than 35years	192	32.2
35-45 years	141	23.7
More than 45 years	128	21.5
Nationality		
Egyptian	594	99.7
other	2	0.3
Material status		
Single	215	36.1
Married	381	63.9
Educational level		
Under secondary school	27	4.5
Secondary school	56	9.4
College	390	65.4
Other	123	20.6
Religion		
Christian	491	82.4
Muslim	105	17.6

Respondents' characteristics	Frequency	%
The number of times you visited these monasteries in the year		
Once	٤٨	٨,١
Twice	٩٨	١٦,٤
Three times	١٤٤	٢٤,٢
Other	٣٠٦	٥١,٣
The purpose of the visit		
Religious purpose	٣٤٠	٥٧,٠
Cultural purpose	١٦٤	٢٧,٥
Other	٩٢	١٥,٤

As shown in table 3, most of the respondents were female, that is 294 of the 596, representing 50.7% of the sample. In addition, the majority of the respondents were aged from 25 to 35 years (n=192, that is approximately 32.2%), moreover, the majority of the sample was Egyptian (n=594 or 99.7%), that means that these monasteries depend on national tourism more than international tourism. Also married people visit monasteries more than single people (n= 381 that is approximately 63.9%) that means that monasteries introduce their major services to families. Furthermore, in terms of respondents' educational level, most respondents graduated from college (n=390 or 65.4.6%). Also, these monasteries are visited by Christians more than Muslims (n=491, approximately 82.4%), furthermore. People visit monasteries more than 3 times (n= 306 approximately 51.3%) and they visit it mostly for religious purposes (n= 340 approximately 57%).

5.3 Descriptive Analysis

5.3.1 Descriptive Analysis for the marketing mix and the visitor's satisfaction

The visitors of Holy Family's Journey in Wadi El Natroun were asked about their perception of the marketing mix in the destination. As shown in table 4, the visitors' responses indicated that "Price" has the highest mean score ($Mean = 3.84$), followed by "people" ($mean = 3.70$), "place" ($mean = 3.67$), "promotion" ($mean = 3.07$), "product" ($mean = 3.48$), "Physical environment" ($mean = 3.43$), finally "process" has the least score of ($mean = 3.39$). Although the overall mean score of respondents' satisfaction is 3.9. However, it indicates that the visitors were not very satisfied; they may expect more improvement in the marketing mix.

Table 4: Descriptive Analysis of Marketing Mix and Visitors' Satisfaction

	Mean	Standard deviation
Marketing mix	٣,٥٨	٠٣
Product	٣,٤٨	.٧١
Price	٣,٨٤	.٧٦
Place	٣,٦٧	.٧٤
Promotion	٣,٠٧	.٦٧
People	٣,٧٠	.٧٥
Process	٣,٣٩	.٦٨
Physical environment	٣,٤٣	.٦٦
Visitors' satisfaction	٣,٩٠	.٦٨

5.3.2 Descriptive Analysis for Barriers Facing Visitors

The visitors were asked about their perception of barriers they face in their visit to the monasteries. Table 4.5 shows the frequency distribution and descriptive statistics of barriers. "Lack of restoration", "Unaccomplished infrastructure", "Lack of hospitality services offered" were perceived as the big barriers for the visitors as they recorded the higher mean scores 3.09, 2.68 and 2.58. On another hand, "Non existing of bazaars and souvenir shops" and "Shortage of food and beverage facilities" were perceived as the low barriers as they recorded the smallest mean scores; 2.12 and 2.43.

Table 5: Ranking Visitors' perceptions of the barriers

		Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	S. D
		R.	%	R.	%	R.	%	R.	%	R.	%		
1	Lack of restoration	36	6.0	118	19.8	261	43.8	119	20.0	62	10.4	3.09	1.02
2	Unaccomplished infrastructure	55	9.2	192	32.2	248	41.6	92	15.4	9	1.5	2.68	.896
3	Lack of hospitality services offered	77	12.9	202	33.9	216	36.2	95	15.9	6	1.0	2.58	.933
4	Weak marketing efforts and advertising tools	119	20.0	122	20.5	272	45.6	72	12.1	11	1.8	2.55	1.00
5	Poor surrounding areas and passage	104	17.4	166	27.9	243	40.8	60	10.1	23	3.9	2.55	1.01
6	Absences of special needs requirements	105	17.6	166	27.9	247	41.4	55	9.2	23	3.9	2.54	1.00
7	Shortage of food and beverage facilities	105	17.6	197	33.1	231	38.8	60	10.1	3	.5	2.43	.811
8	Non existing of bazaars and souvenir shops	181	30.4	193	32.4	194	32.6	22	3.7	6	1.0	2.12	.917

R= Repetition**S. D= Standard deviation**

5.4 Testing Hypotheses and Discussion

SPSS was used to analyze the collected data. Regression analyses were carried out to test the research hypotheses. Each hypothesis may be supported or not supported according to the overall significance of the variable in general. Regarding H1, regression analysis (Table 4) was performed to predict the level of visitor satisfaction based on marketing mix. According to the results, the marketing mix correlates and significantly influences visitor satisfaction ($R = .626$, sig.000). It was noted that about 39% of the variance could be predicted by marketing mix. The changes of 1 unit in the marketing mix will cause a change of 0.817 units in visitor satisfaction. Hence, H1 is supported. The results also showed that all elements of marketing mix (product, price, place, promotion, people, process, and physical environment) significantly influence the visitors' satisfaction.

Results showed that the product caused about 22% of the variance in visitor satisfaction. The changes of 1 unit in the product will cause a change of 0.462 units in the visitors' satisfaction. Hence, *H1a* is supported. Price caused 26% of the variance in visitor satisfaction. The changes of 1 unit in price will cause a change of 0.462 units in visitor satisfaction. Hence, *H1b* is supported. Place caused about 27% of the variance in visitor satisfaction. The changes of 1 unit in place will cause a change of 0.482 units in visitor satisfaction. Hence, *H1c* is supported. Promotion caused 18% of the variance in visitor satisfaction. The changes of 1 unit in promotion will cause a change of 0.446 units in visitor satisfaction. Hence, *H1d* is supported. People caused 32% of the variance in visitor satisfaction. The changes of 1 unit in people will cause a change of 0.519 units in visitor satisfaction. Hence, *H1e* is supported. Process caused 11% of the variance in visitor satisfaction. The changes of 1 unit in the process will cause a change of 0.346 units in visitor satisfaction. Hence, *H1f* is supported. Moreover, physical environment caused about 13% of the variance in visitor satisfaction. The changes of 1 unit in physical environment will cause a change of 0.378 units in visitor satisfaction. Hence, *H1g* is supported.

Table 6: Regression Analysis (Marketing Mix and Visitor Satisfaction)

	R	R Square	Adjusted R Square	B	Sig.	Result
Marketing Mix (H1)	.626	.392	.391	.817	.000	supported
1 product (H1a)	.477	.228	.226	.462	.000	supported
2 Price (H1b)	.516	.266	.265	.462	.000	Supported
3 place (H1c)	.521	.271	.270	.482	.000	supported
4 Promotion (H1d)	.435	.189	.188	.446	.000	Supported
5 People (H1e)	.566	.321	.319	.519	.000	Supported
6 process (H1f)	.342	.117	.116	.346	.000	supported
7 Physical environment (H1g)	.363	.132	.130	.378	.000	supported

Findings demonstrated that marketing mix elements were positively related to visitor's satisfaction separately and jointly. These results are agreed with Pritchard, Havitz and Howard (1999) who claimed that understanding why visitors become satisfied is important as it will become a development of a strategy for business providers to perform and deliver excellent services and products to the visitors. Every organization needs to measure the degree of its marketing mix that will contribute to visitor satisfaction (Ibidunni, 2011). It is also in agreement with Swies, Hashem and Ajarmah (2017) who indicated that visitor's satisfaction results from the application of quality services.

Marketing is a set of steps that deliver value that could be remembered by visitors and can create a relationship with visitors as well as providing benefits to the organization (Kotler and Keller, 2012). So that product/service and price strongly affect the visitor's satisfaction, these results are agreed with (Kotler and Armstrong, 2012) who indicated that 'visitor's satisfaction is linked to a product's quality which has a significant impact towards service performance or the product.

Moreover, the results are consistent with Insch and Florke (2010) who clarified that customer's satisfaction occurs when his/her perception of the received value in a transaction is equivalent with the perceived service quality relative to the client's costs of acquisition and price.

The results of this study come in agreement with other previous research, it was found that place, promotion and people have great effect on visitor's satisfaction, the first approach to make a satisfaction index dedicated to residents came from Insch and Florek (2008; 2010), who conceptualized a place satisfaction index based on customer satisfaction from the marketing field. From another side, satisfied employees are more likely to engage in activities that assist customers (Locke and Latham, 1990; Wahab, Hassan, Shahid and Maon, 2016).

Process and physical environment were found to affect visitor's satisfaction. This agrees with Bălan, (2007) who asserted that visitors' retention is the result of a process that creates a long-term relationship with the customer. Moreover, Physical environment factors become an important factor in influencing consumer behavior, creating a perception of quality and image, and obtaining hedonic value (Ozdemir-Guzel and Dinçer, 2018).

Regarding H2, (the moderator analysis), the researchers used the product indicator approach by adding the interaction terms to the equation (Table 5). The findings fully support the acceptance of this hypothesis as it recorded that around 43% of the observed variability (barriers faced visitors as a moderator) affect the significant negative relationship between marketing mix and visitors' satisfaction.

Table 7: Path Analysis Model: Results of the H2

Path analysis	R ²	B	Results
Marketing Mix → Visitor Satisfaction	1.712		
Barriers Faced Visitors → Visitor Satisfaction	1.249		
Interaction Effect → Visitor Satisfaction	.430	-.316-	Supported

Regarding barriers (H2), results showed that barriers have a great effect on visitor's satisfaction. This is consistent with Burnham, Judy and Frels (2003) who found in their study empirical evidence that higher switching barrier positively influences visitors' satisfaction. In a similar point of view, Jones, Mothersbaugh and Beatty (2002) did a study on "Switching Barriers and Repurchase Intentions in Services, in which he indicated there may exist an interaction, affect visitor satisfaction. In a more comprehensive study, Kim et al in their research found that visitors may turn satisfied if faced with high switching barriers.

6. Conclusion and Recommendations

Mainly, the purpose of this research was to investigate the influence of hospitality marketing mix in Holy Family's Journey in Wadi El Natroun, and the barriers that facing visitors. Specifically, the study clarified the significance of seven elements for satisfactory marketing mix. The results indicated that quality of marketing mix leads to positive satisfaction and positive word-of-mouth to revisit these monasteries.

As a result, many implications for decision makers are introduced. They should elevate the quality of some factors such as food and beverage, entertainment or recreation services, accommodation, and various events services to meet visitors' preferences, and to make them feel pleased and comfortable. Also, several types of food and beverages should be serviced, and experienced chefs should be hired. Monasteries should provide economic hotels for families to increase their length of stay and more services along the road in according to ease the visitor arrival to monasteries safely. Moreover, monasteries or decision makers in Wadi El Natroun should introduce knowledge about various events services to all visitors, carry of continuous restoration of the buildings, provide by modern, furniture and other amenities and need security and safety equipment.

In addition to, decision makers should increase the focus of promotion by using effective means of promotion and advertising such as, Facebook and YouTube, so that a lot of people can get rich information and data about these monasteries in according to improve not only national tourism but also international tourism, continuously support, encourage and teaching them how to develop themselves to make their service of high quality all the time and improve the infrastructure, surrounding areas.

7. Limitations and Directions for Future Research

There were many challenges that have been encountered when distributing the questionnaire. Firstly, the Corona virus caused a major obstacle during data collection. Secondly, the geographical area of the population was far from that cost the researchers a lot of effort, time, and money to reach the monasteries of Wadi el Natrun. Accordingly, data was collected from only respondents who visited these monasteries. Thus, the generalization of the results cannot be made.

The present study discussed the impact of hospitality marketing mix in Holy Family's Journey in Wadi El Natroun on visitors' satisfaction; future research may be devoted to discussing other elements that are not investigated in this study. This study has also drawn responses from visitors; additional

research has to investigate the same research hypotheses but from other points of view such as the point of view of monasteries management or other decision makers.

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