



Assessment of Beach Tourism Destination Service Quality in Chlef Province from the Perspective of Domestic Tourists

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Abstract:

This study aims to evaluate the service quality provided at beach tourism destinations in Chlef Province from the perspective of local tourists, based on the SERVPERF model, which encompasses five key dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The study adopted a descriptive-analytical approach and employed a field survey as the primary data collection tool, gathering responses from 203 visitors across five main beaches. The results indicated that the overall average rating of service quality was moderate, with the five dimensions also rated at a moderate level, noting some gaps in Tangibles and Responsiveness. Furthermore, the results of differential hypothesis testing showed a consistency in visitors' evaluations regardless of their demographic characteristics. The study recommends enhancing tangible facilities, improving service reliability and commitment, increasing responsiveness, raising safety standards, and developing staff skills in visitor services to ensure a high-quality and sustainable tourism experience.

Key words: Tourism service quality, beach destinations, SERVPERF model, visitors, Chlef Province.

Jel Classification Codes : Z32.

Introduction:

The tourism sector worldwide is undergoing rapid transformations due to economic, social, and environmental changes, making the quality of services provided to tourists a crucial factor in ensuring the competitiveness and sustained attractiveness of tourist destinations. Beach tourism destinations represent one of the most important components of the tourism sector in Algeria, owing to their natural assets, such as picturesque beaches and extensive coastlines, which attract both domestic and international tourists. However, delivering high-quality services at these destinations faces multiple challenges, including inadequate infrastructure, varying levels of staff training, and inconsistencies in the services offered, all of which directly affect the visitor experience and satisfaction.

In this context, there is an urgent need to scientifically and accurately assess the quality of services at beach tourism destinations to enable stakeholders to identify strengths and weaknesses and to develop strategies to improve service quality and enhance tourist satisfaction. Field studies, particularly visitor surveys, serve as effective tools to understand the extent to which quality standards are met according to established scientific models, such as the SERVPERF model, which relies on five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy.

Research Problem:

Despite the growing importance of beach tourism destinations in attracting tourists and enhancing the tourism sector's contribution to economic development, Algeria still suffers from a weak evaluation of the quality of tourism services provided. This limits the ability to improve the visitor experience and ensure the sustained competitiveness of destinations. Accordingly, the

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central problem of this study is to investigate the quality of services provided at beach tourism destinations in Chlef Province and how to determine their detailed dimensions according to the SERVPERF model to ensure service development and visitor satisfaction. This problem can be formulated as the following research question:

What is the level of service quality at beach tourism destinations in Chlef Province?

Study Objectives:

This study aims to achieve a set of objectives, summarized as follows:

- To determine the level of service quality at beach tourism destinations in Chlef Province using the SERVPERF model.
- To analyze the five dimensions of service quality (tangibility, reliability, responsiveness, assurance, and empathy) from the perspective of domestic tourists.
- To identify strengths and weaknesses in the quality of services provided.
- To provide practical recommendations to enhance service quality and improve the visitor experience at beach destinations.

Significance of the Study:

The key contributions of this study include:

- Enriching the academic literature related to tourism service quality, especially in the context of Algerian beach tourism.
- Enabling authorities responsible for the development of beach destinations to assess tourist satisfaction and identify priorities for service improvement.
- Enhancing the capacity of the tourism sector in Chlef Province to increase competitiveness and attract more domestic and international tourists.

Scope of the Study:

- **Geographical scope:** The study focused on beach tourism destinations in Chlef Province, Algeria, analyzing five major beaches representing the target population.
- **Temporal scope:** The evaluation covered the summer season of 2025.
- **Subject scope:** The study was limited to assessing tourism service quality based on the dimensions of the SERVPERF model.

Review of Previous Studies:

Maca-Ambac (2023) examined resort service quality, customer satisfaction, and its relationship with loyalty, focusing on service quality dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The study employed a descriptive-correlational approach and collected data from 84 guests at selected beach resorts in Labason, Zamboanga del Norte. Data were analyzed using descriptive statistics and Kendall Tau correlation to assess the relationship between service quality, customer satisfaction, and loyalty. Results indicated that responsiveness and empathy had a significant positive effect on customer loyalty, whereas tangibility, reliability, and assurance had no significant effect on satisfaction, and satisfaction was not significantly linked to loyalty. The study emphasized the importance of responsiveness, reflecting staff's ability to promptly meet guests' needs, and empathy, reflecting personalized attention, to enhance a positive experience and customer loyalty. The study recommended improving staff responsiveness and empathy, enhancing tangible infrastructure and services, developing assurance and reliability through training and workshops, and conducting periodic surveys to address customer needs. However, the study was limited to a small sample from a single resort or few resorts, excluding other resorts or different types of beach tourism, which

highlights the need for evaluating service quality in Chlef Province's beach tourism destinations from the perspective of local tourists.

Daskalaki, Voutsas, Boutsouki, & Hatzithomas (2020) investigated the effect of service quality on museum visitor satisfaction and future behavior, focusing on SERVPERF dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Using a cross-sectional survey, data were collected from 632 visitors across two museums in Thessaloniki, Greece (an archaeological museum and a science and technology museum). Structural Equation Modeling (SEM) was applied to assess the relationship between service quality, visitor satisfaction, and future behavior. Results showed that tangibility, assurance, and empathy had a significant positive effect on visitor satisfaction, while responsiveness was not significant, and reliability influenced future behavior. Visitor satisfaction acted as a crucial mediator between service quality and future behaviors. The study highlighted that visitor characteristics, such as age and education, affected expectations and service quality perceptions. The study's scope was limited to two specific museums, excluding other museums or open archaeological sites, emphasizing the importance of evaluating beach tourism service quality in Chlef Province for local visitors.

Yeong, Knox, & Prabhakar (2022) investigated the relationship between service quality, customer satisfaction, and loyalty in Malaysian resort hotels, focusing on SERVQUAL dimensions: reliability, responsiveness, assurance, empathy, and tangibility. Using a quantitative survey of 136 guests at Glory Beach Resort, results showed that empathy, tangibility, and reliability significantly influenced customer satisfaction, with empathy being the most critical factor, whereas responsiveness and assurance had less impact. Customer satisfaction positively correlated with loyalty. The study recommended staff training to understand guest needs, attentive service, facility maintenance, and upkeep of attractive and clean environments to enhance guest satisfaction and loyalty. Limitations included the small, specific sample from one resort, excluding other resorts and local tourists, emphasizing the need for evaluating beach service quality in Chlef Province for local visitors.

Jansri, Hussein, & Loo (2020) explored the effect of service quality on international tourists' revisit intentions to beaches, focusing on dimensions: assurance, responsiveness, tangibility, empathy, and reliability. Using a cross-sectional survey, data were collected from 185 international tourists visiting Langkawi Island, Malaysia, and analyzed with PLS-SEM. Results indicated that assurance, responsiveness, and tangibility significantly influenced tourists' perceptions of service quality, while empathy and reliability had no significant effect. The study highlighted the importance of safety, responsiveness, and proper infrastructure in enhancing revisit intentions. However, the study was limited to one beach and international tourists, excluding local visitors and other destinations, emphasizing the relevance of evaluating service quality in Chlef's beach destinations from local tourists' perspectives.

Babić Hodović, Arslanagic, Banda, & Sivac (2019) evaluated and applied two service quality perceptions—Importance-Performance Analysis (IPA) and SERVPERF—in the hotel sector to examine their impact on guest satisfaction and future behaviors, such as repurchase intention and word-of-mouth recommendation. The study included 311 guests across six hotels in Sarajevo and used covariance-based SEM to test the conceptual framework linking service quality with satisfaction and subsequent behaviors. Findings indicated a slight superiority of IPA over SERVPERF in predicting guest satisfaction, with satisfaction acting as a vital mediator. SERVPERF dimensions evaluated included tangibility, reliability, responsiveness, assurance, and empathy, while IPA weighted each dimension according to perceived importance. The study

recommended hotel managers focus on dimensions most important to guests and prioritize quality improvement accordingly. However, the study was limited to hotels in one city, excluding broader visitor experiences and other contexts, reinforcing the need to assess service quality in Chlef's beach tourism destinations using SERVPERF and IPA dimensions.

Aunalal, Kadir, Taba, & Hamid (2017) examined factors affecting tourist loyalty in Maluku Province, Indonesia, emphasizing the relationship between service quality, destination image, and tourist satisfaction. Using a quantitative survey of 528 tourists analyzed with Partial Least Squares (PLS) and SmartPLS 3.0, the study found that service quality significantly influenced destination image and tourist satisfaction, thereby enhancing loyalty. Service quality dimensions included reliability, responsiveness, technical competence, assurance, empathy, and tangibles. The study emphasized creating enjoyable environments and recommended service quality and satisfaction assessment frameworks to improve loyalty and visit experience. However, it focused on international tourists in specific hotels and islands, excluding local tourists and beach destinations, and did not address technical service quality dimensions or compare perceptions between international and local tourists, highlighting the relevance of evaluating service quality in Chlef Province from local tourists' perspectives.

Study Structure:

This study is divided into three main sections as follows:

- **Section One:** Concepts of service quality in beach tourism destinations.
- **Section Two:** Development of the study instrument and the study sample.
- **Section Three:** Analysis of survey data evaluating the service quality of beach tourism destinations in

1-Concepts of Service Quality in Beach Tourism Destinations

This section aims to review the fundamental concepts related to the service quality of beach tourism destinations, beginning with a definition of tourism services and then clarifying the concept of service quality. It also addresses the concept of beach tourism destinations and approaches to understanding their nature, while reviewing the models used to evaluate tourism service quality, with particular emphasis on the suitability of the SERVPERF model for assessing the actual performance of service elements offered in beach tourism destinations.

1-1- Concepts of Tourism Services and Their Quality

1-1-1-Definition of Tourism Services:

Several definitions of tourism services have been proposed, including:

- Tourism service is defined as “a combination or mix of tangible and intangible services offered in the tourism market to satisfy tourists' needs and desires at the moment of their availability, including, in addition to the service providers, the places, activities, facilities, and values, or a combination of these elements” (Al Ta'i, 2003, p. 130).
- Tourism services are also defined as “a mixture of tangible and intangible elements that provide the essential components of the tourism offering, aimed at satisfying the consumer's needs and desires in the tourism field, with the contribution of several elements: transportation, catering, cultural activities, and security ” (Shalighm & Jalouli, 2017, p. 197).

1-1-2-Definition of Tourism Service Quality:

After clarifying the concept of tourism services, it is essential to define the quality of these services, which represents a vital element in measuring tourist satisfaction and achieving tourism objectives. Several definitions of tourism service quality have been proposed, including:

- According to the World Tourism Organization, tourism quality is “the result of a process that involves meeting all the consumer’s needs, requirements, and legitimate expectations from products and services at an acceptable price, ensuring compliance with agreed contractual conditions and quality determinants, such as safety, security, health, hygiene, accessibility, transparency, authenticity, and the consistency of the tourism activity with its human and natural environment.” (Al Qaadi, 2004, p. 1)
- According to Gronroos, tourism service quality represents “the degree to which the actual performance of a service meets customers’ expectations, or the gap between customers’ expectations and their perceptions of the actual performance.” (Morin, 1993, p. 78)
- Tourism service quality is also defined as “the administrative process aimed at ensuring that the tourism service aligns with customers’ requirements and expectations within an acceptable price, considering the values and activities designed within the service.” (Yahyaoui & Bouhedid, 2018)
- Additionally, tourism service quality has been defined as “the extent to which a service can meet tourists’ needs and continuously fulfill their expectations, while optimizing resource use efficiently to satisfy those needs.” (Yahyaoui & Bouhedid, 2018)

1-2- The Concept of Beach Tourism Destinations and Measuring Their Quality

1-2-1- Concept of Beach Tourism Destination

Several analytical approaches have emerged to enrich and expand the concept of a tourism destination, with each framework examining the destination from a different perspective, highlighting one of its fundamental dimensions. These approaches go beyond descriptive definitions to provide a deeper understanding of the destination’s complex nature, sometimes focusing on it as a tourism product, and other times as an integrated system or a network of actors and relationships. These perspectives have crystallized into five main analytical approaches, allowing the tourism destination to be understood from spatial, economic, administrative, systemic, and network perspectives (Żemła, 2016):

- **Spatial Approach:** A tourism destination is a geographical unit or a defined spatial area with natural, human, or cultural resources that attract visitors and provide services and activities enabling tourists to experience tourism within a clear spatial framework.
- **Economic Approach:** A tourism destination results from the interaction between supply and demand; it is, on the one hand, a perceptual construct in the tourist’s mind associated with their motives and desires, and on the other hand, a spatially organized unit of tourism supply that contains resources, infrastructure, and services capable of generating tourism activity.
- **Administrative Approach:** A tourism destination is a central product or a tourism brand, consisting of a mosaic of products, services, and experiences managed and coordinated as a single unit, making it a strategic business entity capable of competing in the tourism market.
- **Systemic Approach:** A tourism destination is an integrated system encompassing attractions, facilities, and markets, as well as public and private actors whose roles intersect systematically to generate tourism activity, without being restricted by administrative boundaries.
- **Network Approach:** A tourism destination is a complex network of actors and relationships, including institutions, services, attractions, infrastructure, and local organizations, interacting dynamically to deliver a comprehensive tourism product within a defined geographical space.

From the review of multiple definitions and the five analytical approaches, it becomes clear that the tourism destination concept transcends a mere geographical location or place of visit. It constitutes a complex construct intersecting spatial, economic, administrative, systemic, and network dimensions. Accordingly, an academic definition of a tourism destination can be formulated as follows:

A tourism destination is a geographical or perceptual space characterized by natural, cultural, or human attributes that attract visitors, serving as a primary unit for tourism activity, organized and managed as an integrated strategic entity encompassing attractions, infrastructure, services, and a network of interacting actors that enable the production of diverse tourism experiences. It is simultaneously a perceptual construct in the tourist's mind and a dynamic economic and social system reflecting the interaction between supply and demand in the tourism market.

Based on the spatial, economic, administrative, systemic, and network approaches to the concept of a tourism destination, a beach tourism destination can be regarded as a specialized type of destination, geographically and functionally focused on the coastal area and marine resources, and based on specific environmental, service, and human characteristics. This type of destination constitutes a unique tourism unit concentrated in coastal areas, primarily relying on the beach and sea as its main sources of tourist attraction.

Accordingly, a definition of a beach tourism destination can be formulated as follows: A beach tourism destination is a coastal geographical space endowed with marine, climatic, and aesthetic resources that attract visitors seeking beach experiences. It represents a specialized type of tourism destination, organized and managed as a strategic unit, primarily relying on the beach and sea as central resources in shaping its tourism product. It includes marine attractions, coastal infrastructure, and services, and contains a network of public and private actors interacting to provide a tourism product based on beach, recreational, and marine activities. It is also a perceptual construct in the tourist's mind, linked to their experiences, expectations, and values associated with coastal tourism.

1-2-2-Models for Measuring the Quality of Beach Tourism Destinations

Recent studies in tourism indicate the existence of several models used to measure tourism service quality, differing according to the context, destination, and characteristics of the services provided. Reviewing previous studies on destination quality reveals that the most widely used models are derived from SERVQUAL, SERVPERF, and the Importance-Performance Analysis (IPA) model. These models commonly assess tangible and intangible dimensions of tourism service quality, differing in analytical perspectives and statistical measurement methods.

Previous studies indicate that performance-based models are effectively applicable for evaluating the quality of services at beach tourism destinations. This is due to the nature of coastal services, which rely on multiple interrelated dimensions, including physical elements such as beach infrastructure and site facilities, human elements such as responsiveness and empathy, and security and organizational dimensions related to reliability and assurance. Studies have shown that these approaches are suitable for measuring service quality in highly specialized tourism environments, including coastal tourism.

In this context, the SERVPERF model (Service Performance Model) emerges as one of the most accurate and appropriate models. It focuses on evaluating the actual performance experienced by the tourist during their visit, without comparing it to prior expectations—a critical advantage in beach tourism, where visitor expectations and experiences vary widely. Several studies have demonstrated the effectiveness of this model; for instance, Babić-Hodović et al.

(2019) applied it in the hotel sector and confirmed the impact of actual performance on tourist satisfaction and future behavior. SERVPERF effectively measures core dimensions, including tangibles, reliability, responsiveness, assurance, and empathy.

The study by Daskalaki et al. (2023) further supports these findings, applying SERVPERF in museums and showing that tangibles, assurance, and empathy positively influence visitor satisfaction.

These dimensions align with the characteristics of beach tourism destinations, where cleanliness, safety, infrastructure quality, and staff interaction are among the most influential elements in shaping the tourist's coastal experience. Therefore, the SERVPERF model represents the most suitable tool for measuring the quality of services in beach tourism destinations in this study, given its ability to capture the actual performance of service elements as experienced by the tourist in the field.

2-Development of the Study Instrument and Study Sample

2-1- Development of the Study Instrument

The study relied on a field questionnaire as the most suitable tool for data collection, due to the absence of secondary databases on the quality of beach tourism services and the difficulty of using other tools such as interviews and observation because of the high density and distribution of visitors across different beaches. Based on previous literature and the SERVPERF model, a questionnaire was prepared targeting local tourists to evaluate the quality of services at beach tourism destinations in Chlef Province.

The questionnaire design went through three stages:

- A. Preparing the initial draft according to the study objectives.
- B. Reviewing it with a group of specialized validators.
- C. Modifying and approving it in its final form.

The questionnaire consists of two sections:

- **Section One: Tourist Personal Data**

This section includes descriptive variables to profile the sample, such as gender, marital status, age, educational level, preferred destination, number of visits, type of visit, and length of stay.

- **Section Two: Service Quality Evaluation**

The study adopted five main dimensions according to the SERVPERF model, measuring the quality of services at beach tourism destinations using a set of statements distributed as follows:

1. **Tangibles:**

Seven statements measuring beach cleanliness, environmental organization, availability of essential facilities, site aesthetics, staff appearance, and other tangible physical elements related to the service.

2. **Reliability:**

Six statements measuring the continuity and quality of services provided, adherence to schedules and agreements, and the ability of the responsible authority to deliver accurate and consistent services.

3. **Responsiveness:**

Five statements evaluating staff responsiveness to visitors' needs, their willingness to provide assistance, and their capacity to intervene when necessary or in emergencies.

4. **Assurance:**

Seven statements measuring visitors' sense of safety, privacy respect, general staff

behavior, and the presence of clear organizational procedures that enhance trust in services.

5. Empathy:

Five statements evaluating staff interaction with visitors, hospitality, cooperation, respect for visitor privacy, and responsiveness to individual needs.

A five-point Likert scale was used, ranging from (1) Strongly Disagree to (5) Strongly Agree.

2-2- Defining and Selecting the Study Sample

The study population comprises local tourists visiting beach destinations in Chlef Province during the summer season. Given the inability to determine the exact size of the population, a simple random sample was adopted as the most suitable method to collect data from a large and variable community.

The questionnaire was distributed among visitors at five main beaches: Ténès, Beni Haoua, Sidi Abderrahmane, El Marsa, and El Guelta, to ensure representation of different tourist segments.

Two distribution methods were used:

- Paper questionnaires randomly distributed in the field.
- Electronic questionnaires posted on local social media pages frequented by residents and tourists.

A total of 203 questionnaires were collected, and after entering the data into SPSS v26, all were found valid for analysis. This sample size is sufficient to achieve the study objectives and perform the necessary statistical analyses.

2-3- Validity and Reliability of the Questionnaire

2-3-1- Preliminary Validity and Reliability:

After distributing the questionnaire to a pilot sample of 47 respondents to test preliminary validity, the Item-Total Correlation analysis showed positive correlations for all items, ranging from 0.456 to 0.832, all statistically significant at $p < 0.001$. These results indicate that all statements significantly contribute to measuring the questionnaire content, confirming the construct validity of the instrument and its suitability for evaluating the quality of services in beach tourism destinations.

Regarding preliminary reliability, Cronbach's alpha analysis for the service quality section, which includes 30 statements, yielded a high value of 0.963, indicating a high degree of internal consistency. This demonstrates that the statements are well correlated and that the instrument has sufficient reliability to collect data for assessing service quality in the study sample.

2-3-2- Post-Distribution Validity and Reliability:

After distributing the questionnaire to the main study sample and collecting 203 completed responses, construct validity was analyzed via Item-Total Correlation. Results showed positive correlations for all items, statistically significant at $p < 0.001$, ranging from 0.503 to 0.784. These results confirm that all statements significantly contribute to measuring the questionnaire content, supporting the post-distribution construct validity of the instrument.

Regarding post-distribution reliability, Cronbach's alpha for the service quality section (30 items) was high at 0.956, reflecting a strong internal consistency. This indicates that the statements are well correlated and that the questionnaire is sufficiently reliable for data collection and analysis of service quality at beach tourism destinations.

3- Analysis of the Questionnaire Data on the Evaluation of Service Quality in Beach Tourism Destinations in Chlef Province

This axis focuses on analyzing the questionnaire data to assess the quality of services in beach tourism destinations in Chlef Province. The analysis aims to determine visitors' satisfaction levels across different service dimensions and to test hypotheses related to differences in their evaluations, with the goal of deriving clear indicators regarding the current state of service quality and areas needing improvement.

3-1- Statistical Analysis of Service Quality in Beach Tourism Destinations (Descriptive Mean Analysis)

3-1-1- Results of the Descriptive Mean Analysis

The statistical analysis of the current quality of services in beach tourism destinations in Chlef Province yielded the results shown in Table 1:

Table 1: Statistical Analysis Results of Service Quality in Beach Tourism Destinations in Chlef Province

No.	Dimension	Mean	Standard Deviation	Level of Adoption
1	Tangibles	3.22	0.77	Moderate
2	Reliability	3.07	0.83	Moderate
3	Responsiveness	3.21	0.91	Moderate
4	Assurance	3.26	0.79	Moderate
5	Empathy	3.35	0.81	Moderate
Overall	Service Quality of Beach Tourism Destinations in Chlef Province	3.22	0.70	Moderate

Source: Prepared by the researchers based on SPSS V24 outputs.

3-1-2- Discussion of the Descriptive Analysis Results

The results indicate that the overall mean evaluation of service quality at beach tourism destinations in Chlef Province is 3.22, reflecting a relatively moderate adoption of service quality from the perspective of local tourists. This average indicates the level of visitor satisfaction with available services and suggests effective efforts in enhancing the visitor experience at beach destinations.

When analyzing the five independent dimensions according to the SERVPERF model:

- **Tangibles:** The mean of 3.22 reflects moderate satisfaction with physical facilities, beach cleanliness, and environmental organization.
- **Reliability:** The mean of 3.07 indicates relatively moderate satisfaction regarding the continuity and quality of services and adherence to schedules and agreements.
- **Responsiveness:** The mean of 3.21 shows moderate satisfaction with staff responsiveness and problem-solving capacity.
- **Assurance:** The mean of 3.26 represents moderate satisfaction with safety, privacy, and general staff behavior.
- **Empathy:** The mean of 3.35 indicates moderate satisfaction with staff interactions, hospitality, and attention to individual visitor needs.

These results reveal a relative gap between overall satisfaction and satisfaction for individual dimensions, as most dimensions are rated moderate while the overall mean indicates relatively

moderate satisfaction. This suggests that while Chlef's beach destinations achieve an acceptable level of quality, there is room for improvement, particularly in tangibles and responsiveness, to ensure a better tourist experience.

3-2- Testing Difference Hypotheses

3-2-1-Results of the Statistical Analysis of Differences in Visitor Responses

This section tests difference hypotheses to examine whether statistically significant differences exist in visitors' evaluations of service quality at Chlef's beach tourism destinations based on personal and demographic characteristics.

The main difference hypothesis was formulated as follows:

"There are no statistically significant differences at the 5% significance level between visitors' evaluations of service quality at beach tourism destinations due to personal characteristics (gender, marital status, preferred beach destination, number of visits this year, age, educational level, type of visit, and length of stay)."

After breaking the main hypothesis into sub-hypotheses based on personal variables, statistical analysis results showed no significant differences for gender, marital status, preferred beach destination, number of visits this year, age, educational level, type of visit, or length of stay. Therefore, the null hypothesis was confirmed and accepted, indicating that visitors' evaluations of the provided services are homogeneous.

3-2-2- Discussion of Difference Analysis Results

These results suggest that visitors' evaluations of service quality are consistent regardless of personal or demographic characteristics. Satisfaction levels are relatively similar across different age groups, educational levels, and visit types, reflecting a consistent tourism experience across the five studied beach destinations.

However, the absence of statistically significant differences does not imply that all visitors have identical impressions or satisfaction levels. Other factors not measured in this study, such as personal preferences, economic status, or service expectations, may influence individual evaluations.

3.3 Testing Partial and Main Hypotheses of Service Quality

3-3-1-Results of Testing Partial and Main Hypotheses

The following hypotheses were tested:

A-Partial Hypotheses:

1. Visitors' evaluation of the **Tangibles** dimension is moderate, statistically significant at the 5% level.
2. Visitors' evaluation of the **Reliability** dimension is moderate, statistically significant at the 5% level.
3. Visitors' evaluation of the **Responsiveness** dimension is moderate, statistically significant at the 5% level.
4. Visitors' evaluation of the **Assurance** dimension is moderate, statistically significant at the 5% level.
5. Visitors' evaluation of the **Empathy** dimension is moderate, statistically significant at the 5% level.

B-Main Hypothesis:

Visitors' overall evaluation of service quality in Chlef's beach tourism destinations is moderate, statistically significant at the 5% level.

Table 2: Results of Hypothesis Testing

Hypothesis	Mean	Mean Difference	T	Sig
Partial 1	3.22	0.22	4.12	0.00
Partial 2	3.07	0.07	1.23	0.21
Partial 3	3.21	0.21	3.27	0.001
Partial 4	3.26	0.26	4.7	0.00
Partial 5	3.35	0.35	6.28	0.00
Main	3.22	0.22	4.5	0.00

Source: Prepared by the researchers based on SPSS V24 outputs.

3.3.2 Discussion of Hypothesis Testing Results

- **Partial Hypothesis 1 (Tangibles):**

Mean = 3.22, Sig = 0.00 < 0.05, indicating a moderate and statistically significant evaluation. Visitors notice physical aspects such as beach cleanliness, facility organization, and site aesthetics at a moderate level, highlighting the importance of improving tangible infrastructure.

- **Partial Hypothesis 2 (Reliability):**

Mean = 3.07, Sig = 0.21 > 0.05, indicating a moderate but not statistically significant evaluation. This suggests variability in visitors' perceptions of the destination management's ability to provide consistent and accurate services, emphasizing the need for improvement in service continuity and adherence to schedules.

- **Partial Hypothesis 3 (Responsiveness):**

Mean = 3.21, Sig = 0.001 < 0.05, indicating a moderate and statistically significant evaluation. This reflects staff capability to respond to visitor needs and handle requests or emergencies moderately, highlighting the importance of enhancing response speed and effectiveness.

- **Partial Hypothesis 4 (Assurance):**

Mean = 3.26, Sig = 0.00 < 0.05, indicating a moderate and statistically significant evaluation. Visitors feel a moderate sense of safety and privacy, with clear organizational procedures, underlining the importance of strengthening safety standards.

- **Partial Hypothesis 5 (Empathy):**

Mean = 3.35, Sig = 0.00 < 0.05, indicating a moderate and statistically significant evaluation. This reflects staff interactions and attention to individual visitor needs, emphasizing the need for training in hospitality and empathy to improve service quality.

- **Main Hypothesis (Overall Service Quality):**

Mean = 3.22, Sig = 0.00 < 0.05, indicating a moderate and statistically significant overall evaluation. This shows that service quality generally requires improvement across all five dimensions to enhance visitor experience, with particular focus on tangibles, reliability, responsiveness, assurance, and empathy.

Conclusion:

This study aimed to shed light on the service quality of beach tourism destinations in Chlef Province from the perspective of local visitors, with the objective of evaluating the level of services provided across the five dimensions of the SERVPERF model (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). Despite the limited sample drawn from five main beaches during the summer season, the results provide clear insights into the current state of

service quality and visitor satisfaction, highlighting the importance of this research in offering both a knowledge base and practical guidance for stakeholders involved in the development of the coastal tourism sector.

Based on the above, the key findings and recommendations can be summarized as follows:

Findings:

- The study results indicate that the overall service quality of beach tourism destinations in Chlef Province is perceived as moderate by visitors.
- Analysis of the service quality dimensions shows that the tangible infrastructure of beach destinations requires improvement, including beach cleanliness, facility organization, and overall aesthetics.
- The level of reliability in service provision is moderate, reflecting inconsistencies in delivering accurate and consistent services over time.
- Visitor responsiveness falls within a moderate level, emphasizing the need to enhance staff speed and effectiveness in addressing visitor needs and emergencies.
- The assurance dimension reveals a moderate level regarding visitor perceptions of safety and privacy, suggesting the necessity of strengthening regulatory procedures and security standards.
- The empathy dimension indicates a moderate level of staff interaction with visitors, highlighting the importance of training personnel in communication and hospitality skills to meet individual visitor needs.
- Demographic differences revealed that visitors' evaluations of service quality are consistent regardless of gender, age, educational level, or visit type, indicating a coherent tourism experience across the beach destinations.

Recommendations:

- Improve the infrastructure of beach destinations in Chlef Province by developing essential facilities, enhancing cleanliness, and organizing public spaces in a visitor-friendly manner.
- Strengthen the commitment to providing accurate and consistent services across the province's beach destinations by setting clear standards and ensuring continuous monitoring to maintain service quality.
- Increase the speed and effectiveness of staff response to visitor requirements and emergencies at Chlef's beaches through targeted training on flexible and efficient problem-solving.
- Enhance safety and privacy standards across all beach destinations in the province to ensure visitors feel secure and confident in the services provided.
- Develop staff skills in communication, hospitality, and empathy to deliver personalized services that meet individual visitor needs at beach destinations in Chlef Province.
- Establish a systematic mechanism for collecting visitor feedback and suggestions, using them to improve service quality at the province's beaches.
- Conduct regular evaluations of service quality at beach destinations in Chlef Province using scientific tools to identify strengths and weaknesses and set priorities for improvement.

- Utilize national and international expertise in managing beach destinations to implement best practices and enhance the visitor experience at Chlef's beaches.

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