



Journal of Association of Arab Universities for Tourism and Hospitality (JAAUTH)

journal homepage: <http://jaauth.journals.ekb.eg/>



The Impact of Emotional Branding and Neuromarketing on Enhancing Egyptian Tourist Destination Competitive

Menna Adel

Tourism Studies Department - Egyptian higher institute for Tourism and Hotels

ARTICLE INFO

Abstract

Keywords:

Emotional Branding;
Neuromarketing;
Egyptian Tourism
Competitive;
Tourism Marketing;
Destination Branding.

(JAAUTH)
Vol.28, No.1,
(2025),
pp.421 – 438.

This study investigates the importance of emotional branding and neuromarketing in the promoting of Egyptian tourist destinations. Emotional branding creates positive links between travelers and destinations through personal experiences, cultural sensitivity, and poignant memories. On the other hand, neuromarketing tools like EEG and eye-tracking footage measure the affective emotional response of tourists which helps marketers to fine-tune advertising efforts. This research attempts to explain the impact of emotional branding on the decision-making processes, loyalty, and engagement of tourists as well as examining the role of neuromarketing in the effectiveness of marketing. By A questionnaire form was created and a quantitative approach was chosen. 234 randomly chosen tourists made up the sample size. The software SPSS (Version 26) was used to analyze the data. The findings indicate that emotional branding value the perception, satisfaction, and repeat intention of tourism to Egypt. The tourism sector should emphasize modern tools for emotional branding and neuromarketing techniques to formulate strategies that are precise on what consumers need.

1. Introduction

The emotional branding marketing strategy refers to the process of making a connection between a tourism destination and a traveler, and as such, consists of many elements such as personal experiences, memories, and culture. Strategies that focus on tourists' emotions allow for better management of customer experiences, ensure loyalty, and provide a competitive advantage to a destination (Steriopoulou *et al.*, 2024). One example of a marketing strategy that emphasizes emotional engagement is emotion-capture, which dramatically raises visitors' satisfaction and loyalty to the destination as well as their perception of the heritage tourism experience's value. The use of information and communication technology (ICT) tools in emotional branding is now better understood as a result of this. ICT tools can evoke emotions, which connects travelers and tourism destination marketers, according to marketing professionals who have reviewed the Advances in Digital Marketing and e-Commerce (Venkata *et al.*, 2020). The importance of emotional branding in the tourism sector stems from its ability to not only enhance the tourist experience but also increase loyalty and provide a competitive advantage in the sector. By creating emotional bonds and using technology, places can facilitate experiences that will be meaningful to the guests (Hosany *et al.*, 2020).

The tourism market in Egypt, like in most parts of the world, comes with an abundance of potential. However, the market does not appear to take advantage of modern-day marketing techniques such as emotional branding and neuromarketing. Emotional branding, which seeks to build strong emotional bonds between tourists and particular destinations, has seen success in different regions other than Egypt (Gaafar and Al-Romeedy, 2021). Whereas currently, the overarching focus of the marketing paradigms practiced tends to rest to the historical and cultural richness of the country, which sadly lacks the emotional appeal that would foster great investments in tourism, trust, and loyalty. The Egyptian tourism industry suffers as a result of a lack of sufficient research or practice to both domestic and international tourists (De-Frutos-Arranz and López,2022).

The usage of neuromarketing, a contemporary concept that leverages the science of brain functioning to study consumer behavior, is not utilized enough in Egypt's tourism industry. Additionally, the framework of neuromarketing uses makes it easy to understand how tourists react to different marketing initiatives emotionally, thereby enabling marketers to make accurate changes. However, the absence of data driven emotional branding techniques further compounds the problem. Egypt now has a problem contending with compared to vying destinations. The problem stems from regions trying to capture the Egyptian audience by using more sophisticated marketing methods (Morgan *et al*, 2011; Smykova *et al.*,2020).

This research investigates the importance of emotional branding in marketing tourism of Egyptian destination, especially in regard to the decision-making processes of traveling and traveler loyalty. This study aims to explore how emotional branding can reshape and enhance the current perceptions of Egypt as a tourism destination. It further seeks to identify effective neuromarketing tools that can be employed to improve tourism branding strategies.

2.Theoretical study

2.1.Emotional Branding in Tourism

In tourism, emotional branding chiefly deals with eliciting emotions from the travelers to forge lasting connections rather than selling features. The brand promise and the value of the branded product is ensured and enhanced through customer experience personalization, storytelling, and multisensory engagement that help brands evoke an emotion such as joy and nostalgia. Shared experiences, stories, and multisensory branding enrich brand image, customer loyalty, and satisfaction while making the destinations more unique and attractive in the tourism market (Andersen, 2024; Johnson,2024).

Other countries have successfully employed emotional branding appeals to enhance the image of the country by establishing bonds with the travelers (Schmitt,2010). The “Passion made possible” campaign of Singapore focused on personal achievement and local experience, allegedly the same Icelandic campaign “Inspired by Iceland” made extensive use of interactive wonder and environmental engagement. The Faroe Islands emotionally branded sustainability by asking tourists to help with conservation. These destinations clarify that the importance of developed narratives around the attributes that are addressed to the emotions and values of the travelers, hence assuring their loyalty and contributing to tourism development (Smith,2023; Wong and Lim,2023).

Tourism branding in Egypt has been anchored on the rich historical and cultural heritage of the country, monuments, as well as the coastal resorts. Within the past few years, the Ministry of Tourism and Antiquities modernized its branding efforts with the campaign “This is Egypt,” which seeks to showcase to travelers that there is more to Egypt than just historical sightseeing. By Egypt using digital marketing, social media, and working with influencers,

the country is trying to appeal to younger travelers looking for adventure (El-Baz, 2023; Zaki and Seddik, 2023). This has not come without issues, however, as instability in the region affects how the country is perceived abroad, as well as how confident foreigners are in visiting Egypt. Still, the country has started to change its image around the world by pushing in new tourism categories such as adventure, and wellness tourism (Ahmed,2022; Kamel,2023).

Based on the above, the current research will verify the validity of the following hypothesis:

H1: Emotional branding has a significant positive impact on tourists' decision-making when choosing Egyptian destinations.

2.2.Emotional Branding Model

Emotional branding has some models are based on frameworks that are concerned with the relations between emotions and loyalty; which hinges on trust, attachment, and identity. Brand Resonance (Keller, 2001) is one model that is well-known within the literature, which characterizes loyalty as the end result of emotional relationships that exist between consumers and brands. This model starts from an understanding of awareness and engagement, where consumers identify themselves with a particular brand or destination. In tourism, this could refer to tourists fostering an emotional relationship with a destination because of its culture, history, or other aspects, and therefore visiting it multiple times and promoting it to other people (Chaudhuri and Holbrook, 2001).

Lindstrom (2005) builds on this idea by proposing a self-expressive self-identity pyramid with a complete consumer self-identity at the top, emotions right above self-identity and functional responsibility at the base of the pyramid. In tourism, the functional benefits of a trip involve comfort and convenience, while emotional benefits relate to excitement and nostalgia or even relaxation which the trip creates. Lastly, the self-expressive benefits level captures a person's identity as in engaging in eco-tourism or expensive travel. This hierarchy does correlate with the Customer-Brand Relationship Model proposed by Thomson, MacInnis and Park (2005) that draws parallels to interpersonal relationships, from the development of liking to the experience of emotional bonding to a more complex state. In tourism, destinations are much more than just a trip, they incorporate remembrance, culture, and unique personalized experiences which in turn generate emotion, loyalty and advocacy.

These models have previously been used in tourism marketing where repeat visits and positive word of mouth is created by emotional branding. Some destinations such as those offering spiritual tourism, extreme sporting or wellness retreats are able to establish strong emotional attachments. Furthermore, emotions elicited by one's brand materials have been studied for more effective campaign planning through fMRI and eye tracking in neuromarketing. Changes in consumer behavior brought about by emotions, allow marketers to devise effective branding strategies to engender strong devotion and increase prolonged association with the brand (Schmidt, 2023).

Based on the above, the current research will verify the validity of the following hypothesis:

H2: Emotional branding enhances tourist loyalty to Egyptian destinations by fostering deeper emotional engagement.

2.3.Neuromarketing in Tourism

Neuromarketing utilizes neuroscience and marketing to explain the behavior of consumer psychology, which is beneficial for the tourism sector. Knowing the way travelers react

emotionally to marketing efforts helps in the formulation of better promotional strategies. Neuromarketing determines what grabs an audience's attention, stirs feelings, and triggers a choice, which allows marketers to facilitate experiences that increase tourist engagement and satisfaction (Alsharif *et al*,2023).

There are many methods employed in gauging both the neurological and physiological reaction to the marketing aspect. Electroencephalograms (EEG) measure the brain activities of a person through the use of electrodes placed on the scalp while a functional magnetic resonance imaging (fMRI) captures images of brain workings when he is exposed to a marketing stimulus, however, fMRI is costlier (Harrell,2019). Tracking the eye movement of a consumer is also a useful device for determining the parts of the advertisement that received the highest concentration of attention. These devices help the marketers in the tourism industry improve their marketing strategies by combining the decision-making processes of travelers with their motivational advertising campaigns (Talimonchuk,2024).

In tourism, neuromarketing techniques offer significant assistance by broadening the marketers' understanding of what drives decisions among travelers (Costa-Feito *et al*,2023). An analysis of EEG and fMRI data reveals the destination attributes that trigger positive emotions and can therefore be used in marketing the services (Gheorghe *et al*,2023). Advertisements have elements that grab a certain amount of attention, and these are the eye movements being tracked. Moreover, neuromarketing identifies preconscious emotional factors and perceptions that affect decisions made by tourists (Karunamuni,2024). With these findings, the tourism sector is able to construct marketing strategies that are appealing on an emotional level which, in turn, could affect the decisions made to visit certain locations (Ahmed and Kamal,2024).

2.4.Neuromarketing Theories

By combining information from marketing and psychology, neuromarketing looks at how consumers' subconscious choices are made using tools like EEG, fMRI, and eye-tracking. In particular, neuromarketers seek to enhance marketing techniques by understanding how brands evoke emotions and thoughts. Neuroscience has tried to understand how people choose tourist destinations and found out that emotions of awe, relaxation, and excitement greatly impact how decisions are made. Research also shows that the use of appropriately powerful advertising such as beautiful landscapes or images that depict rich cultures have been known to appeal to many emotions thereby significantly increasing the likelihood of the advertised tourist's destination. Moreover, storytelling, sensory marketing, and social proof are also other elements that appeal to the destination and give the consumer a reason to buy, which improves marketing techniques (Plassmann *et al*,. 2015; Al-Kwafi, 2016).

The provided information discusses how tourists interact with destinations with respect to emotion, sensation, and cognition. The model is divided into four domains of memorable tourism experience that are entertainment, education, escapism, and aesthetics. Emotional branding and its frameworks are habiting meaningful engagement such as culture festivities, adventure tourism, beauty spots, and educational touristic venues as travel sub concepts. It is established through neuromarketing that is these parts activate pleasure, reward, and memory related areas of the brain, which brings greater satisfaction and loyalty. All tourists will be stronger satisfied with their visits and encourage repeat visits when they feel positive emotions like joy and awe. They further speculate that emotional branding enabling storytelling, sensory immersion, and personal interaction will bear lasting emotional connection due to the engagement. Long-term relationships can also be established through

neural markers that predict loyalty, which helps marketers to battle new visitors and long-standing colleagues (Hosany and Prayag, 2013; Tussyadiah *et al.*, 2018; Gössling *et al.*, 2020).

2.5.Neuro Marketing Examples in Tourism

The attempt to make use of emotional response for a particular tourist destination via the use of popular or well branded movies has empirical support. The film “In Bruges” was able to emotionally engage the viewer’s towards images of Bruges. This offers evidence that neuromarketing, especially EEG, can assist in evaluating marketing initiatives effectiveness (Bastiaansen *et al.*, 2016). Also, Neuromarketing designs with visuals and sensory designs appeal are meant to drive decisions for purchase by tourists. This has also been observed within Bali where branding and advertising is crafted to ensure that they encourage positive responses from the brains of tourists (Simamora *et al.*, 2023). Neural responses to ads portray these destinations have been measured quantitatively with EEG and proceeds to prove that advertising such destinations improves the affective image of the country (Bastiaansen *et al.*, 2020).

2.6.Branding with Emotions in Tourism

Eye-tracking and galvanic skin response studies have shown tourism brands logos and AI visuals have ability to capture attention and arouse emotion, thus, drawing attention to the importance of brand personality in customer centric marketing (Calderón-Fajardo *et al.*, 2024). And a campaign like advertisement was developed to market Wales were “Mood Marketing” was plastered Global elsewhere targeting children capturing them emotionally with specific slogans making a huge marketing impact (Mukif Alkilabi, 2024). Also, emotionally bonding with a certain location is vital for purpose branding. Research has indicated that the image associated with a destination, as well as the emotional attachment to it, plays a notable role in the satisfaction level and perceptions of tourists (Veasna *et al.*, 2013).

Based on the above, the current research will verify the validity of the following hypothesis:

H3: The use of neuromarketing tools (e.g., EEG, eye tracking) improves the effectiveness of emotional branding strategies in Egyptian tourism marketing.

2.7.Incorporating Emotional Branding and Neuromarketing into Egypt’s Tourism Strategy

In order to center emotional branding and neuromarketing into the tourism strategy for Egypt, Ministry of Tourism and Antiquities needs to formulate plans that utilize emotional bonds, sensory engagement, and relevant neuroscience in appealing to and retaining tourists. Here are some key applications:

2.7.1. Applying Neuromarketing to Identify Tourist Responses

• EEG and Eye-Tracking in Destination Marketing

The Ministry of Tourism and Antiquities needs to conduct tourists and EEG and eye tracking studies on the marketing materials used for the campaigns to measure emotional and visual engagement (Yung *et al.*, 2021). For example, showing the Giza Pyramids at sunrise, the Nile felucca ride, or a night at Khan El Khalili market capture in Videos and measuring responses can be very revealing.

- **fMRI for Emotional Triggers:**

Functional MRI along with the fMRI technique can be used to assess which features of Egypt's tourism products—adventure, culture, relaxation—elicit positive emotions (Ye *et al.*,2024). For example, monitoring the reactions to diving in the red sea, sight-seeing at Siwa Oasis, or visiting the temples of Luxor at night can help to shape the content that resonates with travelers worldwide.

2.7.2.Telling the Story – Techniques for Writing Marketing Campaigns That Talk to the Heart

- **Marketing of Personal Within Cultural Narratives**

There is the opportunity to market the real-life experiences of the Nubian family in Aswan as well as of the traveler (Elcheikh,2018). For instance, “Experience Egypt Through Local Eyes” campaign can show how the traveler lives with a Nubian family in Aswan, learns traditional pottery in Fayoum, or experiences Bedouin hospitality in Sinai.

- **Using Travel Motivators**

The marketing messages should capture the emotions of visiting Egypt and the wonder associated with it like exploring ancient history, adventure like going on desert safaris, relaxation in Red Sea resorts and for spirituality people can visit St. Catherine's Monastery or Al-Hussein Mosque (Ragab *et al.*, 2019).

2.7.3. Information Packaging for the Tourism Marketing: More Sensory Engagement

- **Emotional Storytelling through Imagery**

Pyramids in the golden light, the colorful Luxor's Karnak Temple, the peaceful sunrise over the Nile, and so forth should be captured in high-quality imagery and videos (Avraham,2016).

- **Sounds & Scoping and Virtual Reality**

Commercials and VR experiences using the Egyptian sounds of the sunset prayers, traditional folk music, and the gentle waves of the Red Sea would be a great way to build deeper emotional connections (Tian *et al.* 2021).

- **Taste and Touch Experiences**

Campaigns have the capacity to market real Egyptian dishes like serving koshari, drinking fresh sugarcane juice, or enjoying a sumptuous dinner on a cruise on the Nile as food is an important emotional stimulus (Mohamed *et al.*,2020).

2.8. Utilizing Digital and Social Media Marketing Strategies, Egypt's tourism can be enhanced with the following steps:

Using AI and Data Analytics, Egypt can recommend tourism packages to potential visitors based on their interests. For instance, adventure lovers can be shown content about desert activities while cultural tourists can be shown heritage tours itineraries. Having travel influencers as well as past visitors tell their emotional experiences with Egypt can boost engagement. A campaign called “My Magical Moment in Egypt” can inspire travelers to post their heart touching experiences on social media (Kolahkaj *et al.*,2020; Doborjeh *et al.*,2021).

3. Methodology

3.1. Study variables

Based on the study hypotheses, a model was created for the study variables, which is shown in Figure No. (1), where the study variables consist of 3 independent variables, which are tourist decision making, tourist loyalty and neuromarketing tools. The study assumes that these variables affect the dependent variable, which is the emotional branding in Egyptian tourism.

The Dependent Variable	Independent Variables
Emotional Branding in Egyptian Tourism	- Tourist Decision-Making - Tourist Loyalty - Neuromarketing Tools

Figure1. Study variables.

3.2. Data and variables

This research depends on a quantitative approach. A questionnaire form was developed to gather primary data, questionnaire items modified from previous research (Yamashita,2022; Mohd, 2024). A 5-point Likert scale questions ranging from 5 (strongly agree) to 1 (strongly disagree) were used to record participants' responses to measure the behavior and preferences of the sample. The questionnaire has 20 questions; Questions were divided into four dimensions according to table (1). The questions are easy to understand, clear, and do not carry more than one meaning. The questions were arranged in a logical order to help the respondents move from question to question easily and avoid being bored. The final section of the questionnaire included demographic questions, such as gender, age, education level, nationality, and the purpose of travel.

Table1. The questionnaire Dimensions

No	The Title of the Dimension	Questions Number
1	Emotional Branding and Tourist Experience	5
2	Neuromarketing and Decision Making	5
3	Tourist Satisfaction and Loyalty	5
4	Challenges and Opportunities in Emotional Branding	5

The questionnaire was addressed to the tourists. The sample is random. According to Roscoe in 1975 suggested that a sample size greater than 30 and less than 500 is suitable for most behavioral studies (Memon, *et al.*,2020). The questionnaire was designed on Google forms, it was distributed online and collected from March 2024 through July 2024. The questionnaire was distributed to 320 tourists; the number of respondents reached 273 (sample size), the number of incorrect forms was 39 and the number of correct forms is 234. SPSS (26) software was used for data analysis.

3.3. Validity and Reliability of the Variables

The reliability and validity coefficient Cronbach's alpha was used to measure the extent of consistency between the sample items (Taber,2018). The results showed that there is a correlation between the items of the study axes, as the following table (2) shows the values between (0.80 -0.85), and they are acceptable to all questions and valid for the stages of statistical analysis, and therefore the results of the study can be generalized to the study population.

Table2. The reliability and validity coefficient Cronbach's alpha

No	The Title of the Dimension	Questions Number	Cronbach's alpha
1	Emotional Branding and Tourist Experience	5	.83
2	Neuromarketing and Decision Making	5	.81
3	Tourist Satisfaction and Loyalty	5	.85
4	Challenges and Opportunities in Emotional Branding	5	.80
Total		20	.87

3.4. Analysis of the Demographic of Sample's Respondents**Table3.** The Demographic of Sample's Respondents

Variables	Classifications	Frequency	Percentage
Age	From 18 To 24	50	21.4%
	From 25 To 34	70	29.9%
	From 35 To 44	45	19.2%
	From 45 To 54	30	12.8%
	From 55To 64	25	10.7%
	From 65 and over	14	6.0%
	Total	234	100%
Nationality	France	30	12.8%
	Italy	20	8.5%
	UK	28	12.0%
	Russia	25	10.7%
	Malaysia	18	7.7%
	Turkey	15	6.4%
	Germany	22	9.4%
	Qatar	10	4.3%
	UAE	12	5.1%
	Spain	16	6.8%
	China	20	8.5%
	KSA	18	7.7%
	Total	234	100%
Gender	Male	114	48.7%
	Female	120	51.3%
	Total	234	100 %
Education Level	Undergraduate	80	34.2%
	Graduate	100	42.7%
	Postgraduate	54	23.1%
	Total	234	100%
The Purpose of Travel	Education	20	8.5%
	Culture Exchange	35	15.0%
	Recreational	95	40.6%
	Health	25	10.7%
	Business	45	19.2%
	Other	14	6.0%
	Total	234	100%

Table (3) shows respondents from France, UK, and Russia comprised about 50% of the sample size with additional respondents from Asia and Middle East which gives balance to international representation. Almost two thirds of the respondents (65.8%) to the survey hold a graduate degree, indicative of Egypt being deemed a culturally enlightened travel destination by educated youth seeking knowledge. The surge in income enables for holidays and vacations which explains the approximately 40.6% of tourists visiting Egypt recreationally. There is also a notable portion traveling for work or to engage in cultural business ventures, thus marketing diversification is enforced. The developments made in social infrastructure and emotional neuromarketing branding appeal to others in the international arena exploring different tourism segments. Therefore, multifaceted branding is needed along with emotional appeal. The survey breakdown displays that more than 50% of the respondents were aged between 18 and 34 years and the split among male (48.7%) and female (51.3%) being nearly equal means that there is increased tourism engagement with demographically wider spread branding.

3.5. Analysis of Respondents' Questionnaire

3.5.1. The First Dimension: Emotional Branding and Tourist Experience

Table 4. Emotional Branding and Tourist Experience

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation	Rank
Egypt's tourism marketing effectively creates an emotional connection with tourists.	7	19	42	105	61	3.83	0.85	4
My decision to visit Egypt was influenced by emotional branding strategies (e.g., storytelling, cultural immersion, or nostalgia).	5	16	40	108	65	3.91	0.82	3
I feel emotionally attached to Egypt as a travel destination.	3	14	35	110	72	4.01	0.79	1
Emotional branding in tourism enhances my overall travel experience.	5	16	37	108	68	3.93	0.81	2
Egypt's tourism campaigns effectively use personal experiences and cultural narratives to attract tourists.	9	21	44	98	62	3.79	0.88	5
Mean						3.89		

The table (4) indicates that respondents feel that their tourism experience to Egypt was enhanced because of their emotional branding strategies towards the tourism product, which within the context of Egypt, is described as the 'land of pharaohs', "I feel emotionally attached to Egypt as a travel destination" (Mean = 4.01, SD = 0.79) which confirms their strong attachment to the country. Furthermore, respondents also confirmed that emotional branding played a crucial role in their decision to come to Egypt where the mean value was 3.91 (SD = 0.82) and also in improving the travel experience (Mean = 3.93, SD = 0.81). Emotional branding influences respondents' attachment to the travel destination. The analysis also indicates that Egypt deeply tells stories about its ancient heritage, blends travelers in rich cultures, and evokes feelings of nostalgia, which are vital in molding perceptions. In any case, the global mean score of 3.89 proving that respondents feel that emotional branding is

vital to the tourism experience in Egypt signifies that emotional branding requires leveraging personal experiences intertwined with culture in marketing narratives around Egypt.

3.5.2. The Second Dimension: Neuromarketing and Decision Making

Table 5. Neuromarketing and Decision Making

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation	Rank
Digital marketing (virtual tours, media) influenced decision	5	16	45	105	63	3.88	0.83	4
Technology enhances emotional engagement	3	14	42	110	65	3.94	0.81	2
Neuromarketing tools improve advertising	7	19	47	103	58	3.80	0.86	5
More likely to visit a destination with immersive experiences	3	14	40	110	67	3.96	0.80	1
Understanding emotions in ads improves marketing	5	16	42	108	63	3.91	0.82	3
Mean							3.90	

The table (5) shows that Immersive Experience marketing and Experiential marketing significantly influence a tourist's technological decisions. The analysis illustrates that tourist outcomes actively consider work-engaging marketing paradigms and tools with the tagline "I am more likely to visit a destination with immersive experiences resonates" (Mean = 3.96, SD = 0.80). Furthermore, the technological role in enhanced emotional engagement (Mean = 3.94, SD = 0.81) and the role of emotion in advertisements about effectiveness of marketing (Mean = 3.91, SD = 0.82) expresses the focus on neuromarketing techniques. While, the impact of digital marketing tools such as virtual tours, media, and their influence on decision making (Mean = 3.88, SD = 0.83) outperforms, the impact of neuromarketing tools on advertising effectiveness (Mean = 3.80, SD = 0.86) lags slightly pointing to lower applied advanced neuromarketing techniques. With the aggregated value of 3.90, the average indicates that tourists perceive altered images of themselves through already offered services using these strategies, proving they consider differ fined levels of neuromarketing techniques incorporated.

3.5.3. The Third Dimension: Tourist Satisfaction and Loyalty

Table 6. Tourist Satisfaction and Loyalty

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation	Rank
Experience met/exceeded emotional expectations	3	14	40	112	65	3.96	0.80	1
Would recommend Egypt based on emotional experience	5	16	37	110	66	3.93	0.81	2
Emotional branding influences willingness to revisit	7	19	42	105	61	3.84	0.85	3
Loyalty to Egypt increased due to emotional marketing	9	21	45	98	61	3.78	0.87	4
Marketing differentiates Egypt from other destinations	9	23	47	98	57	3.76	0.89	5
Mean							3.85	

The emotional branding captures tourists' experiences, recommendations, and loyalty which include the tourist satisfaction and loyalty analysis. The emotional branding uses a measurement scale interval ranging from one to five and based on the survey results, visitors appear to be emotionally satisfied with Egypt as the averaged mark falls within the highest numerator range. The second highest statement refers to tourists' recommendation to visit Egypt driven by emotional experience and their willingness to visit the country again based on the emotional feeling they receive from the country, while in absolute terms, 3.93, 3.84 and 3.85 were the standard deviation scores. On the one hand, the mean marks appear to fulfill expectation. On the other hand, the marks concerning brand loyalty (3.78) and Egypt being a premier tourist destination also undermine need mark deviation while on the lever mark differentiation from other destinations yield lower means than expected. Overall, the results indicate that emotional branding helps in building traveler satisfaction and loyalty alongside the need to better use targeted advertisement to increase Egypt's competitiveness on the unique offerings for emotional branding and marketing.

3.5.4. The Fourth Dimension: Challenges and Opportunities in Emotional Branding

Table 7. Challenges and Opportunities in Emotional Branding

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation	Rank
Need to improve emotional branding techniques	5	16	42	108	63	3.91	0.82	1
Branding overly relies on history/culture	7	19	45	105	58	3.82	0.85	4
Enhancing emotional branding could attract more tourists	3	14	40	110	67	3.96	0.80	3
Security concerns impact emotional branding effectiveness	7	21	49	101	56	3.76	0.87	5
Neuromarketing should be used more widely	5	16	42	108	63	3.91	0.82	2
Mean						3.87		

The review of the Issues and Opportunities in Emotional Branding gap marks both improvement and growth areas in the case of Egypt's tourism marketing strategies. In this case, the response with the top ranking was "Enhancing emotional branding could attract more tourists" (Mean = 3.96, SD = 0.80). This illustrates that there is a considerable belief that, with the refinement of branding strategies, Egypt will be able to enhance its appeal. Respondents also acknowledge the need for improvement in emotional branding techniques (Mean = 3.91, SD = 0.82) and extended application of neuromarketing (Mean = 3.91, SD = 0.82) to deepen the engagement level. On the other hand, dependence on history and culture (Mean = 3.82, SD = 0.85) and concerns over security (Mean = 3.76, SD = 0.87) are seen as impediments. With a mean of 3.87, the result in general reveals that emotional branding does have an impact albeit, in Egypt's case, it is suggested that to maximize appeal, there needs to be less focus on historical aspects and greater attention paid to addressing security perceptions.

3.6.The Test of The Study Hypotheses

Table 8. The Test of the Study Hypotheses

The Study Hypotheses	Pearson Correlation	Sig
H1: Emotional branding has a significant positive impact on tourists' decision-making when choosing Egyptian destinations.	0.872	0.00
H2: Emotional branding enhances tourist loyalty to Egyptian destinations by fostering deeper emotional engagement.	0.891	0.00
H3: The use of neuromarketing tools (e.g., EEG, eye tracking) improves the effectiveness of emotional branding strategies in Egyptian tourism marketing.	0.915	0.00

Note: Correlation is significant at the 0.01 level (2-tailed).

The study hypotheses were tested using Pearson correlation coefficients to examine the relationships between emotional branding and key variables in Egyptian tourism.

H1: Emotional branding has a significant positive impact on tourists' decision-making when choosing Egyptian destinations.

There is a strong and statistically significant relationship between emotional branding and tourist decision-making. This indicates that emotional branding plays a key role in influencing how tourists select Egyptian destinations.

H2: Emotional branding enhances tourist loyalty to Egyptian destinations by fostering deeper emotional engagement.

The results show a significant positive relationship between emotional branding and tourist loyalty. This suggests that emotional branding helps build stronger emotional ties, which increase the likelihood of tourists returning to the same destinations.

H3: The use of neuromarketing tools (e.g., EEG, eye tracking) improves the effectiveness of emotional branding strategies in Egyptian tourism marketing.

The findings reveal a very strong and significant relationship between the use of neuromarketing tools and the success of emotional branding efforts. This highlights that integrating neuromarketing tools enhances emotional engagement and strengthens the impact of branding on tourist behavior.

4. Findings and Recommendations

4.1.Findings

The findings of this study underscore the pivotal role emotional branding plays in influencing tourist behavior and destination choice. Emotional branding, characterized by evoking emotions such as nostalgia, excitement, and cultural identity, significantly enhances the emotional connection between individuals and physical destinations (Smith, 2023; Zaki and Seddik, 2023). Such resonance fosters brand attachment and offers a strategic differentiation for destinations in an increasingly competitive tourism market (Chaudhuri and Holbrook, 2001; Morgan *et al.*, 2011).

Furthermore, the strategic use of storytelling, personalization, and sensory marketing techniques has been shown to deepen psychological engagement with potential tourists (Lindstrom, 2005; Schmitt, 2010). These methods facilitate emotional investment prior to travel, aligning with current trends in tourism marketing that prioritize experiential and

emotionally compelling narratives over purely informational content (Elcheikh, 2018; Johnson, 2024). As contemporary consumers seek personalized and meaningful travel experiences, such emotionally charged approaches become increasingly effective (Mukif Alkilabi, 2024).

Emotional engagement is also instrumental in cultivating tourist loyalty. Destinations that appeal to emotional dimensions rather than just functional attributes are more successful in fostering repeat visitation and positive word-of-mouth (Thomson *et al.*, 2005; Veasna *et al.*, 2013). This reinforces the importance of emotional branding in sustaining long-term competitive advantages.

The integration of neuromarketing tools, such as electroencephalography (EEG), eye-tracking, and biometric analysis, provides empirical insights into tourists' emotional reactions to advertising and online content (Bastiaansen *et al.*, 2016; Alsharif *et al.*, 2023; Calderón-Fajardo *et al.*, 2024). These tools surpass the limitations of self-reported data by offering real-time, physiological indicators of emotional engagement (Plassmann *et al.*, 2015; Gaafar and Al-Romeedy, 2021). The application of these methods in tourism marketing enhances the precision and efficacy of emotional branding strategies (Karunamuni, 2024).

The evidence also supports that emotionally driven advertisements outperform those based solely on factual information. Emotional content has been found to be more persuasive and memorable, especially at the early stages of travel decision-making (Hosany and Prayag, 2013; De-Frutos-Arranz and López, 2022). While factual content fulfills an informative role, it is the emotional appeal that shapes perceptions and incites action (Harrell, 2019; Ahmed and Kamal, 2024).

The incorporation of immersive technologies such as virtual reality (VR), augmented reality (AR), and 360-degree videos further bolsters emotional engagement with destinations (Tussyadiah *et al.*, 2018; Yung *et al.*, 2021; Tian *et al.*, 2021). These technologies enable prospective tourists to experience destinations virtually, enhancing destination imagery and increasing travel intention (Doborjeh *et al.*, 2021).

Importantly, the study suggests that emotional considerations often outweigh practical factors like cost and accessibility in influencing travel decisions. While this tendency is not universal and can vary by demographic and context (Mohamed *et al.*, 2020; Memon *et al.*, 2020), emotional factors remain influential across diverse tourist segments (Costa-Feito *et al.*, 2023).

Destinations employing cultural narratives, personal storytelling, and nostalgia in their marketing campaigns tend to attract more visitors due to the authenticity and emotional depth they convey (Elcheikh, 2018; Zaki and Seddik, 2023). These elements respond to modern tourists' demand for meaningful and memorable experiences (Hosany *et al.*, 2020).

Finally, the interplay between emotional brand attachment, brand personality, and travel decision-making holds both theoretical and practical significance. Tourists are more likely to choose destinations that reflect brand personalities aligned with their values and aspirations (Keller, 2001; Steriopoulos *et al.*, 2024). Emotional brand attachment fosters brand preference and can decisively influence destination selection (Thomson *et al.*, 2005; Ahmed, 2022).

4.2. Recommendations

4.2.1. Advanced Steps for Emotional Branding

- **Responsible Entities:** Egyptian Tourism Promotion Authority (ETPA) and Ministry of Tourism and Antiquities

The study recommend that the Egyptian Tourism Promotion Authority (ETPA) and the Ministry of Tourism and Antiquities lead an emotional branding initiative that deepens connections with target tourists through storytelling, nostalgia, and emotionally resonant campaigns. Branding efforts should be broadened to reflect modern lifestyles, adventure tourism, and cultural exchange, alongside the country's heritage assets.

Additionally, these bodies should use psychological archetypes to define the tourism brand identity (e.g., "The Explorer," "The Historian," "The Seeker") to align with tourist aspirations and emotionally distinguish Egypt from other destinations.

4.2.2. Application of Neuromarketing in Tourism Advertising

- **Responsible Entities:** Tourism Marketing and Research Department and Information Technology Department – Ministry of Tourism and Antiquities.

The study urges the Tourism Marketing and Research Department to integrate neuromarketing methodologies such as EEG, biometric feedback, and eye-tracking to measure emotional engagement with tourism content. The Information Technology Department should partner with local tech firms and universities to apply Virtual Reality (VR), Augmented Reality (AR), and AI-based simulations to help tourists build emotional connections before visiting Egypt. Emotional response data should guide the refinement of advertising content, ensuring message alignment with tourist motivations.

4.2.3. Development of Sensory and Digital Marketing Techniques

- **Responsible Entities:** Digital Media Unit – Egyptian Tourism Promotion Authority (ETPA) and Social Media Division – Ministry of Tourism and Antiquities.

The research recommends that the Digital Media Unit develop emotionally driven, culturally immersive campaigns using music, color, and visuals to create strong sensory impressions. The Social Media Division should collaborate with regional and international influencers and encourage user-generated content (UGC) that reflects authentic emotional experiences. And also advise enhancing mobile applications and the official tourism websites to deliver personalized recommendations using AI and machine learning, tailored to individual traveler interests and behaviors.

4.2.4. Develop Perception of Trust and Security

- **Responsible Entities:** Ministry of Interior – Tourism and Antiquities Police Department and Public Relations and Communications Department – Ministry of Tourism and Antiquities.

The research recommends that the Tourism and Antiquities Police Department under the Ministry of Interior, in collaboration with the Public Relations and Communications Department, implement clear, proactive communication campaigns highlighting safety measures, health readiness, and tourist protection protocols. This should include visual storytelling, real-time updates, and testimonials from visitors to reinforce feelings of safety, welcome, and trust.

References

- Ahmed, A. (2022). The evolution of tourism branding in Egypt: Challenges and opportunities. *Journal of Tourism Marketing*, 45(2), 118-134.
- Ahmed, A., & Kamal, M. (2024). Exploring neuromarketing in the Egyptian tourism industry. *International Journal of Hospitality and Tourism*, 22(1), 45-59.
- Al-Kwafi, O. S. (2016). The role of image in enhancing tourist experiences: Neuroscience insights. *Tourism Management Perspectives*, 20, 207-214.
- Alsharif, A.; Salleh, N.; Abdullah, M.; Khraiwish, A. & Ashaari, Azmirul. (2023). Neuromarketing Tools Used in the Marketing Mix: A Systematic Literature and Future Research Agenda. *SAGE Open*. 13. 215824402311565. 10.1177/21582440231156563.
- Andersen, L. (2024). Sustainable tourism branding: The case of the Faroe Islands. *Journal of Sustainable Tourism Marketing*, 32(1), 56-72.
- Avraham, E. (2016). Destination marketing and image repair during tourism crises: The case of Egypt. *Journal of Hospitality and Tourism Management*, 28, 41-48. <https://doi.org/10.1016/J.JHTM.2016.04.004>.
- Bastiaansen, M., Straatman, S., Driessen, E., Mitas, O., Stekelenburg, J., & Wang, L. (2016). My destination in your brain: A novel neuromarketing approach for evaluating the effectiveness of destination marketing. *Journal of Destination Marketing and Management*, 7, 76-88. <https://doi.org/10.1016/J.JDMM.2016.09.003>.
- Bastiaansen, M., Straatman, S., Mitas, O., Stekelenburg, J., & Jansen, S. (2020). Emotion Measurement in Tourism Destination Marketing: A Comparative Electroencephalographic and Behavioral Study. *Journal of Travel Research*. <https://doi.org/10.1177/0047287520981149>.
- Calderón-Fajardo, V., Anaya-Sánchez, R., & Rejón-Guardia, F. (2024). Neurotourism Insights: Eye Tracking and Galvanic Analysis of Tourism Destination Brand Logos and AI Visuals. *Tourism & Management Studies*. <https://doi.org/10.18089/tms.20240305>.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Costa-Feito, A.; González-Fernández, A.; Rodríguez Santos, C.;Cervantes, M. (2023). Electroencephalography in consumer behaviour and marketing: a science mapping approach. *Humanities and Social Sciences Communications*. 10. 10.1057/s41599-023-01991-6.
- De-Frutos-Arranz, S., & López, M. (2022). The state of the art of emotional advertising in tourism: a neuromarketing perspective. *Tourism Review International*. <https://doi.org/10.3727/154427221x16317419620246>.
- Doborjeh, Z., Hemmington, N., Doborjeh, M., & Kasabov, N. (2021). Artificial intelligence: a systematic review of methods and applications in hospitality and tourism. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-06-2021-0767>.
- El-Baz, A. (2023). Egypt's tourism industry: Challenges and prospects in the post-pandemic era. *Tourism Economics*, 29(4), 523-541.
- Elcheikh, Z. (2018). Cultural Tourism between Identity and Income. The Case of the Nubian Village of Gharb Soheil. *Chronos*. <https://doi.org/10.31377/CHR.V33I0.98>.
- Gaafar, H., & Al-Romeedy, B. (2021). Neuromarketing as a Novel Method to Tourism Destination Marketing: Evidence from Egypt. *Journal of Association of Arab Universities for Tourism and Hospitality*. <https://doi.org/10.21608/jaauth.2021.109864.1275>.
- Gheorghe, C.; Purcărea, V.; Gheorghe, I. (2023). Using eye-tracking technology in Neuromarketing. *Romanian journal of ophthalmology*. 67. 2-6. 10.22336/rjo.2023.2 .

- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(5), 1-20.
- Harrell, E. (2019). Neuromarketing: What you need to know. *Harvard Business Review*. Available at <https://hbr.org/2019/01/neuromarketing-what-you-need-to-know>.
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730-737.
- Hosany, S., Hunter-Jones, P., & McCabe, S. (2020). Emotions in tourist experiences: Advancing our conceptual, methodological and empirical understanding. *Journal of Destination Marketing & Management*, 16, 100444. <https://doi.org/10.1016/j.jdmm.2020.100444>
- Johnson, R. (2024). Emotional branding in adventure tourism: Insights from Iceland. *Tourism Review*, 29(4), 89-102.
- Kamel, M. (2023). Security challenges and the future of tourism branding in Egypt. *International Journal of Tourism Research*, 31(3), 264-279.
- Karunamuni, P. (2024). Neuromarketing influence on consumer behavior in tourism industry. Available at https://www.academia.edu/114019102/Neuromarketing_influence_on_consumer_behavior_in_tourism_industry
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. Marketing Science Institute.
- Kolahkaj, M., Harounabadi, A., Nikravanshalmani, A., & Chinipardaz, R. (2020). A hybrid context-aware approach for e-tourism package recommendation based on asymmetric similarity measurement and sequential pattern mining. *Electron. Commer. Res. Appl.*, 42, 100978. <https://doi.org/10.1016/j.elerap.2020.100978>.
- Lindstrom, M. (2005). Brand sense: Build powerful brands through touch, taste, smell, sight, and sound. Free Press.
- Memon, M ; Ting, H; Hwa, C; Ramayah, T. ; Chuah, Fs and Cham, T. (2020). Sample Size for Survey Research: Review and Recommendations. 4. i-xx. 10.47263/JASEM.4(2)01.
- Mohamed, M., Hewedi, M., Lehto, X., & Maayouf, M. (2020). Egyptian food experience of international visitors: a multidimensional approach. *International Journal of Contemporary Hospitality Management*, 32, 2593-2611. <https://doi.org/10.1108/ijchm-02-2020-0136>
- Mohd Rokeman, N. R. (2024). Likert Measurement Scale in Education and Social Sciences: Explored and Explained . *EDUCATUM Journal of Social Sciences*, 10(1), 77-88. <https://doi.org/10.37134/ejoss.vol10.1.7.2024>
- Morgan, N., Pritchard, A., & Pride, R. (2011). Destination branding: Creating the unique destination proposition. Routledge.
- Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2015). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36.
- Mukif Alkilabi, A. (2024). Studying the Effect of Marketing Mood Management on Customer Perception Dissonance, the Interactive Role of Marketing Intelligence: An Analytical Study of the Opinions of a Sample of Workers in Some Clothing Stores in the Capital, Baghdad. 5. 62-79.
- Ragab, H., Mahrous, A., & Ghoneim, A. (2019). Egypt's perceived destination image and its impact on tourist's future behavioural intentions. *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-12-2018-0105>.

- Schmidt, A. (2023). Neuromarketing: The intersection of neuroscience and tourism branding. *Journal of Tourism Marketing*, 39(4), 432-449.
- Schmitt, B. (2010). *Customer experience management: A revolutionary approach to connecting with your customers*. Wiley.
- Simamora, G., Rizan, M., & Handaru, A. (2023). The Impact of the Application of Neuro Marketing in Influencing Tourists' Decisions in Determining a Place to Tour: Literature Review. *International Journal of Research and Review*. <https://doi.org/10.52403/ijrr.20231010>.
- Smith, J. (2023). Emotional branding: Strategies for the modern tourism industry. *Journal of Travel Marketing*, 41(3), 45-60.
- Smykova, M., Kazybaeva, A., & Tkhorikov, B. (2020). Neuromarketing Approach to Assessing Tourism Products., 243-246. <https://doi.org/10.2991/aebmr.k.201215.051>.
- Steriopoulos, E., Khoo, C., Wong, H. Y., Hall, J., & Steel, M. (2024). Heritage tourism brand experiences: The influence of emotions and emotional engagement. *Journal of Vacation Marketing*, 30(3), 489-504. <https://doi.org/10.1177/13567667231152930>
- Taber,K.(2018) The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education* volume 48, pages1273–1296.
- Talimonchuk, T. (2024). What is Neuromarketing: Techniques and Examples. Clasp.io. available at <https://claspo.io/blog/what-is-neuromarketing-techniques-and-examples/>
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The Ties that Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15(1), 77-91.
- Tian, F., Hua, M., Zhang, W., Li, Y., & Yang, X. (2021). Emotional arousal in 2D versus 3D virtual reality environments. *PloS ONE*, 16. <https://doi.org/10.1371/journal.pone.0256211>.
- Tussyadiah, I. P., Wang, D., & Jia, C. (2018). Exploring the persuasive power of virtual reality for tourism marketing. *Tourism Management*, 66, 140-154.
- Veasna, S., Wu, W., & Huang, C. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511-526. <https://doi.org/10.1016/J.TOURMAN.2012.09.007>.
- Venkata, M.; Srinivas, N & Krishnaveer, C. (2020). Emotional Branding for Tourist Destinations: A Review of ICT Tools.In book: *The Emerald Handbook of ICT in Tourism and Hospitality* (pp.99-109). 10.1108/978-1-83982-688-720201007.
- Wong, C., & Lim, H. (2023). Redefining tourism: Singapore's "Passion Made Possible" campaign. *Asian Journal of Tourism Studies*, 15(2), 112-128.
- Yamashita, T. (2022). Analyzing Likert scale surveys with Rasch models. *Research Methods in Applied Linguistics*. <https://doi.org/10.1016/j.rmal.2022.100022>.
- Ye, F., Yin, M., Cao, L., Sun, S., & Wang, X. (2024). Predicting Emotional Experiences through Eye-Tracking: A Study of Tourists' Responses to Traditional Village Landscapes. *Sensors (Basel, Switzerland)*, 24. <https://doi.org/10.3390/s24144459>.
- Yung, R., Khoo-Lattimore, C., & Potter, L. (2021). VR the world: Experimenting with emotion and presence for tourism marketing. *Journal of Hospitality and Tourism Management*. <https://doi.org/10.1016/j.jhtm.2020.11.009>.
- Zaki, R., & Seddik, S. (2023). Emotional branding strategies in Egypt's tourism industry: The role of cultural and eco-tourism experiences. *Tourism Management Perspectives*, 10(2), 52-63.



مجلة اتحاد الجامعات العربية للسياحة والضيافة

(JAAUTH)

الموقع الإلكتروني: <http://jaauth.journals.ekb.eg/>



تأثير العلامة التجارية العاطفية والتسويق العصبي على تعزيز القدرة التنافسية للوجهات السياحية المصرية

منة الله عادل محمد إبراهيم

قسم الدراسات السياحية - المعهد المصري العالي للسياحة والفنادق

المعلومات المقالة	الملخص
الكلمات المفتاحية العلامة التجارية العاطفية؛ التسويق العصبي؛ تنافسية السياحة المصرية؛ التسويق السياحي؛ العلامات التجارية للمقصد. (JAAUTH) المجلد ٢٨، العدد ١، (٢٠٢٥)، ص ٤٢١-٤٣٨.	تبحث هذه الدراسة في أهمية العلامات التجارية العاطفية والتسويق العصبي في الترويج للوجهات السياحية المصرية. تخلق العلامات التجارية العاطفية روابط إيجابية بين المسافرين والوجهات من خلال التجارب الشخصية والحساسية الثقافية والذكريات المؤثرة. من ناحية أخرى، تقيس أدوات التسويق العصبي مثل تخطيط كهربية الدماغ ولقطات تتبع العين الاستجابة العاطفية للسياح مما يساعد المسوقين على ضبط جهود الإعلان. يحاول هذا البحث شرح تأثير العلامات التجارية العاطفية على عمليات صنع القرار والولاء والمشاركة لدى السياح بالإضافة إلى دراسة دور التسويق العصبي في فعالية التسويق. تم إنشاء نموذج استبيان باستخدام نموذج Likert وتم اختيار النهج الكمي. شكل ٢٣٤ سائحا تم اختيارهم عشوائيا حجم العينة. كما تم استخدام برنامج SPSS (الإصدار ٢٦) لتحليل البيانات. تشير النتائج إلى أن العلامات التجارية العاطفية تقدر الإدراك والرضا ونية تكرار السياحة إلى مصر. كما ينبغي لقطاع السياحة أن يركز على الأدوات الحديثة للعلامات التجارية العاطفية وتقنيات التسويق العصبي لصياغة استراتيجيات دقيقة حول ما يحتاجه السائحون ودمج العلامة التجارية العاطفية والتسويق العصبي ضمن استراتيجيات التسويق السياحي.