Enhancing Domestic Tourism by Using Mobile Applications: Egyptian Tourists' Perspective

Shaimaa Taha
Lecturer, Tourism Studies Department
Faculty of Tourism and Hotels, Alexandria University, Egypt

Amany E. Salem

– Lecturer, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University, Egypt

– Social Studies Department, College of Arts King Faisal University, Saudi Arabia

Salma El- Manhaly
Lecturer, Tourism Studies Department
Faculty of Tourism and Hotels, Alexandria University, Egypt

Abstract

Domestic Tourism is considered a crucial aspect of the social and economic growth of any country. Furthermore, many countries are giving domestic tourism more attention specifically after the pandemic of Covid-19.

Nowadays people use mobile phones and mobile applications to search, exchange information, buy and sell products and services and much more. Domestic Tourism performs an important role in the Egyptian tourism industry. Recently, the Egyptian Government is giving more attention to marketing and promoting domestic tourism. Apparently, Egypt has witnessed in the past few years massive improvements in internet networks generally and mobile applications specifically, this all due to the upgrading to the 4G networks. However, limited research has been conducted on the usage of mobile phones or mobile apps in enhancing domestic tourism.

This study examines the validity of using mobile apps to enhance domestic tourism in Egypt from tourists' perspective. A questionnaire is designed to measure how domestic tourists accept the use of mobile apps through their domestic trips. Moreover, an online observation was used to investigate all the Egyptian mobile apps used for the tourism purpose whether on App store or Google Play.

Keywords: *Domestic Tourism, Mobile Applications, Domestic Tourists*

1. Introduction

Domestic tourism plays a considerable role in supporting the tourism industry, and it is the mainstay of the economic development process in many countries. Likewise, domestic tourism overcomes the seasonality problem, offers job opportunities, and redistributes tourist flow between regions (Makhaola and Proches, 2017 and Kwoba, 2018).

Developing countries depend extensively on international tourism rather than domestic tourism even though the latter has fewer promoting expenses (Ndlovu, *et al*., 2010 and Kwoba, 2018).

Many African countries have lately recognized the importance of domestic tourism economically and started to develop specialized strategies for it (Ndlovu, *et al*., 2010 and Kwoba, 2018).   The Internet has shown a considerable role in people's lives The tourism industry is attached to satisfying the customers' needs and wants. Consequently, the tourism industry was among the industries that emphasized on adapting ICT technologies and Mobile technology advancement (Hussein and Ahmed, 2022).

The advancement of e-commerce in mobile phones, and internet usage, had made the tourism business one of the most significant industries around the world (Ceh-Varela and Hernandez-Chan, 2015). Throughout, the fourth industrial revolution more than 250,000 mobile apps have been developed. Moreover, in the next decade, more mobile apps will be developed to accelerate the movement of tourists and minimize the use of human force (Rashid, et al., 2020).

2. Domestic Tourism

Domestic tourism is the main source of power to the tourism sector worldwide since it's considered an essential tool for local economic growth and development (Ndlovu, *et al*., 2010; Kabote *et al*., 2017 and World Travel Tourism Council, 2018).

Domestic tourism was overlooked by researchers as many researchers were focusing on international tourism. Accordingly, there is a wide segment of the market is being neglected (domestic tourists) (Canavan, 2013).

omnipresent; as it affects in what manner people travel due to its cheap and cost-effective prices (Hashim, *et al*., 2020). Tourists spend much time on the internet to plan their trips. Accordingly, tourists are always searching for information to find a new experience or new destinations and mobile apps are considered one of the most important tools that help them in this search process (Ceh-Varela and Hernandez-Chan, 2015).

The WTTC's latest reports showed that domestic tourist spending has increased by 31.4% in 2021 from 2020. Correspondingly, Egypt's domestic tourist spending has increased by 31% in the same period (EGYPT 2022 Annual Research and Global Economic Impact Reports, 2022). Furthermore, WTTC in its report in 2018 (Domestic Tourism Importance and Economic Impact), has recommended some policies to enhance domestic tourism involvement. Those policies were Pricing, Direct incentives, Marketing, development, and promotional campaigns and Transport and tourism inter-linkages (World Travel Tourism Council, 2018). Thus comes the importance of this study to examine the validity of using mobile apps to enhance domestic tourism in Egypt from the Egyptian tourists' perspective.

Many authors have discussed the importance of domestic tourism for the hosting communities. For instance, Canavan (2013) has mentioned the importance of domestic tourism in redistributing the national income between different social levels in the community. Furthermore, domestic tourism also supports the economics of local communities, as they use local resources and in most cases employees. Accordingly, this will diminish leakage rates (Canavan, 2013 and World Travel Tourism Council, 2018). Obviously, domestic tourism facilitates

dealing with seasonality. Moreover, it helps in redistributing tourists to less visited areas (Kwoba, 2018 and World Travel Tourism Council, 2018). Makhaola and Proches (2017) highlighted the role of domestic tourism in creating job opportunities for the local community and thus alleviating poverty.

Recently, several developing countries have revealed considerable growth in domestic tourism spending (Kwoba, 2018 and World Travel Tourism Council, 2018).

A study was conducted to find out the expenditure patterns of domestic tourism in Namibia. The results of the study showed that Namibia has great potential for domestic tourism. However, still a strategy needs to be prepared to form an organized way for the development of domestic tourism in Namibia. Simultaneously, the study assured the importance of marketing domestic tourism especially for providing sustainable competitiveness. Besides, the traditional marketing tools like price discounts, printed media, and publicity, the study highlighted the importance of internet tools for marketing domestic tourism especially nowadays (Ndlovu, *et al*., 2010).

Al-Badi and Tarhini (2017) carried out a study to find out how social media is used in marketing domestic tourism in Oman. The study found out that people use social media to search for tourism destinations in Oman.

3. Mobile Application in Tourism

Information and Communication Technology advancement has supported different industries and organizations and influenced their operation and construction (Abdel Rady, 2018). Also, using mobile devices implies regular contact between suppliers and consumers. This contact occurs anytime and in any place. Consequently, this removes the limits between customers and suppliers

Furthermore, it was found that people who share bad experiences on social media about their visit to some Omani destinations affect the decision of others in choosing that destination. In addition, results showed that the Omani ministry didn't give so much attention to social media for marketing domestic tourism and more efforts should be done considering this issue.

Domestic Tourism in Egypt performs an important role in the tourism industry. Moreover, the Egyptian Ministry of Tourism totally supports domestic tourism, as it works on reducing the drawbacks of economic variables on Egyptian domestic tourism. Additionally, governmental tourism associations are exploring new and smart marketing tools to market domestic tourism in Egypt (Anter *et al*., 2017 and Briez *et al*., 2021).

Additionally, the pandemic of Covid-19 has drawn more attention to domestic tourism, specifically in Egypt. Domestic tourism was almost the only key to the tourism industry's survival (Briez *et al*., 2021 and Elsayed *et al*.,2021).

According to the previous studies many countries have been working on developing and flourishing domestic tourism. Correspondingly, using innovative marketing techniques is the key to domestic tourism development in all the previous studies.

(Kumar and Mittal, 2020). Furthermore, Mobile-Based Marketing has been implemented by many businesses with the domination of smartphone users worldwide (Taha, and El-Mawardy, 2022).

Mobile application development has grown for more than five years ago. It all started with the introduction of the first app store in 2008. As for the usage of mobile applications in the

tourism industry, it is considered to be used on large scale (Dickinson, 2014 and Mohamed and Hussein, 2018). Even though Egyptian tourism enterprises have an online existence, they don't have any mobile applications to assist their online businesses (Hussein and Ahmed, 2022).

Amongst the recent travel mobile apps, there are some apps that facilitate airline ticketbooking and boarding such as Smart Travel, IATA Vision, and SITA. Furthermore, there are other apps with the availability of booking accommodation, location navigation, booking recreational activities, applications to orient tourists etc. (Ceh-Varela and Hernandez-Chan, 2015 and Rashid, *et al*., 2020).

Many researchers emphasized on the features that should be available in any mobile app, especially the one used in tourism. The ease of use and the simplicity are of the most important features. Mobile apps need to be interactive and supported with the ability of interpersonal communication (chat boots), to support any requirements for their users (Mohamed and Hussein, 2018; Rashid, *et al*., 2020 and Hussein and Ahmed, 2022)**.**

The Strong point of using mobile in tourism marketing is that it enhances reaching the needs of customers. Moreover, mobile apps offer customers all the things they need during their trip (destination information, maps, attraction, activities…). The mobile apps allow tourists to see the places that they are going to visit (visualization). Additionally, mobile apps can provide their users with availability to plan their trips (Dickinson, 2014). Even though the mobile app has some strengths, on the contrary, it yet has many weaknesses which require some improvement to be able to meet tourists' needs (Rashid, *et al*., 2020). Hanrahan and Krahenbuhl, (2012) have mentioned some obstacles that face the

usage of mobile apps in tourism: the usage of the mobile battery, the charges of the mobile app, the internet coverage at the destination, the language used in the application, travelers avoid using technology on their vacation, the screen size and the speed of the internet connectivity.

Mohamed and Hussein, (2018) stated that countries started to benefit from mobile applications in the tourism sector lately. Malaysia represents a good example of the countries that benefited from mobile applications in tourism, particularly in Islamic tourism.

The study of Hashim, et al. (2020), which was conducted in Klang Valley- Malaysia- clarified that mobile travel technology application impacts both travel and tourism, especially in developing countries. Moreover, they declared that factors that affect the travel mobile app technology according to their results are performance, effort, social influence, facilitating conditions, and behavioral intention.

The results of Vishnevskaya, (2016) study declared that Russia has to use mobile technologies to gain more share in the tourism market. There is a compulsion to design a mobile app to market domestic tourism in Russia. This app should be supported with information about tourist destinations in Russia, facilities and services, events, and maps for different routes.

According to Briez et al., (2021) study, mobile technology and social media networks can maintain a personalized interaction experience between tourists and travel agencies. Besides, they emphasized the importance of using smart marketing

methods1 in marketing domestic tourism in Egypt.

A mobile application was proposed by Egyptian researchers in order to support tourism in Egypt. This mobile application aims to provide both travel agencies and tourists with tourism information about Egypt. That information varies from Egyptian touristic places, weather, location, available transportation, restaurants, and markets close to tourist places (Mohamed and Hussein, 2018).

Hussein and Ahmed (2022) proposed another mobile application for Egyptian tourism and tested the usability of its features by Egyptian and foreign tourists. The features of the proposed mobile app were as follows:

- several languages,
- a search about different tourism types, and Egyptian destinations,
- the availability to plan your trip and contact a travel agency to book the trip,
- Contacting an Egyptian tour guide (have the guide information, choose language, special skills, price…),
- Searching for different facilities and services (hospitals, restaurants, gas stations, ATMs…..),
- Events and festivals that are taking place in Egypt,
- Reviews, comments, and ratings are also available throughout the proposed application.

4. Methodology
4.1 Research Approach

This study aims to examine the validity of using mobile apps to enhance Egyptian domestic tourism from tourists' perspectives. The study was conducted with a quantitative approach. A questionnaire was designed to collect the necessary data that help in answering the study questions and defining how Egyptian domestic travelers accept the use of mobile apps to enhance their domestic travel. Besides, the study implemented online observation to define and analyze the current usage of mobile apps that are used by Egyptian domestic tourists.

The research questions for this study were as follow:

Q1: Can Mobile apps be employed to enhance domestic tourism in Egypt?
Q2: What are the main desired features of mobile apps for Egyptian domestic tourists?
Q3: What are the reasons that can negatively affect the usage of Egyptian domestic tourists' for mobile apps?

4.2 Population and Sampling Technique
The sampling frame for the questionnaire included Egyptian domestic tourists who frequently traveled inside Egypt. An online questionnaire was designed to investigate the research variables and was directed to Egyptian tourists who are different in gender, age, experience, and education. The survey was conducted during September and October 2022. The sample size reaches 432 after excluding the repeated response.

Also, an online observation was conducted through Google play and App store to define and analyze the current usage of the mobile apps, that were used by the study's respondents.

4.3 Research Instruments and Measures

---

[1] Briez et al., (2021), clarified what's meant by smart marketing methods: affiliate marketing, websites, social media, mobile, email, video marketing, SEO, influencer marketing, google marketing tools, display advertising, and content marketing.

The questionnaire was directed to Egyptian domestic Tourists who have frequently traveled in Egypt, and it was designed to investigate the research variables with seven main sections, as follow; the first section illustrated the demographic information of respondents. The second section showed the Travel-Based information. The third section revealed Information about using mobile apps before, during, and after your trip. The fourth section discussed reasons to encourage using mobile apps to organize the trip. The fifth section demonstrated reasons that will negatively affect the usage of mobile apps to organize the trip. The sixth section detected the preferred features of the Egyptian domestic tourism mobile apps. The seventh and last section was stand on the previous usage of the current Egyptian domestic mobile Apps. Sections from 3 to 6 adopted a five-point scale; to define the agreement level of respondents on each statement (1 = 'strongly Agree'; 5= 'Strongly Disagree').

The questionnaire was designed online via Google Forms and distributed through social media platforms during September and October 2022. The online observation was done by searching on both App Store and Google Play for all the apps that are related to Egyptian tourism. The apps have all been downloaded and explored to analyze their features and purpose.

4.4 Data Analysis Technique

The study used the IBM SPSS Statistical program (Version 26) to analyze the questionnaire data to get the answers to the study questions. Also, descriptive statistics (frequencies and percentage) were used to describe the respondents' profile, the travel-Based information, and the previous usage of the current Egyptian domestic mobile apps, moreover the study calculated means and

standard deviations for all questionnaire sections and their statements.

5. Results and Discussion

5.1 Questionnaire Results and Discussion

This study aimed at Egyptian domestic travelers to examine the validity of using mobile apps to enhance domestic tourism in Egypt from a tourist's perspective. The sample size reaches 432 after excluding the repeated response.

Table 1: Demographic Information of respondents

Gender		Freq.	%
1.	Female	306	71
2.	Male	126	29

Age Range		Freq.	%
1.	Less than 20 years	36	8.3
2.	20 – less than 30 years	72	16.7
3.	30 – less than 40 years	171	39.6
4.	40 – less than 50 years	126	29.2
5.	50 years and more	27	6.3

Marital status		Freq.	%
1.	Single	162	37.5
2.	Married with Children	207	47.9
3.	Married with No children	18	4.2
4.	Not married (divorced-widow)	45	10.4

Educational Qualifications		Freq.	%
1.	Secondary Education	45	10.4
2.	Bachelor Degree	225	52.1
3.	Master Degree	90	20.8
4.	Doctoral Degree	72	16.7

Job		Freq.	%
1.	Governmental	153	35.4
2.	Private Sector Business	117	27.1
3.	Own Business	54	12.5
4.	None	108	25

All percentages are based on the total number of respondents (n= 432)

Table (1) illustrates the demographic information of the respondents, which showed that most of the respondents were female with 71% of the sample size. Most of the sample

was from 30 and less than 40 years with 39.6%, followed by the segment from 40 and less than 50 years with 29%. Regarding marital status, about 47.9% of the respondents were married with children, followed by 37.5% of them who were single. More than half the sample (52.1%) had a bachelor's degree. 35.4% of the sample worked in governmental jobs, while 27.1% worked in private-sector businesses.

Table 2: Travel-Based Information

When traveling on a trip, I prefer to travel…………		Freq.	%
1.	Alone	9	2.1
2.	With family	279	64.6
3.	With friends	144	33.3
I mostly spend my vacation…………		Freq.	%
1.	Inside Egypt	342	79.2
2.	Abroad	90	20.8
I spent ………….. on my vacation		Freq.	%
1.	Less than one week	144	*33.3*
2.	Almost one week	171	*39.6*
3.	More than week	117	*27.1*
I usually travel to vacation in ………..		Freq.	%
1.	Summer holiday	333	77.1
2.	Mid-year holiday	18	4.2
3.	Weekends	18	4.2
4.	Special occasion holidays (Eid- sham ElNesim…….)	63	14.6
**I prefer spending my vacation in Egyptian tourist destinations, because………………..		Freq.	%
1.	I like exploring new places in my country	207	47.92
2.	It's cheaper	90	20.83
3.	Egypt is full of beautiful scenes	198	45.83
4.	the destinations are near	90	20.83
**When I am organizing my trip, I would use............		Freq.	%
1.	Specialized websites	216	50
2.	Mobile applications	207	47.92
3.	Online Advertisements	108	25
4.	Bloggers' reviews on Social Media platforms	144	33.33
All percentages are based on the total number of respondents (n= 432) **** Multiple-choice questions so the freq. are more than 432 and the percentages are over 100%.**			

Table (2) exposes travel-based information. More than half of the sample prefer traveling with their families. This result goes along with the results of Elsayed et al. (2021) and Briez, et al., (2021), which assert that Egyptian prefer to travel with their families in the first stage, then comes their friends. 79.2 % of the respondents spend their vacation

inside Egypt. However, 39.6% spent almost one week on their vacation, but 33.3 % of them spent less than one week. Additionally, more than two-thirds of the sample usually travel on vacation in the summer holiday. Regarding the reasons for spending the respondents' vacation in Egyptian tourist destinations; 47.92% of the respondents liked exploring new places in Egypt, while 45.83% declared that the reason is that Egypt is full of beautiful scenes, and finally 20.83% of them stated that the Egyptian tourist destinations are nearer and cheaper than abroad destinations. Besides, concerning the sources that the respondents use when they organize their trip, the analyzed data from the questionnaire showed that 50% of the respondents would use specialized websites, followed by using mobile Apps 47.92%, then 33.33% of them relied on bloggers' reviews on Social Media platforms, and Online Advertisements was their last choice with 25%.

Table 3: Information about using mobile apps before, during, and after your trip:

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
I use mobile apps before my trip to….												
1.Search for information about different destinations	225	52.1	162	37.5	36	8.3	0	0	9	2.1	1.625	.808
2.Check reviews and ratings	252	58.3	144	33.3	18	4.2	9	2.1	9	2.1	1.563	.840
3.Search for transportation	144	33.3	171	39.6	81	18.8	27	6.3	9	2.1	2.042	.979
4.Search for accommodation	243	56.3	144	33.3	27	6.3	0	0	18	4.2	1.625	.928
5.Search for attractions & activities at the destination	216	50	171	39.6	36	8.3	0	0	9	2.1	1.646	.804
6.Booking & paying for different trip elements	198	45.8	144	33.3	54	12.5	18	4.2	18	4.2	1.875	1.054
I use mobile apps during my trip to….												
1.Make any adjustments to my trip .	126	29.2	171	39.6	81	18.8	27	6.3	27	6.3	2.208	1.119
2.Search maps and guiding directions.	234	54.2	171	39.6	9	2.1	0	0	18	4.2	1.604	.885
3.Know the working hours of different places in the destination.	198	45.8	171	39.6	27	6.3	27	6.3	9	2.1	1.792	.958
4.Know climate information about the destination.	171	39.6	180	41.7	63	14.6	9	2.1	9	2.1	1.854	.891
I use mobile apps after my trip to….												
1.Rate my trip elements.	108	25	135	31.3	117	27.1	63	14.6	9	2.1	2.375	1.074
2.Write reviews on my trip elements.	90	20.8	153	35.4	126	29.2	54	12.5	9	2.1	2.396	1.016
3.send complaints.	135	31.3	126	29.2	135	31.3	27	6.3	9	2.1	2.188	1.015
4.Share photos and videos.	135	31.3	99	22.9	117	27.1	63	14.6	18	4.2	2.375	1.185

- **All percentages are based on the total number of respondents (n= 432).**
- **A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).**

Table (3) reveals the respondents' usage information of Mobile Apps before, during, and after the trip. The main reason for using mobile apps before the trip is to check reviews and ratings with a mean of 1.563 (±*SD 0.840),* followed by searching for information about different destinations and searching for accommodation with a mean of 1.625. Searching for transportation is the least reason with the lowest mean of 2.042 (±*SD .979).*

In addition, for the reasons of using mobile apps during the trips, the highest mean was recorded for the need to search maps and guiding directions with an overall mean of

1.604 (±*SD* .885), followed by knowing the working hours of different places in the destination with mean of 1.792 (±*SD* .958), and the lowest mean was noted to the reason of making any adjustment of the respondent trip.

And finally, for the usage of mobile apps after the trip, the respondents preferred to use mobile apps to send complaints with a mean of 2.188 (±*SD* 1.015), then to share photos and videos with a mean of 2.375 (±*SD 1.185), and the lowest mean was recorded to the reason of writing reviews on their trip elements.*

Table (4): Reasons that encourage using Mobile Apps in organizing trips

Reasons that will encourage me to use Mobile apps to organize my trip.										
Factors	**Strongly agree**		**Agree**		**Neither agree nor disagree**		**Disagree**		**Strongly disagree**	**Mean**	**SD.**
	F	**5**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**		
1.Rating of the app.	171	39.6	162	37.5	81	18.8	9	2.1	9	2.1	1.896	.919
2.Reviews on the app.	180	41.7	171	39.6	63	14.6	9	2.1	9	2.1	1.833	.899
3.Friends' recommendations.	216	50	207	47.9	0	0	0	0	9	2.1	1.563	.705
4.Ease of use of the app.	225	52.1	180	41.7	18	4.2	0	0	9	2.1	1.583	.760
5.Offers and special discounts.	288	66.7	126	29.2	9	2.1	0	0	9	2.1	1.417	.732
6.If the app is supported by an official institute.	180	41.7	162	37.5	72	16.7	0	0	18	4.2	1.875	.972
• **All percentages are based on the total number of respondents (n= 432).** • **A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).**											

The results of table (4) demonstrated the reasons that encourage the respondents to use Mobile Apps to organize their trip, and it was as follow: the first reason was to search for offers and special discounts with an overall mean of 1.417 (±*SD .732), the second one was to check* Friends' recommendations with a mean of 1.563 (±*SD* .705), the ease of use the app was the third reason with a mean of 1.583 (±*SD* .760), the fourth one was to check Reviews on the app with a mean of 1.833 (±*SD* .899), and the fifth one was recorded to the reason of using the app if it is supported by an official institute with a mean

of 1.875 (±*SD* .972), and the sixth and last reason with the lowest mean 1.896 (±*SD .919)* was recorded to the want to rate of the app.

Table (5) Reasons that will negatively affect the usage of Mobile apps to organize the trip

Reasons that will negatively affect me from using Mobile apps to organize my trip											Mean	SD.
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree			
	F	%	F	%	F	%	F	%	F	%		
Device Reasons												
1.Using my mobile battery.	108	25	117	27.1	126	29.2	63	14.6	18	4.2	2.458	1.137
2.The screen size of the mobile.	63	14.6	108	25	126	29.2	72	16.7	63	14.6	2.917	1.257
3.Storage of the app.	108	25	135	31.3	108	25	27	6.3	54	12.5	2.500	1.276
Network Reasons												
1.Network coverage.	99	22.9	225	52.1	63	14.6	36	8.3	9	2.1	2.146	.936
2.Speed of connectivity.	99	22.9	216	50	99	22.9	18	4.2	0	0	2.083	.787
Personal Reasons												
1.Charges of the app.	126	29.2	207	47.9	81	18.8	18	4.2	0	0	1.979	.804
2.Avoid using technology during my holiday.	54	12.5	117	27.1	117	27.1	90	20.8	54	12.5	2.938	1.216
• All percentages are based on the total number of respondents (n= 432). • A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).												

The results of table (5) discovered the reasons that negatively affect the use of respondents' to mobile apps in organizing their trips. The highest mean of the device reasons was recorded for mobile battery at 2.458 (±SD 1.137), followed by the storage of the app with a mean of 2.5 (±*SD 1.276),* and the lowest device reason with a mean of more than 2.9 (±*SD 1.257)* was recorded to the screen size of the mobile. For network reasons, the respondents' affirmed that their usage of mobile apps may negatively be affected by the speed of connectivity with an overall mean of 2.083 (±*SD* .787),

followed by the network coverage with a mean of 2.146 (±*SD .936).*

Regarding personal reasons, the charges of the app ranked the highest mean of 1.979 (±*SD .804), then the respondents' want to avoid using technology during their holiday with a mean of 2.938* (±*SD 1.216).* This result corresponds partly with the results of Hanrahan and Krahenbuhl, (2012), which proves that avoiding using technology was one of the reasons that prevent tourists to use mobile apps during their trip.

Table (6) Preferred features of the Egyptian domestic tourism mobile apps.

Features preferred to be in the mobile apps that will market for Egyptian domestic tourism											Mean	SD.
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree			
	F	%	F	%	F	%	F	%	F	%		
1.Language.	261	60.4	162	37.5	0	0	0	0	9	2.1	1.458	.707
2.Phone numbers guide.	216	50	162	37.5	36	8.3	9	2.1	9	2.1	1.688	.871
3.Maps.	270	62.5	135	31.3	18	4.2	0	0	9	2.1	1.479	.764
4.Links for official websites.	180	41.7	189	43.8	45	10.4	9	2.1	9	2.1	1.792	.866
5.Guided Tours booking availability.	216	50	144	33.3	63	14.6	0	0	9	2.1	1.708	.866
6.Cafes & Restaurants information.	225	52.1	180	41.7	18	4.2	0	0	9	2.1	1.583	.760
7.Banks & ATMs information.	216	50	162	37.5	36	8.3	9	2.1	9	2.1	1.688	.871
8.Discounted coupons & vouchers.	261	60.4	144	33.3	9	2.1	9	2.1	9	2.1	1.521	.817
9.Hospitals information.	207	47.9	144	33.3	63	14.6	9	2.1	9	2.1	1.771	.919
10.Weather forecasting information.	234	54.2	153	35.4	27	6.3	9	2.1	9	2.1	1.625	.858
11.Current festivals & events at the destination.	234	54.2	171	39.6	18	4.2	0	0	9	2.1	1.563	.762
12.Historical sites.	252	58.3	126	29.2	36	8.3	0	0	18	4.2	1.625	.950
13.Environmental sites.	198	45.8	171	39.6	54	12.5	0	0	9	2.1	1.729	.836
14.Offline accessibility.	225	52.1	117	27.1	81	18.8	0	0	9	2.1	1.729	.908
15.Shopping stores and malls.	216	50	189	43.8	18	4.2	0	0	9	2.1	1.604	.758
• All percentages are based on the total number of respondents (n= 432). • A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).												

Table (6) provided an overview of the preferred features of the Egyptian domestic tourism mobile Apps from the perspective of the respondents. It is obvious that the availability of languages is the main feature with a mean of 1.458 (±*SD* .707), and the lowest feature is the availability of links for official websites with a mean of 1.792 (±*SD* .866). Figure (1) illustrates the ranking of the feature from the highest to the lowest as follows:

Preferred features of the proposed Egyptian domestic tourism App.

Figure (1): Preferred Features of the Proposed Egyptian Domestic Tourism App.
Source: Researchers

These results partially support the results of Hussein, S., & Ahmed, E. (2022), which exposed that Egyptians and foreign tourists might be looking for information about weather, transportation, restaurants and shops, and the history of tourist sites.

Table (7): The previous usage of the current Egyptian domestic mobile Apps.

Have you explored or used any of the following Egyptian Domestic mobile apps?			
Apps.		**Freq.**	**%**
1.	Egypt Guide.	9	2.1
2.	Around Egypt.	5	1.1
3.	Visit Egypt	7	1.6
4.	Cairo travel Guide Offline.	5	1.1
5.	Egypt Offline Map and Travel Trip Guide	3	0.69
6.	Elves.	0	0
7.	In Egypt.	6	1.4
8.	Egypt Travel Guide.	4	1.0
9.	Egypt Travel Guide in English- minube	2	0.5
10.	None of them	391	90.51
• All percentages are based on the total number of respondents (n= 432)			

Table (7) revealed the previous usage of the current mobile apps. More than 90% of the sample did not use any of the mentioned apps before. While the rest of the sample, which is less than 10%, used these apps. 2.1% of the respondents used *Egypt Guide app*, followed by *Visit Egypt app* with 1.6% of the sample, then *In Egypt app* with 1.4% of the sample, and the last app was *Egypt Travel Guide in English minube* with 0.5% of the sample. But Elves app no one remarked it at all.

5.1 Online Observation Results and Discussion

The online observation of the Egyptian mobile apps showed that there was not any application that was specialized for domestic tourism indeed all the apps were targeting international tourism. As shown in table (8) all the mobile apps were available on App Store, except for *Egypt Travel Guide in English – minube* the only app that was available only on Google play. Moreover, some apps were available on both App Store and Google Play. The observation also showed that the size of the app differs between App Store and Google Play. Concerning the payment of getting the app, all the apps were free, however, *Cairo travel Guide Offline* offers more paid advantages, and *Egypt Offline Map and Travel Trip Guide* have a pro-paid version. The results showed that all the apps were available in the English language (4 apps only use one language "*English*"). Additionally, three apps (*Visit Egypt, Egypt Offline Map, and Travel Trip Guide* and *In Egypt)* were available in Arabic besides English. Regarding the application menu used in the apps, every menu differs according to the main purpose of the app. Generally, all the apps were including information about Egypt whether pictures, videos, different tourism types, and different activities and services in Egypt.

Correspondingly, the purpose of the apps was informative, rather that *Elves* was the only interactive app as it offers chatbots available 24/7 and it gives the user the availability to book trips whether packaged or some services of it. Besides, the results revealed that *Around Egypt* was the first VR app in Egypt, *Visit Egypt* was the only official app, and its copyright goes to the Egyptian Tourism Authority and *Elves* was an app to market both Egypt and Turkey.

6. Conclusion

Based on the current study, it is obvious that mobile apps have a great role in enhancing domestic tourism. It also appears from the study's result that Egyptians prefer to travel inside Egypt with their families, especially in summer holidays, to explore new attractions and tourist places as Egypt is full of beautiful scenes, also it is considered nearer and cheaper opportunities to travel than abroad ones. Furthermore, Egyptian tourists use specialized websites for organizing their trips, followed by mobile apps.

Additionally, it is noticeable from the study results that Egyptian domestic tourists rely on the usage of mobile apps before the trip to check reviews and ratings, search for information about different destinations, and to search for accommodation and transportation. Besides, during the trip, they also use mobile apps for searching maps and guiding directions, knowing the working hours of different places in the destination, and making any adjustments to the respondent trip. And finally, after the trip they use mobile apps to send complaints, then to share photos and videos, *and write reviews on their trip elements*.

Moreover, it is noticeable that Egyptian domestic tourists want to use mobile apps to organize their trips to get knowledge about

current offers and special discounts*, **check** Friends' recommendations*, the ease of use the app, check Reviews on the app, and if the app is supported by an official institute.

The results also reveal that there are some reasons related to tourists' devices, networks, and other personal reasons that may negatively affect their usage of mobile apps to organize their trips like mobile battery and the storage of the app, the speed of connectivity, and network coverage, and finally ***the charges of the app.***

Subsequently, it is recommended according to the study's results to develop a mobile app with offline accessibility for Egyptian domestic tourism, as there were no apps found specified in domestic tourism in Egypt. The app is suggested to include the following features as mandatory: a variety of languages, Maps, information about Discounted coupons & vouchers, Current festivals & events at the destination, Cafes & Restaurants, Shopping stores and malls, weather forecasting, phone numbers guide, guided tours booking availability, environmental sites, hospitals information, and links for official websites.

Table 8: Features of Egyptian Mobile Applications

Name of the App	Available on	Size	Payment for downloading	Language	Application Menu (Functions & Commands)	The purpose of the App Application	Remarks
Around Egypt	App Store & Google Play	40.3 MB (App Store) 28 MB (Google Play)	Free App	English	- Top cities (Luxor, Cairo, Giza, Aswan, Alexandria) -Tags (History, Ancient, Pharaonic, Culture, Temple) -About the app	Promoting Egypt using VR (360 degrees) techniques through a partnership between 34ML (digital product marketing co. & marketing) and Egypt VR (Virtual Reality production company), which are the owners of the app.	The first VR app in Egypt that hopes to include all sightseeing spots
Visit Egypt	App Store	88.8 MB	Free App	English Arabic, French, German, Italian, Russian	- 360 view - 3D attractions - Explore - Selfie - QR scan - Event Calendar - Gallery - Important information	Visit Egypt app is created to help users in finding all the information needed to plan their journey to Egypt, find out the treasures of the Nile Valley, enjoy the different activities on the White Mediterranean., get familiar with the resorts in Egypt's Red Sea, and also explore Egypt's desserts.	*It is an official app- copyrighted to the Egyptian Tourist Authority*
Cairo travel Guide Offline	App Store	69.8 MB	Free app (then you have to pay to get more advantages)	English, French, German, Italian, Portuguese, Spanish	- Member deals - More visitor's guides - About Cairo - Maps - Tours - Hotel - Favorites - Images - Languages - Restore purchases - Nightlife - Shopping	This app is a substitution to tour guide books with eTips travelers are able to explore the full city offline.	
Egypt Offline Map and Travel Trip Guide	App Store	221.9 MB	Free App *(The pro version of the app is paid)*	28 langs. (English & Arabic are included)	- Handbook - Download other Maps - Attractions and Tours - Bug report - Get the pro version - Restore purchased	100% offline app, that works anytime, anywhere. It offers a comprehensive map for getting everywhere. Save money on roaming costs. Get to any place effortlessly in navigation mode.	
Elves.	App	100.8 MB	Free App	English	- History & culture	Elves is a travel app that helps you to	This application is

	Store & Google Play	(App Store) 27.09 MB (Google Play)			- Water sports - Family - Adventure - Wellness - Food - Sun & Sand - Local experience	experience exciting destinations safely with the knowledge and support of local travel experts (elves) available in chat 24/7. Through the app you can free pre-trip planning and advice, you can book local experiences and reserve restaurants, change flights and buy event tickets.	to market both Egypt & Turkey
In Egypt	App Store	9 MB	Free App	English & Arabic	- Search - Cities - About In Egypt -Check out hidden gems - Take a tour of nature reserves.	In Egypt aims to provide Egypt attractions and entertaining destinations to be the traveler's best value travel guide.	
Egypt Guide Civitatis.com	App Store & Google Play	80.7 MB (App Store) 56 MB (Google Play)	Free App	Eng., French, Italian, Portuguese, Spanish	- General information - What to see - Transport - Hotel & cruise - Shopping - What to eat - Activities - Maps	Egypt guide with information on what to visit where to eat how to save and more. The app also offers transfer excursions and guided tours in English.	
Egypt Travel Guide	App Store & Google Play	41.2 MB (App Store) 3.71 MB (Google Play)	Free App	English	- The country Egypt - When to go to Egypt - How to get around Egypt -Hints & tips you must know - The food in Egypt - What to do in Egypt (itinerary) - Best places to visit in Egypt - Shopping and bargaining - E-mail us	The ultimate guide to help you fall in love with Egypt. The app will help will assist you with a variety of travel advice and trip details. This application will guide you from the moment you land in Egypt to the final moment of your vacation it follows a series of events.	
Egypt Travel Guide in English - minube	Google Play	38 MB	Free App	English	- Restaurants - Hotels - Activities - Attractions - Get inspired with these expert lists - The most popular destinations - Photos of Egypt	Egypt travel guide in English with map, offline lists and recommendations. Discovering the whole thing that Egypt has to offer with this free guide in English with maps and offline lists. The finest restaurants, hotel activities, and monuments in Egypt. The guide is designed using photos and recommendations from real travelers and lists can be saved offline.	

7. References

- Abdel Rady, H. (2018), Impact of Airline Mobile Applications on Passenger Satisfaction in EgyptAir. *Journal of the Faculty of Tourism and Hotels JFTH Alexandria University*, *15*(2), 9-28.
- Al-Badi, A. and Tarhini, A. (2017), Utilizing Social Media to Encourage Domestic Tourism in Oman. *International Journal of Business Management*, *12*(4), 84-94.
- Anter, M., Salaam, A. and Atia, M., (2017), The Impact of Economic Variables on Domestic Tourism in Egypt. *Minia Journal of Tourism and Hospitality Research*, *2*(1).
- Briez, M.G., Abd Eljalil, Ů. and Ezzat, M., (2021), Smart Marketing Usage in Egyptian Domestic Tourism: Opportunities and Challenges. *Minia Journal of Tourism and Hospitality Research MJTHR*, *12*(1), pp.27-43.
- Canavan, B., (2013), The extent and role of domestic tourism in a small island: The case of the Isle of Man. *Journal of Travel Research*, *52*(3), pp.340-352.
- Ceh-Varela, E. and Hernandez-Chan, G. (2015), A Review of Mobile Applications for Tourism, International Journal of Electronics and Computer Science Engineering (IJECSE), *4*(4), pp.353-359.
- Dickinson, J. E., Ghali, K., Cherrett, T., Speed, C., Davies, N., & Norgate, S. (2014), Tourism and the smartphone app: Capabilities, emerging practice and scope in the travel domain. *Current issues in tourism*, *17*(1), 84-101.
- EGYPT 2022 Annual Research: Key Highlights, retrieved from: file:///C:/Users/ME/Downloads/105_20220613160424_Egypt2022_%20(2).pdf. (Accessed on 25 November 2022).
- Elsayed, Y., Abuelhassan, A. and Khreis, S.H., (2021), The Effect of COVID-19 on the Domestic Tourists' Attitudes: A Comparative Study between Egypt and Jordan. *Journal of Association of Arab Universities for Tourism and Hospitality*, *20*(2), pp.273-286.
- Global Economic Impact Reports: retrieved from: https://wttc.org/research/economic-impact (Accessed on 25 November 2022).
- Hanrahan, J., and Krahenbuhl, D. (2012), An assessment of Tourist Demand and Use for travel guides: A Focus on the use of new technology such as SMARTPHONES and downloadable "APPs". *Failte Ireland*.
- Hashim, N., Abu Bakar, N., RuqaimiRemeli, M., Samengon, H., Omar, R., Nawi, N., Razali, N. and Mahshar, M. (2020), Travel Mobile Technology Applications and Domestic Tourist Behavior: Analyzing the Reliability and Validity of Instruments. *IOP Conf. Series: Materials Science and Engineering 993*, pp.1-6.
- Hussein, S. and Ahmed, E., (2022), Mobile application for tourism: the case of Egypt. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, *13*(1), pp.1-29.
- Kabote, F., Mamimine, P.W. and Muranda, Z., (2017), Domestic tourism for sustainable development in developing countries. *African Journal of Hospitality, Tourism and Leisure*, *6*(2), pp.1-12.
- Kumar, V., & Mittal, S. (2020), Mobile marketing campaigns: practices, challenges and opportunities. *International Journal of Business Innovation and Research*, *21*(4), 523-539.
- Kwoba, V. (2018). *Promoting domestic tourism in Kenya: an assessment of economic significance and opportunities for tourism stakeholders in Nairobi* (Doctoral dissertation, Strathmore University).
- Makhaola, L. J., & Proches, C. N. G. (2017), The significance of domestic tourism in Durban, South Africa. *African Journal of Hospitality, Tourism and Leisure*, *6*(4), 1-15.
- Mohamed, E.A.A. and Hussein, S. (2018), A Proposed Mobile Application for the Tourism Sector in Egypt. *theme is: Humanitarian ICT.*, p.147.
- Ndlovu, J., Nyakunu, E. and Heath, ET. (2010), Strategies for Developing Domestic Tourism: A Survey of Key Stakeholders in Namibia. *International Journal of Management Cases*, *12*(4), 82-91.
- Rashid, R., Ismail, R., Ahmad, M., Abdullah, N., Zakaria, R. and Mamat, R. (2020), Mobile Apps in Tourism Communication: The

Strengths and Weaknesses on Tourism Trips. Journal of Physics: Conference Series (JICETS), 1529 (2020), pp. 1-6.

− Taha, S., and El-Mawardy, G. (2022), The Effect of Applying Geofencing Technology on the Egyptian Customers' Purchasing Intention to Tour Services. *Research Journal of the Faculty of Tourism and Hotels Mansoura University, 11*(3), 311-342.

− Vishnevskaya, E. V., Klimova, T. B., Bogomazova, I. V., Yakovenko, O. V., & Kovtun, J. V. (2016), Mobile technologies in implementation of programs of internal tourism development.

− World Travel Tourism Council, (2018), Importance and Economic Impact. *World Travel & Tourism Council: London, UK*.