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Assessing the Tools of Digital Brand Marketing in the Egyptian Travel Agencies and Their Influence on Domestic Tourists' Loyalty

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Abstract

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Digital branding marketing is a process that helps travel agencies establish their identity, increase their visibility, and build credibility among the communities that engage with them. It involves a comprehensive strategy for manipulating digital media that goes beyond basic online tactics like posting tweets or sending promotional emails. This approach aims to create a strong impression on the target tourists and foster loyalty.

The aim of the research is to assess the tools of digital brand marketing and their effect on domestic tourists' loyalty in Egypt. This research used the descriptive analytical approach, where a questionnaire was prepared on Google Forms and distributed online through email, Facebook, WhatsApp, and Instagram to a random sample of domestic tourists. A total of 813 tourists answered the questionnaire. The results obtained from the tools were examined through various analytical methods, including descriptive statistics, reliability analysis, coefficient analysis, and Pearson correlation analysis, utilizing SPSS version 22.

The research reached several results, the most important of which is that Facebook is the best application to use in digital brand marketing. There is a significant positive relationship between tourists' satisfaction, loyalty, and digital brand dimensions. Furthermore, there is a significant positive relationship between domestic tourist satisfaction, loyalty, and the quality of E-services.

The research thus recommended that travel agencies should stay updated on digital brand marketing technology to boost daily operations and improve tourist satisfaction and loyalty. Facebook, WhatsApp, and Instagram are highly popular social media platforms among tourists. Therefore, travel agencies should use these platforms to boost their tourist numbers.

1. Introduction

A brand's marketing and communication strategies distinguish a travel agency, leaving a great impact on domestic tourists. Marketers aim to create and manage brands as vital assets that represent consumer awareness, perceptions, and performance of a product or service, surpassing tangible travel agency assets. Thus, brands demand thoughtful

development and management for effective local tourist resonance (Kotler and Armstrong 2010; Kotler and Keller 2006).

Digital branding is the utilization of digital technologies, including the internet, mobile devices, display advertising, and other digital channels, to establish and promote a brand's identity. It includes utilizing various online platforms like social media, websites, and digital advertisements to create an impression on tourists and differentiate a travel agency from its competitors. This process has become increasingly important in the digital age as more people rely on digital devices and platforms for information and shopping (Dixit and Sapra, 2018).

The rapid growth of digital marketing has transformed the way travel agencies employ technology in the marketing strategies and process. As digital platforms increasingly integrate into marketing plans and the use of digital devices grows, digital marketing campaigns have become more common and prevalent. This shift has facilitated the spread of information and awareness through social media, blogs, and online communities. It empowers domestic tourists to generate and share content, opinions, and experiences, thereby accelerating the diffusion of information (Lotta et al., 2018).

As a result, this research investigates the impact of the digital brand marketing on domestic tourists' loyalty in Egypt. Moreover, examining the relation digital brand marketing and its effect on performance of travel agencies will be beneficial.

Research Problem

The current research attempts to evaluate the impact of digital brand marketing on domestic tourists' loyalty in Egypt. Egyptian travel agencies use different marketing strategies, including the internet, social media, and email, seeking to promote their products and services to tourists. There are certain challenges facing travel agencies in Egypt including, improper government policies, lack of standardization in the provision of services, the absence of a law that arranges digital transactions, and the absence of digital infrastructure. All these factors make it difficult for travel agencies to function well, which has a negative impact on tourists' satisfaction and loyalty. Based on this, the research problem clarified into the following questions:

1. How can the digital brand marketing affect domestic tourists' satisfaction?
2. Is there a relation between E-services quality and digital brand marketing?
3. What are the various impacts of digital brand marketing on domestic tourists' loyalty?
4. What is the importance of social media marketing?
5. What is the most important digital tool that affects Egyptian tourists' purchase intention?
6. How can travel agencies use digital brand marketing to increase number of its sales?
7. What is the link between E-services quality and domestic tourists' satisfaction and loyalty?

Research Aim

1. Identifying the importance of social media marketing and how traditional travel agencies in Egypt use it to be a digital brand.
2. Investigating the relation between e-service quality and domestic tourists' satisfaction and loyalty and how travel agencies in Egypt use digital brands to increase the number of domestic tourists.

3. Assessing the digital brand dimensions and their impact on domestic tourists' satisfaction and loyalty in Egypt.

2. Literature Review

2.1 Branding definitions

Ghodeswar (2008) argues that branding is a communication process that effectively conveys the advantages of a product and creates a positive perception of it. Furthermore, developing a strong brand is crucial, for it establishes a distinct connection with consumers. Branding, as a powerful marketing tool, is utilized by marketers across various industries.

Kotler and Keller (2012) define the brand as "the differential effect of brand knowledge on consumers' responses to brand marketing"(241). Brands are associated with a personality that is developed and reinforced over time to make them distinctive in a competitive market. This concept of brand personality is based on studying consumer behavior, which shows that consumers tend to attribute human-like traits to brands. As a result, consumers are more likely to choose a brand that aligns with the image they want to project or share with others.

Kotler et al. (2013) added that brands go beyond just names and images. They communicate with consumers, influencing their perceptions and emotions towards a product. Effective brands have high brand value, meaning they have a positive and distinct impact on customers.

American Marketing Association (2023) in agreement with Kotler et al. (2013), defines a brand as a multifaceted entity encompassing elements such as name, logo, slogan, charisma, and narrative. These components work together to convey both tangible and aesthetic qualities, shaping consumer preferences and habits. In essence, a brand's composition establishes a unique position in consumers' minds, influencing their decisions and behaviors.

In the tourism sector, branding management involves a comprehensive strategy utilizing functional, symbolic, and experiential benefits to maintain a competitive advantage. Brands are vital assets for travel agencies, forming meaningful connections with tourists to provide distinct services. Brand management encompasses activities like brand creation, cost management, analysis of stakeholders and shareholders, financial activities, customer-focused marketing, innovation, and effective brand communication (Erkollar and Oberer, 2013).

The brand plays a crucial role in providing information to tourists and shaping their perception of tourism services, serving as the core driver of a travel agency's value. It communicates the agency's essence and value, as well as promoting standardization and reduces the impact of intangibility in the tourism industry (Kim et al., 2002). Clarke (2000) outlines six key benefits of branding in tourism, including promoting standardization, reducing intangibility impact, ensuring consistency, lowering risk in holiday decision-making, facilitating producer coordination, and enhancing trust for travel agencies, resulting in a unified traveler experience.

2.2 Digital Branding

Digitalization is reshaping tourists and travel agencies' interactions, driven by social media's influence on consumer behavior. This shift presents opportunities and challenges for agencies to engage with tourists effectively and adjust branding strategies (Kaplan and Haenlein, 2010). The concept of branding is the same as it was 20 years ago, but the opportunities and channels are on another level due to the digitalization of the 21st century. According to Lotta et al. (2018) digital branding entails using platforms like social media and online channels to transmit a brand's identity in multi-channel engagement efforts. This

approach uses the internet as a communication medium for reaching and engaging target consumers to maximize their behavioral impact.

Furthermore, in a digital environment, branding operates differently and requires a unique understanding of its dynamics to choose effective branding tactics and strategies. Digital media has revolutionized brand building, enabling brands to engage with consumers across multiple channels (Hennig-Thurau et al., 2010).

Dodwani and Agarwal (2017) define digital branding as internet-based marketing communication that offers cost-effectiveness, easy online consumer access, and a rapid response to consumer behavior. It maintains a competitive advantage by providing customers with online access to product and service information. This prioritizes consumer-centric brand building, aligning brand experience with strategy, positioning, and purpose. Raj (2020) added that digital branding is a collection of internet branding and digital strategies to build and promote a brand across digital channels, with a strong emphasis on online relationship-building and content creation for a robust brand presence.

From Dixit and Sapra (2018) perspective, the digital brand development strategy comprises stages such as setting the context of the brand, setting brand objectives and messages, and progressing through stages such as brand design, website, and communication material creation, launch and promotion, building a brand experience, and continuously reviewing, evolving, and protecting the brand. In the context of technological progress and tourism, digital branding utilizes modern technologies like creative TV or radio ads, as well as virtual tours on social media or a company's website, to attract customers and enhance the brand's online visibility and reputation.

2.3 Digital Branding in Tourism Industry

Raj (2020) indicated that digital brand management in the tourism industry is the use of internet branding, digital marketing, and online applications to set travel agencies apart from competitors and make an impression on tourists. This approach combines marketing and communication techniques to effectively promote and distinguish the company in the digital field.

Digital branding is widely utilized in the services industry today, allowing travel agencies to enhance their online visibility and establish a positive reputation. As competition grows due to the shift to online operations, factors like quality content, useful links, great products, and efficient web chat customer service, and effective e-newsletters are key to build standout digital brands (Balasescu and Balasescu, 2022). Fotis et al. (2012) found that online travel agencies (e.g., Trivago, Make My Trip, Oyo, Booking.com, and Wego) face significant challenges in establishing a strong brand image and market position due to intense competition. To overcome these challenges, these companies utilize online marketing, including digital platforms and social media, to promote their exceptional products, expanding their reach and enhancing customer engagement.

In the travel industry, parameters like social engagement, email rate, click-through rate, cost per click, cost per conversion, and cost per acquisition are used to analyze customer reviews. These digital parameters help travel agencies understand tourists demand and preferences, enabling customized product and service offerings (Raj, 2020; Balasescu and Balasescu, 2022).

In today's digital era, tourists increasingly engage in online activities like browsing, information storage, gaming, emailing, and using social media platforms such as Facebook, Instagram, WhatsApp, and Twitter. This shift in tourists' behavior is made possible by

connected with devices like tablets, smartphones, and laptops, fundamentally changing internet usage. Consequently, travel agencies have used the internet and social media as "digital channels" to enhance communication with tourists, fostering more effective engagement and interaction (Edelman, 2010).

2.4 Social Media Marketing

Social Media Marketing (SMM) is a powerful tool in modern marketing, influencing brand image and efforts. It employs social networks as platforms for traffic, visibility, and customer engagement. Travel agencies employ it to promote their products or services and interact with their target tourists. SMM, per Kaplan and Haenlein (2009), comprises internet-based apps such as Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, and Myspace. These apps, rooted in Web 2.0, enable content creation, sharing, interaction, and information exchange. They facilitate user connections, communication, and diverse social interactions.

Smolkova (2018) added that social media is a web platform for users' connectivity and interaction. It is popular for personal connections and business branding. Firms use it for wider customer reach and a positive image, integrating it into marketing strategies. Bahcecik et al. (2019) emphasized that social media's meaning is moulded by user ideas and actions. It is defined as a collection of tools that organizations utilize to connect with customers, target specific groups, engage effectively, and build trust.

The shift to online networking is a major advancement in internet advertising, offering organizations and brands a chance to gain positive customer support. The success of company and brand image can be determined by how effectively it utilizes SMM. In today's business environment, active engagement and competition across internet platforms are essential for success. SMM helps companies build customer relationships and reach a wider customer base, thereby supporting their marketing efforts (Ahmed et al., 2015; Smolkova, 2018).

Companies use social media to attract customers, increase sales, increase brand awareness, and encourage them to share their opinions on multiple platforms. Successful SMM involves more than attention-grabbing; it entails active listening, meeting customer needs, fostering participation, and building strong business relationships (Erkollar and Oberer, 2017). Ahmed et al. (2015) highlighted the global significance of social networking, especially in the Asian Pacific, Latin America, Middle East, and Africa regions. This offers brands a valuable chance to enhance awareness and foster positive consumer relationships via social media. Using social networking, companies can efficiently engage with their target consumers and leading to increased brand visibility.

2.5 Importance of SMM for Travel Agencies

Travel agencies increasingly use SMM to enhance brand image and customer engagement. Through social media brand communities, they integrate these platforms into their marketing strategies, expanding reach and reinforcing their brand (Lotta et al., 2018). The research summarizes the importance of SMM as follows:

1. SMM empowers travel agencies to expand brand awareness through user-generated content and word-of-mouth sharing on social networks (Tsimonis and Dimitriadis, 2014).
2. SMM helps travel agencies conduct market research, extracting data on tourists' demographics, preferences, and behaviors, while also helping identify niche markets and competitor strategies. This empowers travel agencies to gather valuable information for informed marketing decisions (Moisescu, 2009; Lotta et al., 2018).

3. SMM enables travel agencies to connect with tourists and adapt to dynamic business environments, ensuring effective outreach and responsiveness to market changes (Erkollar and Oberer, 2017).
4. SMM enables travel agencies to expand their reach and promote brand messaging, increasing brand awareness, recognition, and encouraging tourists to engage in discussions about the agency's brand. Through social media, agencies effectively convey their message and connect with potential tourists (Erkollar and Oberer, 2017).
5. SMM allows travel agencies to develop and manage their online reputation by assessing the marketing tools to ensure they go with the travel agency's aims (Goncharuk, 2011; Erkollar and Oberer, 2017).

To measure the effectiveness of a social media campaign for travel agencies, they can analyze metrics like total views, connections (including blog subscribers and social media followers), and engagement levels with tourists. SMM fosters stronger relationships between agencies and tourists, enhancing brand awareness, strengthening long-term business connections, and increasing tourists' loyalty (Khraim, 2011; Erkollar and Oberer, 2017).

SMM is vital for tourism, but it also faces challenges like handling negative comments. If companies fail to respond to negative feedback in a strategic manner, it can harm the brand's reputation and lead to negative word-of-mouth (Tsimonis and Dimitriadis 2014; Lotta et al. 2018). Sometimes, a particular SMM strategy may be effective for reaching tourists at a certain time. However, changing tourists' preferences and a move in terms of technology make this channel unnecessary (Erkollar and Oberer, 2017). So, the research used four SMM tools, which help companies determine in which way they want to promote their business and find the channels for posting content.

2.6 Tools of SMM

A. Facebook

Facebook is a widely used online social network enabling profile creation, photo/video sharing, messaging, and connectivity with family, friends, and colleagues. It is a top platform for interaction and a vital digital marketing tool, allowing businesses to create pages and promote their products or services to a target customer (Smolkova, 2018).

Facebook, a social networking platform, facilitates internet entrepreneurs in promoting their businesses via paid page promotion on Facebook business. It offers guidance on content, goals, and audience targeting by interests, location, and gender. Users can analyze post interactions and page performance using Facebook Tools (Bahcecik, et al, 2019).

B. Instagram

Instagram, founded in 2010 as a mobile app, enables users to share photos and videos, engage with the community, and express themselves through content creation. It has become a powerful tool for businesses to highlight their products, attract customers, and boost online/in-store sales due to its widespread popularity and daily use (Smolkova, 2018). Using multiple Instagram hashtags helps users in discovering products/services easily. For businesses, this tool boosts brand visibility, attracts searches, and increase customer loyalty (Smolkova, 2018; Bahcecik et al., 2019).

C. Twitter

Twitter is an online platform for posting and reading short messages called "tweets". While not as popular as Facebook or Instagram for marketing, it is an effective way for businesses to connect with customers, build loyalty, and share updates, news, and facts, establishing their brand. Twitter's 140-character limit enables businesses to share short announcements,

linking followers directly to their websites. Images and hashtags enhance visibility and attract new followers (Smolkova, 2018).

D. WhatsApp

WhatsApp, owned by Meta Platforms, Inc. (formerly Facebook, Inc.), was founded in 2009 by Brian Acton and Jan Koum, ex-Yahoo employees. Known for its user-friendly interface and emphasis on secure, encrypted communication, WhatsApp offers various features, including:

- a. **Messaging:** WhatsApp allows users to send various types of messages to individuals or groups, supporting one-on-one and group chats.
- b. **Status Updates:** Users can share temporary text, photo, or video updates that vanish after 24 hours.
- c. **Multimedia Sharing:** WhatsApp facilitates the exchange of photos, videos, GIFs, and documents.
- d. **Business Accounts:** WhatsApp for Business aids small and medium-sized businesses in customer communication, product sharing, and support.
- e. **Cross-Platform Availability:** WhatsApp is accessible on iOS and Android smartphones, catering to a broad user base.

2.7 Tourists' loyalty

Tourist loyalty signifies the recurrent selection of one travel agency's product or service over others, reflecting commitment to the same brand. This loyalty stems from a preference for consistency and trust in the brand's services. It also involves tourists or visitors consistently choosing a specific agency for repeat services. Loyalty is valuable because it drives frequent transactions, contributing to potential income generation (Ahmed et al., 2015; Ngo, 2017).

Customer loyalty is vital in the competitive travel agency industry. Richard and Zhang (2012), emphasize the substantial influence of a company's image on customer commitment and satisfaction, directly affecting loyalty. In essence, customer perception of a company's image shapes their loyalty.

Moisescu and Gica (2014) conducted a study that examined how corporate social responsibility affects customer behavioral loyalty, with a focus on service quality as a crucial factor. They found that customer loyalty plays a vital role in ensuring the long-term sustainability of travel agencies' business operations. Setiawan and Sayuti (2017) added that service quality, trust, image, and satisfaction are key factors for tourists' loyalty in travel agencies. By focusing on these factors, businesses can enhance customer loyalty and maintain a strong customer base.

In Shen's study (2018) study on customer loyalty in travel agencies, it was discovered that customer trust and perceived value significantly boost online customer loyalty. Trust in the company and perceived value strongly influence loyalty. Hence, as per the present study, the loyalty of domestic tourists, is an element that enables the travel agencies in Egypt to encourage their tourists. There are certain factors influencing digital brand loyalty, which includes digital brand awareness, digital brand trust, digital brand image, digital brand attitude, purchase intention which associating purchase behavior are the key influencing factors of digital brand loyalty.

To achieve tourists' loyalty, different marketing strategies are employed in inbound marketing. However, applying the same strategy to all customers can be challenging due to limitations such as lack of knowledge about customers, lack of data on their behavior, and

lack of information about their preferences in real-time. These limitations make it difficult to implement a uniform strategy and require potential and smart strategies to achieve customer loyalty (Zhang et al., 2022).

Digital brand marketing enables travel agencies to gain tourists insights, establish a direct connection with tourists, and boost loyalty through digital loyalty cards, personalized deals, and engaging tourists. This method enhances satisfaction, drives profitability, sales, and ensures sustainable growth (Anshari et al., 2019). Furthermore, digital brand marketing allows travel agencies to quickly communicate information about their offerings and services to their tourists, fostering a sense of loyalty. The effective and strategic use of digital brand marketing, not only enhances tourists' loyalty but also leads to increased profits, sales, and overall success for travel agencies, contributing to their long-term growth and sustainability (Tan et al., 2018; Zhang et al., 2022).

3. Research Methodology

The research utilized a descriptive-analytical technique in which it attempted to describe its findings. The aim of the research was to understand how digital brand marketing is being used right now and how it affects domestic tourists' loyalty. This could help improve how travel agencies work.

3.1 Data Collection

The research is based on data collected from domestic tourists who visited Hurghada. These tourists had used digital social tools to buy a travel service. They were given a set of questions to answer. The questions were created using Google Forms. This set of questions was available and shared from January to March 2023 through email, Facebook, WhatsApp, and Instagram. A total of 813 tourists answered the questionnaire. To rate the items, a scale from 1 to 5 was used, known as a Likert scale. On this scale, "1" means strongly disagree, and "5" means strongly agree. Pearson Correlation analyses also used to find the correlations between the variables in the research.

3.2 Measures

The research utilized a descriptive-analytical approach using a questionnaire instrument. A survey with five distinct segments was applied as a means of gathering data. The primary segment encompasses the socio demographic details of domestic tourists, encompassing elements like gender, educational level, and monthly income. The second part comprised five variables that represented the digital tools employed by domestic tourists through a digital brand. This included assessing the significance of these tools, the frequency of their use, engagement with travel agency digital brands, and the rationales behind their utilization. The third segment encompassed two variables that depicted both the quality of e-services and branding strategies. The fourth part encompassed five variables that portrayed the dimensions of the digital brand. The fifth segment involved two variables that evaluate the domestic tourists' satisfaction level and loyalty towards the services provided by digital brands.

3.3 Data Validity and Reliability

3.3.1 Data Validity

To validate the research instrument for readability, format, and construct measurement, the researcher distributed the questionnaire specialists in Information and communication technologies and Academics in the tourism sector. Based on their feedback, the questionnaire was refined and updated, enhancing its validity. Experts also interacted with the researcher, further enhancing the instrument's validity.

3.3.2 Data Reliability

The instrument's reliability is measured by its accuracy and consistency in measuring its intended attributes. Prior to further analysis, a reliability test was conducted to ensure consistent measurement across questionnaire items. Table 1 displays Cronbach's alpha reliability scores for nine sections.

Table 1: Cronbach's Alpha value for digital brand marketing

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient *
E- Service quality	5	0.932	.965
Branding Strategies	2	0.705	.840
Digital Brand Awareness	7	0.957	.978
Digital Brand Attitude	6	0.957	.978
Digital Brand Trust	11	0.973	.986
Purchase Intention	5	0.947	.973
Digital Brand Image	6	0.954	.977
Satisfaction Level Toward Digital Brand Services	5	0.934	.966
Loyalty Level Toward Digital Brand	6	0.937	.970
Total	53	0.988	0.994

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

In order to measure the internal consistency and reliability of the study's constructs, Cronbach's alpha (α) measure was used. The scales' reliabilities were measured, and the Cronbach's alpha of all scales in Table 1 ranged from 0.705 to 0.973, and for total questionnaire items, it was (0.988). This indicates an acceptable Cronbach's alpha value for each field; whenever the Cronbach's alpha value is acceptable, it is greater than (0.7). It is also evident that the validity coefficient is 0.994, which means the reliability and validity of the study sample.

4. Results and Discussion

First Section: Demographic profile of the respondents

Table 2: Demographic profile of the respondents

Descriptive Features	Frequency	Percentage (%)
Gender		
Male	457	56.2
Female	356	43.8
Age groups		
Less than 21	70	8.6
21 – 30 years old	357	43.9
31 – 40 years old	226	27.8
41 – 50 years old	95	11.7
51 – 60 years old	55	6.8
Over than 60	10	1.2
Education level		
Secondary school	347	42.7
Bachelor's degree	356	43.8
Master's Degree	80	9.8
PHD Degree	30	3.7
Average Income (Per month: in EGP)		
Less than 5000	112	13.7
5001 to 8000	581	71.5
8001 to 11000	95	11.7
Over 11000	25	3.1

As depicted in Table (2) the discussion of the research findings begins with a brief demographic profile of respondents in terms of gender, age, and education level. The majority of the respondents were male (56.2%) rather than female (43.8%). The age bracket of 21 to 30 had the greatest number of respondents (43.9%), followed by the age bracket of 31 to 40 years old (27.8%). The majority of respondents had completed a bachelor’s degree (43.8%). The majority of respondents had an average income between (5001 and 8000) (71.5%).

Second Section: Tools of digital brand and its important

Figure 1 describes the tools used in social digital brand marketing for the sample. Firstly, 70% of tourists used Facebook applications, 16% of tourists used Instagram applications, 13% used WhatsApp applications, and 1% used Twitter applications.

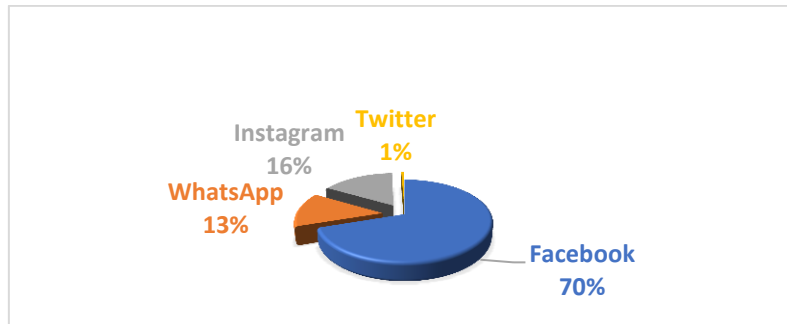


Figure (1) Tools used on social digital brand marketing.

Figure (2) shows the number of times which tourists used social digital brands, where 46.1% of tourists used it (2–3) times, 34.6% of tourists used it (0–1) times, followed by 11.2% of tourists used it (4–5) times, and at last 8.1% of tourists used it over 5.

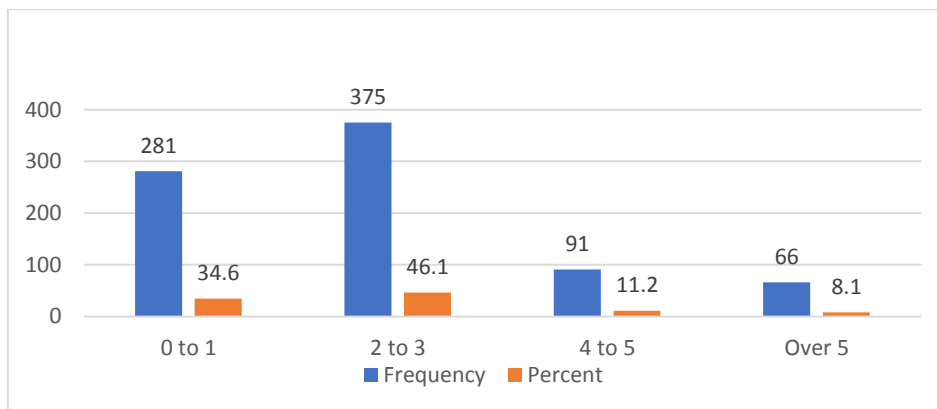


Figure (2) Times used social digital brand.

Figure (3) demonstrates the importance of the digital brand. The majority of tourists said it was important (45.1%), whereas 27.1% of tourists considered neutral importance, 13.7% said that it was very important, 7.5% said that it was unimportant, and at last, 5.7 percent of tourists viewed it as totally unimportant.

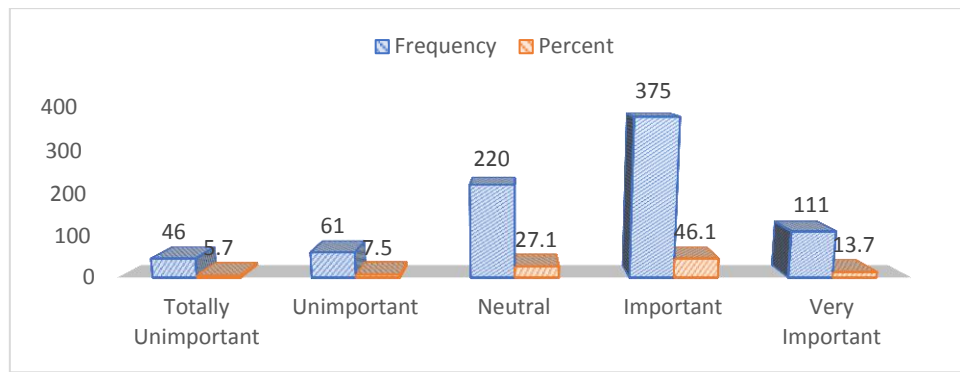


Figure (3) Importance of the digital brand.

Figure 4 shows the ways to purchase a tourist service. Firstly, 48.8% of tourists preferred to use an online travel agency to buy their services, while 8% of tourists preferred use a physical travel agency to buy their services, and 43.2% of tourists preferred use both variants to buy their services.

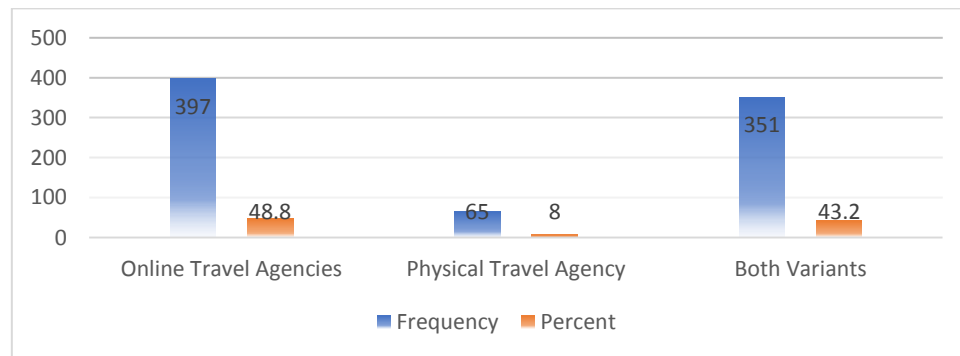


Figure (4) Ways of purchasing a tourist service.

Figure 5 demonstrates the reasons for purchasing a tourism product online. Most of the sample, 36.5%, preferred to buy online for this reason: "possibility of checking location and comparing prices", whereas 32.1% preferred to buy online for lack of time, followed by 16.6% who preferred to buy online for this reason: "more attractive prices than the physical environment", and 14.8% who preferred to buy online for convenience.

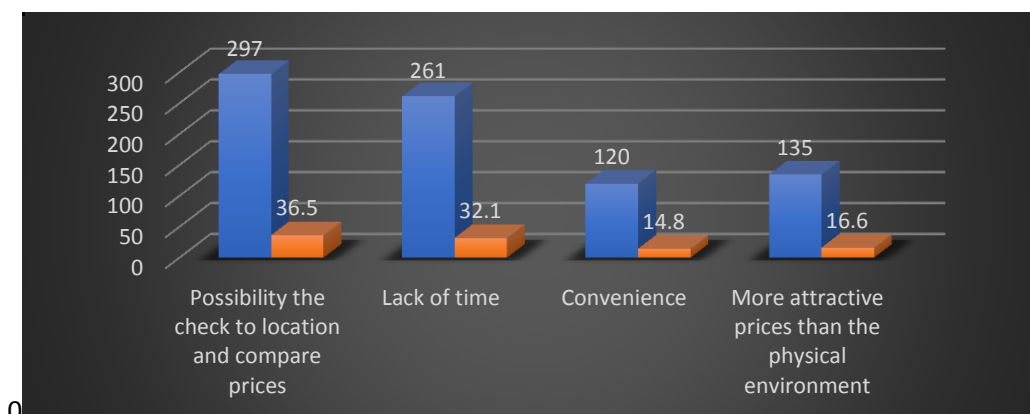


Figure (5) Reasons for purchasing a tourism product online.

Third Section: E-services quality and branding strategies**Table 3: E- service quality**

E- Service Quality	Mean	SD	Factor Loading	Rank	Attitude
Booking process of tourists' services through digital brand travel agencies is easy	3.54	.869	.725	4	Agree
Digital brand travel agencies offer high consistency and reliable tourists' service	3.57	.816	.759	2	Agree
Digital brand travel agencies ensure customer's data properly secure	3.51	.946	.717	5	Agree
Digital brand travel agencies provide an avenue that can solve the problem easily	3.55	.924	.699	3	Agree
Digital brand travel agencies website has an attractive appearance	3.63	.853	.723	1	Agree
Total Mean	3.56				Agree

Table (3) presents the means and standard deviations of E- service quality, where the means ranged between (3.63- 3.51) compared with the total instrument mean for the domain (3.56). The item “Digital brand travel agencies website has an attractive appearance” ranked first with a mean and standard deviation (Mean=3.63, Standard Deviation = 0.853) compared with the total instrument mean and the standard deviation. The item “Digital brand travel agencies ensure customer’s data properly secure” ranked last reached a mean (3.51) and the standard deviation was (0.946) compared with the mean and standard deviation of the total instrument.

Table 4: Branding strategies

Branding Strategies	Mean	SD	Factor Loading	Rank	Attitude
Would you prefer to go with a digital brand travel agency while planning your trip	3.50	.981	.665	1	Agree
Brand name does not matter if Travel agency is offering cheaper price as compared to others	3.21	.962	.501	2	Neutral
Total Mean	3.35				Neutral

Table (4) presents the means and standard deviations of branding strategies, where the means ranged between (3.50- 3.21) compared with the total instrument mean for the domain (3.35). The item “Would you prefer to go with a digital brand travel agency while planning your trip” ranked first with a mean and standard deviation (Mean=3.50, Standard Deviation = 0.981) compared with the total instrument mean and the standard deviation. The item “Brand name does not matter if Travel agency is offering cheaper price as compared to others” ranked last reached a mean (3.21) and the standard deviation was (0.962) compared with the mean and standard deviation of the total instrument.

Table 5: Digital brand awareness

Digital Brand Awareness	Mean	SD	Factor Loading	Rank	Attitude
I am aware of tourists' services that appeared on social media by digital brand travel agency	3.45	.925	.797	7	Agree
I can recognize the different tourists' product / services which provided by my digital brand travel agency from other agencies	3.48	.932	.797	5	Agree
I know what tourists' product looks like which provided by my digital brand travel agency	3.47	.970	.864	6	Agree
Immediately, comes to my mind characteristics of tourists' services which provided by my digital brand travel agency while announcing it on social media.	3.58	.992	.852	2	Agree
Constantly, remember the symbol or logo of my digital brand travel agency while announcing it on social media.	3.52	.937	.725	4	Agree
I am familiar with the tourists' services which provided by my digital brand travel agency offers	3.55	.956	.756	3	Agree
Each time I think of traveling comes to my mind, my digital brand travel agency	3.61	.897	.807	1	Agree
Total Mean	3.52				Agree

Table (5) presents the means and standard deviations of digital brand awareness, where the means ranged between (3.61- 3.45) compared with the total instrument mean for the domain (3.52). The item “Each time I think of traveling comes to my mind, my digital brand travel agency” ranked first with a mean and standard deviation (Mean=3.61, Standard Deviation = 0.897) compared with the total instrument mean and the standard deviation. The item “I am aware of tourists' services that appeared on social media by digital brand travel agency” ranked last reached a mean (3.45) and the standard deviation was (0.925) compared with the mean and standard deviation of the total instrument.

Table 6: Digital brand attitude

Digital Brand Attitude	Mean	SD	Factor Loading	Rank	Attitude
I have positive feelings towards my digital brand travel agency	3.42	.937	.803	6	Agree
My digital brand travel agency is renowned	3.49	.856	.772	5	Agree
My digital brand travel agency is appealing	3.58	.921	.863	3	Agree
My digital brand travel agency has a good reputation	3.60	.819	.732	1	Agree
I am planning to follow my digital brand travel agency on social media	3.56	.917	.782	4	Agree
I would like to buy from my digital brand travel agency	3.58	.845	.734	2	Agree
Total Mean	3.53				Agree

Table (6) presents the means and standard deviations of digital brand attitude, where the means ranged between (3.60- 3.42) compared with the total instrument mean for the domain (3.53). The item “My digital brand travel agency has a good reputation” ranked first with a mean and standard deviation (Mean=3.60, Standard Deviation = 0.819) compared with the total instrument mean and the standard deviation. The item “I have positive feelings towards

my digital brand travel agency” ranked last reached a mean (3.42) and the standard deviation was (0.937) compared with the mean and standard deviation of the total instrument.

Table 7: Digital brand trust

Digital Brand Trust	Mean	SD	Factor Loading	Rank	Attitude
I can trust with tourists' product / services which provided by digital brand travel agency	3.48	0.863	.785	11	Agree
Digital brand travel agency is honest	3.54	0.863	.727	9	Agree
I trust on the quality of tourists' services which provided by my digital brand travel agency	3.60	0.912	.849	6	Agree
I realize the efforts which make by my digital brand travel agency to help me	3.62	0.793	.772	3	Agree
I rely on good intentions to by my digital brand travel agency	3.53	0.910	.791	10	Agree
The tourists' services which provided by my digital brand travel agency are a fair value for the price	3.61	0.885	.815	5	Agree
Digital brand travel agency has a good customer service	3.55	0.890	.794	8	Agree
I recognize that the digital brand travel agency has a considerable experience in tourism and travel field	3.66	0.878	.826	1	Agree
Consistently digital brand travel agency delivers on what it promises	3.59	0.947	.842	7	Agree
Using my digital brand makes me feel safe and secure	3.64	0.908	.839	2	Agree
The tourists' products/services can be trusted which provided by digital brand travel agency through social media	3.62	0.889	.815	4	Agree
Total Mean	3.58				Agree

Table (7) presents the means and standard deviations of digital brand trust, where the means ranged between (3.66- 3.48) compared with the total instrument mean for the domain (3.58). The item “I recognize that the digital brand travel agency has a considerable experience in tourism and travel field” ranked first with a mean and standard deviation (Mean=3.66, Standard Deviation = 0.878) compared with the total instrument mean and the standard deviation. The item “I can trust with tourists' product / services which provided by digital brand travel agency” ranked last reached a mean (3.48) and the standard deviation was (0.863) compared with the mean and standard deviation of the total instrument.

Table 8: Purchase intention

Purchase Intention	Mean	SD	Factor Loading	Rank	Attitude
I will buy tourists' services which provided by digital brand travel agency through social media	3.49	.883	.840	5	Agree
I desire to buy tourists' products/services that are promoted on social media	3.58	.844	.785	3	Agree
Advertisements on social media have a positive influence on my purchase decision.	3.57	.928	.803	4	Agree
I would buy the tourists' products/services that are advertised on social media if I had the money.	3.58	.837	.812	2	Agree
I am likely to purchase some of the tourists' products/services that are advertised on digital media.	3.61	.876	.866	1	Agree
Total Mean	3.56				Agree

Table (8) presents the means and standard deviations of purchase intention, where the means ranged between (3.61- 3.49) compared with the total instrument mean for the domain (3.56). The item “I am likely to purchase some of the tourists' products/services that are advertised on digital media” ranked first with a mean and standard deviation (Mean=3.61, Standard Deviation = 0.876) compared with the total instrument mean and the standard deviation. The item “I will buy tourists' products/services which provided by digital brand travel agency through social media” ranked last reached a mean (3.49) and the standard deviation was (0.883) compared with the mean and standard deviation of the total instrument.

Table 9: Digital brand image

Digital Brand Image	Mean	SD	Factor Loading	Rank	Attitude
The favorable of digital brand travel agency image increase my frequency of use	3.50	.925	.816	5	Agree
Digital brand travel agency image helps me to better fit into my social group	3.53	.870	.770	4	Agree
Digital brand travel agency image improves the way I am perceived by others	3.62	.957	.863	3	Agree
Digital brand travel agency image can be dependable for use	3.62	.810	.780	2	Agree
Digital brand travel agency image provides a solution to my expectations	3.49	.950	.816	6	Agree
Digital brand travel agency has a good image in the eyes of consumers	3.65	0.841	.794	1	Agree
Total Mean	3.56				Agree

Table (9) presents the means and standard deviations of digital brand image, where the means ranged between (3.65- 3.49) compared with the total instrument mean for the domain (3.56). The item “Digital brand travel agency has a good image in the eyes of consumers” ranked first with a mean and standard deviation (Mean=3.65, Standard Deviation = 0.841) compared with the total instrument mean and the standard deviation. The item “Digital brand travel agency image provides a solution to my expectations” ranked last reached a mean (3.49) and the standard deviation was (0.950) compared with the mean and standard deviation of the total instrument.

Table 10: Tourists' satisfaction level toward digital brand services

Satisfaction Level Toward Digital Brand Services	Mean	SD	Factor Loading	Rank	Attitude
I believe that I made the right decision when I used digital brand travel agency	3.58	.858	.793	5	Agree
I believe that using digital brand travel agency reliable services is usually a very pleasing experience	3.64	.750	.716	2	Agree
The promising service offered by digital brand travel agency meets my expectation	3.65	.848	.781	1	Agree
My choice to use digital brand travel agency brand has been a wise one	3.64	.805	.772	3	Agree
I am satisfied with the overall service of digital brand travel agency	3.61	.867	.693	4	Agree
Total Mean	3.62				Agree

Table (10) presents the means and standard deviations of overall satisfaction level toward digital brand services, where the means ranged between (3.65- 3.58) compared with the total instrument mean for the domain (3.62). The item “The promising service offered by digital

brand travel agency meets my expectation” ranked first with a mean and standard deviation (Mean=3.65, Standard Deviation = 0.848) compared with the total instrument mean and the standard deviation. The item “I believe that I made the right decision when I used digital brand travel agency” ranked last reached a mean (3.58) and the standard deviation was (0.858) compared with the mean and standard deviation of the total instrument.

Table 11: Tourists' loyalty level toward digital brand services

Loyalty Level Toward Digital Brand Services	Mean	SD	Factor Loading	Rank	Attitude
I intend to continue using tourists' services which provided by digital brand travel agency	3.56	.903	.730	6	Agree
I would like to recommend digital brand travel agency to friends and colleagues	3.62	.854	.711	5	Agree
I am willing to say positive things about digital brand travel agency to other people	3.63	.847	.724	4	Agree
Consistently digital brand travel agency will be my first choice when I am travelling	3.68	.814	.806	1	Agree
I would recommend digital brand travel agency to those who are planning for travel	3.64	.828	.777	3	Agree
In the future. I will choose digital brand travel agency even if other agencies offer lower prices.	3.68	.836	.665	2	Agree
Total Mean	3.63				Agree

Table (11) presents the means and standard deviations of overall loyalty level toward digital brand services, where the means ranged between (3.68- 3.56) compared with the total instrument mean for the domain (3.63). The item “Consistently digital brand travel agency will be my first choice when I am travelling” ranked first with a mean and standard deviation (Mean=3.68, Standard Deviation = 0.814) compared with the total instrument mean and the standard deviation. The item “I intend to continue using tourists' services which provided by digital brand travel agency” ranked last reached a mean (3.56) and the standard deviation was (0.903) compared with the mean and standard deviation of the total instrument.

4.1 Pearson Correlation analyses

Table 12: Correlation between E- service quality and digital brand dimensions'

E- Service Quality	Items	Digital Brand Awareness	Digital Brand Attitude	Digital Brand Trust	Purchase Intention	Digital Brand Image
	Correlation Coefficient	.776**	.780**	.721**	.767**	.743**
	Sig.	.000	.000	.000	.000	.000

As seen in Table 12, there is a positive and significant relationship between E-service quality and digital brand awareness ($R = .776^{**}$ -sig = 0.000), digital brand attitude ($R = .780^{**}$ -sig = 0.000), digital brand trust ($R = .721^{**}$ -sig = 0.000), purchase intention ($R = .767^{**}$ -sig = 0.000), and digital brand image ($R = .743^{**}$ -sig = 0.000). These results showed that there is a strong positive relationship between e-service quality and digital brand dimensions. This positive correlation indicates that as e-service quality increases, digital brand dimensions increase.

Table 13: E- service quality and tourists' satisfaction

E- Service Quality	Item	tourists' satisfaction level toward digital brand services
	Correlation Coefficient	.740**
	Sig.	.000

As seen in Table 13, there is a positive and significant relationship between E-service quality and tourists' satisfaction. The Pearson correlation coefficient was (.740** -sig = 0.000). These results showed that there is a strong positive relationship between e-service quality and tourists' satisfaction. This positive correlation indicates that as the E-service quality increases, tourists' satisfaction increases.

Table 14: Correlation between E- service quality and tourists' loyalty

E- Service Quality	Item	tourists' loyalty level toward digital brand services
	Correlation Coefficient	.750**
	Sig.	.000

As seen in Table 14, there is a positive and significant relationship between e-service quality and tourists' loyalty. The Pearson correlation coefficient was (.750** -sig = 0.000). These results showed that there is a strong positive relationship between e-service quality and tourists' loyalty. This positive correlation indicates that as the E-service quality increases, tourists' loyalty increases.

Table 15: Correlation between tourists' satisfaction and digital brand dimensions

Tourists' Satisfaction Level Toward Digital Brand Services	Items	Digital Brand Awareness	Digital Brand Attitude	Digital Brand Trust	Purchase Intention	Digital Brand Image
	Correlation Coefficient	.701**	.766**	.801**	.769**	.811**
	Sig.	.000	.000	.000	.000	.000

As seen in Table 15, there is a positive and significant relationship between tourists' satisfaction and digital brand awareness ($R = .701^{**}$ -sig = 0.000), digital brand attitude ($R = .766^{**}$ -sig = 0.000), digital brand trust ($R = .801^{**}$ -sig = 0.000), purchase intention ($R = .769^{**}$ -sig = 0.000), and digital brand image ($R = .811^{**}$ -sig = 0.000). These results showed that there is a strong positive relationship between tourists' satisfaction and digital brand dimensions. This positive correlation indicates that as tourists' satisfaction increases, digital brand dimensions increase.

Table 16: Correlation between tourists' loyalty and digital brand dimensions

Tourists' loyalty level toward digital brand services	Items	Digital Brand Awareness	Digital Brand Attitude	Digital Brand Trust	Purchase Intention	Digital Brand Image
	Correlation Coefficient	.706**	.774**	.782**	.740**	.767**
	Sig.	.000	.000	.000	.000	.000

As seen in Table 16, there is a positive and significant relationship between tourists' loyalty and digital brand awareness ($R = .706^{**}$ -sig = 0.000), digital brand attitude ($R = .774^{**}$ -sig = 0.000), digital brand trust ($R = .782^{**}$ -sig = 0.000), purchase intention ($R = .740^{**}$ -sig =

0.000), and digital brand image ($R = .767^{**}$ -sig = 0.000). These results showed that there is a strong positive relationship between tourists' loyalty and digital brand dimensions. This positive correlation indicates that as tourists' loyalty increases, digital brand dimensions increase.

5. Summary and conclusion

A travel agency is a gateway for tourists to provide all travel needs, and it leaves different impressions on them because not all suppliers, like hotels, airlines, or cruise lines, offer the same level of service. This makes it challenging for travel agencies to maintain their reputation. Today, travel agencies facing sharp competition. To stand out and attract tourists, travel agencies should think creatively and do not follow the crowd. They should aim to soar high in the sky, meaning they need to use various strategies like social media, making tourists happy, and user-friendly tools to get the attention of travelers.

Social media changes how brands connect with tourists. This is part of the digital transformation. Facebook, Instagram, Twitter, and YouTube are social media platforms where companies advertise online and use it to reach new tourists. Tourists can use these platforms to learn about services directly and talk to companies. They can also read the reviews of other people about these services and improve them based on feedback. To stand out from their competition, companies need to present their services well on these platforms to make tourists able to assess the various choices online.

This research aims to assess the influence of digital brand marketing on the loyalty of domestic tourists in Egypt. Egyptian travel agencies employ various marketing tactics, such as online platforms, social media, and email, to promote their offerings and engage with tourists. A questionnaire was designed and created on Google Forms. 813 domestic tourists answered this survey from January to March 2023. Including reliability tests and frequencies, percentages, means, and standard deviation: To describe the characteristics of the research population in terms of the functional variables and to determine the responses of its members towards the study axes. The following results were obtained:

1. The survey results illustrated that there is strong positive relation between E- service quality and digital brand dimensions. This positive correlation indicates that as the E-service quality increases, digital brand dimensions increase.
2. Results of survey showed that there is strong positive relation between E- service quality and domestic tourists' loyalty. The value of spearman correlation coefficient was (.750** - sig= 0.000).
3. The survey results showed that there is strong positive relation between tourists' satisfaction and digital brand dimensions. This positive correlation indicates that as the tourists' satisfaction increases, digital brand dimensions increase.
4. The survey results indicate that there is positive relation between E- service quality and domestic tourists' satisfaction. The value of Pearson correlation coefficient was (.740** - sig = 0.000).
5. Results of survey pointed that there is strong positive relation between tourists' loyalty and digital brand dimensions. This positive correlation indicates that as the tourists' loyalty increases, digital brand dimensions increase.

6. Recommendations

1. Travel agencies should make use of emerging technologies in digital brand marketing, since these innovations can enhance their day-to-day operations and, subsequently, enhance tourist satisfaction and loyalty.
2. Travel agencies should use digital brand marketing as their main strategy and develop plans to increase their performance, efficiency, and value.

3. Facebook, WhatsApp, and Instagram are the most popular social media tools and the most attractive tools in the eyes of tourists, who use them very frequently. Thus, travel agencies should use these tools and make efforts to increase their tourists' numbers.
4. Travel agencies find digital brand marketing beneficial in introducing and promoting services conveniently to prospective tourists and keeping loyal tourists. Moreover, the research suggests that travel agencies should expand their training programs for staff in this field to enhance their performance.

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تقييم أدوات التسويق الرقمي للعلامة التجارية بشركات السياحة المصرية وأثرها على ولاء السائحين المحليين

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المعلومات المقالة	الملخص
الكلمات المفتاحية تسويق العلامة التجارية الرقمية؛ السائحين المحليين؛ شركات السياحة؛ مصر.	يعد التسويق الرقمي للعلامة التجارية من أهم العمليات التي تساعد وكالات السفر على بناء هويتها، وزيادة معدل ظهورها للعملاء، وتحقيق المصداقية للسائحين، وقدرتها في التعامل مع وسائل الإعلام الرقمية المتمثلة في نشر التغريدات أو إرسال رسائل ترويجية عبر البريد الإلكتروني، كما يهدف هذه النهج إلى ايجاد انطباق قوي للسائحين المستهدفين وتعزيز ولائهم اتجاه وكالات السفر.
(JAAUTH) المجلد ٢٤، العدد ١، (٢٠٢٣)، ص ٣٦٧-٣٨٨.	ويهدف البحث الحالي إلى تقييم أدوات التسويق الرقمي للعلامة التجارية وتأثيرها على ولاء السائحين المحليين في مصر، حيث استخدم البحث المنهج الوصفي التحليلي، وتم تصميم وإعداد استبيان إلكتروني وتوزيعه على عينة عشوائية من السائحين المحليين عددهم (٨١٣) من خلال الفيس بوك والإستغرام والايملات الشخصية والواتس آب، وتوصل البحث من خلال الأدوات الإحصائية المختلفة مثل "الاحصاء الوصفي، تحليل الموثوقية، تحليل المعامل، وتحليل ارتباط بيرسون" إلى مجموعة من النتائج أهمها، يعد الفيس بوك أفضل تطبيق يمكن استخدامه كأداة للتسويق الرقمي للعلامة التجارية، ووجود علاقة إيجابية كبيرة بين رضا السائحين المحليين وأبعاد العلامة التجارية الرقمية، ووجود علاقة إيجابية كبيرة بين ولاء السائحين المحليين وجودة الخدمات الإلكترونية.
	وأوصى البحث بضرورة حرص وكالات السياحة المصرية على مسايرة كافة المستجدات في مجال تكنولوجيا التسويق الرقمي بصفة مستمرة؛ للحفاظ على رضا السائحين وولائهم، كما أوصى بضرورة استخدام المنصات الاجتماعية المتمثلة في "الواتس اب، الفيس بوك، الإستغرام"؛ لزيادة أعداد السائحين المحليين.