Assessing the Role of Social Media Influencers on the Tourist Destination Choice Applying on Luxor

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Keywords

Social Media Influencers, Destination Choice, Luxor, Travel.

Abstract

Social media influencers (SMIs) have emerged as key drivers in shaping tourists' perceptions and influencing destination choices. However, their role in promoting heritage-rich cities like Luxor remains insufficiently examined. The research aims to addresses this gap by proposing a structured digital marketing framework that fosters collaboration with influencers while promoting authentic cultural representation. A quantitative descriptive-analytical approach was adopted, using an online questionnaire completed by 432 domestic and international tourists who had visited Luxor. Data were analyzed using SPSS (v27), with regression analysis indicating a statistically significant relationship between influencer-generated content and tourists' travel intentions, particularly among younger and highly educated respondents. The findings underscore the potential of targeted influencer collaborations to enhance destination appeal and visitor engagement. The study recommends integrating carefully selected SMIs into coordinated campaigns that emphasize Luxor's historical identity, supported by measurable performance indicators. It further calls for promoting lesser-known sites through authentic and culturally sensitive content.

1. Introduction

Social media influencers have been shown to shape consumer behavior in tourism by showcasing destinations such as Luxor through visually engaging content (Booth, 2024). Their impact on travel decisions arises largely from foregrounding cultural and historical attractions, making sites like the Valley of the Kings particularly appealing to younger audiences (Pop et al., 2022).

The present study combines quantitative and qualitative methods to determine how Luxor's digital presence can be strengthened within contemporary tourism marketing (Elshamy, 2021). Influencer marketing can act as a strategic bridge between traditional promotion and modern digital practice, aligning Luxor's image with global tourism trends and enhancing its international competitiveness (Ragab, 2022). By spotlighting Luxor's iconic sites, influencers extend the city's reach far beyond conventional channels. A global benchmark is American creator James Stephen Donaldson (MrBeast), who travels widely to produce high-production challenge videos and, **as** of 2 July 2025, commands approximately 410 million YouTube subscribers, 115 million TikTok followers, and 75 million Instagram followers—figures that illustrate the unprecedented reach a single influencer can deliver(Social Blade, 2025).

Partnering with data-driven influencers can further amplify Luxor's global digital footprint (Ahmed & El-Sayed, 2025). Yet the city still encounters major impediments—fragmented stakeholder coordination, constrained resources, the absence of an integrated digital strategy, and limited audience engagement—that diminish brand visibility. This research addresses these barriers to improve campaign efficacy, optimize content quality, and position Luxor as a competitive global destination (OECD Turner & Alotaibi, 2025).

The findings show how influencer marketing can elevate Luxor's appeal by showcasing its rich cultural heritage and attracting diverse tourist segments. Targeted recommendations are provided to stakeholders to enhance tourism and strengthen Luxor's standing among rival destinations (Wang & Khalil, 2025). Finally, coordinated collaboration among tourism authorities, businesses, and influencers is essential to engage global audiences—especially younger travellers—and maximize promotional impact through influencer-driven decision making (Davenport et al., 2025).

Research Problem

Although Luxor possesses exceptional cultural and historical value, its tourism sector struggles to capitalize on social media influencers as effective marketing tools. This is primarily due to the absence of a unified digital strategy, weak institutional coordination, limited content quality, and inadequate influencer engagement. These challenges have hindered Luxor's ability to position itself competitively in the digital tourism landscape.

Research Objectives

This research aims to assess the role of social media influencers in shaping travel decisions to Luxor; this aim is divided into three objectives as follows:

1. Assessing the Impact of Social Media on Tourists' Destination Choice to Luxor.

2. Identifying Challenges and Opportunities in Using Social Media for Promoting Luxor.

3. Identifying the Most Influential Social Media Platforms Shaping Tourists' Choice of Luxor as a Destination.

Research Questions

1. How do social media impact tourists' decisions to visit Luxor?
2. What are the challenges and opportunities in using social media to promote Luxor?
3. What are the most effective social media platforms on destination choice for Luxor?

2. Literature Review

2.1 Social Media in Tourism

Social media platforms like Instagram, Facebook, and TikTok have transformed tourism promotion by enhancing destination marketing and visitor engagement through immersive experiences(Yang & Wang, 2025).Social media enables destinations to highlight their beauty and uniqueness through vivid imagery and compelling video content, thereby directly shaping the travel decisions of millions (Smith & Reynolds, 2024). Instagram, often nurtured to as the pinnacle of visual storytelling, provides a perfect canvas for importance stunning topographies and cultural experiences. Hashtags and geotags further increase visibility, making it easier for travelers to discover new locations and share their experiences with others (Blanco-González-Muñoz & Casaló, 2024). Beyond visual appeal, social media platforms empower real-time communication and feedback. Tourists can now access reviews, tips, and recommendations at their fingertips, which help in planning their travels more effectively. This peer-to-peer exchange of information not only builds trust but also personalizes the travel experience. Also, tourism boards and businesses leverage these platforms for targeted advertising, using data analytics to reach specific demographics (Ahmed & Zhao, 2025). Elevations and campaigns are tailored to motivate wanderlust among potential travelers, with interactive content such as virtual tours and live Q&A sessions, calculation depth to digital engagement. Social media has become indispensable in the tourism industry. It not only enhances destination marketing but also enriches the tourist experience making (Xu et al., 2023).

2.2 A- Defining Social Media Influencers

Social media influencers, specializing in niches like fashion, travel, technology, and food, significantly impact consumer opinions, behaviors, and purchasing decisions, playing a vital role in digital marketing (Mishra, 2023). According to a comprehensive bibliometric review, social media influencers are conceptualized as human brands whose credibility, perceived expertise, and authenticity influence consumer attitudes and purchase intentions (Jiseon Han & Balabanis, 2024). They build trust within niche audiences through consistent, authoritative content, making them influential opinion leaders who drive both engagement and conversions (Ao et al., 2023). Their strength lies not only in content dissemination but also in creating authentic, trust-based connections—making them indispensable components of contemporary marketing strategies.

2.3 Types of Social Media Influencers

Social media influencers are categorized based on audience size and niche expertise, with mega-influencers having over a million followers, macro-influencers

having 10,000-100,000 followers, and Nano-influencers having less than 10,000 followers (Gómez, 2019).

Social media influencers are individuals who possess substantial online followings and demonstrate a high level of audience engagement, making them valuable assets for marketing within specific industries (Mdpi, 2023). Their perceived authenticity and ability to communicate persuasively enable them to attract and retain large audiences, thereby amplifying the visibility of the content they promote. Through content sharing and interaction, influencers not only engage their direct followers but also reach broader networks, including the followers of their followers, exponentially extending their influence (Casaló et al., 2023). Understanding the defining characteristics of social media influencers is essential for both academic research and practical application in the field of digital marketing (Evans et al., 2017).

Social media influencers exert a transformative influence on travel behaviour by creating visually-driven narratives that showcase destinations, accommodations, and cultural experiences, thereby shaping audience preferences (Żemła & Bielak, 2024).

Their recommendations are frequently perceived as highly credible and personalised, establishing them as strategic partners for tourism boards and travel companies aiming to enhance destination visibility, engagement, and visitor arrivals (Gretzel, 2018).

Table 1: Impact of Influencers on Tourism Statistics:

Source	Statistic	Year	Comment
Travel Marketing Data	40% increase in bookings after influencer campaigns	2022	Influencers can meaningfully boost destination bookings
Instagram Analytics	60% of users discover new travel spots on Instagram	2023	Instagram is a major discovery platform for travelers
Influencer Impact Study	70% of tourists visited a place due to influencer recommendation	2022	High influence rate on actual travel decisions

Source: Compiled by the researcher based on data from Ahmed & Zhao (2025), Tussyadiah & Fesenmaier (2020), and Instagram Business Insights (2023).

Influencers play a vital role in modern tourism marketing by translating their recommendations into measurable traveler actions. Effective partnerships, supported by Return on Investment (ROI) metrics like bookings and engagement, are essential for maximizing mutual benefits for destinations and influencers *(Hudson & Hudson, 2022)*.

2.4 Social Media's Impact on Travel Intentions:

Travel intentions and behaviors are significantly shaped by social media, which also has an impact on how destinations are perceived. Social media has grown to be a potent tool for influencing traveler intentions and habits, frequently influencing how prospective tourists view particular locations.

Through images, videos, and firsthand accounts shared by other travelers, users can learn about new locations on platforms such as Instagram, Facebook, TikTok, and YouTube. Due to their allure, these narrative and visual depictions have the power to arouse intense feelings and inspire a desire to travel to particular places. The decision-making process is further influenced by the opportunity for travelers to share reviews, advice, and recommendations on social media (Tussyadiah & Fesenmaier, 2020).

Positive content can inspire aspiration and encourage people to include these places in their travel plans. Examples of this include eye-catching photos or positive reviews. The reputation of a place can be severely impacted by unfavorable social media reviews or unpleasant experiences that discourage prospective tourists. Additionally, by urging their followers to visit particular places or partake in particular travel experiences, social media influencers can directly influence travel trends thanks to their sizable and active followings. Therefore, social media plays a role in travel that goes beyond simply providing inspiration; it also shapes decisions in real time and changes the tourism industry as a whole (Pop & Alt 2022).

2.5 The Role of User-Generated Content vs. Influencer Content

Influencer content and user-generated content (UGC) both significantly impact destination perception and travel decisions, though they function differently. UGC, created by regular travelers sharing posts, images, and reviews, is often perceived as more authentic and trustworthy, thereby enhancing a destination's reputation (Lampeitl & Åberg, 2017). In contrast, influencer content consists of promotions by individuals with large followings who craft aspirational images of destinations through curated content and personal branding. Although influencer endorsements may be viewed as less genuine, they possess a broad reach capable of generating substantial interest (Tafesse & Wood, 2021). The relative influence of UGC and influencer content varies depending on the audience, content type, and platform, with both forms complementing each other to shape travel behavior and destination image (Macleod, 2013).

2.6 Challenges and Ethical Considerations in Influencer Marketing

Influencer marketing—defined as the strategic collaboration between brands and social-media opinion leaders—has become a central pillar of contemporary destination promotion, yet it raises ethical concerns surrounding authenticity, transparency, vulnerable-audience targeting, and deceptive practices (Eagle et al., 2020).

These concerns are particularly salient for heritage destinations such as Luxor, whose UNESCO World Heritage designation confers both a global spotlight and a heightened responsibility to preserve cultural integrity. Leveraging influencers to communicate Luxor's value proposition therefore demands rigorous ethical safeguards—clear disclosure of sponsored content, culturally sensitive storytelling, and respect for local communities—to maintain trust while amplifying reach. When ethically executed, influencer-generated content can complement Luxor's broader development agenda. Emerging digital tools—most notably augmented and virtual reality—enable immersive storytelling at archaeological sites, deepening visitor engagement and reinforcing Luxor's identity as a leading cultural destination. Concurrently, the city's rich historical tapestry creates scope for diversified tourism products, including adventure, eco- and wellness offerings, Nile-river leisure cruises, and gastronomy experiences such as cooking classes and food tours. Partnerships with responsible influencers can spotlight these initiatives, attract new market segments,

and align promotion with global demand for sustainable, experience-based travel (Komarac & Matečić, 2025).

A coherent strategy would integrate influencer marketing into Luxor's sustainable-tourism framework: encouraging content that highlights eco-friendly desert safaris, community-based crafts, inclusive infrastructure, and wellness retreats, while ensuring that promotional narratives remain authentic, transparent, and locally beneficial. Such an approach not only mitigates the ethical ambiguities identified in the literature but also positions Luxor to capitalize on opportunities in academic, cultural, and digital tourism. Ultimately, ethically grounded influencer collaborations—supported by robust regulatory guidelines and stakeholder coordination—can help Luxor broaden its appeal, distribute tourism benefits more equitably, and consolidate its standing as a premier, future-oriented world-heritage destination(Shen, Buffa, & Martini, 2020).

2.7 Luxor as a Tourist Destination

Luxor, situated in southern Egypt on the Nile's east bank, is famed for its ancient monuments, earning it the title of the world's greatest open-air museum (Ozuem & Willis, 2022). Key sites such as Luxor Temple, Karnak Temple, and the Valleys of the Kings and Queens attract millions of tourists each year, offering deep insights into ancient Egyptian civilization and showcasing remarkable architectural and artistic heritage(Arnold & Rose, 2022).

3 Research Methodology

This study employed a descriptive-analytical approach using a quantitative & qualitative research method, aiming to investigate the influence of social media influencers on tourists' destination choices, particularly with regard to Luxor. The methodology was guided by established literature (Creswell, 2014; Bryman, 2016), and data was collected through a structured online questionnaire, which served as the main instrument for primary data collection.

3.1 Data collection

3.1.2 Data Collection Procedures

The study targeted individuals who had previously visited Luxor. A structured online questionnaire was used as the primary instrument for data collection. The survey was distributed exclusively online between October and December 2024 via social media platforms, travel-related communities, and Luxor-focused interest groups. A total of 432 valid questionnaires were included in the final analysis. Link of questionnaire:

https://docs.google.com/forms/d/e/1FAIpQLSeNShZZR7_RxwDG5ZgnEVKLpK73N
7XkHLU7Rr9e6taZSiSE0w/viewform?fbclid=IwQ0xDSwL6ysxjbGNrAvrKuGV4dG

4DYWVtAjExAAEe8PpTC87w_HXGMbGaW2Q6ct4k82h0TC7aKIIKgaGU7Hhory2N9LbQXGAm9eo_aem_XvvI7cAdVwLwt1qG24FmmQ&sfnsn=scwspwa

3.1.3 Questionnaire Design

Questionnaire

The questionnaire is one of the methods used to collect data within the survey strategy As for (Zikmund et al., 2013) , which considers a questionnaire as a tool to collect and record information on a particular topic of interest most of which is a list of questions. The questionnaire, designed to gather quantitative data about influencers of social media on Luxor tourists, aimed to understand platforms usage, content interaction, and travel plans. Targeting both international and domestic travelers.

The questionnaire consists of Five parts:

Part 1: Demographic Data

The first part collected general information and personal data about tourists and visitors in Luxor, such as; gender, age, education and work.

Part 2: Importance of Social Media Influencers for Tourist Destinations

The survey in this part consists of five questions to evaluate the influence of social media influencers on travel decisions. It questions whether they significantly influence travel choices, trust their recommendations, enhance destination appeal, and how often they research destinations based on influencer content. The survey also explores user interaction with influencers' posts.

Part 3: Impact of Social Media Influencers on Destination Choice

This examines how social media influencers influence travel decisions. It consists of five questions: whether influencer posts have altered travel plans, the perceived value of information about Luxor, whether influencer-generated content motivates visits to new destinations, whether users feel a stronger connection to promoted destinations, and whether influencer-generated content makes Luxor more appealing.

Part 4: The Role of Social Media Influencers in Decision-Making:

This section examines the influence of social media influencers on travel decisions, focusing on their role in shaping trends, lifestyle portrayal, content influence, perceived authenticity, and helping discover hidden destinations. It includes five questions to assess the significance of influencer content.

Part 5: Intention to Travel:

This section explores the impact of social media influencers on travel intentions. It includes six questions to understand how influencer content influences travel planning and decision-making. The questions include whether a destination is more likely to be visited after seeing it promoted by a social media influencer, whether a travel wish list is created based on influencer recommendations, whether booking travel packages or experiences is more likely, and whether travel plans are discussed with friends based on influencer content

3.2 Sampling

A stratified random sampling technique was employed to ensure representation across age, gender, and nationality groups. This method helped capture diverse perspectives and improve the generalizability of the findings.

The sample size was determined using Cochran's formula (1977) for large populations to achieve a 95% confidence level with a 5% margin of error. The formula is as follows:

$$\frac{Z^2 \cdot p \cdot q}{e^2} = n_0$$

Z=1.96 for a 95% confidence level

p=0.5p = 0.5p=0.5 (maximum variability),

e=0.05e = 0.05e=0.05 (margin of error).

Substituting into the formula:

$$384.16 = \frac{(0.5 - 1) \cdot 0.5 \cdot (1.96)^2}{(0.05)^2} = n_0$$

Consequently, a minimum of 385 people was needed for the sample. Nevertheless, this study gathered 432 completed surveys, surpassing the minimal requirement and improving the data' statistical power and generalizability.

3.3 Data Validity and Reliability

3.3.1 Data Validity

A Bryman (2016) describes validity as the degree to which data collection methods and techniques accurately measure what they aim to measure. In this study,

validity was enhanced To validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study's constructs, the researcher distributed the questionnaire instrument to visitors in Luxor, whether foreigners or Egyptians. Moreover, the experts showed interest and interacted with the researcher concerning the questionnaire instrument, which adds to its validity.

3.3.2. Data Reliability

According to Creswell (2014), reliability refers to the stability, consistency, and repeatability of the data collection tool. "Reliability Analysis Statistics" was provided through SPSS, which allows the researcher to investigate the characteristics of the standards and their constituent elements. Cronbach's alpha equation was used to measure the stability of the questionnaire.

Table (2) Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha	Validity Coefficient*
Importance of Social Media Influencers for Tourist Destinations	**5**	**0.881**	**0.939**
Impact of Social Media Influencers on Destination Choice	**5**	**0.864**	**0.929**
Role of Social Media Influencers in Decision-Making	**5**	**0.879**	**0.937**
Intention to Travel	**6**	**0.895**	**0.946**
Total	**21**	0.916	0.957

Note: *Validity coefficient was calculated as the square root of the reliability coefficient ($\sqrt{\alpha}$).*

To assess the internal consistency and reliability of the study's constructs, Cronbach's alpha (α) was used. As shown in Table (2), the reliability coefficients of all scales ranged from 0.864 to 0.895. The total reliability score for the entire questionnaire was 0.916. These values exceed the commonly accepted threshold of 0.70 for social science research (Nunnally & Bernstein, 1994), indicating high internal consistency for all constructs. Moreover, the calculated validity coefficients ranged from 0.929 to 0.957, further confirming the adequacy of the scale for measuring the intended constructs.

3.3.3 Data Analysis

In this section, the researcher relied mainly on the descriptive analysis to get the means and the standard deviations for the study constructs along with their items. The items were measured using a Likert-type scale as follows

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Descriptive Statistics of Platform Preferences:

Frequencies and Percentage Statistics of Demographic Data:

Table (3): Simple Percentage Analysis of Demographic Profile

Demographic Factors	No. of respondents	% of respondents

Nationality	**Egyptian**	227	52.55%
	German	9	2.08%
	Italian	51	11.80%
	French	13	3.01%
	Chinese	2	0.46%
	Sudanese	123	28.47%
	Saudi	7	1.62%
Total		**432**	**100%**
Gender	**Male**	187	43.28%
	Female	245	56.71%
Total		**432**	**100%**
Age	**Less than 20**	78	18.06%
	21 :30	302	69.91%
	31 :40	42	9.72 %
	41 : 50	7	1.62%
	51 : 60	3	0.69%
	More than 60	0	0.00%
Total		**432**	**100%**
Education	**Secondary School**	23	5.32%
	High School	55	12.73%
	Bachelor	301	69.68%
	Postgraduate	39	9.03%
	Other	14	3.24%
Total		**432**	**100%**
Job	**Student**	117	27.08%
	Private job	239	55.32%
	Governmental	53	12.27%
	Self employed	23	5.32%
	Other	0	0.00%
Total		**432**	**100%**

The majority of respondents were Egyptian (52.55%), followed by Sudanese (28.47%) and Italians (11.80%), with most visitors aged 21–30 (69.91%) and holding a bachelor's degree (69.68%), indicating young, educated individuals are influenced by social media to visit Luxor. Females represented 56.71% of the sample, while males were 43.28%. Regarding employment, 55.32% work in the private sector, 12.27% in government jobs, and 5.32% are self-employed.

Table (4) Platform Preferences according to the respondents:

Platform	Number of Respondents	Percentage of Total Sample
Instagram	117	27.08%
Facebook	235	54.40%
TikTok	108	25.00%
YouTube	83	19.21%
Twitter	25	5.79%
Total	432	100%

According to the table No 4 shows the number of respondents and the percentage for each platform preference in relation to the total sample size, the analysis of platform preferences among tourists considering Luxor as a destination reveals key trends. Among the study sample, it is evident that the majority, 54.40% respondents, preferred Facebook as their primary platform for travel-related content, accounting 27.08% for of the sample. Instagram followed closely25.00% TikTok with respondents, representing showing that Facebook it is still a significant platform for travel-related posts and recommendations.

YouTube also played a major role, with 19.21% respondents stating that they turn to YouTube for travel vlogs and influencer recommendations when choosing destinations. In contrast, TikTok was favored 108 respondents, making up 25.00% of the study sample, indicating its rising popularity for quick, engaging travel videos and influencer content. Twitter, however, had the least number of followers in this study, with only 25 respondents 5.79%citing it as their preferred platform for travel content. These preferences highlight how different social media platforms influence tourists' decision-making processes, with Facebook and Instagram being the most influential platforms when it comes to travel destination choices like Luxor.

Table (5): Importance of Social Media Influencers for tourist destinations.

N o.	Statement	Strongly Disagree		Disag ree		Neutral		Agree		Strongly Agree		Mean	Standard Deviatio n	General Respons e	Ranking
		Q	%	Q	%	Q	%	Q	%	Q	%				
1	Social media influences significantly impact my travel destination choices.	4	0.9	24	5.5	108	25	228	52.7	68	15.7	3.77	0.813	Agree	1
2	I engage with travel-related content posted by influencers on social media by liking, commenting, and sharing	6	1.9	70	16.2	102	24	198	46	56	13	3.25	0.958	Agree	4
3	I often research	30	7	6	1	15	36	18	81	2	10.	3.32	1.016	Agree	3

No.	Statement	SD Q	SD %	D Q	D %	N Q	N %	A Q	A %	SA Q	SA %	Mean	Std. Dev.	General Response	Ranking
	destinations based on content shared by social media influencers.			8	6	4		8	.2	4	4				
4	I trust recommendations from social media influencers more than traditional advertising.	6	1.4	86	20	178	41.2	138	32	24	5.5	3.20	0.870	Neutral	5
5	The presence of social media influencers at a destination enhances its appeal to me.	12	3	60	14	154	36	188	44	18	4.2	3.53	0.865	Agree	2

The results show that the highest mean was recorded for the statement "Social media influencers significantly impact my travel destination choices" (M = 3.77), indicating strong agreement among respondents. In contrast, the lowest mean (M = 3.20) appeared in the statement related to trusting influencers more than traditional advertising, reflecting a neutral stance. These findings align with the theoretical framework, which highlights the influencers' role in shaping tourist behavior while emphasizing that trust and perceived authenticity remain critical factors in their effectiveness.

Table (6): Impact of Social Media Influencers on Destination Choice

No.	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Standard Deviation	General Response	Ranking
		Q	%	Q	%	Q	%	Q	%	Q	%				
1	Content created by influencers motivates me to visit new places, especially Luxor.	8	2	48	11.1	108	25	196	45.4	270	63	3.64	.948	Strongly Agree	1
2	Social media influencers provide valuable information about Luxor as a destination.	22	5.1	46	11	102	24	200	46.3	62	14.4	3.54	1.028	Agree	3
3	I find Luxor more appealing due to the	4	1	60	14	142	33	168	39	58	13.4	3.50	.924	Agree	4

No.	Statement	Strongly Disagree Q	%	Disagree Q	%	Neutral Q	%	Agree Q	%	Strongly Agree Q	%	Mean	Standard Deviation	General Response	Ranking
	way influencer-generated content showcases it.														
4	I feel more connected to destinations promoted by social media influencers.	2	.5	40	9.2	116	27	228	53	46	11	3.64	.811	Agree	2
5	I have altered my travel plans based on posts from social media influencers.	22	5.1	122	28.2	132	30.6	128	30	28	6.5	3.04	1.021	Neutral	5

The highest mean (M = 3.64) was recorded for the statement that influencer content motivates travel to places like Luxor, confirming their strong persuasive role. Similarly, feeling connected to destinations promoted by influencers ranked second. The lowest mean (M = 3.04) related to altering travel plans suggests that while influencers inspire interest, they do not always drive action. These findings align with Sokolova and Kefi (2020) but contrast with De Veirman et al. (2017), who emphasized influencers' role in influencing actual behavior.

Table (7): The Role of Social Media Influencers on Decision-Making - Destination Choices.

No.	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Standard Deviation	General Response	Ranking
		Q	%	Q	%	Q	%	Q	%	Q	%				
1	Influencers help me discover hidden gems within travel destinations.	4	1	12	3	72	17	256	59.2	88	20.3	3.95	.751	Agree	1
2	The authenticity of an influencer affects my perception of	6	1.4	38	9	98	23	220	51	70	16.2	3.72	.888	Agree	2

No.	Statement	SD Q	SD %	D Q	D %	N Q	N %	A Q	A %	SA Q	SA %	Mean	Standard Deviation	General Response	Ranking
	a destination.														
3	I consider the lifestyle portrayed by influencers when selecting a destination.	10	2.3	70	16.2	102	24	204	47.2	46	11	3.48	.963	Agree	4
4	Social media influencers play a crucial role in shaping travel trends.	6	1.3	48	11.1	114	26.3	226	52.3	38	9	3.56	.854	Agree	3
5	Influencer content is a significant factor in my selection of travel destinations.	8	1.9	80	19	172	40	148	34.2	24	5.5	3.23	.879	Neutral	5

The highest mean (M = 3.95) was for the statement that influencers help discover hidden gems, highlighting their role in enriching destination awareness. The authenticity of influencers also ranked high (M = 3.72), supporting prior research emphasizing trust as a key driver of influence (Sokolova & Kefi, 2020). In contrast, the lowest mean (M = 3.23) related to influencer content as a deciding factor in destination selection, suggesting limited direct influence on final decisions. These results align partially with De Veirman et al. (2017), who found that influencer impact varies depending on content credibility and audience engagement.

Table (8): Impact of Social Media Influencers on Intention to Travel

No.	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Standard Deviation	General Response	Ranking
		Q	%	Q	%	Q	%	Q	%	Q	%				
1	I discuss travel plans with friends based on influencer content that I have seen.	4	.9	64	15	110	25.5	196	45.3	58	13.4	3.56	932	Agree	4
2	I feel motivated to travel after engaging with influencer content.	2	.5	42	10	122	28.2	216	50	50	11.6	3.63	.830	Agree	1

No.	Statement										Mean	Std. Deviation		Ranking
3	I am more likely to visit a destination after seeing it promoted by a social media influencer.	6	1.4	38	9	116	27	226	52.3	46	11	3.62	.842	Agree	3
4	I plan to visit destinations that I discovered through social media influencers	0	0	40	9.2	126	29.2	222	51.4	44	10.9	3.63	.790	Agree	2
5	I often create a travel wish list based on influencer recommendations.	10	2.3	106	25	156	36.1	128	30	32	7.4	3.15	.954	Neutral	5

The highest mean (M = 3.63) appeared in two statements: feeling motivated to travel after engaging with influencer content, and planning to visit destinations discovered through influencers, indicating a strong connection between influencer exposure and travel intention. This supports the Theory of Planned Behavior (Ajzen, 1991), which links intention with motivational factors. The lowest mean (M = 3.15) was related to creating a travel wish list based on influencer recommendations, suggesting that while influencers inspire interest, this does not always translate into concrete planning. These findings align with Sokolova and Kefi (2020), who emphasize that emotional engagement may precede action, but does not guarantee it.

Table (9) Descriptive Statistics
Importance of Social Media Influencers for tourist destinations.

No.	Statement	Mean	Std. Deviation	Analysis N	Ranking
1	Social media influences significantly impact my travel destination choices.	3.77	.813	432	**1**
2	I trust recommendations from social media influencers more than traditional advertising.	3.20	.870	432	**5**
3	The presence of social media influencers at a destination enhances its appeal to me.	3.32	.865	432	**3**
4	I often research destinations based on content shared by social media influencers.	3.25	1.016	432	**4**
5	I engage with travel-related content posted by influencers on social media by liking, commenting, and sharing	3.53	.958	432	**2**

The table displays descriptive statistics regarding the significance of social media influencers in shaping traveler preferences. Although responses vary somewhat, the results indicate that influencers have a considerable impact on travel decisions, with participants generally agreeing on this point. The degree to which the presence of influencers at a destination increases its appeal varies, even though some people say they have greater faith in influencer recommendations than in traditional advertising. The data also shows that while some participants use influencer-shared content to research destinations, each person's level of engagement with this content varies. Overall, these results indicate that social media influencers have a significant impact on people's travel decisions, though the degree of this impact varies depending on the individual and the various factors examined.

Influencers on Travelers' Intention to Visit Luxor

Table (10): Linear Regression Summary Examining the Influence of Social Media

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	706[a]	.499	.498	2.37776	.499	428.454	1	430	.000

a. Predictors: (Constant), Influence of Social Media Influencers on Travel Decisions

b. Dependent Variable: Traveler's Intention to Visit Luxor

The linear model was utilized to analyze the influence of SMIs on travel intention (measured as the intention to visit Luxor). As shown in the model summary table, the results show that the independent and depend variable are strongly positive correlated (R=0.706). R Square: The R square value (0.499) depicts 49.9 % of variance intention to visit Luxor can be explained by the perceived impact of social media influencers. R Square Change after inclusion of the variable is 0.498 and controls for the number of predictors, indicating that the regression is stable. The standard error of the estimate is 2.37776 which means that the observed values deviate from the regression line on average 2.37776 units. 428 The F-statistic and significance level (Sig. F Change) of. 000, indicating that the model is significant at $p < 0.001$. This confirms that the independent variable (influence of social media influencers) makes a significant contribution to explaining the changes that occur in the dependent variable (intention to visit Luxor).

5- The results of this research:

This study aimed to assess the role of social media influencers in shaping tourists' decisions when selecting destinations, with a particular application to Luxor, Egypt, the results indicated that visually-oriented platforms such as Instagram, TikTok, and Facebook are the most effective mediums used by influencers to communicate travel experiences, especially among younger audiences. One of the key findings revealed that video-based storytelling and authentic cultural representation significantly enhance emotional engagement and the intention to visit Luxor. Furthermore, while influencers who adopt localized narratives build trust and positively influence tourist behavior, the study highlighted a noticeable

underrepresentation of Luxor in influencer marketing campaigns compared to other Egyptian destinations, suggesting a gap in strategic digital promotion. These findings contribute to a deeper understanding of how digital content—when emotionally resonant and culturally grounded—can motivate potential tourists. They also align with previous studies that emphasized the importance of emotional connectivity and parasocial interaction in shaping travel behavior (Hudson et al., 2015; Sokolova & Kefi, 2020). Similarly, the influence of visual and authentic content on youth travel decisions corresponds with the results of Djafarova and Rushworth (2017). However, this study adds a distinctive perspective by revealing a specific deficiency in the utilization of influencer strategies for Luxor, a point that was also underscored by Ragab (2022) in the context of Egyptian domestic tourism. In this sense, the current research not only supports existing literature but also addresses a gap in destination-specific promotional efforts. The insights drawn from this study may support tourism stakeholders, particularly in Upper Egypt, in developing more targeted and culturally sensitive influencer marketing strategies that reflect the unique identity and untapped potential of cities like Luxor.

6.Recommendations
6.1 Recommendations for the Ministry of Tourism and Antiquities:

1. Develop a national strategy formally integrating social media influencers into Egypt's tourism marketing framework.

2. Establish official partnerships with global social platforms to amplify cultural destinations (e.g., Luxor).

3. Launch international initiatives positioning Luxor as a heritage hub using curated influencer content.

4. Allocate dedicated funding for digital infrastructure and niche-targeted influencer campaigns.

5. Invest in data analytics tools to track campaign ROI and audience engagement metrics.

6.2 Recommendations for the Luxor Tourism Administration

1. Promote lesser-known attractions through targeted influencer collaborations.

2. Establish a dedicated influencer engagement unit for digital campaigns.

3. Launch seasonal influencer-driven campaigns tied to festivals/tourism peaks.

4. Implement quality control protocols aligning content with Luxor's brand identity.

6.3 Recommendations for Tourism Companies and Hotels in Luxor

1. Partner with influencers to co-design tailored travel packages.

2. Utilize influencer-generated content on digital platforms to boost trust.

3. Evaluate campaign performance through analytics and customer feedback.

4. Participate in joint campaigns with authorities for broader reach.

6.4 Recommendations for Social Media Influencers

1. Prioritize authenticity and cultural sensitivity in heritage representation.

2. Tailor content to diverse tourist demographics using AIDA model principles.

3. Engage followers to understand travel motivations (Social Influence Theory).

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دور مؤثرو وسائل التواصل الاجتماعي في اختيار الوجهه السياحيه بالتطبيق علي الاقصر

<u>المستخلص</u>

<u>الكلمات الدالة</u>

برز مؤثرو وسائل التواصل الاجتماعي (SMIs) كعوامل رئيسية في تشكيل تصورات السائحين والتأثير على قراراتهم بشأن اختيار الوجهات السياحية . ومع ذلك، لا يزال دورهم في الترويج للمدن الغنية بالتراث، مثل مدينة الأقصر، غير مدروس بشكل كافٍ .تسعى هذه الدراسة إلى معالجة هذه الفجوة من خلال اقتراح إطار منظم للتسويق الرقمي يعزز التعاون مع المؤثرين، مع التأكيد على تقديم تمثيل ثقافي أصيل .وقد تم تبني منهج كمي وصفي-تحليلي، باستخدام استبيان إلكتروني استكمله 432 سائحًا من داخل مصر وخارجها ممن سبق لهم زيارة الأقصر .تم تحليل البيانات باستخدام برنامج SPSS الإصدار (27)، وأظهرت نتائج تحليل الانحدار وجود علاقة ذات دلالة إحصائية بين المحتوى الذي يُنتجه المؤثرون ونوايا السفر لدى السائحين، لا سيما بين الفئات الأصغر سنًا وذات المستويات التعليمية المرتفعة .وتبرز النتائج إمكانات التعاون الموجه مع المؤثرين في تعزيز جاذبية الوجهة السياحية وزيادة تفاعل الزوار .وتوصي الدراسة بدمج مؤثرين مختارين بعناية ضمن حملات منسقة تبرز الهوية التاريخية لمدينة الأقصر، مدعومة بمؤشرات أداء قابلة للقياس .كما تدعو إلى الترويج للمواقع الأقل شهرة من خلال محتوى رقمي يتميز بالأصالة ويراعي الحساسية الثقافية .تسهم هذه الدراسة في إثراء أدبيات التسويق السياحي الرقمي، وتقدم رؤى تطبيقية للجهات المسؤولة عن إدارة الوجهات السياحية الساعية إلى تنشيط السياحة التراثية في مصر.

مؤثرو وسائل التواصل الاجتماعي، اختيار الوجهة، الأقصر، السفر.