



Analyzing electronic word-of-mouth in Egyptian Tourism Authority Account on social networks

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Keywords

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Abstract

Viral marketing expresses passing marketing messages through social networks and the use of the Internet as a common means of spreading information at high speed. Many authors consider viral marketing to be word-of-mouth enhanced by social networks; it is the electronic version of word-of-mouth advertising. On the other hand, the image expresses the impressions and opinions that tourists have about the tourist destination. It is formed by three different components: cognitive, affective and conative. This study attempts to evaluate the impact of viral marketing on the image of Egyptian tourist destinations on Egyptian Tourism Authority (ETA) accounts on social networks (Facebook and YouTube). This study used content analysis as a qualitative method, using a new checklist that included (3) main attributes composed of (13) sub attributes divided into positive and negative categories designed after reviewing earlier studies. Content Analysis was implemented to gather the primary data from the sample of study from April 1st to September 30th, 2021. After the data was collected, the total number of valid comments, which were collected from 390 posts on Facebook with 8707 comments, was 482. In addition, the total number of valid comments, which were collected from 28 videos on YouTube with 324 comments, was 219. The main result is that "viral marketing has a great impact on the image of Egyptian tourist destinations through social networks (Facebook and YouTube)". Results showed that Egypt has a high positive image rate with 96.7% of positive

comments versus 3.3% of negative comments on Facebook. Moreover, on YouTube, it has a high positive image rate, with 98.2% of positive comments versus 1.8% of negative comments. Finally, this study recommends that the Ministry of Tourism and the Egyptian Tourism Authority draw attention to internal tourism in Egypt and prepare a suitable and effective electronic marketing plan to target international tourists.

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1. Introduction

The concept of viral marketing is one of the new concepts in the field of online marketing research. Researchers define it as "Marketing phenomenon that encourages people to pass on advertising messages through social media networks to spread word of mouth" (Abul Naga, 2011, p.10). Hence, viral marketing is based on word of mouth and the use of the internet as a common tool for spreading information at a huge speed (Abul Naga, 2011).

The success of viral marketing campaigns depends on consumers' willingness to value the message that they receive and actively forward it to other consumers within their social networks (Pescher, Reichhart & Spann, 2014). Moreover Online social travel network sites change the way tourists plan their trips. It allows users to interact and provide reviews on hotels or on tourist attractions (Miguéns, Baggio & Costa, 2008). In order to effectively market tourist destinations, it is vital to be able to identify the image that tourists have of a destination (Kladou & Mavragani, 2015). A destination image is defined as an "individual's overall perception or the total set of impressions of a place" (Phelps, 1986 as cited by Martin & Rodriguez del Bosque, 2008, p. 264). It is defined as "Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination" (Chon, 1990, p.4).

This study aims to evaluate the impact of viral marketing on the image of Egyptian tourist destinations on ETA accounts on social networks. This aim will be verified by achieving the following objectives:

- 1- Determining the online image of the Egyptian tourist destinations that tourists have on ETA accounts on social networks.
- 2- Identifying the positive and negative impact of viral marketing through ETA accounts on social networks (Facebook and YouTube) on the image of Egyptian tourist destinations.

2. Literature Review

Online marketing has become an important business strategy for tourist companies in the era of information technology. It was declared that in order to be innovative in the competitive environment, tourist companies should establish an online marketing strategy and remain an attractive information source for visitors. Furthermore, it has been demonstrated that destinations must be proactive in their online marketing strategy (Nguyen & Wang, 2011).

2.1 Viral Marketing

Viral marketing is "a promotion method in which the message is passed on from one person to another without a direct intervention from the promoter" (Grosbeck, 2007, p.41). In the 21st century, viral marketing is the key to marketing success. It has become one of the most significant marketing trends of recent years, and advertising is one of the most important tools in viral marketing (Petrescu, 2014). It typically starts with the marketer creating some form of electronic content such as a video. After the URL (uniform resource locator or web address) for the electronic content is made available to internet users and they view it, they will decide whether they want to pass the URL along to their friends. If the URL gets forwarded by the internet users who receive it and keep passing the URL along, the electronic content has the potential to reach a large group of internet users at an exponential rate (Watts & Peretti, 2007 as cited by Ho & Dempsey, 2010).

A 1989 PC User magazine article about the adoption of Macintosh SEs versus Compaqs was the first use of the term 'viral marketing', before the term cropped up for a second time in a 1996 Fast Company article by Harvard Business School professor Jeffrey Rayport. A new noted use of the term was made by Steve Jurveston and Tim Draper in 1997 who invested in Hotmail (Kirby & Marsden, 2006) and used the term "viral marketing" as "network-enhanced word of mouth" moreover, as an effective method in reaching a great number of persons quickly like a natural virus or a computer virus, describing the free email service marketing plan the most successful example of viral marketing (Woerndl, 2008; Xavier & Summer, 2009; Sormunen, 2009; Palka, Pousttchi & Wiedemann, 2009; Eckler & Rodgers, 2010 as cited by Ghane et al. 2014).

2.2 Electronic Word of Mouth (EWOM)

Electronic word of mouth has been defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a great number of people and institutions via the Internet" (Jalilvand, Samiei, Dini, & Manzari, 2012 & Llamero, 2014). Some researchers view viral marketing as word-of-mouth advertising in which consumers tell others about a service or product, but other researchers argue that viral marketing differs from word-of-mouth in that the value of viral marketing is related to the number of other users it attracts (Phelps, et al., 2004). The difference between viral marketing and word of mouth (WOM) is one of effect and cause. Viral marketing builds awareness and buzz, so it's the cause. Positive WOM or EWOM, which theoretically leads to trial and acquisition, is the effect (Ferguson, 2008). Consequently, viral marketing is an advertising strategy that takes advantage of the effect of "word-of-mouth" among the relationships of individuals to promote a product (Long & Wong, 2014).

Viral marketing and electronic word of mouth are two closely related concepts. Viral marketing is relevant to EWOM in which marketers intend to spread their messages (e.g., through sharing them on their profiles on Facebook) as personal communications rather than mass communications (Ho & Dempsey, 2010). In a viral marketing campaign, the organization forms an online marketing message and encourages customers to forward this message to their social network members, and these members forward the message to their members, and so on (Van der Lans et al., 2010).

2.3 "THIS IS EGYPT" Viral Marketing Campaign

"Egypt is back" That was the message from the Egyptian Tourism Authority (ETA) for more than ten years as the country launched its first global campaign. With the strapline "This is Egypt", the campaign is backed by an ambition to increase tourist numbers (Think marketing, 2015c). The ministry's aim from the campaign is to attract more than 25 billion tourists by 2020 and to double the tourism revenue from \$12 billion to \$25 billion within the next six years (Sabry, 2016). The ministry launched that new social media campaign, calling upon Egyptian youth to promote the country's hard-hit industry just one month after the November crash of a Russian aircraft over Sinai, which killed all 224 passengers on board. The purpose of the campaign is that Egyptian youth capture and upload the country's best photos on social media under the Hashtag #ThisIsEgypt to show the world how beautiful the country is (Digital Boom, 2015).

After that, Hollywood star, Morgan Freeman, has launched #ThisIsEgypt Hashtag to promote tourism at The Great Pyramids area, while shooting documentary

movie "The Story of God". Morgan stressed that he felt welcomed in Egypt, expressing his happiness over his visit to Egypt. (Think marketing, 2015a). After Morgan Freeman visited Egypt, The world renowned Greek-American musician Yiannis Chryssomallis, popularly known as Yanni, has announced, on September 5, 2015, on his official Facebook and Twitter accounts that he, for the first time ever on October 30, 2015, will be performing along with his phenomenal orchestra in Egypt by the Giza Pyramids. When Yanni arrived in Egypt, he published videos by the River Nile and showed his excitement about performing at the Pyramids. "I am here to celebrate Egypt and the Egyptians. I want to send a message to the whole world who are Egyptians, the passionate and friendly people." That was what Yanni started his press conference in Egypt with. During the conference, Yanni revealed his intent to present a new musical composition, called "In Celebration of Egypt" and created exclusively for Egypt (Think marketing, 2015b).

#ThisIsEgypt social media campaign aims to use Social Media in order to reveal true face of Egypt from inside (Think marketing, 2015b). Social networks, such as (Facebook) are especially efficient for viral marketing campaigns because they allow the distribution of commercial messages with viral potential. They are also useful for marketers in targeting specific influential members of the network (Petrescu, 2014).

2.4 Facebook

Facebook Founded in 2004, Mark Zuckerberg founded it with his college roommates and fellow computer science students. The website was at first limited to certain universities, but in September 2006, Facebook opened registration to non-college-based users (Bloem, 2012). Facebook's mission was to give people the power to share and make the world more open and connected. Individuals use Facebook to stay connected with friends and family, receive and send news and updates, as well as share opinions and experiences (Petrescu, 2014). Facebook permits businesses to create public profiles that have the same features of a user's profile. Users are able to connect with a page and become fans. Zarrella (2009) argued that nearly every company engaged in social media marketing should have a Facebook page; that can serve as a place for the integration of other parts of a campaign. The last statistics on June 30, 2021 showed that the number of monthly active users was 2.85 billion and the number of daily active users was 1.88 billion (Omnicores, 2021).

2.5 YouTube

In 2005, YouTube was created by Steve Chen, Chad Hurley and Jawed Karim (former PayPal employees). It's considered the 3rd most common website worldwide. As far as social networks go, it is ranked number two (Stout, 2019). YouTube was bought by Google in 2006 for \$1.65 billion (Omnicores, 2021). YouTube is arguable the biggest online video platform worldwide, featuring a wide variety of user-generated and corporate media content that includes music videos, TV clips, as well as other video clips such as Let's Play gaming videos, short original videos, video blogs, instructional videos on everything from language learning to stain removal, as well as videos with educational content. The vast majority of YouTube content is free to view, although it sometimes underlies regional restrictions for reasons such as copyright (Statista, 2019). YouTube is the largest user-driven video content provider in the world, and therefore, it has become a main platform for spreading multimedia information (Wattenhofer, M., Wattenhofer, R., & Zhu, 2012). According to the last update of the YouTube statistics on June 30, 2021, YouTube has over 2 billion

monthly logged-in users; the total number of daily active YouTube users is 122 million; the average time spent daily on YouTube is 18 minutes; and the total daily hours of video watched on YouTube is 1 billion hours (Omnicores, 2021 & YouTube official blog, 2021).

2.6 Destination Image

Image plays an important role for destination marketers in differentiating their destinations in this highly competitive market (Molina, Gómez & Martín - Consuegra, 2010). Studies of destination images can be traced back to the 1970s, when Hunt's (1975) influential work examined the role of image in tourism development (Jalil, 2010). The image concept has generally been considered as an attitudinal construct consisting of an individual's beliefs, feelings, and impressions about a destination (Baloglu & McCleary, 1999). Destination image is defined as "a compilation of beliefs and impressions based on information processing from various sources over time that results in a mental representation of the attributes and benefits sought of a destination" (Zhang, Fu, Cai & Lu, 2014, P. 215).

2.6.1 Components of Destination Image

Images are formed by three different but interrelated components: cognitive, affective and conative. (Gartner, 1993; Gallarza, Saura and Garc'a, 2002; White, 2004; Jalil, 2010 & Afshardoost & Eshaghi, 2020).

Cognitive Component: refers to beliefs and knowledge about an object (Baloglu & McCleary, 1999; White, 2004). The cognitive component is connected to awareness and refers to what people know or may think they know about a destination (Kladoua, Mavragani, 2015). What makes the cognitive component extremely important is the fact that studies have shown that beliefs towards one country directly influence consumers' behavior and their beliefs about that country's products and services (Maher & Carter, 2011 as cited by Kuric, 2016).

Affective Component: refers to feelings or emotions about an object (Baloglu & McCleary, 1999; White, 2004). The affective component of the image is related to the motives one has for destination selection. Motives determine what we wish to obtain from the object being considered, thus affecting object valuation (Boulding, 1956 as cited in Gartner, 1993). According to Martín and Rodríguez Del Bosque (2008), as cited in Zhou (2014), the affective dimension (feelings) is related to the emotions the destination evokes in an individual. It is characterized by the affective impressions or feelings that an individual possesses of a particular destination (Kaur, Chauhan & Medury, 2016).

Conative Component: it is the action step and refers to how people act on the information (Kladou & Mavragani, 2015). It represents a behavioral component implying future action and intention (e.g., intention to visit the destination and positive WOM comments) (Kim et al. 2017). It is an equivalent to behavior because it is the action component. Based on research done so far, the conative image component is defined as "visit intention and incorporates the probability of potential tourists to visit or revisit the destination in the future that emerges from cognitive and affective images" (Marchiori & Onder, 2015 as cited by Kuric, 2016, P.8).

2.6.2 Levels of Image

A destination image is formed by processing information from various sources over time (Assael, 1984 as cited by Martín & Rodríguez del Bosque, 2008). Gunn

(1988a; 1988b), as cited in Jalil (2010), demonstrated that images are conceived at a number of levels, namely, organic, induced and modified-induced or complex.

Organic Image is the result of informal information obtained about a specific destination. This knowledge is gained by talking to people in the surrounding environment, such as relatives and family, as well as the memories created by tourist booklets and media publications (Schwaighofer, 2014). It relies on noncommercial sources of information and represents "the totality of what a person already knows or perceives about that destination", and it has accumulated over time from newspapers, radio and TV news, documentaries, periodicals, dramas, novels, and non-fictional books and classes on geography and history (Robert1 et al. 2009). Organic images are those images considered non-prejudiced, such as: books, school, TV documentaries, friends and family experiences (Olimpia, 2008).

Induced Image, on the other hand, is an image derived from commercial tourism information. Its formation is a result of exposure to information from commercial sources such as travel agents, brochures, and advertising, all of which attempt to build on or modify customers' organic images for a favorable evaluation in a purchase context (Robert1 et al. 2009). The induced images are those coming from the destination itself and are the results of the marketing policy, promotion materials (Olimpia, 2008), tourist brochures issued by the destination's public authorities, tour operator brochures, mass-media advertising campaigns, travel agency staff, and the Internet (Beerli & Marti´n, 2004).

Complex or Modified-Induced Image constitute the final phase of the process and incorporate experiences at the destination. Upon visiting the selected destinations, a tourist will develop a more complex image resulting from actual contact with the area (Fakeye & Crompton, 1991). A complex image results from the interaction of the actual experience of visiting the destination with previously held images (Hankinson, 2004).

3. Research Methodology

Research methodology is defined by Leedy & Ormrod (2001, p.14) as "the general approach the researcher takes in carrying out the research project". The main aim of this study is to assess the Impact of viral marketing on the Image of Egyptian tourist destinations on ETA accounts in social networks (Facebook and YouTube). It focuses on Facebook and YouTube because they are currently remain as two of the most dominant social media platforms worldwide. Moreover, this study aims to identify the positive and negative impact of viral marketing through social networks (Facebook and YouTube) on the image of the Egyptian tourist destination and determine the online image of the Egyptian tourist destination that tourists have.

Destination image is a complex concept to be measured, for that reason and as the nature of the study required, this study applied descriptive methodology which used content analysis using a new checklist that included (3) main attributes composed of (13) sub attributes divided into positive and negative categories. These attributes were selected after reviewing several studies of image attributes (e.g Echtner & Ritchie, 1991, Sonmez & Sirakaya, 2002, Beerli & Marti´n, 2004 and Chi & Qu, 2008). Chi & Qu (2008) proposed a list of attributes as a tool of their tourist destination study using content analysis method. Moreover, the current research developed a new checklist after adopting some changes on the attributes model of Chi & Qu (2008).

Checklist of the image's attributes

Attributes	Sub Attributes
Content	Variable posts
Reactions (Viral Marketing Rating)	Comments
	Likes
	Dislikes
	Sharing
	Videos views
Tourism Destination Posts content	Historic attractions
	Exhibitions / Events / Festivals
	Entertainment / Outdoor activities
	Food and Drinks
	Natural attractions
	Pleasant weather
	General information about destination
3 attributes	13 sub attributes

Jenkins (1999), O’Leary & Deegan (2005) and Zins & Lin (2016) indicated that the content analysis technique can analyze written and photographic information. In addition, content analysis can provide a great deal of information about the image projected of tourist destinations. Furthermore, Albers & James (1988), Pritchard (2001), Seguí-Llinás & Capellà-Cervera (2006), Jalil (2010), Laba (2018) and Kuhzady, S. & Ghasemi, V. (2019) used this technique to measure destination images.

The study assesses the impact of viral marketing on the image of the Egyptian tourist destinations through content analysis for ETA accounts in social networks (Facebook and YouTube), during the tourist season from (November 2017 to February 2018, November 2018 to February 2019, November 2019 to February 2020 and November 2020 to February 2021). Data analysis included two steps as follows:

- **First step:** analyzing posts and videos by counting the number of comments, likes, dislikes, shares, and views.
- **Second step:** analyzing comments by counting the number of negative and positive comments as well as the gender, age, and nationality of those who reacted to and commented on the posts or videos.

Data collection process illustrated in table 1 below resulted in a total of 8707 comments out of 390 collected posts on the ETA official page on Facebook. The collected reviews were saved in total (128) posts in 2017-2018 containing (1969) comments, (4) posts in 2018-2019 containing (17) comments, (130) posts in 2019-2020 containing (619) comments, and (128) posts in 2020-2021 containing (6102) comments. Data collection process resulted in a total of 324 comments on 28 videos downloaded from the ETA official channel on YouTube. The collected reviews were saved in totally (5) videos in 2017-2018 containing (46) comments, furthermore (7) videos in 2018-2019 containing (51) comments, (5) videos in 2019-2020 containing (77) comments, and (11) videos in 2020-2021 containing (150) comments.

Table 1: Research Data Collections of Facebook and YouTube

Years	Facebook		YouTube	
	Collected posts	Comments	Collected posts	Comments
2017-2018	128	1969	5	46
2018-2019	4	17	7	51
2019-2020	130	619	5	77
2020-2021	128	6102	11	150
Total	390	8707	28	324

4. Results and Discussion

This section aims to verify the study objectives. It includes four parts. The first part includes table number 2, which illustrates the demographic data analysis of ETA Facebook official page users. The second part includes table number 3, which illustrates the positive and negative impact of viral marketing on Facebook. The third part includes table number 4, which illustrates the positive and negative impact of viral marketing on YouTube. The fourth part includes table number 5, which illustrates the general positive and negative online image of Egypt on Facebook and YouTube.

Table 2 below illustrates demographic data analysis of ETA Facebook official page users (Gender - Country of Resident – Age) as follows:

Table 2: Demographic data analysis of ETA Facebook official page users

Year		2017-2018	2018-2019	2019-2020	2020-2021
Variable					
Gender	Male	24	-	41	166
	Female	29	2	38	128
	Total	53	2	79	348
Country of Resident	Egypt	37	2	63	323
	America	4	0	2	0
	Turkey	1	0	0	0
	Tunisia	1	0	1	0
	Poland	1	0	0	0
	France	1	0	0	0
	Palestine	1	0	0	0
	Pakistan	1	0	0	0
	Austria	0	0	1	0
	Russia	0	0	1	0
	Israel	0	0	2	0
	Mexico	0	0	1	0
	Oman	0	0	0	1
	Morocco	0	0	0	1
	Damascus	0	0	0	1
Unknown	6	0	8	22	

	Total	53	2	79	348
Age	15-25	6	0	3	1
	26-35	9	1	1	-
	36-45	1	0	0	-
	47-55	3	0	0	-
	n/a	34	1	75	347
	Total	53	2	79	348

According to the content analysis results collected from analyzing the comments on posts of the ETA Facebook official page in the years **(2017-2018; 2018-2019; 2019-2020; 2020-2021)** as shown in Table , demographic analysis can be discussed as follows:

- 1- Comments on page posts are mostly by the Egyptians. This draws attention to the internal tourism in Egypt. And Americans come in the third rank.
- 2- The gender factor percentage is more closely together.
- 3- There is high number of comments from people that the researcher couldn't identify their age.

Table 3 below illustrates the positive and negative impact of viral marketing on Facebook as follows:

Table 3: Positive and Negative Impact of Viral Marketing on Facebook

Years	Collected posts	Comments	Valid comments	Positive comments	Negative comments
2017-2018	128	1969	53	50	3
2018-2019	4	17	2	2	0
2019-2020	130	619	79	79	0
2020-2021	128	6102	348	335	13
Total	390	8707	482	466	16

Table 3 demonstrates the positive and negative impact of viral marketing on Facebook for years **(2017-2018; 2018-2019; 2019-2020 & 2020-2021)**. The result analysis for year **2017-2018** shows that reviews for viral marketing which were collected from 128 posts with 53 valid comments, which are related to the posts published and are not incomprehensible emojis, are 50 positive comments and 3 negative comments. In addition, the result analysis for year **2018-2019** shows that reviews for viral marketing which were collected from 4 posts with 2 valid comments are 2 positive comments and no negative comments. Moreover, the result analysis for year **2019-2020** shows that reviews for viral marketing which were collected from 130 posts with 79 valid comments are 79 positive comments no negative comments. On the other hand, the result analysis for year **2020-2021** shows that reviews for viral marketing which were collected from 128 posts with 348 valid comments are 335 positive comments and 13 negative comments. The **positive comments** were, for example, ("**magic and beauty in Egypt**", "**Egypt is our Lord's paradise on earth**") and the **negative comments** were, for example, ("**this hotel, despite its great location, has very poor service levels**").

Table 4 below illustrates the positive and negative impact of viral marketing on YouTube as follows:

Table 4: Positive and Negative Impact of Viral Marketing on YouTube

Years	Videos downloaded	Comments	Valid comments	Positive comments	Negative comments
2017-2018	5	46	17	15	2
2018-2019	7	51	30	29	1
2019-2020	5	77	22	22	0
2020-2021	11	150	150	149	1
Total	28	324	219	215	4

Table 4 demonstrates the positive and negative impact of viral marketing on YouTube for years (2017-2018; 2018-2019; 2019-2020 & 2020-2021). The result analysis for year 2017-2018 shows that Positive reviews for viral marketing which were collected from 5 videos with 17 valid comments are 15 positive comments and 2 negative comments. The result analysis for year 2018-2019 shows that positive reviews for viral marketing which were collected from 7 videos with 30 valid comments are 29 positive comments and only one negative comment. The result analysis for year 2019-2020 shows that positive reviews for viral marketing which were collected from 5 videos with 22 valid comments are 22 positive comments and no negative comments. The result analysis for year 2020-2021 shows that positive reviews for viral marketing which were collected from 11 videos with 150 valid comments are 149 positive comments and only one negative comment. The **positive comments** were, for example, (“I’m Egyptian and I’m so proud of my history and culture”, “Luxor, kind hearts, beautiful smiling faces, backing to the smell of original nature of Nile and land, in addition to the old remains of pharaohs”) and the **negative comments** were, for example, (“This is Egypt but the economics are bad”).

Table 5 below illustrates the general positive and negative online image of Egypt on Facebook and YouTube as follows:

Table 5: General Positive and Negative online Image of Egypt on Facebook and YouTube

Years	Positive comments		Negative comments	
	Facebook	YouTube	Facebook	YouTube
2017-2018	50	15	3	2
2018-2019	2	29	0	1
2019-2020	79	22	0	0
2020-2021	335	149	13	1
Total	466	215	16	4
Percentage	96.7%	98.2%	3.3%	1.8%

Table 5 shows the general positive and negative online image of Egypt on Facebook and YouTube. From ETA Facebook official page users' comments, the online image rate of the Egyptian tourist destinations that tourists have is positive with (96.7%) of positive comments versus (3.3%) of negative comments. Moreover, from ETA YouTube official channel users' comments, the online image rate of the

Egyptian tourist destinations that tourists have is positive with **(98.2%)** of positive comments versus **(1.8%)** of negative comments.

It's important to note here that after reviewing the results of this study applied on ETA official accounts on social media, it is found that **the main result** is that **"viral marketing has a great impact on the image of Egyptian tourist destinations through social networks (Facebook and YouTube)"**. Moreover, the previously mentioned results achieved the objectives of the study.

5. Conclusions

This study attempts to evaluate the impact of viral marketing on the image of Egyptian tourist destinations on ETA accounts on social networks (Facebook and YouTube). Viral marketing expresses passing marketing messages through social networks and the use of the Internet as a common means of spreading information at high speed. On the other hand, the image also expresses the impressions and opinions that tourists have about the tourist destination. It is formed by three different components: cognitive, affective and conative.

Moreover, this study used descriptive methodology to evaluate the impact of viral marketing on the image of Egyptian tourist destinations on ETA accounts on social networks (Facebook and YouTube). Content analysis was used as an unstructured technique. It focuses on the user's comments, including the textual comments and interprets the user's comments into codes linked to attributes. Therefore, a new checklist is developed includes (3) main attributes composed of (13) sub-attributes divided into positive and negative categories.

Furthermore, results revealed that comments on page posts are mostly by Egyptians; this showed that viral marketing through social networks (Facebook and YouTube) has a great impact on Egyptian tourists and internal tourism. Moreover, Egypt as a tourist destination has a highly online image rate on social media, with **(96.7%)** of positive comments versus **(3.3%)** of negative comments on Facebook. Moreover, on YouTube it has a high positive image rate with **(98.2%)** of positive comments versus **(1.8%)** of negative comments.

Finally, this study recommends that the Ministry of Tourism and the Egyptian Tourism Authority (ETA) draw attention to internal tourism in Egypt and prepare a suitable and effective electronic marketing plan to target international tourists. Furthermore, ETA must be up to date about what's written about Egypt on social networks, even if it's positive or negative, work on introducing a good presentation of Egyptian tourist destinations through social media.

6. Further Research Directions

It is recommended that future studies and research may focus on:

- 1- Implementing a study to evaluate the impact of viral marketing on the image of Egyptian tourist destinations on Twitter and Instagram.
- 2- Implementing a study on Egypt's online image as a tourist destination in social networks, in comparison to other tourist destinations around the world.
- 3- Implementing a study on internet-centric viral marketing campaigns and their impact on tourist destination image.

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تحليل الكلمة المنطوقة إلكترونياً عبر الصفحة الرسمية لهيئة التنشيط السياحي علي مواقع التواصل الاجتماعي

الملخص

يعبر التسويق الفيروسي عن تمرير الرسائل التسويقية من خلال شبكات التواصل الاجتماعي واستخدام الإنترنت باعتباره وسيلة شائعة لنقل المعلومات بسرعة فائقة، فيعتبره البعض أنه النسخة الإلكترونية من الكلمة المنطوقة. وعلي الجانب الآخر، تعبر الصورة الذهنية عن ما يكونه السائح من إنطباعات وأراء عن المقصد السياحي. فهي تتكون من ثلاثة مكونات مختلفة: المكون المعرفي أو الإدراكي، والمكون العاطفي أو الوجداني والمكون السلوكي. تهدف هذه الدراسة إلي تقييم أثر التسويق الفيروسي علي الصورة الذهنية للمقاصد السياحية المصرية عبر الصفحة الرسمية لهيئة التنشيط السياحي علي مواقع التواصل الاجتماعي (الفيس بوك واليوتيوب). وقد استخدمت تحليل المحتوى كأسلوب وصفي، باستخدام قائمة مصممة بعد مراجعة الدراسات السابقة مكونة من (3) سمات رئيسية و(13) سمة فرعية ومقسمة إلى فئات إيجابية وسلبية. تم تنفيذ تحليل المحتوى لجمع البيانات الأولية من عينة الدراسة من 1 أبريل إلى 30 سبتمبر 2021. كان عدد التعليقات الصالحة، والتي تم جمعها من 390 منشور على الفيس بوك به 8707 تعليقاً، هو (482). بينما كان عدد التعليقات الصالحة، التي تم جمعها من 28 مقطع فيديو على اليوتيوب به 324 تعليقاً، هو (219). أظهرت نتائج الدراسة أن "التسويق الفيروسي عبر مواقع التواصل الاجتماعي (الفيس بوك - اليوتيوب) له تأثير كبير على الصورة الذهنية للمقاصد السياحية المصرية " حيث أظهرت النتائج أن نسبة التعليقات الإيجابية على الفيس بوك عالية حيث بلغت 96.7% مقابل 3.3% من التعليقات السلبية. بينما على اليوتيوب، نسبة التعليقات الإيجابية 98.2% مقابل 1.8% من التعليقات السلبية. وفي الختام، أوصت الدراسة بضرورة قيام وزارة السياحة وهيئة التنشيط السياحي بلفت الانتباه إلى السياحة الداخلية في مصر وإعداد خطة تسويق إلكترونية مناسبة وفعالة لاستهداف السائحين الأجانب.

الكلمات الدالة: الكلمة المنطوقة الإلكترونية، الصورة الذهنية، مواقع التواصل الاجتماعي: الفيس بوك - اليوتيوب، التسويق الفيروسي.