Exploring the Emerging Trends in Tourism Marketing

Sara Kamal , Nourhan Adel , Nourceen Mohamed , Menntallah Wael , Reem Hassan , Almoatasem bellah Ibrahim
Dr. Naglaa Mohamed Diaa
Future University in Egypt

Abstract

Marketers in the tourist and hospitality industries are working hard to keep up with the latest marketing trends. The research aims to connect tourism and technology by exploring three new marketing trends which are virtual reality (VR), user-generated content (UGC) and city placement and to examine their effects on the intention to visit destination. The data for the research was gathered through an online survey and an experiment from tourists in Egypt. The findings demonstrate that seeing content in virtual reality increases one's sense of presence, ease of imagination, and perception of visual appeal. the results showed that VR technology was the top trend among examined tools to increase the tourists' intention to visit.

Introduction

Tourism marketing is changing. The rapid growth in information and communication technologies have created a revolution that provided the tourism industry with new tools that help in the development of tourism such as; virtual reality, user-generated content, and city placement.

Virtual reality in the tourism context. is particularly enhanced by the introduction of cutting-edge wearable technology that creates a virtual environment (VE) allowing virtual touristic experiences that stimulate the visual sense. The potential of VR systems is to raise awareness, interest, and attraction to the featured destination

User-Generated content (UGC), is another emerging tool, has been fueled by the growing popularity of social media. It is the basis for information sharing over the Internet, it includes content such as texts, images, videos, audios, blogs, and reels that is published on a social media platform by the audience

City placement, is an integral part of a promotion mix of territorial units, by making a city, country, or other selected parts commercially available for artistic events – film and so on .

Travel and tourism is among the most affected sectors due to the COVID-19 Pandemic. It has dramatically affected the tourism in Egypt and caused a lot of financial losses. Thus, the fundamental problem motivating this research is the need to explore and develop new marketing tools to market for tourism and examine its effect on the intention to visit destination.

Research Objectives

- To explore the emerging trends in tourism marketing in Egypt.
- To investigate the effect of user-generated content on the intention to visit.
- To examine the impact of virtual reality technology on intentions to visit places in Egypt
- To highlight the correlation between city placement and people's intentions to visit.

Methodology

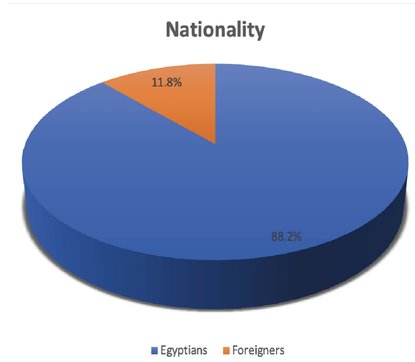
- The quantitative approach was employed, and Survey method and an experiment were used to collect data
- Two studies were designed. The first one was to examine the impact of user generated content (UGC) and city placement on intention to visit. and a questionnaire was administered online.
- The second one was though experiment to examine the effect of virtual reality technology on intention to visit and a questionnaire was distributed after the respondents were exposed to the stimuli of the virtual reality through HMD device.
- The Population of the research consists of tourists in Egypt and two samples were selected.
- Data were analyzed using regression analysis by the SPSS 24.

Study 1: Survey Study 2: Experiment

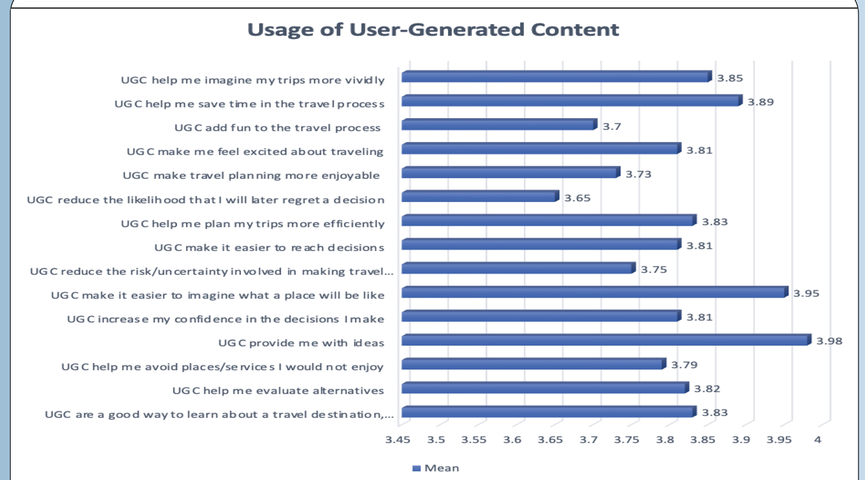
412 tourists

30 tourists

- Female 46%
- Male 34%



Results



- User generated content (UGC), social networking sites, word of mouth, blog sites, were among the most frequently used sources of information when choosing a destination to travel.

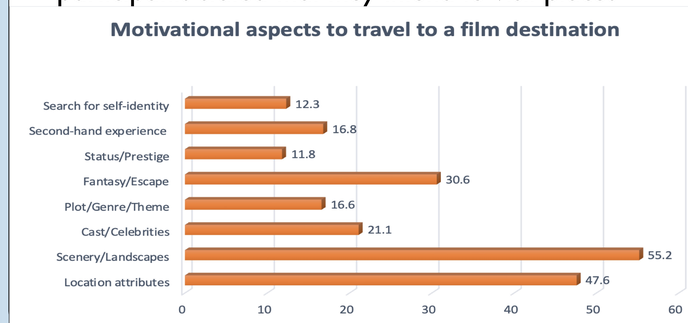
Results

- The results indicated that Virtual reality has an effect on the intention to visit tourist destination in Egypt.

Simple Linear Regression Equation: Y=B0 + B1X

Estimated model: Intentions to visit =0.200+11.888 Virtual reality

- City placement influenced the intention to visit, and participants stated that they intend to visit places



Conclusion

- The present research aimed to explore the emerging trends in tourism marketing specifically Virtual reality, User generated Content (UGC) and city placement and examined their effects on intention to visit destination.
- The results indicate the potentials of VR imagery to induce interest in experiencing tourism destinations and provide implications for marketing strategies.
- Researchers proposed that practitioners should pay more attention on the design and usability aspects of VR technologies, and to enhance the persuasive power of VR, it is imperative to heighten the sense of presence by highlighting easily recognizable artifacts or presenting the destinations in creative ways to induce a high level of arousal, in terms of content, it is important to provide

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