Exploring the Effectiveness of Using Digital Tourism Platforms in Egyptian Tourist Destination

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ARTICLE INFO	Abstract

Digital platforms currently have a substantial impact on the growth of the tourist sector by providing cutting-edge marketing and quality control tools, worldwide market access, and an increase in the range of tourism services. This research aims to explore the effectiveness of using digital tourism platforms in Egyptian tourist destinations. To do this, this study used a descriptive analytical technique using a questionnaire instrument. The sample consisted of tourists visiting Egyptian tourist destinations. Only 576 returned surveys were valid for statistical processing of the data, with an 88.6% response rate from the total disseminated questionnaires. The research used a variety of statistical methods, such as descriptive statistics, factor analysis, reliability analysis, coefficient analysis, Pearson correlation analysis, and one-way ANOVA.

The research's findings show that there are a number of differences based on visitors' nationality, suggesting that this demographic characteristic is important in greatly impacting tourists' opinions on the effectiveness of the digital tourism platform in Egyptian tourist destinations. The research recommended that the Ministry of Tourism and Antiquities should create a digital platform to help communities, tourism providers, and governments work together to offer new and exciting tourism experiences. These experiences will benefit the community in social, environmental, and economic ways.

1. Introduction

Tourism has witnessed substantial changes in the previous three decades as a result of the advent of digital platforms and services, which have revolutionized the business and its related ecosystem (Briel and Dolnicar, 2021; Buhalis et al., 2020). Digital technologies have made it easier for the tourism industry to reach more tourists through different online platforms like websites, social media, and tourist information portals. This has greatly contributed to the growth of the tourism sector (Skoultsos & Papayiannis, 2019; Skoultsos et al., 2017; Carvalho & Carvalho, 2020). Digital platforms have changed the way tourism destinations (including accommodation and transport providers) and tourists communicate (David-Negre et al., 2018; Kietzmann et al., 2011) by giving residents, organizations, and

tourists a more active role in this process (Li and Wang, 2011; Thevenot, 2007). The continuous advancement of technology is transforming the way individuals search for travel information (Assaker et al., 2020; Marine-Roig and Clav´e, 2015; Ukpabi and Karjaluoto, 2018). They also add to the modern tourist's need for authentic experiences (Paulauskaite et al., 2017; Souza et al., 2019). The study examined the notion of a digital platform as well as its implementation and use in tourism. In addition, the study introduces digital tourism platforms in Egyptian tourist destinations.

Research Problem

The research problem focuses on the traditional tourism industry, which is facing main problems and needs digital technology to make its services better, and some Egyptian digital tourism platforms are missing important details. Due to the crises facing the tourism industry, it has been hurt more than any other industry. In this situation, it's really important for policymakers to put in place plans that will make the travel industry recover faster. Digital platforms have been shown to help this sector grow. A digital platform is a new technology that can help the tourism industry by giving tourist destinations and tourists a safe place to work together. The problem of the study is summarized in **the following questions**:

RQ1: How can Egyptian tourist destinations tap into the opportunities that digital tourism platforms present?

RQ2: What role do digital platforms play in the pre-travel decision-making process?

RQ3: What role do digital tourism platforms play in shaping tourists' impressions of tourist destinations based on their experiences after the trip is over?

Research Aim

The main aim of this research is to explore the effectiveness of using digital tourism platforms in Egyptian tourist destinations. In order to achieve the research's main aim, some objectives were targeted as follows:

1. Identifying digital tourism platforms concept, characteristics, and benefits.

2. Determining the activities of digital tourism platforms in Egyptian tourist destinations

3. Investigating future purchase intentions of digital tourism platforms.

4. Measuring tourist satisfaction with digital tourism platforms.

Research Importance

Digital platforms are major digital transformation drivers in the tourism business. Digital platforms offer tourists global access to customers as well as the most recent advertising and quality control tools. They are increasingly being utilized in tourism, both by travellers and by companies. As a result, digital platforms are becoming key growth drivers in the tourism industry .Digital tourism platforms have become very important in both real life and academic studies. The number of academic articles on the subject is increasing, and, in practice, new platforms are increasingly found in almost every sector, sometimes with very many configurations. Nevertheless, there is a need to catch up in both theory and practice.

2. Literature Review

2.1. Digital platforms definitions

Digital platforms are developing as new business models that depend on digital technology to provide new and enhanced techniques for solving the fundamental problem of economic organization: how to effectively manage supply and demand with imperfect or limited

information to achieve the greatest effectiveness (Duch-Brown, 2017). A digital platform is an internet technology that combines and modernizes corporate activities and IT systems. They are utilized to enter new markets and improve the user, employee, and partner experience. In order to support current operating models. Digital platforms serve as go-betweens for providers and users. They enable the promotion and marketing of services or products at the lowest possible cost around the world. Digital platforms assist in gathering various offers, simplifying transactions, and sharing evaluations and comments. They also attempt to build trusting ties between customers and providers (World Tourism Organization, 2017). According to Spagnoletti et al. (2015), a digital platform is a building component that offers a vital function to a technological system and acts as a basis for the development of related products, technologies, or services. Digital platforms offer the ability to increase service accessibility and enable more effective resource utilization (Cusumano et al., 2019; Helfat and Raubitschek, 2018; Nambisan et al., 2018). Online platforms are digital frameworks that help with economic activity, social interaction, and a variety of other societal tasks and functions (Leszczynski, 2020).

2.2. Characteristics of Digital Platforms

Digital platforms are multilateral markets that provide an interface for participants such as producers, tourists, and service providers to network and achieve joint outcomes. They have these fundamental characteristics:

Firstly, digital platforms help reduce transaction costs such as distribution, search, contracting, and monitoring (Eisenmann et al., 2006; Pagani, 2013). Aggregation systems like Trip Advisor and Expedia, for example, compile and consolidate travel information from many sources into a single platform, lowering the cost of searching for information and employing the services of intermediate agents.

Secondly, digital platforms aid in the organization and coordination of the technical development of complementary products via modularity and proper governance structures (Tiwana et al., 2010; Boudreau, 2010).

2.3. Digital Tourism platforms

With the overwhelming rise of tourist platforms, the tourism sector has altered tremendously. People have long shared their travel experiences due to the nature of the product. These platforms enable potential visitors to get the required information from many sources as well as benefit from the experiences of others (Dexter et al., 2014). Tourist platforms are utilized to improve the services of tourist destinations while also adding to their value proposition (Hjalager, 2010). Tourist platforms can improve tourist destination efficiency by boosting tourists' comprehension, appeal, and accessibility (Hjalager, 2010; Nielsen & Liburd, 2008).

Tourists would be the platform's customers, but tourism service providers and tourist destinations with comprehensive expertise on the issue would be complementors. There are several kinds of tourist products and services that may be exhibited on a tourism promotion platform. According to Gawer and Cusumano (2014), incentives to innovate may be encoded in platform design and have both direct and indirect impacts on the network. The fundamental characteristics of a digital platform that will assist travellers in educating, connecting, and exploring potential tourism products and services inside a certain tourist destination by opening up new channels According to Gretzel et al. (2015), the debate validated the concept of employing an ICT-based platform to launch and mobilize potential tourist product and service development. In today's environment, digital technologies offer tremendous prospects for increased destination engagement through information exchange. According to Davison et al.

(2005), an adequate ICT platform would allow connecting with the global tourist industry directly by bypassing the intermediary layer of tourism suppliers.

2.4. Activities of digital Tourism platforms.

Platforms have served as mediators in digitized markets where individuals swap hospitality, transportation, and a wide range of other items and services. Their online infrastructures enable and govern a variety of activities (Ince and Sarah, 2018). Furthermore, in the travel business, digital platforms have rapidly expanded across several industries. In the tourist sector nowadays, there are five most prevalent categories of activity where digital platforms are used (World Tourism Organization, 2017):

- Platform information services, such as Trip Advisor and Yelp, provide material for tourism-related services as well as user ratings and reviews.
- Platform lodging services, such as renting out beds, rooms, flats, or homes (such as through Airbnb, Home Away, or CouchSurfing).
- Platform transportation services, such as ridesharing for local and large distances (Uber, Lyft, BlaBlaCar, etc.).
- Platform-based food-related services, such as shared meals or communal eating (examples: EatWith, Feastly, VizEat).
- Platform tourism activities include guided tours, excursions, attractions, and other activities (for example, BeMyGuest, ToursByLocals, and Vayable).
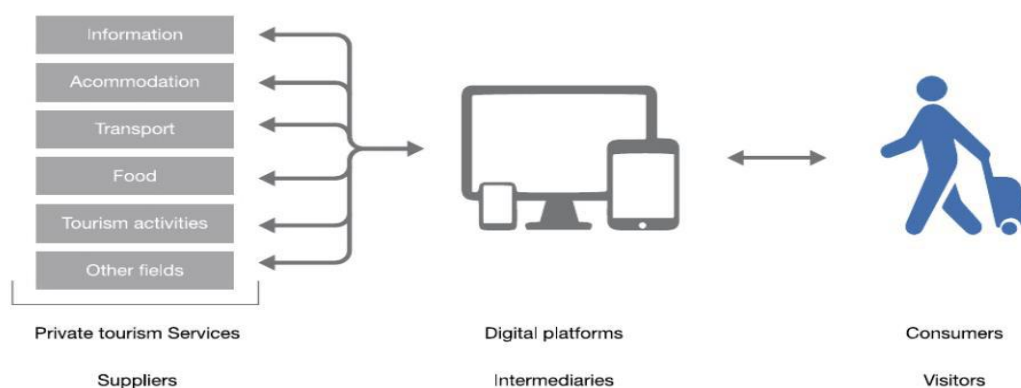

Fig 1: New platform tourism services (World Tourism Organization, 2017)

2.5. Effectiveness of Digital Platforms

The tourism industry has changed a lot due to the increase in digital platforms and better internet access worldwide. This is for many different reasons (Sha'ista, 2020):

1. Digital platforms and digitalization make it easier for tourists to find and buy things they need for travel, like hotels, car rentals, and tours. They can do this without being physically close to where the products or services are being sold.
2. Transaction and operational expenses have decreased through digital platforms and procedures.
3. Digital platforms have had an impact on how tourists consume travel.
4. Digital tourism platforms foster new types of interaction between tourists and service providers.
5. Big data is collected and delivered through digital tourism platforms.
6. Digital tourism platforms aid in the popularization of unfamiliar places as well as the preservation, renovation, and promotion of historical, cultural, and natural features (Dimitrova, 2019).

2.6. Platforms Facilitate Online Travel Behavior

Digital interactions are possible across a variety of platforms during the five stages of trip preparation: dreaming, planning, booking, experiencing, and sharing. At each stage, travellers connect with internet platforms such as specialized travel content applications, generic search sites, and corporate websites to obtain information. These digital connections, in turn, provide data that enterprises and destination management organizations may utilize to improve products and services for tourists and fuel future growth (PATA and Oxford Economics Report, 2018). Platforms provide assistance to the digital ecosystem across the five stages of travel planning and create valuable data to aid in growth.

Fig 2: Platforms support the digital ecosystem throughout the five stages of travel planning
(PATA & Oxford Economics, 2018)

2.7. Digital platforms in Egyptian tourist destination

It should be emphasized that digital platforms are regarded as an efficient instrument for addressing the primary strategic tourism issues confronting Egyptian tourist destinations. The researcher investigated the most prominent online platforms that advertise, book, and sell tours in Egyptian tourist destinations in order to identify potential and circumstances for the activation of digital technologies in the tourism sector. These include websites such as:

1. **Ministry of Tourism and Antiquities website**

The website provides introductory and informational services that include details of everything related to the tourism and archaeological sectors and the components of tourism infrastructure in Egypt, in addition to some services for visitors to archaeological sites and museums (https://mota.gov.eg and https://2u.pw/DE34Lm).

2. **Electronic Reservation Platform for Archaeological Sites and Museums**
    - Buying tickets: (activated for 35 sites and museums) and other sites are being added + tickets price brochure.
    - Purchasing combined permits (Cairo + Luxor) + photography permits + holding activities and events: (not activated: Cult.relations@mota.gov.eg)

3. **The Grand Egyptian Museum**

The museum's platform offers visitors all relevant information about the museum and the archaeological art facts it houses. It also allows visitors to purchase electronic tickets (https://www.visit-gem.com/en) to access the museum and watch the most significant events and activities (https://grandegyptianmuseum.org/) that will take place there, as well as the educational programmes that are conducted inside its educational center.

4. **The National Museum of Civilization:**
    Launch of the official website of the National Museum of Egyptian Civilization as the first booking platform for prices of visit tickets + active purchase service (https://egymonuments.com/ar/locations/details/NMEC)

5. **Yachting platform**

    The electronic platform (www.mts.gov.eg) aims to end bureaucracy in yacht tourism through a unified electronic platform that brings together 13 entities and aims to simplify procedures. It is a portal for the tourist who owns a yacht to be able to complete the procedures and requests required of him easily and provide him with freedom of movement between ports.

6. **Tourism Promotion Authority for tourism promotion platform**

    This platform promotes tourism in Egypt in other languages by containing all of the information that tourists are interested in regarding Egypt and travelling to its numerous Egyptian tourist locations, as well as its distinct and diverse tourism components, products, and patterns.

7. **The Egyptian Museum**

    The platform allows browsers to learn about the museum, its holdings, and the services provided to visitors, in addition to the possibility of purchasing tickets to visit the museum using credit cards within the integrated electronic ticket system. It also contains a map of the museum from inside, showing the places, names, and numbers of the halls, which helps the visitor walk around the museum easily during his visit. The site features photographs of the museum's most prominent holdings and a collection of rare archival images (https://egymonuments.gov.eg/ar/subportals-group/the-egyptian-museum).

3. Research Methodology

3.1. Research Design

The descriptive study approach was utilized to acquire information about the efficiency of using digital tourism platforms in Egyptian tourist destinations. This method is intended to help the researcher acquire information on current conditions. The main aim of using this method is to describe the nature of a situation that exists at the time of research and to discover the causes of specific phenomena.

3.2. Research Sample

The sample of the survey covered tourists in Egyptian tourist destinations using digital tourism platforms in their booking journeys. A total of 650 questionnaires were distributed to tourists at many destinations in Egypt, such as Luxor, Aswan, Hurghada, Sharm El-Shaikh, and Cairo. 576 (88.6%) respondents were retrieved in the period from January to March 2023.

3.3. Research Instrument

The study used a questionnaire as the main gathering instrument in order to obtain the necessary information that pertains to the use of digital tourism platforms in Egyptian tourist destinations. To acquire the data, an information questionnaire was divided into seven sections. The first section shows the demographic characteristics of the respondents (gender, age group, education level, and nationality). The second section featured five variables that represented the activities on digital tourism platforms that are most popular. The third section contained fifteen variables indicating the characteristics of digital tourism platforms. The fourth section had four variables that represented future purchase intentions. The fifth section

featured nine factors that represented the effects of digital tourism platforms on Egyptian tourist destinations. The sixth section included five variables representing the benefits of the digital tourism platform. The seventh section included three variables representing tourist satisfaction with the digital tourism platform in Egyptian tourist destinations. The questionnaire items were anchored according to the three-point Likert scale: "1 = disagree, "2 = neutral, and "3 = agree.

3.4. Data Validity and Reliability

To ensure the reliability of the information collected, the researcher distributed the tool to visitors at tourist destinations in Egypt. The tool was improved based on suggestions from experts. The experts' interest in the tool made it even more accurate and reliable.

Reliability means that an instrument gives accurate and consistent results. This helps to make sure that different questions in a survey are consistent with each other. It shows how steady and reliable something is and is found using the Cronbach's alpha coefficient, which measures how consistent it is internally. A reliability coefficient of 0.7 or higher means that the instrument used in social science research is good and consistent. As shown in the table, we calculated the Cronbach's alpha reliability for six different sections. The tests found that all sections of the instrument had a reliability coefficient of 0.988 and a validity coefficient of 0.994, which means that the instrument is reliable and can be used.

Table (1) Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient *
Activities of digital Tourism platforms	**5**	**0.906**	**0.952**
Characteristics of Digital Tourism Platforms	**15**	**0.981**	**0.990**
• Aesthetics	3	0.969	0.984
• Ease of use	4	0.984	0.992
• Trust	4	0.986	0.993
• Interactivity	2	0.960	0.980
• Platform Added Value	2	0.967	0.983
Future purchase intention	**4**	**0.984**	**0.992**
Effects of digital tourism platform in the Egyptian tourism destination	**9**	**0.986**	**0.993**
The benefits of digital tourism platform	**5**	**0.993**	**0.996**
Tourist satisfaction of digital tourism platform	**3**	**0.984**	**0.992**
Total	**41**	**0.988**	**0.994**

* Validity coefficient = $\sqrt{}$ Reliability coefficient

It is important to assess the internal consistency and dependability of the constructs studied. Cronbach's alpha was employed as a metric. Cronbach's alpha values for all scales in Table 1 ranged from 0.906 to 0.993, and for total questionnaire items, they were (0.988), indicating an acceptable Cronbach's alpha value for each field whenever Cronbach's alpha value is greater than (0.7). It is also clear that the validity coefficient is 99.4%, indicating that the study sample is reliable and genuine.

3.5. Data Analysis

Various statistical methods were used to collect, add up, encode, and analyze all of the data. These were utilized in accordance with the study's objectives and comprise percentage, frequency, mean, standard deviation, factor loading, Pearson correlation analyses, and one-way ANOVA.

4. Results and Discussion
4.1. Descriptive analysis
First Section: Demographic Characteristics of Respondents

Table (2) Demographic Profile of Sample Elements

		Frequency	Percentage (%)
Gender			
	Male	274	47.6
	Female	302	52.4
Age group			
	Up to 30 years old	0	0
	31-40 years old	55	9.5
	41-50 years old	274	47.6
	51-60 years old	219	38.0
	Over 60 years old	28	4.9
Education level			
	Secondary education	109	18.9
	Vocational education	56	9.7
	University	300	52.1
	Master	83	14.4
	PhD	28	4.9

As shown in Table (2), the explanation of the study findings begins with a brief demographic profile of respondents in terms of gender, age, and education level. The majority of tourists are females, since they comprise the majority of the sample (52.4%) compared to men (47.6%). The table shows that almost half of the people in the study are between 41 and 50 years old (47.6%), followed by those who are 51–60 years old (38.0%), followed by those who are 31–40 years old (9.5%). Only a small number of participants, about 4.9%, are over 60 years old. According to education level, the majority of participants (52.1%) have a university degree, followed by those who have secondary education (18.9%). followed by those who have a master's degree (14.4%). A tiny fraction (9.7%) has vocational education, and an even smaller amount (4.9%) has merely a PhD.

The figure depicts the number of tourists to whom the questionnaire was distributed, and British nationality is at the forefront, by percentage (12.8%). followed by German and French nationalities by 8.7%. The Argentine nationality ranks lowest in the assessment regarding the effectiveness of smart tourism platforms in the Egyptian tourist destination by percentage (2.3%).
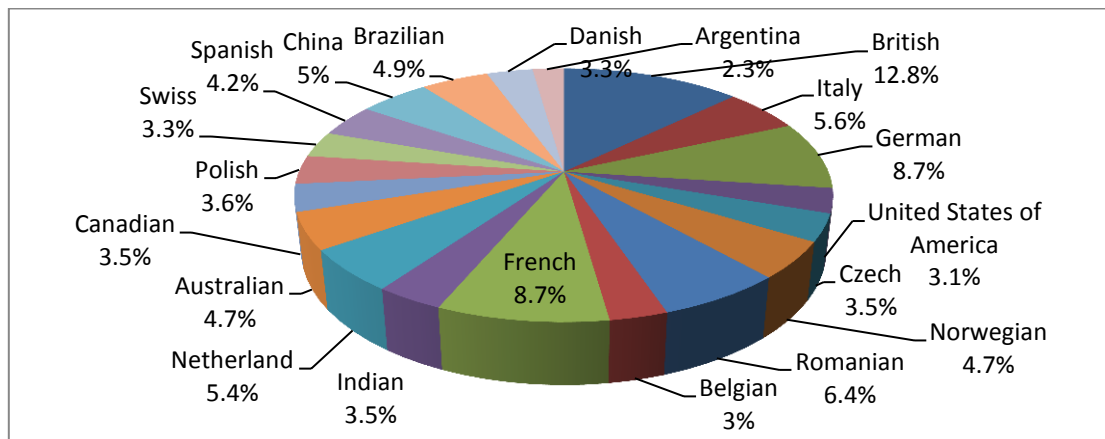

Fig3: Nationality of the participants

Second Section: Activities of Digital Tourism Platforms
Table (3) Activities of Digital Tourism Platforms

Variables	Mean	SD	Factor loading	Rank	Attitude
Platform information services	2.20	.794	.838	2	Neutral
Platform lodging services	2.05	.787	.845	5	Neutral
Platform tourism activities include guided tours, excursions, attractions and other activities	2.39	.720	.987	1	Agree
Platform food-related services	2.05	.785	.903	4	Neutral
Platform transport services	2.19	.794	.948	3	Neutral
Total Mean	2.18				**Neutral**

Table 3 shows the means of participants' opinions about using activities on digital tourism platforms in Egyptian tourism destinations. From the table above, it can be seen that most of the participants in the research prefer to use platform tourism activities, including guided tours, excursions, attractions, and other activities (M = 2.39, SD =.720). The second choice of activity is platform information services (M = 2.20, SD =.794). Platform lodging services have the lowest preference among the participants (M = 2.05, SD =.787).

Third Section: Characteristics of Digital Tourism Platforms

Table (4) Characteristics of Digital Tourism Platforms

Variables	Mean	SD	Factor loading	Rank	Attitude
Aesthetics					
The platform has an attractive appearance.	2.10	.750	.973	1	Neutral
The platform's design is truly intriguing.	2.05	.723	.985	3	Neutral
The appearance of the platform is extremely visually appealing.	2.05	.722	.954	2	Neutral
Ease of use					
Using the platform helps me to complete duties faster.	2.34	.776	.987	2	Agree
Using the platform improves the efficiency of my tasks.	2.29	.765	.940	3	Neutral
Using the platform makes my task easier.	2.39	.720	.987	1	Agree
The platform is helpful in carrying out my duties.	2.19	.731	.948	4	Neutral
Trust					
I trust in the accuracy of the information available on this platform	2.10	.811	.973	1	Neutral
I trust this platform will keep my personal information safe.	1.96	.786	.971	4	Disagree
The platform appears to be trustworthy	2.05	.844	.954	2	Neutral
I trust the data provided by the platform.	2.01	.817	.987	3	Neutral
Interactivity					
The platform has interactive features to fulfill my requirements	2.15	.773	.981	1	Neutral
The platform's interaction is efficient.	2.05	.722	.954	2	Neutral
Platform Added Value					
I think the platform provides a good price-quality ratio .	2.57	.496	.993	1	Agree
The platform can assist with particular needs, and it is worthwhile to check in via the platform.	2.29	.765	.940	2	Neutral
Total Mean	**2.17**				**Neutral**

Aesthetics, ease of use, trust, interactivity, and platform-added value are characteristics of digital tourist platforms that are shown in the previous table. It was discovered that the composite mean for the whole evaluation was 2.17.

- **Aesthetics of Digital Tourism Platforms**
  The means and standard deviations of the aesthetics of digital tourism platforms are presented in Table 4, with the means ranging from 2.10 to 2.05. "The platform has an attractive appearance" (M = 2.10, SD =.750). The item "The platform's design is truly intriguing" was rated last, with a mean of (2.05) and a standard deviation of (.723).

- **Ease of use of Digital Tourism Platforms**
  Table No. 4 summarizes the attitudes, means, and standard deviation in relation to the descriptive study of the usability of digital tourism platforms. The overall mean value of 2.30 showed nearly favorable sentiments towards the use of digital tourism platforms. In addition, the greatest mean was for "Using the platform makes my task easier" with a value of 2.39 and a standard deviation of 0.720, while the lowest mean value was for "The platform is helpful in carrying out my duties" with a low mean value of 2.19 and a standard deviation of 0.731.

- **Trust of Digital Tourism Platforms**
  The mean and standard deviations of trust in digital tourism platforms are presented in Table 4, with the means ranging from 2.10 to 1.96. "I trust the accuracy of the information available on this platform" (M = 2.10, SD =.811). The item "I trust this platform will keep my personal information safe" ranked last, with a mean of (1.96) and a standard deviation of (.786).

- **Interactivity of Digital Tourism Platforms**
  The table displays the responses to the interactive features of digital tourism platforms questions: "The platform has interactive features to fulfill my requirements" and "The platform's interaction is efficient" with means of 2.15 and 2.05, respectively.

- **Platform Added Value**

  The following platform-added value elements are included in Table 4: "I think the platform provides a good price-quality ratio" and "The platform can assist with particular needs, and it is worthwhile to check in via the platform, with means of 2.57 and 2.29, respectively, of the respondents.

Fourth Section: Future Purchase Intention of Digital Tourism Platforms

Table (5) Future Purchase Intention of Digital Tourism Platforms

Variables	Mean	SD	Factor loading	Rank	Attitude
This digital tourist platform has a high possibility of selling tourism and hospitality services.	2.24	.810	.987	2	Neutral
I'd be interested in purchasing tourism and hospitality services through this digital tourist platform.	2.24	.750	.945	1	Neutral
The likelihood of me contemplating the purchase of tourism and hospitality services on this online tourism platform is high.	2.19	.793	.986	3	Neutral
I have a profound interest in procuring tourism and hospitality services using this online travel platform.	2.10	.811	.973	4	Neutral
Total Mean	2.19				Neutral

The future purchase intention of digital tourism platforms is shown in Table (5), with the means and standard deviations, with means ranging between 2.24 and 2.10. The item "I'd be interested in purchasing tourism and hospitality services through this digital tourist platform" has a mean of 2.24 and a standard deviation of .750 when compared to the field's overall instrument mean (2.19). The last-ranked response, "I have a profound interest in procuring tourism and hospitality services using this online travel platform" had a mean (2.10) and a standard deviation of (.811).

Fifth Section: Effectiveness of Digital Tourism Platforms

Table (6) Effects of digital tourism platform in the Egyptian tourism destination

Variables	Mean	SD	Factor loading	Rank	Attitude
A digital tourism platform enables tourist institutions to disseminate information more quickly.	2.39	.720	.987	3	Agree
Tourists use digital tourism platforms to share their experiences, thoughts, and opinions.	2.52	.586	.969	2	Agree
A digital tourism platform is better than any promotional campaign.	2.19	.794	.948	9	Neutral
A digital tourism platform may be used by Tourist destination management to assess performance and customer satisfaction.	2.24	.682	.936	7	Neutral
A digital tourism platform can help to reach worldwide tourists even in the most distant parts of the globe.	2.57	.496	.993	1	Agree
A digital tourism platform can also be a really good way for tourists to talk to each other about their experiences.	2.29	.699	.940	6	Neutral
A digital tourism platform allows Tourist destination management to improve service recovery.	2.38	.652	.977	4	Agree
The tourist destination can effectively manage and exhibit their information and services with the assistance of a digital tourism platform.	2.34	.641	.964	5	Agree
Digital tourism platforms help improve the mental image of the tourist destination	2.20	.794	.927	8	Neutral
Total Mean	2.35				Agree

The effects of a digital tourism platform on Egyptian tourism destinations are shown in Table 6. It was discovered that the overall evaluation was agreed upon with a composite mean of 2.35. A digital tourism platform can help reach worldwide tourists, even in the most distant parts of the globe. It ranked first with a weighted mean score of 2.57 and was rated as agreeable. It was followed by tourists using digital tourism platforms to share their experiences, thoughts, and opinions, with a weighted mean of 2.52. From the perspective of the researcher, digital tourism platforms are really changing the way tourists communicate. On the other hand, a digital tourism platform is better than any promotional campaign, which ranked last with a weighted mean score of 2.19 and was rated neutral with the lowest mean value.

Sixth Section: Benefits of Digital Tourism Platform

Table (7) Benefits of Digital Tourism Platform

Variables	Mean	SD	Factor loading	Rank	Attitude
A digital tourism platform offers greater flexibility and versatility.	2.34	.776	.986	4	Agree
Tourists can find more affordable prices through a digital travel platform.	2.29	.699	.940	5	Neutral
Utilizing a digital tourism platform enables me to personalize my travel itinerary based on my preferences and interests.	2.43	.790	.971	1	Agree
A digital tourism platform enables me to gather more comprehensive details.	2.38	.785	.992	3	Agree
Through a digital travel platform, I may evaluate several travel service suppliers.	2.39	.720	.987	2	Agree
Total Mean	**2.37**				**Agree**

The benefits of a digital tourism platform in Egypt are shown in Table 7. It was found out that the overall assessment agreed with a composite mean of 2.37. Utilizing a digital tourism platform enables me to personalize my travel itinerary based on my preferences and interests, which rank first with a weighted mean score of 2.43 and are rated as agreeable. On the other hand, tourists can find more affordable prices through a digital travel platform that ranked last with a weighted mean score of 2.29 and was rated neutral, getting the lowest mean value.

Seventh Section: Tourist Satisfaction of Digital Tourism Platforms

Table (8) Tourist Satisfaction of Digital Tourism Platforms

Variables	Mean	SD	Factor loading	Rank	Attitude
I am satisfied with the information offered by the digital tourism platform	2.57	.582	.993	1	satisfied
I am satisfied with my interaction with the tourism services and activities through the digital tourism platform.	2.43	.790	.971	3	satisfied
I am satisfied with the tourist experience in the destination booked through the platform.	2.52	.586	.969	2	satisfied
Total Mean	**2.51**				**satisfied**

According to the table above, the majority of the research participants were satisfied with the information provided by the digital tourist platform (M = 2.57, SD =.582). Whereas the opinions about tourist satisfaction with interaction with the tourism services and activities through the digital tourism platform have the lowest satisfaction from the participants (M = 2.43, SD =.790).

4.2.Pearson Correlation analyses
Table (9): Correlations between the Activities of Digital Tourism Platforms and Future Purchase Intention, Effectiveness, Benefits, and Tourist Satisfaction of Digital Tourism Platforms

		Future purchase intention	Effectiveness	Benefits	Tourist Satisfaction
Activities	Pearson Correlation	.792**	.712**	.786**	.705**
	Sig. (2-tailed).	.000	.000	.000	.000

According to table (9), there is a significant relationship between activities of digital tourism platforms and future purchase intention (R =.792, p ≤ .01), effectiveness of digital tourism platforms in the Egyptian tourism destination (R =.712** - sig = 0.000), benefits of digital tourism platforms (R =.786, p ≤ .01), and tourists satisfaction of digital tourism platforms (R = 0.705; P-value ≤ 0.0001). These results indicate that there is a strong positive relationship between the activities of digital tourism platforms and future purchase intention, effectiveness, benefits, and tourist satisfaction of digital tourism platforms.

Table (10): Correlations between the Characteristics of Digital Tourism Platforms and Future Purchase Intention, Effectiveness, Benefits, and Tourist Satisfaction of Digital Tourism Platforms

		Future purchase intention	Effectiveness	Benefits	Tourist Satisfaction
Characteristics	Pearson Correlation	.884**	.788**	.796**	.762**
	Sig. (2-tailed).	.000	.000	.000	.000

As seen in table (10), there is a significant relationship between characteristics of digital tourism platforms and future purchase intention (R =.884, p ≤ .01), effectiveness of digital tourism platforms in the Egyptian tourism destination (.788** - sig = 0.000), benefits of digital tourism platforms (R =.796, p ≤ .01), and tourists satisfaction of digital tourism platforms (R = 0.762; P-value ≤ 0.0001). These results indicate that there is a strong positive relationship between the characteristics of digital tourism platforms and future purchase intention, effectiveness, benefits, and tourist satisfaction with digital tourism platforms.

4.3.One-way ANOVA

Table (11): Descriptive Effects of digital tourism platform in the Egyptian tourism destination

	N	Mean	SD	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
British	74	16.85	6.397	.744	15.37	18.33	9	27
Italy	32	22.50	4.572	.808	20.85	24.15	18	27
German	50	17.50	2.950	.417	16.66	18.34	9	27
US	18	23.50	2.121	.500	22.45	24.55	15	24
Czech	20	27.00	.000	.000	27.00	27.00	27	27
Norwegian	27	26.48	2.310	.445	25.57	27.40	15	27
Romanian	37	26.92	.493	.081	26.75	27.08	24	27
Belgian	17	26.00	.000	.000	26.00	26.00	26	26
French	50	20.10	5.152	.729	18.64	21.56	15	27
Indian	20	18.00	.000	.000	18.00	18.00	18	18
Netherland	31	20.39	6.217	1.117	18.11	22.67	9	27
Australian	27	21.15	5.524	1.063	18.96	23.33	9	27
Canadian	20	20.45	5.176	1.157	18.03	22.87	9	27
Polish	21	21.19	5.372	1.172	18.75	23.64	9	27
Swiss	19	21.21	6.088	1.397	18.28	24.14	9	27
Spanish	24	18.92	5.890	1.202	16.43	21.40	9	27
China	29	19.97	5.907	1.097	17.72	22.21	9	27
Brazilian	28	18.46	7.021	1.327	15.74	21.19	9	27
Danish	19	19.47	6.257	1.435	16.46	22.49	9	27
Argentina	13	20.92	5.838	1.619	17.40	24.45	9	27
Total	576	20.79	5.810	.242	20.31	21.27	9	27

Table (12): ANOVA
Effects of digital tourism platform in the Tourism Industry of Egypt

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5897.688	19	310.405	12.773	.000
Within Groups	13511.894	556	24.302		
Total	19409.582	575			

The last table presents the differences that exist in tourists' opinions on the basis of their nationality. For this, one-way ANOVA analysis was used. There are many differences based on tourists' nationality, which means that this demographic characteristic is important in order to influence, to a great extent, tourists' opinions about the effects of the digital tourism platform in the Egyptian tourism destination.

5. Summary and Conclusion

This research emphasizes the importance of using digital content and digital tourism platforms to help a destination attract and connect with tourists from all around the world during every step of their trip: when they are thinking about where to go, organizing their itinerary, making reservations, enjoying their experience, and sharing it with others. Tourists can easily plan their trips using a strong online presence that encourages travel, makes them feel more confident in their choices, makes booking easier, and allows them to share their experiences.

The use of digital tourism platforms, such as websites and apps, for trip reservations and information gathering is becoming increasingly popular among individuals within the travel and tourism fields. Digital platforms and online travel agents are important participants or contributors in the travel industry. Digital platforms could make tourism services more popular by affecting the cost of travel. This includes prices for airfare and accommodations, giving more options for different places to visit, reducing the time spent planning a trip, and helping people feel more confident about the quality of their future travel experiences.

According to the research results, the participants in the research prefer to use platform tourism activities, including guided tours, excursions, attractions, and other activities. Aesthetics, ease of use, trust, interactivity, and platform-added value are characteristics of digital tourist platforms. The participants are interested in purchasing tourism and hospitality services through this digital tourist platform. A digital tourism platform can help reach worldwide tourists, even in the most distant parts of the globe. A digital tourism platform enables travellers to create itineraries based on their preferences and interests.

6. Research Recommendations

The research makes some recommendations for digital tourism platforms in Egyptian tourist destinations.

6.1. Recommendations for the Ministry of Tourism and Antiquities

- Developing a digital platform to assist communities, travel agencies, and government in collaborating to generate new and engaging tourism experiences these experiences will benefit the community on several levels, including social, environmental, and economic.

- Creating an online tourist platform or website that provides up-to-date and accurate information on both popular and yet undiscovered tourist destinations in Egypt, as well as an online ticket booking system for domestic and international tourists, will be a significant step forward in Egypt's tourism development.

- Giving clear examples of best practices in reaching foreign audiences to product and service providers, including a grasp of significant platforms for source markets, market preferences, and the translation of relevant material into key languages.

- Identifying and exploiting the most relevant digital tools, such as social media and mobile platforms, to connect with visitors from various source markets.

6.2.Recommendations for the service providers

- Hoteliers, destination managers, restaurant owners, transporters, and other tourism stakeholders should understand online interactive technology in order to address issues raised by users and improve the products and services they market in order to align their business with consumer expectations.

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استكشاف فعالية استخدام منصات السياحة الرقمية في المقصد السياحي المصري

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معلومات المقالة	الملخص
الكلمات المفتاحية المنصات السياحية الرقمية؛ السائحين؛ الوجهة السياحية؛ مصر. **(JAAUTH)** **المجلد ٢٤، العدد١،** **(٢٠٢٣)،** **ص ٣٨٩-٤٠٥.**	أصبحت المنصات السياحية الرقمية وسيلة هامة يزداد استخدامها كل يوم في الكثير من الدول السياحية، كما أن للمنصات السياحية الرقمية تأثير كبير على نمو قطاع السياحة من خلال توفير أحدث أدوات التسويق ومراقبة الجودة، والوصول إلى الأسواق في جميع أنحاء العالم. يهدف هذا البحث إلى استكشاف فعالية استخدام منصات السياحة الرقمية في الوجهات السياحية المصرية. لتحقيق ذلك، استخدمت الدراسة المنهج الوصفي التحليلي، حيث تم اعداد استبيان وتوزيعه علي عينة عشوائية من خمسمائة وستة وسبعين (٥٧٦) من السائحين في المقصد السياحي المصري باستخدام SPSS 25.0. وتناولت الدراسة العديد من الاساليب الاحصائية مثل المتوسط الحسابي، الانحراف المعياري، الثبات والصدق، التحليل العاملي، وتحليل ارتباط بيرسون، واختبار تحليل التباين الأحادي. تظهر نتائج البحث إلى وجود علاقة قوية بين أنشطة وخصائص منصات السياحة الرقمية ونية الشراء المستقبلية والفعالية والفوائد والرضا السياحي عن استخدام المنصات السياحية الرقمية. وتوصى الدراسة بضرورة قيام وزارة السياحة والآثار بإنشاء منصة رقمية لمساعدة المجتمعات ومقدمي السياحة والحكومة على العمل معًا لتقديم تجارب سياحية جديدة ومثيرة. ستفيد هذه التجارب المجتمع بطرق اجتماعية وبيئية واقتصادية. كما ينبغي علي وزارة السياحة والآثار إنشاء منصة سياحية توفر معلومات محدثة ودقيقة عن كل من الوجهات السياحية الشهيرة وغير المكتشفة في مصر، بالإضافة إلى نظام حجز التذاكر عبر الإنترنت للسائحين المحليين والدوليين، ستكون خطوة مهمة إلى الأمام في تنمية السياحة في مصر.