



Mansoura University
Faculty of Tourism and Hotels

EVALUATING THE IMPACT OF TRAVEL INFLUENCERS
ON THE DECISION MAKING OF THE EGYPTIAN
FEMALE SOLO TRAVELERS

By

Dr. Nehal Mohamed Eltayeb

*Associate Professor, Cairo Higher
Institute for Tourism and Hotels*

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Abstract:

Nowadays, one of the most popular global travel trends is solo traveling. It is becoming a popular choice among female travelers. It accounts for a significant portion of the whole travel market and has shown tremendous expansions recently. Traveler Influencers are increasingly becoming an essential aspect for the decision making of female solo travelers; as these online travel influencers have gathered large numbers of followers including a huge number of female travelers. Travel influencers started to attract female travelers making them know more about destinations as they share real-time moments which could influence female solo travelers' travel decisions. For this purpose, the research has been conducted to identify this influence, explore the challenges that they could face while travelling alone, evaluate the impact when Egyptian female solo travelers view content from their travel influencers, identify their perspective of travel decisions based on influencers, and explore the Egyptian female solo travelers' characteristics. This study adopted a quantitative approach, based on questionnaires completed by 367 Egyptian solo women travelers whom have prior solo travel experience and whom follow travel influencers. The findings indicated that the travel content provided by travel influencers has a positive significant impact on solo travel female decision making. In addition, there is no correlation between the constraints that face Egyptian female solo travelers and their decision making based on influencers; moreover, there is a partly significant difference in Egyptian female solo

travelers' decision making based on their characteristics, furthermore there is a significant difference in Egyptian female solo traveler's decision making based on influencers, based upon demographic profile (age- marital status- annual income). Finally, the research concludes with some recommendations for travel agencies, and tourism providers to consider.

key words:

Solo Female Travelers, travel influencers, travel challenges and decision making

Objectives:

- 1- Identifying the characteristics of the Egyptian solo women travelers.
- 2- Exploring the Egyptian solo women travelers' decisions for travelling solo.
- 3- Identifying the different types of constraints that can have an impact on Egyptian female solo travelers and their decisions to travel
- 4- Measuring the impact of the content provided by travel influencers on the travel decision-making by Egyptian female solo travelers.

Introduction:

The first known female travelers were mostly pilgrims making their way to the Holy Land and Jerusalem. Since the end of the nineteenth century, a series of social and

political facts and changes have increased female participation in modern travel (Wilson and Harris, 2006). There has been a continuous increase in the number of women travelling alone as Women are increasingly choosing to travel alone these days (Wilson and Little, 2008). Solo travelers are classified based upon two factors; their travel status and their solo preference. There are two types of solo travelers, singles and single groups. A single (solo) is someone who lives and travels alone, whereas a single group is someone who lives alone but can travel in a group with others (Elgamiel ,2018). Nguyen (2016) identified that Many women are inspired to travel alone in the hopes of discovering and developing themselves. Nonetheless, they are hesitant to travel alone due to various constraints for being women. Many of the female solo travelers in previous studies said that they have faced many constraints during their traveling alone; for example, they experienced a sense of dread and visibility as a result of the masculine gaze (Berdychevsky et al.,2013). According to Cockburn-Wootten et al (2006), female tourists frequently view men as a suspicion and an emphasized danger.

McNair, 2021 stated that Influencer marketing is not a new concept and its theory is based on both word of mouth and social capital because both involve one person telling their opinion to another about a product or service. Due to the trust fostered in these communities, this information sharing has been effective in persuading consumers to try a new product or service. According to Swant 2016, consumers' trust in influencers is comparable to their trust in their friends. As a result, Woods (2016) explained that

influencers can play an important role in providing critical information to consumers on behalf of a company.

In the early 2010s, the rise of rich social media networks (those that incorporate photos and videos) such as Instagram, YouTube, and Snapchat fueled the growth of influencer marketing. These content-rich networks spawned a new breed of influencers, and suddenly the average consumer could be an influencer if they built a sizable following database. (Veirman et.al ,2019) and McNair,2021 Showed that the content quality positively sways a follower's intentions based on influencers' travel experiences. Therefore, The study tries to shed lights on Egyptian females solo travelers and evaluate the role influencers could play to drive Egyptian female solo travelers to take their travel decision and clarify the challenges that they could face during their travel.

Literature review:

Solo female Travelers:

Traveling has a long history, but women were not encouraged or accepted to travel alone. Women's motivations today have been inherited from many women throughout history. Beginning in the 18th century and continuing to the present (hamid ,et.al2021) The term "solo travelers" refers to people who travel alone to their destination (Yang and Tung 2018).

Solo travel has emerged as one of the most visible global travel trends. 72% of American women are taking solo

vacations (booking,2014). According to Chaudhri(2017)the term "female solo travel" has been searched for over 100 million times On Google and on Pinterest. A 35 percent increase in women pinning solo travel ideas has been recorded since the beginning of 2017, reflecting an increasing interest in women travelling alone over the past five years. Kow, 2018 explained that Google searches for solo women travel increased by 32% in 2017 and 59% in 2018. In 2019, the search increased by 23 percent. This increased search is significant for tour operators because it indicates a shift in interest in the travel industry. Many tourism studies claim that women are important key decision-makers for a family vacation, but their role is no longer limited to planning for others; they can now plan independently for themselves as well (hamid ,et.al2021).

Nguyen (2016) showed that more than 60% of female solo travelers took one to four solo trips per year. Furthermore, they described themselves as adventurers ("I value diversity in my travels). Henderson (2013) stated that When discussing female travel motivations, it is critical to consider the gender differences in leisure participation between men and women. Mehmetoglu, Dann, and Larsen (2001) investigated why do females travel alone? and several motivators were discovered, including ease, flexibility, freedom, exploration, lack of a travel companion, prestige, spontaneity, and solitude. According to McNamara and Prideaux (2010), solo female travelers are self-assured, daring, and courageous adventurers who are not loners. They choose to travel alone in search of

independence, personal fulfilment, adventure, individuality, and, occasionally, escape. Solo traveler world statistics (2021) clarified that **Women continue to travel solo more than men** as “47% of travelers with Overseas Adventure Travel are registered as ‘solo’. An astounding 85% of these solo travelers are women. The majority of female travelers, according to tour companies, travel alone. According to VBT Bicycling and Walking Vacations, 68 percent of their female travelers in 2016 travelled alone, while Country Walkers reports that 87 percent of its female participants were single ‘that’s about 3.3 single women for every male traveler’”(cntraveler,2017) International Women’s Travel Center (2017), found that as a female solo traveler, their doubts and fears, particularly the fear of harassment, as well as the fear of loneliness, are significant personal constraints. Concerns about safety and security are negative social barriers to female solo travel, but once overcome, it becomes a reward for the journey (Jordan and Gibson, 2005)

- Travel Influencers impact on tourist’s decision making:

Influencers are now being used as effective marketing tools to promote and shape a tourist destination's image (Kracht and Wang, 2009) . An influencer, according to Senft (2008), is a type of microcelebrity who gathers followers on blogs or other social media platforms through posts that take the form of textual and visual narratives from everyday life. Consumers are wary of purchasing goods and services,

but if it comes from a travel influencer, trust grows because people regard these sources of information as reliable(Karimov and Brengman , 2011). According to survey produced by Davydova (2012) showed that one of the preferred sources of information for travelers is Travel influencers ,also An overwhelming majority of respondents (183 out of 225) stated that they trust the majority of the information they read on travel blogs. Magno and Cassia (2018) showed that the power of travel influencers is partly determined by the quality of data generated by the influencers through their blogs, posts, or videos. Ki and Kim (2019) clarified that Influencer content has the potential to leave viewers with an unforgettable, beneficial, or otherwise lasting impression. In influencer marketing, the individual is expected to spread the word through their personal social-media channels. As a result, most influencer campaigns include a content component designed to shape a brand image and influence their followers' purchasing intentions. (Tapinfluence, 2016).

The results of Anuar et.al (2021) revealed that the linkage between trust of influencers and intention to visit the destinations among the followers was statistically significant and positive which means that the more followers trust influencers about the destinations they share, the more likely the followers are to visit the destinations. Ye et al., (2011) stated that Positive online feedback, comments, or reviews from social-media influencers can improve potential users' perceptions of travel products.jaya (2020) found that Influencers can have a significant and positive impact on purchase intent. Creating a positive

image and a high perceived value will boost tourist satisfaction. Return visits and word-of-mouth promotion by tourists will increase as a result. Leung, Law, e.al. (2013) investigated the use of social media by tourism and hospitality influencers and traveller bloggers. They discovered that consumers interact with traveller social media throughout the travel process, including during planning, consumption, and after the trip.

Hypothesis

- The travel content provided by travel influencers have a positive significant impact on female solo traveler decision making to travel.
- There is a positive significant correlation between the challenges that face Egyptian female solo travelers and their decision making to travel based on influencers.
- There is a significant difference in Egyptian female solo travelers' decision making to travel, based on their characteristics
- There is a significant difference in Egyptian female solo travelers decision making to travel, based on influencers among their demographic profile.

Methodology:

- The purpose of the field work is to measure the impact of travel influencers on the decision making by Egyptian female solo travelers, explore solo travel

females' exposure of challenges in their solo travel. Furthermore, the study tried to identify the Egyptian female solo travelers' profile. To achieve the aim of the research, A quantitative approach was employed in this research based on a questionnaire and directed to a sample of Egyptian solo female travelers.

a) Designing the questionnaire:

To achieve the aim of the research, a questionnaire form was designed and handed to Egyptian female solo travelers who had solo travel experience. The questionnaire was divided into five parts; The first part was about socio-demographic profile of the respondents which was composed of five questions including; age, occupation, marital status, educational level, and income. The second part was concerned with the characteristics of female solo travelers, this part consisted of 12 statements. The third part consisted of the travel challenges that female travelers could face during their visit to a tourist destination, and the fourth part was about the content provided by travel influencer. The last part was about female solo traveler's decision making to travel based on influencers. This questionnaire was obtained from McNair (2021), Anuar, et.al (2021),and Solo Female Travel Trends and Statistics(2021)

b) The sample of the research and collecting data:

- A total of 464 questionnaires copies were carried out with Egyptian solo women travelers who had solo travel experience. This questionnaire was distributed using two ways, hard forms handed to Egyptian solo

female travelers, and online questionnaire on google form which were sent online through social media. The total research sample was 367 valid questionnaires for analysis (representing 79 % response rate). 42 questionnaires were rejected because the respondents had never travelled as solo traveler before. These questionnaire forms were distributed from October 2021 to April 2022.

- The questionnaire was analyzed by SPSS version 18 by calculating frequencies, percentage, means and standard deviation, and correlation .

Validity and reliability

Table 1

- Reliability and validity

Dimensions	N	Validity	reliability
COMMON CHALLENGES	12	0.4251	0.811
content provided by travel influencers	10	0.3992	0.831
decision making influenced by influencers	10	0.4089	0. 829

- After the questionnaire has been conducted, the reliability was checked using the Cronbach coefficient alpha, and the results of the reliability are shown in table 1. As the table shows Cronbach's alpha varies between 0.811-0.831 which is regarded as accepted reliability., a Cronbach's alpha of .70 to less than .90 indicates high reliability (Fornell and Larcker, 1981). The validity of the coefficient value

above 0.39 is very beneficial. Thus, the questionnaire items were considered reliable and valid.

Results and discussion:

Table 2
Respondents' demographic profile

Age	Frequency	Percent	Valid Percent
18-23	91	24.5	24.8
24-39	153	41.1	41.7
40-55	68	18.3	18.5
56-74	55	14.8	15
Total	367	100	100
Marital Status	Frequency	Percent	Valid Percent
Single	120	32.3	32.7
Married/Domestic partnership	36	9.7	9.8
Divorced	91	24.5	24.8
Widow	52	14	14.2
Separated	68	18.3	18.5
Total	367	100	100
Highest education level	Frequency	Percent	Valid Percent
Less than a high school diploma	35	9.4	9.5
High school degree or equivalent	52	14	14.2
Bachelor's degree	231	62.1	62.9
Advanced degree (e.g. MS, PhD, MD)	49	13.2	13.4

Total	367	100	100
Employment status			Valid
	Frequency	Percent	Percent
Employed full-time	126	33.9	34.3
Employed part-time	35	9.4	9.5
Self-employed	88	23.7	24
Unemployed	20	5.4	5.4
A homemaker	25	6.7	6.8
A student	52	14.	14.2
Retired	21.	5.6	5.7
Total	367	100	100
Annual income			Valid
	Frequency	Percent	Percent
2,500-5000	109	29.3	29.7
5000-10,000	116	31.2	31.6
10,000-15,000	78	21	21.3
Over 15,000	64	17.2	17.4
Total	367	100	100

- The results of table No. (2) revealed that; the majority of the respondent were among the age category of 24-39, with a percentage of (41.1). In terms of "**marital status**" the first category was single with a percentage of (32.3), while the second category was Divorced with a percentage of (24.5). furthermore, in the highest **education level** more than half of the respondents were in the category of Bachelor's degree holders with a percentage (62.1). Followed by High school degree or equivalent."**Employment status** " included (7) categories; The first category was full-time employment, the second category was Self-employment, and the third category was students. Moreover, the majority

of the Annual **income**" of the respondents was between 5000-10,000. The second category was between 2,500-5000. and the third category was between 10,000-15,000 .These findings is in line with what was presented previously in Elgamiel (2018) which indicated that Egyptian female solo travelers are young, single , well-educated and earn good salaries .

The characteristics of the study sample:

Why do you travel solo?	Frequency	Percent	Valid Percent
flexibility to do what I want	88	23.9	24.2
get away from routine and responsibility	126	34.3	34.7
Relax and self-care	28	7.6	7.9
no travel companion	102	27.7	27.9
heal from trauma	23	6.2	6.4
Total	367	100	100
Do you prefer to travel as	Frequency	Percent	Valid Percent
Single solo traveller	218	59.4	59.7
Single group	149	40.6	40.3
Total	367	100	100
Do you prefer to travel solo?	Frequency	Percent	Valid Percent
Inside Egypt	159	43.3	43.5
Outside Egypt	208	56.7	56.5
Total	367	100	100
Do you prefer to plan your own trip?	Frequency	Percent	Valid Percent
By myself	219	59.6	59.8

By the assistance of travel agencies	148	41.4	41.2
Total	367	100	100
Types of Egyptian female solo travelers	Frequency	Percent	Valid Percent
Adventurer I value diversity in my travels. I am motivated to seek new experiences. I am constantly seeking new activities, cultures, and people	114	31.00	31.2
Worrier I find travel stressful and have to overcome a considerable amount of anxiety before I can enjoy your trips.	23	6.2	6.3
Dreamer I read and talk a lot about traveling, but my travels are simple and relaxation oriented.	108	29.4	29.5
Economizer I travel primarily because i need a break. I am looking essentially for value.	64	17.4	17.3
Indulger I like to be pampered while traveling. I am willing to pay more for better service.	58	15.8	15.7
Total	367	100	100

How many solo trips do you take per year	Frequency	Percent	Valid Percent
1 trip	178	48.5	48.7
2-4 trips	86	23.4	23.5
5-7 trips	19	5.1	5.2
8-10 trips	11	2.9	2.9
Over 10 trips	29	7.9	7.7
I don't solo travel every year	44	11.9	11.8
Total	367	100	100
What is the length of your typical solo trip?	Frequency	Percent	Valid Percent
Less than 1 week	65	17.7	17.8
1-2 weeks	105	27.9	27.8
2-4 weeks	98	26.7	26.9
1-2 months	38	10.3	10.1
2-4 months	35	9.5	9.5
More than 5 months	26	7.00	7.1
Total	367	100	100
Where do you prefer to stay when traveling solo?	Frequency	Percent	Valid Percent
B&B	68	18.5	18.6
Local /Indep Hotel	118	32.1	32.1
hostels	98	26.7	26.9
International Hotel Chains	28	7.6	7.9
Couchsurfing	27	7.3	7.3
Villas	28	7.6	7.7
Total	367	100	100
How important are these elements when choosing a destination?	Frequency	Percent	Valid Percent

availability of adventures activity	79	21.5	21.5
how developed the tourism infrastructure is	25	6.8	6.8
how undiscovered the destination is	48	13.00	13.1
speaking the language of the destination	42	11.4	11.1
how popular the destination is	89	24.2	24.2
shopping at the destination	56	15.2	15.2
Closeness of home	28	7.6	7.9
Total	367	100	100
Do you usually travel on			Valid
	Frequency	Percent	Percent
International airlines	205	55.8	55.8
National airlines	162	44.2	44.2
Total	367	100	100
Which activity interest you when travelling solo			Valid
	Frequency	Percent	Percent
culture sightseeing	67	18.2	18.2
nature and wildlife	32	8.7	8.7
cultural immersion/ interaction with the locals	42	11.4	11.4
going to the beach	94	25.6	25.6
Adventures activities	71	19.3	19.3
culinary activities	9	2.4	2.4
wellness (spa treatment, yoga, meditation, learning a skill , spirits, etc...	31	8.4	8.4
Nigh life	21	5.7	5.7

Total	367	100	100
How much do you trust recommendations?	Frequency	Percent	Valid Percent
friends and family	98	26.7	26.7
solo female travel	48		
Facebook group		13.00	13.1
online review sites	33	8.9	8.8
travel agent advisors	43	11.7	11.7
travel influencers	88	23.9	23.9
online advertising	31	8.4	8.4
tv ads	26	7.0	7.0
Total	367	100	100

The results of Table No. (3) pointed out that there is a large difference between the answers of the study sample, Where the characteristics of the sample were extracted by answering (12) questions, 34.4% of the respondents preferred to travel solo in order to get away from routine and responsibilities; whereas the second rank was women with no travel companions with 27.7%. 59.4% of solo female travelers prefer to travel as single solo traveler, and 40.6% prefer single groups. These results are aligned with what was presented previously in elgamiel (2018) which showed that the majority of the sample (51.7%) preferred to travel as single solo travelers, while (48.3%) preferred to travel as a single group. Egyptian solo female travelers preferred to travel solo domestically (56.7) %, and 43.3% preferred to travel solo internationally. 59.6% preferred to plan their own trips rather using the assistance of travel agencies. 31% of Egyptian female travelers are adventurers, whereas 29.4% are dreamers. 48.5% travel 1

trip per year and 23.4% travel 2-4 trips per year. 27.9% came first in terms of repetition that their length of stay was from 1-2 weeks , followed by 27.9% stated that it was from 2-4 weeks. Egyptian solo travelers prefer to stay in local / independent hotels. This finding matches with the study of Marzuki et al.,(2012) which indicates that hotels are the most favorable means of accommodation for solo women travelers. The most important attraction for Egyptian solo travelers for choosing a destination is popularity of the destination, availability of adventurous activities, and shopping at the destination. More than half of Egyptian female travelers prefer to fly on international airlines (55%). The most interesting activities for them are going to the beach, adventurous activities, and interaction with locals. Egyptian female trust recommendation from their friends and relatives (26.7%), travel influencers as the second rank (23.9%), travel agents' advisors with only (11.7%). From the previous results, it is clear that there is a large variation in the characteristics of the study sample

Table 4: Common Challenges Women Face As Solo Travelers

Common Challenges Women Face As Solo Travelers	SD		D		AV		A		SA		Mean		Std. Dev
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
1- The local attitudes were unfavorable to me	81	21.8	164	44.1	47	12.6	12	3.2	10	2.7	37	9.9	1.22
2- I received unwanted local attention	36	9.7	153	41.1	120	32.3	32	8.6	59	15.9	36	9.7	1.06
3-I felt I was being Watched	64	17.2	82	22	84	22.6	22	5.8	7	1.8	35	9.4	1.25
4-I felt fearful	135	36.3	112	30.1	26	7	68	18.3	8	2.1	8	2.2	1.23
5-I felt unsafe	116	31.2	105	28.2	82	22	28	7.5	7	1.8	36	9.7	1.26
6-I felt lonely	44	11.8	51	13.7	22	5.9	107	28.8	28	7.5	143	38.4	1.49
7-lack local language(s)	32	8.6	39	10.5	54	14.5	167	44.5	44	11.9	75	20.2	1.18

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8-lack geographical understanding	32	8.6	35	94	79	212	177	476	44	118	345	1.09
9-lack cultural Understanding	39	10.5	45	121	64	172	135	363	84	266	349	1.26
10-I could not travel to certain places in some countries as it is not safe for female	39	10.5	88	237	65	175	121	325	54	145	317	1.24
11-I could not travel at certain times of the day	67	18	58	156	40	108	133	358	69	185	322	1.40
12-Financial limitation	35	9.4	79	212	52	142	134	366	69	185	322	1.26

Decision *SD=strongly disagree,D=disagree, AV=Average, A=agree,SA=Strongly Agree,

As shown in table (4) that the first challenge the solo travelers face “I felt lonely” ranked with a mean of (3.69). "lack local language(s)” has been ranked as the second challenge of female solo travelers with a mean of 3.58. the

third challenge is the “lack cultural Understanding with mean value 3.49. followed by statement number (8) in the forth “lack geographical understanding” with mean value (3.45) with a standard deviation of (1.09). the statement number (12) Financial limitation has been given the fifth rank with mean of (3.32), while statement number (7) “I could not travel at certain times of the day” has been given with six rank with a mean of (3.22) and came in the seventh rank the phrase “ I could not travel to certain places in some countries as it is not safe for female with mean amounted (3.17) the eighth rank was given to “I felt I was being Watched “with a mean of (2.90) and the ninth rank in statement number (2) “I received unwanted local attention” with a mean of (2.64), tenth rank was given to the phase " The local attitudes were unfavorable to me" with an average of (2.42), statement number (11) “I felt unsafe” has been given the eleventh rank with an average of (2.35) and the last challenge that Egyptian female solo travelers could face during their travel is that " I felt fearful" with a mean of (2.24) . These results match with the results of Wilson and Little (2005) which confirmed that there are challenges that can impact women during their solo travel including: fear, vulnerability, and loneliness, host attitude and unwanted attention, restricted movement and conspicuousness, and lack of local knowledge.

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Egyptian Female Solo Travelers**

Content provided by travel influencers	SD		D		AV		A		SA		Mean		Std. Dev
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
1-I get detailed and accurate information about particular destination through influencer	10	37	9.9	47	12.6	164	44.1	81	21.8	3.58	1.28		
2-I find their content reliable in helping me to plan my travel.	21	38	10.2	37	9.9	146	39.2	125	33.6	3.86	1.16		
3-I can easily access the information provided by them	23	37	9.9	34	9.1	145	39	128	34.4	3.87	1.17		
4-I believe that the information provided by the influencers is true	33	23	6.2	41	11	146	39.2	124	33.3	3.83	1.21		
5-does the use of influencers content about a destination increase your trust for a destination?	22	52	14	79	21.2	109	29.3	105	28.2	3.61	1.21		
6-Iam likely to visit destinations shared by influencers	39	42	11.3	43	11.6	126	33.9	117	31.5	3.65	1.31		
7-Iam likely to follow influencers	49	58	15.6	53	14.2	109	29.3	98	26.3	3.41	1.33		

who provide updated information and high-quality content		2											7
8-I trust influencers content because they have nothing to lose by offering advice; they can be a neutral source	58	156	44	11.8	45	12.1	105	28.2	115	30.9	3.8	3.48	1.41
9-reading influencers content would change my mind about a destination	43	116	39	10.5	65	17.5	118	31.7	102	27.4	3.54	3.31	1.31
10-Influencers content are important for me while organizing my trip	32	86	45	12.1	55	14.8	122	32.8	113	30.4	3.65	3.27	1.27

H1: The travel content provided by travel influencers has a positive significant impact on solo travel female decision making to travel.

Table 5 Content provided by travel influencers

The results in table no (5) revealed that respondents agreed that they get detailed and accurate information about particular destination through influencers. These findings are consistent with previous research suggesting about the accuracy of the information shared by influencers explains followers' willingness to accept their recommendations

(Magno and Cassia, 2018); they also agreed that they found that influencers content is reliable and helping them to plan their trips. More than half of them agreed that they can easily access the information provided by the influencers and that the information provided by them is true. The respondents indicated that the use of influencers content about a destination increase their trust. They also declared that they like to visit destinations shared by the influencers, moreover more than half of the respondents agree that they likely to visit influencers who provide updated information and high-quality content. The results also showed that they trust the content provided by influencers and they see that reading influencers content could change their mind about a destination. Furthermore they agreed that influencers content are important for them while organizing their trip. This agrees with (Gretzel, 2017) travel influencers content have the ability to reach out to specific audiences and generate message amplification through engaging content, which marketers have recognized and begun to capitalize on because it has the potential to generate a higher return than traditional advertising .it is clear from the results of this table that the first hypothesis stating that the travel content provided by travel influencers has a positive significant impact on solo travel female decision making to travel.

Table 6 :Female solo travelers decision making to travel influenced by influencers.

Travelers' decision making influenced by influencers	SD		D		AV		A	SA	Mean		Std. Dev	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	3	1
1- When I make travel related decisions, I would take suggestions from the influencers	53	14.2	29	7.8	65	17.5	106	28.5	11	3.4	3.4	1.7
2-I decide to visit new destinations based on influencers review	54	14.5	56	15.1	52	14	110	29.6	9	2.5	3.3	1.3
3-Iam likely to consider influencer's travel experiences when making my travel decisions	36	9.7	57	15.3	63	16.9	130	34.9	8	2.1	3.4	1.2
4-My perception of travel decisions can change when I see content from the influencers	36	9.7	36	9.7	57	15.3	160	43	7	2.8	3.5	1.2
5-The content shared by the influencer drives me to take a decision to travel with them next time as solo traveller	37	9.9	50	13.4	73	19.6	118	31.7	8	2.3	3.4	1.2
6-My perception of the information provided by the influencers is reliable to decide where to travel	32	8.6	67	18	57	15.3	106	28.5	1	2.5	3.5	1.3
7-I would be willing to book my trip based on the full image of destination provided by the influencer	32	8.6	34	9.1	62	16.7	163	43.8	7	2.6	3.5	1.1
8-Before travelling, i	45	12.	57	15.1	70	18.	120	32.3	7	2	3	1

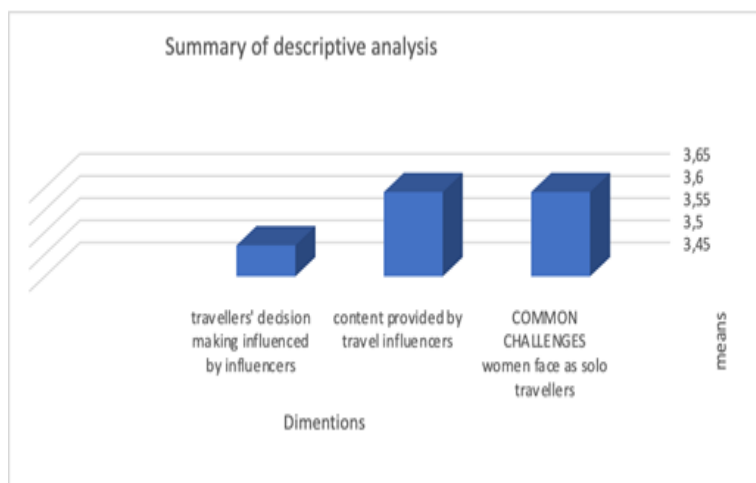
Evaluating the Impact of Travel Influencers on the Decision Making of the
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read and/or watch travel influencers to help in the decision-making process and to enhance my travel experience		1		5 . 3		8			5	0 . 2	. 3 4	. 2 7
9-Influencers have in the past influenced my travel decision	27	7.3	37	9 . 9	56	15. 1	137	36.8	1 1 0	2 9 6	3 . 7 2 0	1 . 2 0
10-To what extent do you agree that Travel influencers have an impact on your travel decision-making process	35	9.4	43	1 1 . 6	52	14	116	31.2	1 2 1	3 2 . 5	3 . 6 7	1 . 3 0

As shown in table (6) the agreement level of all respondents with all statements were with a degree of agreement between high and medium, as the value of the mean of all phrases were between (3.72) and (3.34). Solo Egyptian female travelers clarified that When they make travel related decisions, they would take suggestions from the influencers, they decide to visit new destinations based on influencers review, they consider influencer's travel experiences when make their travel decisions. They see that their perception of travel decisions can change when they see content from the influencers, more over the content shared by the influencer drives them to travel with them next time as solo travelers. Furthermore, their perception of the information provided by the influencers is reliable to decide where to travel. They also indicated that they would be willing to book my trip based on the full image of destination provided by the influencer. In addition to that Before travelling, they read and/or watch travel influencers to help in the decision-making process and to enhance my travel experience. They also showed that Influencers have in the past influenced their travel decision. they agree to a huge extent that Travel influencers have an impact on your travel decision-making process. The results match with (Lim et al., 2017) results which shows that Influencers have a more significant effect on persuasiveness and intention to take a decision to visit.

Table 7
Summary of descriptive analysis

Summary of descriptive analysis	Mean	St.div
COMMON CHALLENGES women face as solo travelers	3.64	.56
content provided by travel influencers	3.64	.59
decision making influenced by influencers	3.52	.68



The results in table (7) indicate that respondents in the first dimension of “COMMON CHALLENGES women face as solo travelers with a mean score of 3.64 and S.D. of 0.56. Which indicates that women agree that there are numerous challenges that they could face during their visit to destinations as a female solo travelers . The second dimension “content provided by travel influencers” with a mean score of 3.64 and S.D. of 0.59 Which proves that

content provided by travel influencers are considered by Egyptian female solo travelers while organizing their trip. The third dimension " with a mean score of 3.52 and S. D of 0.68 .and Which illustrates that influencers has an influence on Egyptian female solo travelers when taking their travel decision. The following shape explains that

- Table 8**
Correlations
- **H2: There is a positive significant correlation between the challenges that face Egyptian female solo travelers and making a travel decision based on influencers**

Correlations			
		COMMON CHALLENGES women face as solo travelers	decision making influenced by influencers
COMMON CHALLENGES women face as solo travelers	Pearson Correlation	1	a0.11
	Sig. (2-tailed)		.216
	N	367	367
decision making	Pearson Correlation	a0.11	1

influenced by influencers	Sig. (2-tailed)	.216	
	N	367	367

A.: Correlation is not significant at 0.05 level (2-tailed). Results shows, in Table No. (8), that there is no correlation between common challenges women face as solo Egyptian travelers and decision making influenced by influencers. This has been proved from the value of the Pearson correlation coefficient, with amount at (0.011) and the value of the level of significance, with amount at (0.216), thus this hypothesis was not fulfilled.

- **H3: There is a significant difference in Egyptian female solo travelers' decision making to travel, based on their characteristics**

**Table (9): Characteristics of Egyptian female solo traveler
Kruskal Wallis Test**

Variable	Chi-Square	Sig.
Why do you travel solo?	18.69	.001
Do you prefer to travel as single solo or in single group ?	22.58	.001
Do you prefer to travel solo inside/ outside Egypt?	31.20	.001
Do you prefer to plan your own trip ?	9.65	0.294
how many solo trips do you take per	19.69	0.05

year?		
what is the length of your typical solo trip?	22.68	0.01
where do you prefer to stay when traveling solo?	11.58	0.128
How important are these elements when choosing a destination?	8.94	0.199
Do you usually travel on domestic/international airlines?	28.41	0.01
which activity interest you when travelling solo?	27.21	0.01
how much do you trust recommendations?	25.31	0.01

Table 10 : Description as solo traveler

rank the statements by dragging them in order from the most REFLECTIVE (1st statement) to the least reflective as they describe you as a solo traveler	Chi-Square	Sig.
Adventurer I value diversity in my travels. I am motivated to seek new experiences. I am constantly seeking new activities, cultures, and people.	19.221	0.01
. Worrier I find travel stressful and have to overcome a considerable amount of anxiety before I can enjoy your trips.	6.592	0.215
Dreamer I read and talk a lot about traveling, but my travels are simple and relaxation oriented.	20.368	0.01
Economizer I travel primarily because	22.127	0.01

i need a break. I am looking essentially for value.		
Indulger I like to be pampered while traveling. I am willing to pay more for better service.	8.421	0.114

It is clear from Table (9and10) that there are significant differences in some characteristics of the study sample in some answers to questions such as why do you travel solo, do you prefer to travel as single solo or in single group, do you prefer to travel solo inside or outside. The results, also showed that there are no statistically significant differences in some other characteristics such as do you prefer to plan your own trip, how important are these elements when choosing a destination, where do you prefer to stay when traveling solo which indicates that this hypothesis has been partially fulfilled.

The results also showed that there is a significant relationship between sample responses based on their characteristics where (adventurer, dreamer and economizer) were equal to 0.01. other characteristics (worriers and indulgers) showed insignificant relation as they were above 0.05. In order to identify the effect of the study sample characteristics on the decision to travel, Pearson correlation coefficient test was conducted, as in the following table:

Table 11

Correlations			
		The characteristics of the study sample	decision making influenced by influencers
The characteristics of the study sample	Pearson Correlation	1	0.211
	Sig. (2-tailed)		0.01
	N	367	367
decision making influenced by influencers	Pearson Correlation	0.211	1
	Sig. (2-tailed)	0.01	
	N	367	367

Table (11) illustrates that there is a positive correlation between the The characteristics of the study sample and decision making influenced by influencers , where the value of the correlation coefficient was (0.211) at the level of significance of 0.01

H4: - There is a significant difference in Egyptian female solo travelers decision making to travel, based on

**influencers among their demographic profile. (age-
marital status- annual income)**

Table (11)

Kruskal Wallis Test

Variable	Chi-Square	Sig.
age	21.653	.001
marital status	29.123	.001
annual income	28.620	.001

The results of Table (11) showed variances at the significance level of 0.001 in the three variables where the value of the significance level for the age variable was (21.635) , and the value of significance level for the marital status variable was (29.123) while the value of significance level for the income variable was (28.123). It can be concluded that this hypothesis was achieved through the results of this table

Table 12

The Results of Hypothesis Testing

	Hypothesis	Results
H1	The travel content provided by travel influencers have a positive significant impact on female solo travel decision making to travel.	Accepted
H2	There is a positive significant correlation between the constraints that face Egyptian female solo travelers and their decision making based on	Not Accepted

	influencers	
H3	There is a significant difference in Egyptian female solo travelers' decision making based on their characteristics.	Partly accepted
H4	There is a significant difference in Egyptian female solo traveler's decision making based on influencers among demographic profile (age-marital status- annual income)	Accepted

Conclusion:

- This study highlights useful insights for Egyptian women travelers whom choose to travel independently. Women travelling alone represents an increasing segment of the travel market internationally (Heimtun and Abelsen, 2013) which has been clarified during the distribution of 367 questionnaires among Egyptian women who prefer to travel as solo travelers or in single groups. This study examined the solo travel demographic profile of female Egyptian solo travelers, explored their characteristics, clarified the common challenges that women could face during their visit to a destination as solo travelers. It also sheds a highlight on the impact of content provided by travel influencers which had a positive significant impact on solo travel female decision making to travel, moreover it also

showed that decision making of travel of Egyptian female solo travelers is influenced by influencers. Furthermore, there is no positive significant correlation between the challenges that face Egyptian female solo travelers and making a travel decision based on influencers, in addition to that, it is partly accepted that there is a significant difference in Egyptian female solo travelers' decision making based on their characteristics. The results also proved that there is a significant difference in Egyptian female solo traveler's decision making based on influencers among demographic profile; age, marital status, and annual income.

Recommendations:

- Travel agencies should deal and take some ideas from the influencers or make use of the most popular of them to be their travel councils, knowing that travel influencers should focus on ensuring that the information they share is of high quality, authentic, and credible in the eyes of their followers regarding marketing Egyptian tourist destinations that they are willing to promote .
- Travel agencies should shed lights on marketing domestic tourist destinations to Egyptian female solo travelers as they are more emphasized on international destinations
- An emphasis should be made regarding tourism organization showing Egypt as a safe tourism destination for female solo travelers.

- Travel agencies should start to organize regular female solo travelers' programs to encourage them to travel to domestic destinations inside Egypt and promote their photos as a safe destinations for non-Egyptian female solo travelers.
- Release any restrictions or customs that some hotels refuse to accommodate Egyptian female solo travelers because they are staying alone and put restrictions that all the hotels with all ranks from 1-star hotel to 5 stars hotel in Egypt must accommodate any female solo travelers that are willing to stay in their property.
- Tourism organization should emphasis on the most important aspects of Egypt by showing the destination culture, local way of life, and activities that stimulate visitors' senses and feelings, imagination, lifestyles, and social interactions that could be through social media, by showing video and photos that will encourage female solo travelers to take a decision and put it in their must visit countries (*Pereira, Silva,2018*).

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Suggestions for further research:

For the future research it would be interesting to see the link between travel destination choosing process and solo travelers decisions based on travel influencers, moreover

find a correlation between solo travelers male and female and their level of trust of travel influencers, finally analyze the impact of constraints that Egyptian female solo travelers could face while travelling on their desire to travel.

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