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The Mediating Role Of Affective Image In The Relationship Between Cognitive And Conative Destination Images: An SEM Study On Visitors To Skikda

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Abstract :

This study investigates the mediating role of affective destination image in the relationship between cognitive and conative destination images, focusing on Skikda, Algeria. A quantitative approach utilizing Structural Equation Modelling (SEM) was adopted, analysing data from **235** Algerian tourists. Findings reveal significant direct and indirect relationships among the three image dimensions. Cognitive image positively influenced both affective ($\beta = \mathbf{0.59}$, $p < \mathbf{0.01}$) and conative images ($\beta = \mathbf{1.03}$, $p < \mathbf{0.01}$). Affective image notably impacted conative intentions ($\beta = \mathbf{0.54}$, $p < \mathbf{0.01}$). Hierarchical regression analysis demonstrated that including affective image increased model explanatory power from **17.2%** to **33.3%**, confirming its partial mediating effect. These findings underline the importance of integrating rational (cognitive) and emotional (affective) elements in tourism marketing. Practical recommendations suggest enhancing infrastructure to strengthen cognitive appeal and providing emotionally engaging experiences to foster tourist attraction and loyalty.

Keywords : Cognitive image, Affective image, Conative image, Structural Equation Modelling.

JEL Classification Codes: M370; Z330; Z390.

1. Introduction

The image of a tourist destination plays a crucial role in influencing tourists' decisions and behaviours. This image is formed by a combination of cognitive, emotional, and behavioural impressions that individuals have about a particular place. Among these factors, the mediating role of the affective image between the cognitive and conative images of the destination is central to understanding how tourists make their travel decisions.

This study explores the interactive relationship between the cognitive, affective, and conative images of a tourist destination, using Structural Equation Modeling (SEM) as an

analytical tool to examine the impact of the affective image in mediating these relationships. The focus of the study is on Skikda, Algeria, a city that presents an interesting case in tourism, offering a unique blend of historical heritage and natural beauty that can significantly influence tourists' experiences.

The primary objective of this research is to investigate the mediating role of the affective image in the relationship between the cognitive and conative images of a tourist destination. The study aims to provide practical recommendations to local tourism authorities to enhance both cognitive and affective factors, thereby positively influencing tourist behaviour and boosting the overall impact of the destination.

1.1. Study Problem:

- Does the cognitive image influence tourists' behaviours and intentions toward visiting a destination directly or through the affective image?
- Does the affective image play a mediating role between the cognitive image and conative intentions?
- Can the conative image be considered a natural outcome of the integration between cognitive and affective images?

1.2. Hypotheses:

Hypotheses on the Relationship Between the Three Dimensions:

- **H1:** There is a statistically significant positive relationship between the cognitive image and the affective image of the tourist destination.
- **H2:** There is a statistically significant positive relationship between the cognitive image and the conative image of the tourist destination.
- **H3:** There is a statistically significant positive relationship between the affective image and the conative image of the tourist destination.
- **H4:** The affective image mediates the relationship between the cognitive image and the conative image

1.3. Study Objectives:

Main Objective:

To study the mediating role of the affective image in the relationship between the cognitive image and the conative image of a tourist destination.

Sub-Objectives:

- Identify the key cognitive elements (such as infrastructure, landmarks, and accessibility) that influence tourists' perceptions.
- Examine how affective factors (such as feelings of excitement, comfort, or nostalgia) impact the overall impression of a destination.
- Measure tourists' behavioural intentions (such as willingness to visit the city, recommend it, or return to it).
- Determine the direct impact of cognitive elements on tourists' behavioural intentions.
- Explore how affective perceptions enhance or mitigate the influence of cognitive elements on tourist behaviours.
- Provide practical recommendations to local tourism authorities to improve cognitive and affective aspects, thereby increasing the positive impact on tourist behaviour.

2. Literature Review

Kiráľová and Pavlíčeka (**2016**) asserted that a tourist destination is a natural entity surrounded by a set of unique conditions that make it suitable for tourism (Marine-Roig, 2015; Rahayu et al., 2023; Suherlan & Hidayah, 2021), with distinct characteristics that differentiate it from other places. The formation of a destination's image relies on a set of expectations based on prior experiences, as well as media reports, advertisements (Baloglu & Mccleary, n.d.; Bruwer et al., 2017; Slabbert & Martin, 2017), and word-of-mouth communication. This image is shaped through the interpretation of emotions evoked by the destination and reflects the extent to which tourists are attracted to opinions about the destination (Baloglu & Mccleary, n.d.) and its ability to meet their needs and provide individual benefits.

The concept of a destination image has emerged as a crucial marketing element in the tourism industry (Agapito et al., 2013), as this image influences attitudes and behaviours related to tourism. It works to enhance, create, or alter tourist behaviour (Čaušević et al., 2019).

2.1. Cognitive image

Cognitive image of a tourist destination refers to the mental representation (Chi & Giao, 2024; HERVÁS CORTINA et al., 2025), perceptions, and knowledge that individuals have about a particular place, shaped by personal experiences (Čaušević et al., 2019), cultural influences, and external information sources such as media, reviews, and advertising (Baloglu & Mccleary, n.d.). This concept encompasses attributes like the destination's natural beauty, cultural richness, safety, infrastructure, and accessibility (Chi & Giao, 2024; HERVÁS CORTINA et al., 2025). It forms through a blend of factual and subjective impressions, influencing travellers' decision-making processes and their expectations before visiting. For example, a destination like Paris might evoke images of romance, art, and iconic landmarks such as the Eiffel Tower,

even for those who have never been there (Rabhi & Kouache, 2024). A strong and positive cognitive image enhances a destination's appeal, shaping its identity in the minds of potential visitors.

2.2. Affective image

The affective image of a tourist destination refers to the emotional response or feelings that a place evokes in individuals, influencing their desire to visit or avoid it. Unlike the cognitive image, which is based on factual knowledge and attributes, the affective image is rooted in emotions such as joy (Bruwer et al., 2017), excitement, serenity, or even fear. These feelings can arise from personal experiences, word-of-mouth, or media portrayals, shaping a destination's emotional appeal (Chi & Giao, 2024). For instance, a tropical beach might evoke relaxation and happiness, while a bustling city might generate excitement and energy. Affective images play a crucial role in decision-making (Gde Bagus et al., 2022), as travellers often seek destinations that align with their emotional needs or aspirations, such as adventure, romance, or tranquillity (Marine-Roig, 2015). A strong affective image enhances a destination's allure by creating a deep, emotional connection with potential visitors.

2.3. Conative image

The conative image of a tourist destination refers to the behavioural intentions or actions influenced by an individual's cognitive and affective perceptions of the place (Slabbert & Martin, 2017). It represents the decision-making phase where travellers decide whether to visit, recommend, or engage with a destination. This image reflects how the mental and emotional impressions of a location translate into concrete actions (Rabhi & Kouache, 2024), such as booking a trip or adding the destination to a travel itinerary. For instance, a positive cognitive image of a place as safe and affordable, combined with an affective image of excitement or relaxation (Agapito et al., 2013), may result in the conative decision to visit. The conative image is critical for tourism marketing (HERVÁS CORTINA et al., 2025; Zulfiqar et al., 2024), as it measures the likelihood of actual visitor engagement, making it the practical outcome of cognitive and affective influences on destination branding.

3. Methodology

3.1. Questionnaire Structure and Conceptual Framework for Study

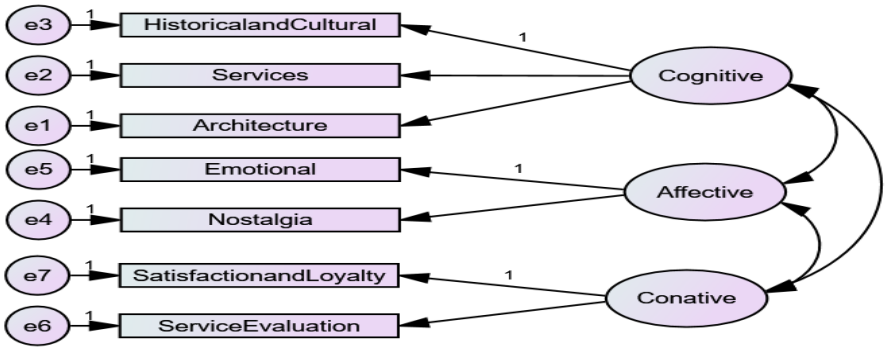
The questionnaire was divided into two main sections. The first section gathered personal data, such as gender, age, level of education, occupation, and income. The second section contained **25** items categorized into three dimensions: the cognitive dimension (statements **1** to **12**), the affective dimension (statements **13** to **20**), and the behavioural

dimension (statements **21** to **25**). The following figure depicts the conceptual framework developed for the study.

3.2. Data Collection and Response Analysis

The study targeted Algerian tourists who had previously visited Skikda. A total of **235** questionnaires were distributed randomly, and all were successfully collected during the period between January **10**, **2024**, and February **25**, **2024**.

Figure 1. Research model.



Source: Prepared by the researcher with SPSS AMOS V**21**.

This model presents a theoretical framework for examining the interrelationships among the three dimensions—cognitive, affective, and constructive through structural equation modelling (SEM). The model comprises three latent variables: "cognitive" pertaining to mental processes such as thinking and perception; "affective" linked to emotional and affective qualities; and "conative" denoting actions or intentions. Seven observable variables (historical and cultural, services, architecture, Emotional, Nostalgia, Satisfaction and Loyalty and service evaluation) evaluate the latent variables, linking each collection of observed data to a particular concealed variable.

The standard errors (e**1**–e**7**) represent the unexplained variation for each observed variable, indicating the presence of additional factors that may influence these variables. The model demonstrates the correlations among the three latent variables, signifying their interactions or linkages. This model depicts a conceptual framework commonly employed in behavioural and social research to study the impacts of cognition and emotions on behaviour.

4. Results:

4.1. Personal Data Analysis:

Table 1. Participant Demographics Overview (N=235)

	Variable	Frequencies	Percentage
Gender	Male	148	63%
	Female	87	37%
Age	Under 20 years	8	3.4%

	From 20 to 40 years	211	89.8%
	From 41 to 60 years	16	6.8%
Educational	High school or less	24	10.2%
	University	145	61.7%
	Postgraduate studies	66	28.1%
Occupation	Student	59	25.1%
	Employee	124	52.8%
	Freelance	12	5.1%
	Unemployed	36	15.3%
	Retired	4	1.7%
Income	Less than 18,000	69	29.4%
	From 18,000 to 30,000	29	12.3%
	From 30,000 to 50,000	72	30.6%
	50,000 and above	65	27.7%

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The table outlines the demographic and social characteristics of the sample. Males represent **63**% (**148** individuals) and females **37**% (**87** individuals). Most participants (**89.8**%) are aged **20-40**, with only **3.4**% under **20** and **6.8**% between **41-60**. Regarding education, **61.7**% have university degrees, **28.1**% hold postgraduate degrees, and **10.2**% have only secondary education. Professionally, **52.8**% are employees, **25.1**% are students, **15.3**% are unemployed, **5.1**% are self-employed, and **1.7**% are retirees. Income-wise, **30.6**% earn between **30,000** and **50,000** DZ, followed by **29.4**% earning less than **18,000** DZ. These findings provide insight into the sample's social and economic context.

4.2.Exploratory Factor Analysis:

Table 2. Results of EFA for cognitive, affective and conative destination image scale

	1	2	3	4	5	6	7
Q3	**.716**	-	-	-	-	-	-
Q2	**.613**	-	.218	-	-	-	-
Q5	**.699**	.305	.123	-	-	-	-
Q1	**.652**	.178	-	-	-	-	-
Q9	**.588**	.142	.419	-	-	-	-
Q4	**.543**	.291	.260	-	-	-	-
Q10	.241	**.972**	-	-	-	-	-
Q11	.189	**.919**	.187	-	-	-	-
Q12	-	**.951**	.384	-	-	-	-
Q6	.339	**.416**	.257	-	-	-	-
Q8	.227	.278	**.939**	-	-	-	-
Q7	.307	.238	**.869**	-	-	-	-
V7	-	-	-	**.804**	-	-	-
V6	-	-	-	**.807**	-	-	-
V5	-	-	-	**.712**	.197	-	-

V4	-	-	-	**.583**	.223	-	-
V3	-	-	-	**.704**	.237	-	-
V8	-	-	-	**.696**	.302	-	-
V1	-	-	-	.146	**1.148**	-	-
V2	-	-	-	.261	**.961**	-	-
S1	-	-	-	-	-	**.923**	-
S3	-	-	-	-	-	**.645**	.168
S2	-	-	-	-	-	**.611**	.169
S5	-	-	-	-	-	.185	**.899**
S4	-	-	-	-	-	.170	**.870**
Eigenvalues	5.445	1.744	1.056	4.019	1.673	2.275	1.059
Variance explained (%)	42.678	13.672	8.277	44.290	18.440	51.145	23.813
Cumulative variance explained (%)	42.678	56.350	**64.628**	-	-	-	-
	-	-	-	44.290	**62.731**	-	-
	-	-	-	-	-	51.145	**74.958**
KMO Measure of sampling adequacy		**0.876**		**0.793**		**0.679**	
Barlett's test of sphericity		χ^2 = 1120.47 ddl = 66 p = .000		-		-	
		-		χ^2 = 650.763 ddl = 28 p = .000		-	
		-		-		χ^2 = 421.238 ddl = 10 p = .000	

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The table presents the results of the exploratory factor analysis (EFA) to identify latent dimensions explaining the variances in the variables. Factor loadings above **0.5** indicate strong correlations between the variables and their respective factors. Seven factors were extracted, with the first accounting for **42.678**% and the second for **13.672**% of the total variance, bringing the cumulative variance to **64.628**%. The Kaiser-Meyer-Olkin (KMO) test yielded satisfactory values (**0.876**, **0.793** and **0.679**), confirming the sample's adequacy for factor analysis. Bartlett's Test of Sphericity showed strong statistical significance (p = **0.000**), supporting the presence of significant correlations. These results validate the model and justify proceeding with the structural interpretation of the latent components.

4.3.Confirmatory Factor Analysis:

Table 3. Results of CFA for cognitive, affective & conative destination image scales

Variable	Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	SMC
Cognitive					
Historical and Cultural	1.000	0.833	-	-	0.693
Services	0.704	0.607	0.079	8.860	0.369

Architecture	0.747	0.821	0.068	10.978	0.674
Affective					
Emotional	1.000	0.769	-	-	0.591
Nostalgia	0.995	0.523	0.141	7.044	0.274
Conative					
Satisfaction and Loyalty	1.000	0.495	-	-	0.245
Service Evaluation	1.251	0.750	0.191	6.538	0.562

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The results of the path analysis for the proposed model examine the relationships between observable variables and three latent variables: cognitive, emotional, and conative. The unstandardized estimates show the strength of these relationships without normalization, while the standardized estimates allow for comparison of the indicators. In the cognitive dimension, variable *historical and cultural* shows the strongest correlation (**0.833**), followed by *architecture* (**0.821**) and *services* (**0.607**). In the affective dimension, *emotional* has a stronger correlation (**0.769**) than *nostalgia* (**0.523**). For the conative dimension, *service evaluation* shows a stronger correlation (**0.750**) than *satisfaction and loyalty* (**0.495**). The standard error (S.E.) and critical ratio (C.R.) values indicate the accuracy of the estimates, with C.R. values greater than 1.96 confirming statistical significance. The squared multiple correlations (SMC) show that the cognitive dimension explains **69.3**% of the variance in historical and cultural, while the conative dimension explains **56.2**% of the variance in service evaluation. These results affirm the model's reliability and the conceptual integrity of its framework.

4.4. Reliability and Descriptive Statistics Analysis:

Table 4. Reliability and descriptive statistics estimate of scales

	Reliability Statistics		Descriptive Statistics	
	Cronbach's α	Items	Moyenne	Ecart type
Cognitive	**.872**	**12**	**3.604**	**.692**
Historical and Cultural	.822	6	3.857	.689
Services	.808	4	3.245	.877
Architecture	.664	2	3.710	.909
Affective	**.819**	**8**	**3.462**	**.767**
Emotional	.824	6	3.737	.739
Nostalgia	.746	2	3.187	1.08
Conative	**.756**	**5**	**3.474**	**.684**
Satisfaction and Loyalty	.781	3	3.815	.745
Service Evaluation	.743	2	3.134	.904

Total	**.901**	**25**	**3.527**	**0.565**

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The table presents the validity and reliability results for the model's three dimensions: cognitive, affective, and conative, calculated using Cronbach's alpha, along with descriptive statistics for each indicator. The Cronbach's alpha values indicate high internal consistency across all dimensions, with scores of **0.872** for the cognitive dimension, **0.819** for the affective dimension, and **0.756** for the conative dimension. These values suggest good-to-excellent reliability based on statistical norms, with an overall model reliability of **0.901**. From a descriptive statistical perspective, the mean scores across the three dimensions range from **3.134** to **3.857**, reflecting moderate to strong agreement among respondents regarding the indicators. All measures show modest standard deviations, with the conative dimension showing the least variability (**0.684**), indicating consistent responses, compared to the affective dimension (**0.767**) and cognitive dimension (**0.692**). The results confirm that the indicators are highly reliable and internally consistent, supporting the use of these dimensions in studying the topic, with strong agreement among respondents on the model's components.

4.5. Test for Normal Distribution of Data:

A Kolmogorov-Smirnov test was performed to confirm that the data follows a normal distribution, which is a prerequisite for conducting parametric tests.

Table 5. Kolmogorov-Smirnov Test for One Sample

		cognitive	Affective	conative	total
Normal Parameters [a,b]	N	235	235	235	235
	Mean	3.605	3.462	3.475	3.4270
	Standard Deviation	.692	.767	.685	.599
Most Extreme Differences	Absolute	.070	.063	.064	.048
	Positive	.041	.063	.064	.046
	Negative	-.070-	-.049-	-.059-	-.044-
Kolmogorov-Smirnov Z		1.069	.972	.979	.737
Asymptotic Significance (Two-tailed)		.204	.301	.293	.649

a. The distribution to be tested is normal.
b. Calculated from data.

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The Kolmogorov-Smirnov test was used to check if the data for the four variables (cognitive, affective, comparative, and total) followed a normal distribution. The statistical analysis showed a sample size of **235** for all variables, with means ranging from **3.427** to **3.605**. The standard deviations indicated acceptable variance, with the total variable having the lowest value **0.599**. The deviations, whether positive or negative, were minimal across all variables, indicating stable distributions. The Kolmogorov-Smirnov Z statistics ranged from **0.737** to **1.069**, with p-values greater than **0.05**, showing no significant deviation from

normality. Therefore, the null hypothesis of normality is accepted, confirming that the data are suitable for statistical analyses assuming normal distribution.

4.6. Hierarchical Regression Analysis:

Table 1. Results of Hierarchical Regression Analysis

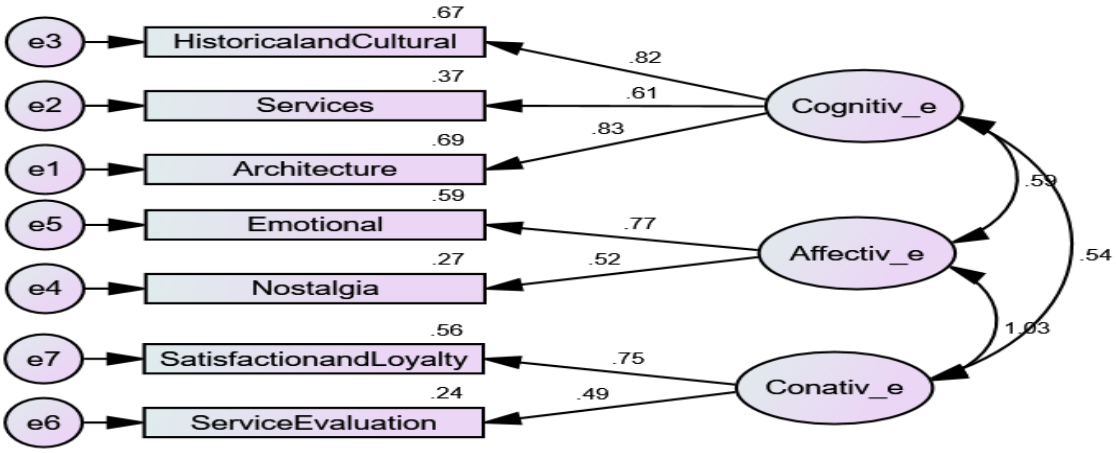
	Dependent variables	
	Dependent variables	**Dependent variables**
	Step 1 β	Step 2 β
Independent variables		
Cognitive destination image	.415**	.244**
Mediator variable		
Affective destination image		.436**
F value	48.466**	57.904**
R2	.172	.333
Adjusted R2	.169	.327
ΔR2		0.161

N=235, **p < 0.01

SOURCE*:* Prepared by the researcher using data outputs from SPSS V**21**.

The results of the hierarchical regression analysis indicate that both the cognitive and emotional components of a tourist destination play a significant role in influencing the dependent variable, highlighting the complex interplay between these factors. In the first analysis, the cognitive image significantly affected the dependent variable, explaining **17.2**% of the total variance (β = **0.415**, $p <$ **0.01**, R^2 = **0.172**). This suggests that cognitive perception, which reflects an individual's evaluation of factual information about a location, is crucial in shaping behavioural outcomes. When the emotional image was added as a mediating variable in the second stage, the model's explanatory power increased to **33.3**% (R^2 = **0.333**), with a significant improvement in ΔR^2 = **0.161**. This enhancement underscores the importance of the emotional component, which represents emotional responses to the place. Although the emotional image has a smaller effect (β = **0.244**) compared to the cognitive image (β = **0.436**), the emotional factor plays a more substantial role in shaping behavioural choices. The higher F-value in the second phase (F = **57.904**) compared to the first phase (F = **48.466**) further demonstrates the significance of this improvement. These findings emphasize the interconnected roles of cognitive and emotional components.

Figure 2. Structural model based on empirical results



Source: Prepared by the researcher using data outputs from SPSS AMOS V**21**.

The image above depicts a structural equation model (SEM) that illustrates the relationships between three hidden variables—cognitive, affective, and conative—as well as the elements that are visible to reveal these relationships. The standardized loads reflect the strength of the relationship between each latent variable and its observable indicators. Standardized loading values of **0.82**, **0.61** and **0.83**, respectively, strongly link the cognitive dimension to its indicators (historical and cultural, services), and architecture. This shows that these indicators play a big part in explaining this dimension.

For the affective dimension, the results indicate that indicator emotional has a greater impact (**0.77**) compared to indicator nostalgia (**0.52**). As for the conative dimension, indicator satisfaction and loyalty significantly contribute (**0.75**) in comparison to service evaluation, which shows a weaker association (**0.49**).

On the other hand, the residuals associated with the indicators (e**1** to e**7**) indicate the variance that the latent variables cannot explain. We observe that indicator (architecture) has the lowest error value (**0.69**), suggesting a better explanation than indicator (service evaluation), which has the highest error value (**0.24**).

The latent variables exhibit a strong correlation between the cognitive and affective dimensions (**0.59**), whereas the correlation between the affective and conative dimensions (**0.54**) is relatively lower. Notably, a robust relationship exists between the cognitive and conative dimensions (**1.03**), suggesting a substantial impact between them.

This model reflects a strong connection between the latent variables and their observed indicators, demonstrating the effective performance of the indicators employed.

5. INTERPRETATION OF RESULTS

Below is an interpretation of the key SEM findings, highlighting how each dimension—cognitive, affective, and conative—interacts to shape tourist behavior in Skikda. The standardized coefficients and significance levels are used to assess and explain each proposed hypothesis.

- **H1: Cognitive → Affective**

The cognitive image has a strong, significant effect on the affective image (standardized $\beta = \mathbf{0.59}$, $p < \mathbf{0.01}$).

This means that tourists' perceptions and knowledge about Skikda (e.g. its landmarks, services, architecture) reliably shape the emotions and feelings they associate with the destination.

- **H2: Cognitive → Conative**

The cognitive image also has a significant direct impact on the conative image (standardized loading = **1.03**, $p < \mathbf{0.01}$).

In other words, positive mental representations of the destination translate directly into stronger behavioural intentions (e.g. intentions to visit or recommend Skikda).

- **H3: Affective → Conative**

The affective image significantly influences the conative image (standardized $\beta = \mathbf{0.54}$, $p < \mathbf{0.01}$).

This indicates that the positive emotions aroused by the destination (e.g. excitement, comfort, nostalgia) drive tourists' intentions and actions.

- **H4 : Mediation by Affective Image**
  - ✓ **Without mediator**:
    - Cognitive → Conative $\beta = \mathbf{0.415}$ ($p < \mathbf{0.01}$)
  - ✓ **With mediator**:
    - Cognitive → Conative $\beta = \mathbf{0.244}$ ($p < \mathbf{0.01}$)
    - Affective → Conative $\beta = \mathbf{0.436}$ ($p < \mathbf{0.01}$)
  - ✓ **Change in explained variance**:
    - $\Delta R^2 = 0.161$, with F increasing from **48.47** to **57.90** (both $p < \mathbf{0.01}$)

When the affective image enters the model, the direct effect of the cognitive image on behaviour decreases but remains significant, while the path from affective to conative is strong. This confirms a partial mediation: tourists' feelings account for part of how their knowledge translates into behavioural intentions.

6. CONCLUSION

This study aimed to analyse the mediating role of the affective image in the relationship between the cognitive and conative images of a tourist destination, using Structural Equation

Modelling (SEM) on a sample of **235** Algerian tourists who had previously visited Skikda. The results revealed statistically significant relationships between the three dimensions—cognitive, affective, and conative. Hierarchical regression analysis confirmed that the cognitive image had a direct and significant effect on the conative image ($\beta = \mathbf{0.415}$, $p < \mathbf{0.01}$), explaining **17.2%** of the variance ($R^2 = \mathbf{0.172}$).

When the affective image was introduced as a mediating variable, the model's explanatory power increased to **33.3%** ($R^2 = \mathbf{0.333}$), with a notable rise in explained variance ($\Delta R^2 = \mathbf{0.161}$), indicating the substantial mediating role of the affective dimension ($\beta = \mathbf{0.436}$, $p < \mathbf{0.01}$). The Kolmogorov-Smirnov test confirmed the normality of the data distribution ($p > \mathbf{0.05}$), validating the use of parametric statistical tests.

Results from Confirmatory Factor Analysis (CFA) showed strong factor loadings for cognitive image indicators—particularly cultural and architectural attributes (**0.833** and **0.821**, respectively). Within the affective image, the emotional dimension showed the highest loading (**0.769**), while in the conative dimension, service evaluation had the strongest association (**0.750**). Cronbach's alpha values were high across all constructs: **0.872** for the cognitive dimension, **0.819** for the affective, and **0.756** for the conative, confirming internal consistency and the reliability of the measurement instruments.

These findings affirm that the destination image is not solely based on cognitive perceptions but is instead the result of a dynamic interaction between rational knowledge and emotional impressions, which together shape tourists' behavioural intentions.

From a practical standpoint, tourism authorities in Skikda should adopt a dual approach: enhancing cognitive components such as infrastructure and services, while simultaneously fostering emotionally resonant experiences that evoke feelings of comfort, nostalgia, and safety. This combined strategy can significantly influence tourists' intentions to revisit or recommend the destination.

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7. Appendices

Dimension, Indicator & Items of the study

Cognitive Dimension
Indicator 1 - Historical and Cultural
Q**3** - Skikda province has numerous archaeological landmarks (Roman and Islamic) .
Q**2** - Skikda province is characterized by its stunning coastline and diverse terrain .
Q**5** - The province is known for its traditional crafts (basket weaving, olive pressing, honey production) .
Q**1** - The climate of Skikda province is favourable for attracting tourists .
Q**9** - Skikda has a revolutionary history (North Constantine offensives) .
Q**4** - The province hosts many annual local celebrations and festivals (Strawberry Festival) .
Indicator 2 – Services
Q**10** - Skikda province has accommodation facilities (hotels, family camps, youth hostels) .
Q**11**- The province offers a variety of restaurants .
Q**12** - Transportation options across the province are good .
Q**6** - The regional theatre of Skikda offers annual theatrical performances .
Indicator 3 - Architecture
Q**7** - The city center of Skikda is characterized by European architectural style .
Q**8** - Upon entering the city, one is struck by its tall buildings and rows of palm trees .
affective Dimension
Indicator 1 - Emotional
V**7** - Because I am impressed by its seafood-themed restaurants .
V**6** - Because its people are known for their kindness and hospitality .
V**5** - Because it provides me with a sense of comfort and safety .
V**4** - Because I enjoy its natural scenery .
V**3** - Because I admire its social atmosphere (summer evening gatherings) .
V**8** - Because it is famous for its delicious sweets .
Indicator 2 – Nostalgie
V**1** - Because it reminds me of my roots and origins .
V**2** - Because I love recalling memories there .
Behavioral Dimension
Indicator 1 - Satisfaction and Loyalty
S**1** - I always choose Skikda province as a tourist destination .
S**3** - I recommend my friends and family to visit Skikda .
S**2** - I intend to visit Skikda again .
Indicator 2 - Service Evaluation
S**4** - I find the services offered in Skikda to be good in comparison to their prices .
S**5** - I can easily access various tourist facilities (hotels, parks...) .