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Factors Influencing the Digital Tourism Marketing of Generation Z Tourists "Applied to the Egyptian Tourist Destination"

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Abstract
Attracting a varied array of tourists through adopting convenient marketing tools is considered an effective way to achieve success for the tourism industry. Generation Z is one of the most important categories of tourists at the present time and in the forthcoming years. This research seeks to comprehend factors influencing the digital tourism marketing of Generation Z tourists "applied to the Egyptian tourist destination". The research depended on primary data through addressing a questionnaire form to a number of (435) Generation Z tourists; from April, 2023 to November, 2023. The research also depended on utilising different sources of secondary data related to its subject. The findings have revealed that Generation Z tourists depend regularly on modern technological applications of tourism e.g. online travel agencies, tourism social media platforms and websites, and they are fond of new technological trends in tourism e.g. virtual tourism. However, the digital tourism marketing practices in Egypt face some challenges and it is not perfectly implemented to target younger generations of tourists e.g. Generation Z. Therefore, the research recommends enhancing and increasing the adoption of digital marketing practices in the Egyptian Ministry of Tourism and Antiquities, as well as in Egyptian travel agencies to effectively market the Egyptian tourist destination for Generation Z tourists.
Keywords: Generation Z, Digital Marketing, Egypt, Tourist Destination.

Introduction

The tourism industry is one of the leading industries in Egypt, which plays a significant role in the Egyptian economy as well as in the entire Egyptian development process (Elnagar & Derbali, 2020). The Egyptian tourist destination is characterised by its unique civilisations, distinguished heritage (Abdel Hafez et al., 2020), varied tourism resources, services and products, which cater for different categories of tourists (Mohammad et al., 2020). The tourism industry's success is highly dependent on a set of factors including a successful marketing process suiting and targeting each category of tourists (Avdia, 2020). The marketing process of Generation Z is one of the effective ways that helps industries to be successful provided that characteristics of this generation are comprehended (Muralidhar & Raja, 2020; Fromm & Read, 2018). The tourism marketing process of Generation Z depends fundamentally on the use of digital techniques that can stimulate this category of young tourists to visit a certain destination (Çalışkan, 2021). According to the findings of an exploratory study, the core problem of this research is represented in the poor understanding of Generation Z tourists, their needs and requirements, which is negatively reflected on the process of digital tourism marketing targeted at them for the Egyptian tourist destination. The importance of this research investigates into understanding Generation Z tourists and factors affecting on the success of their digital tourism marketing. The research aims at casting light on the concept of Generation Z, clarifying their characteristics in general and as tourists in particular, and identifying items they essentially need in their digital marketing process so that they can be effectively attracted to the Egyptian tourist destination.

Regarding the significant role of comprehending influential factors on the digital tourism marketing of Generation Z tourists for the Egyptian tourist destination, this research begs the following questions:

a- What is meant by Generation Z?,

b- What are the general characteristics that shape the personality of Generation Z?,

c- What are the key characteristics that shape the personality of Generation Z tourists?,

d- What are the factors that affect on the digital tourism marketing of Generation Z "applied to the Egyptian tourist destination"?,

e- What is Generation Z tourists' perception of the digital tourism marketing in Egypt?

Limitations of this research are divided into:

a- Time limitations, which lasted for seven months; from April 2023 to November 2023. This period included the time of gathering theoretical data and carrying out the practical study.

b- Human limitations, which included targeting questionnaire forms at a random sample of (435) Generation Z tourists.

c- Place limitations, which included targeting an online questionnaire form at a number of (310) Generation Z tourists through travel agencies' official websites, official Facebook tourism and travel pages, in addition to tourism and travel related websites. Moreover, paper questionnaire forms were targeted directly at a number of (125) Generation Z tourists.

Literature Review

1- The Concept of Generation Z

The word "generation" indicates to a demographic group of people who share age and same events of life (Chapisa & Khumalo, 2023). The term Generation Z, which is often contracts to Gen Z refers to that demographic cohort that was born in the period between 1996 and 2012 (Bhore & Tapas, 2023). Generation Z who are also known as Gen Zers (Vacalares et al., 2023) are those individuals who were born in the era that witnessed different bad and good occurrences (Le & Arcodia, 2021) e.g. economic, environmental and political problems, increased rates of joblessness, as well as the emergence of modern features of technology e.g. internet and mobile phones (Ngoc et al., 2022). They constitute that category of youthful students, clerks, co-workers, tourists, consumers and entrepreneurs (Bhalla et al., 2021) who represent the future of service industry and human resources (Stylos et al., 2022). In this context, it is noteworthy that Generation Z is preceded by other generations represented in: **a-** the Greatest Generation or G.I. i.e. people who were born in the period from 1901 to 1927 (Sarac et al., 2022), **b-** the Silent Generation i.e. people who were born in the period from 1928 to 1945 (Wallenfeldt, 2023), the **c-** Baby Boomers i.e. people who were born in the period from 1946 to 1964 (Sarac et al., 2022), **d-** Generation X i.e. people who were born in the period from 1965 to 1980 (Karmakar & Chandola, 2023), and **e-** Millennials; in other words, Generation Y or Gen Y i.e. people who were born in the period from 1981 to 1995 (Kaushik & Gaur, 2023). Generation Z will be followed by Generation Aplha i.e. the recently born in the period between 2013 and 2025 (Jampani & Vasireddy, 2020).

2- Characteristics of Generation Z

Generation Z are those aspiring go-getting individuals who have a strong wish to be successful and always look forward to making progress, development and betterment in life (Jayanthi & Mathews, 2023). They are that gregarious sort of persons who have an extrovert personality that appreciates human relations and social bonds (Zahari & Puteh, 2022). They share some characteristics in common e.g. self-confidence, which means that they believe in their own abilities, they are not influenced or controlled by others and they are able to make their decisions on their own (Said et al., 2020). Generation Z have an outstanding ability to get knowledge, develop their potentials and advance at work, in addition to their increased optimism than other preceding generations (Bhore & Tapas, 2023; Borg et al. 2023). They are sustainability inclined and are keen on practising activities that aim at protecting the environment (Dragolea et al., 2023). The most important characteristic of Generation Z is their fondness of nascent technological applications and internet of things (Dobre et al., 2021). They are well-acquainted with the cutting-edge technology and are completely interested in all means of social networking sites (Missier, 2022). The majority of Generation Z depends on internet websites and utilise different forms of social media on a regular basis (Olipas, 2022). They spend many of their time in visiting websites, chatting with their peers, sharing photographs and videos, watching films and soap operas, listening to songs and music, doing their homework, making many of their buying decisions, looking up any information they need, exchanging information and giving their thoughts on different topics and aspects of life (Uysal, 2022). In their process of surfing internet websites, they can coincidentally find advertisements, and if these advertisements are catchy and cater for their needs, they become immersed in visiting them frequently (Khadar, 2020). Moreover, Generation Z have a preference for using colloquial words and informal linguistic terminologies, particularly when they converse with their counterparts through their favourite social media applications (Linuwih & Handayani, 2022). They are also very interested in fashions and brands, pay attention to follow trends (Bjerre, 2022) and are affected by internet influencers and celebrities (Patel & Mehta, 2021). It is noted that both of Generation Z and Generation Y have some features in common e.g. assertiveness and penchant for technology (Dwidienawati et al., 2020). However, each generation of them does act in a different way according to the circumstances that affected on each one of them (Ngoc et al., 2022).

3- Generation Z in the Tourism Industry's Context

The majority of Generation Z tourists favours travelling to domestic or international tourist destinations that are characterised by their natural, historical, cultural and recreational features (Aina & Ezeuduji, 2021[a]). In these destinations, they look forward to having more new experiences, enjoying their time, interacting, and socialising with the host community's inhabitants (Slivar et al., 2019). Generation Z tourists are keen on choosing reasonable accommodation on their holidays (Aina & Ezeuduji, 2021[b]). They are highly dependent on technology, trusted tourism-related social media platforms and electronic websites to get the latest information about tourism, make decisions of travel and exchange information about it (Balińska & Jaska, 2022; Buwono, 2021). Furthermore, Generation Z tourists are highly interested in modern adopted techniques in tourism e.g. virtual reality and augmented reality (Buhalis & Karatay, 2022). When the Covid-19 Pandemic broke out, Generation Z tourists were the chief beneficiaries who visited tourist destinations through websites that offered the virtual tourism experience (Bilińska et al., 2023).

According to Chang et al. (2023), Agustina & Astari (2022), Damanik et al. (2022), and Baltescu (2019), the chief factors that stimulate Generation Z tourists to travel to a certain destination are:

a- The availability of tourism-related electronic websites and social media platforms to look up information about tourism, travel and holidays, share experiences of travel and holidays, ameliorate the visited destinations' repute, propagate facts about destinations, obtain and give thoughts on destinations.

b- The availability of internet websites and online travel agencies instead of traditional methods for making holiday reservations.

c- The availability of affordable flights and budget accommodation.

d- The availability of safety, security and health factors at the visited destination.

e- The availability of travelling in small groups.

4- Digital Marketing in Tourism

Tourism marketing refers to that process of managing and organising tourism services and products' profitably through directing them to the target tourists (Palupi & Slavov, 2020). It aims at maximising tourism revenues by urging tourists to increase their visits to the destination (Samatovich, 2021). Furthermore, it is responsible for looking for new target markets and understanding tourists' needs and travel motivations (Panasiuk, 2021). The tourism marketing mix is a set of items that can be utilised to influence on the person's reaction to the offered products and services (Rathnayake et al., 2022). These items, which are represented in product, price place, promotion, people, process and physical evidence (Hasan & Fakhrul Islam, 2020) help in constituting the mechanism of the marketing process (Panchal & Bhavsar, 2022). In the tourism marketing mix, a 'product' is anything that meets the target market's needs and requirements and helps in satisfying them, 'place' is the point where goods or services are transferred to the target market (Osifo & Adekunle, 2020), 'price' refers to the paid money for acquiring a product or service, and 'promotion' refers to these successful ways that are used to communicate with the target market so that they can be aware of the offered products and services (Zhu, 2021). On the other hand, 'people' refers to personnel who manage and regulate the transfer of products and services, 'process' refers to the set of actions and ways of transferring services to the target market (Warganegara & Nurya, 2023), and finally comes the 'physical evidence', which is the environment where products or services are delivered (Ho, et al., 2022). Digital technology has created an unprecedented progress in tourism marketing when establishments of tourism, travel and hospitality became more dependent on digital marketing tools to attract tourists and enhance their services (Sharma et al., 2020). Digital marketing is that marketing process, which depends basically on digital technology to create, communicate and convey values to the target market (Rakhmadani & Arum, 2022). It offers a broad range of electronic services and provides many choices to its users (Qian et al., 2023), which help in increasing the proportion of customers and enhancing the expansion of business (Zhezha & Kola, 2023). Digital tourism marketing, which is an aspect of the digital transformation in tourism, depends on advanced online applications that facilitate the travel process for tourists and bring about privileges for the entire tourism industry in terms of communication and all related transactions (Firican, 2023; Musliha & Adinugraha, 2022). It is the process of promoting tourist destinations and sites of attractions depending on the communication technology and electronic media e.g. electronic websites and social media platforms (Chauhan, 2023). Channels of digital tourism marketing include for instance, internet websites, promotional videos, tourism and travel blogs, tourism and travel related online platforms and many electronic applications (Halkiopoulos et al., 2023). These channels aim to create and distribute a content characterised by its value, relevance and consistence for appealing a large number of tourists in a profitable way, which is known as content marketing (Bu et al., 2020; Gurjar et al., 2019). Furthermore, there are some affiliate marketing tools that the digital marketing process depends on e.g. **a-** mobile phone marketing i.e. conveying promotional messages through multimedia messaging services and short message services to customers' mobile phones, **b-** online advertising i.e. promoting products and services through internet advertisements (Dhankhar et al., 2023), **c-** social media marketing i.e. utilising social media applications for promoting services and products (Nagarjuna et al., 2022), and **d-** e-mail marketing i.e. promoting products and services by conveying promotional messages to customers' electronic mails (Velentza & Metaxas, 2023). One of the most important characteristics of digital marketing is its ability to manage relationships with the current and potential target market by personalising promotional campaigns and conveying them to it (Belostecinic & Jomir, 2023). In Egypt, there are many efforts to adopt digital marketing and attain a genuine digital transformation in all sectors including the tourism sector (Abo El Nile, 2022; Kamel, 2021). When it comes to the Egyptian tourism sector, digital marketing has been successfully adopted for displaying and marketing services and products of the National Museum of Egyptian Civilisation (Gaber & Fahim, 2023). Nevertheless, travel agencies in Egypt depend merely on some social media platforms and electronic websites, whereas only one travel agency has adopted mobile phone marketing to manage its operations (Briez et al., 2021). Generation Z creates the biggest transformation amongst generations, which has resulted in radical changes at the work's organisational policies (Lev, 2021). Therefore, understanding motivations and behaviours of this generation is a pivotal factor for enhancing their tourism marketing process (Khadar, 2020). Conventional marketing methods that were successful for preceding generations have become antiquated and unsuitable for Generation Z due to the disparate personality of this generation (Wadlewski, 2022). As mentioned before, Generation Z are fond of technology and its different applications, and as a result they prefer to do online shopping and buy services through internet websites more than the direct contact with shop assistants (Kim et al., 2022). Thus, adopting digital marketing for Generation Z tourists is one of the suitable marketing methods that can meet the expectations of this generation (Somanna & Shyamilee, 2019).

Methodology

A mixed methodology was used through incorporating both of primary and secondary data. The primary data were gathered and presented after targeting a questionnaire form at a random sample of (435) Generation Z tourists in the period from April 2023 to November 2023. It included (310) questionnaire forms depended on the online distribution through Google Form, whilst (125) paper questionnaire forms were targeted directly to Generation Z tourists. Due to the importance of Generation Z as an important category of tourists for the present time and for the forthcoming years, (Corbisiero et al., 2022), they were chosen to identify factors influencing their digital marketing process; applied to the Egyptian tourist destination. The questionnaire forms consisted of three sections. The first section has been designed to obtain demographic data of respondents e.g. gender, age, nationality, educational level, employment status and monthly income in US dollar. The second section included (5) questions aimed at analysing digital characteristics of Generation Z tourists. The third section has been used to analyse the digital marketing process of the Egyptian tourist destination from the perspective of Generation Z tourists. It depended basically on posing (42) statements representing attributes of each item of the digital marketing mix i.e. product, price, place, promotion, people, process and physical evidence. This section was designed by posing five-point Likert-type scale questions; "strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1", in order to determine levels of agreement with the investigated statements. The range of each level of agreement was calculated as follow:

$$5 – 1 /5 = 0.8$$

- Strongly disagree = from 1 to 1.80
- Disagree = 1.81 to 2.60
- Neutral = from 2.61 to 3.40
- Agree = from 3.41 to 4.20
- Strongly agree = from 4.21 to 5

A pre-test was carried out to test wording, layout and completion time. After the forms had been adjusted, they were eventually carried out in three months; from April 2023 to November 2023. Results were statistically analysed by using the SPSS programme; version 26. The analysed data helped in revealing some important facts concerning the subject of study, and were presented in tables.

As indicated in the following Table (1), the questionnaire's reliability and validity of this study were measured depending on Cronbach's Alpha coefficient.

Table 1: Reliability Analysis

Number of Items	Cronbach's Alpha
42	0.896

Table (1) demonstrates that the Cronbach's Alpha Coefficient of the questionnaire's dimensions was 0.896, which is higher than 0.70 (Pallant, 2016). This finding proves the reliability and validity of the questionnaire used in the study.

Results and Discussion

Section One: Demographic Data

Question No. 1 Gender

Table 2: Respondents' Gender

Attributes	Frequency	Percent
Males	290	66.7
Females	145	33.3
Total	435	100

As indicated in table (2), the data state that males are more than females; as 66.7% of all respondents were males compared to 33.3% females.

Question No. 2 Age

Table 3: Respondents' Age

Attributes	Frequency	Percent
From 11 years old to 16 years old	29	6.7
From 17 years old to 22 years old	120	27.6
From 23 years old to 27 years old	286	65.7
Total	435	100

As indicated in table (3), the data state that respondents whose age group is from 23 years old to 27 years old constituted the highest percentage; representing 65.7%, followed by others whose age group is from 17 years old to 22 years old; representing 27.6% and finally came those whose age group is from 11 years old to 16 years old; representing 6.7%.

Question No. 3 Nationality

Table 4: Respondents' Nationality

Attributes	Frequency	Percent
Egyptians	253	58.2
Foreigners	182	41.8
Total	435	100

As indicated in table (4), the data state that Egyptians constituted the highest percentage; as 58.2% of respondents were Egyptians in comparison with 41.8% who were foreigners. Foreigners' nationality was identified, and it included Spanish, Italians, Australians, British, Chinese, Syrians, Iraqi and Libyans.

Question No. 4 Educational Level

Table 5: Respondents' Educational Level

Attributes	Frequency	Percent
Average education	17	3.9
University education	342	78.6
Postgraduate education	76	17.5
Total	435	100

As indicated in table (5), the data state that respondents who have a university education constituted the highest percentage; representing 78.6%, followed by those who have a postgraduate education; representing 17.5% and finally came respondents who have an average education; representing 3.9%.

Question No. 5 Employment

Table 6: Respondents' Employment

Attributes	Frequency	Percent
Government employee	101	23.2
Freelancer	158	36.3
Still a student	176	40.5
Total	435	100

As indicated in table (6), the data state that respondents who are still students constituted the highest percentage; representing 40.5%, followed by respondents who are freelancers; representing 36.3%, and finally came those who are government employees; representing 23.2%.

Question No. 6 Monthly Income

Table 7: Respondents' Monthly Income in Us Dollar

Attributes	Frequency	Percent
Less than $500	297	68.3
From $500 to $1000	100	23.0
More than $1000	38	8.7
Total	435	100

As indicated in table (7), the data state that respondents whose monthly income is less than $500 constituted the highest percentage; representing 68.3%, followed by those whose monthly income is from $500 to $1000; representing 23.0% and finally came respondents whose monthly income is more than $1000; representing 8.7%.

Section Two: Analysing Digital Characteristics of Generation Z as Tourists

Question No. 7 Is surfing internet websites and social media platforms important to you?

Table 8: Importance of Internet Websites and Social Media to Generation Z

Attributes	Frequency	Percent
Yes	376	86.4
To some extent	49	11.3
No	10	2.3
Total	435	100

As indicated in table (8), the majority of answers demonstrate that surfing internet websites and social media platforms is important to Generation Z; representing 86.4%, whilst the minority of answers disagreed on that question; representing only 2.3% and only 11.3% answered to some extent. These findings are consistent with the study of Manurung & Monny (2021), which affirmed that technology has a major importance to Generation Z and influences on their personality and mindset. On the other hand, the study of Benavides, et al. (2023) stated that Generation Z are highly dependent on social media, which made social media addictive to them.

Question No. 8 What is your favourite social media application?

Table 9: Favourite Social Media Application of Generation Z

Attributes	Frequency	Percent
Facebook	76	17.5
Snapchat	35	8.0
Instagram	109	25.1
Linkedin	42	9.7
Tiktok	62	14.2
Twitter	55	12.6
Youtube	56	12.9
Total	435	100%

Table (9) demonstrates that Generation Z favourite social media application is Instagram; representing 25.1%, followed by Facebook; representing 17.5%, followed by TikTok; representing 14.2%, followed by Youtube; representing 12.9%, followed by Twitter; representing 12.6%, followed by Linkedin; representing 9.7% and finally came Snapchat; representing 8%. These finding are consistent with the study of Herawati et al. (2022), which found that social media application are inseparable part of Generation Z life. The findings are also consistent with the study of Agustin & Angeliqa (2023), which revealed that Instagram is the most utilised social media application by Generation Z.

Question No. 9 What is your reliable source of holiday information?

Table 10: Generation Z Reliable Source of Holiday Information

Attributes	Frequency	Percent
Family and friends	38	8.7
Online self-search	99	22.8
Traditional travel agencies	40	9.2
Online travel agencies	111	25.5
Printed tourism and travel brochures	21	4.8
Social media applications	126	29
Total	435	100

Table (10) demonstrates that the majority of Generation Z depends on social media applications as a reliable source of holiday information; representing 29%, followed by online travel agencies; representing 25.5%, followed by online self search; representing 22.8%, followed by traditional travel agencies; representing 9.2%, followed by opinions of family and friends; representing 8.7%, and finally came printed tourism and travel brochures; representing 4.8%. These results are consistent with the study of Thuy (2021) which affirms the role of social media applications as reliable source of information for Generation Z.

Question No. 10 What is your preferable way of booking your holiday?

Table 11: Generation Z Preferable Way of Holiday Booking

Attributes	Frequency	Percent
Tourism and travel related websites	117	26.9
Traditional travel agencies	90	20.7
Online travel agencies	228	52.4
Total	435	100%

Table (11) demonstrates that the majority of Generation Z prefer to book their holidays through online travel agencies; representing 52.4%, whilst 26.9% of them prefer to book their holidays through tourism and travel related websites; representing 26.9% and only 20.7% of them prefer to book their holiday through traditional travel agencies. These results are consistent with the study of Wiastuti et al. (2020), which revealed that Generation Z rely on online travel agents' more than other methods to get information e.g. hotel information, as well as make a hotel reservation.

Question No. 11 How do you often share you travel and holiday experience?

Table 12: Sharing Travel and Holiday Experiences by Generation Z

Attributes	Frequency	Percent
I verbally talk about my memorable/awful travel and holiday experience when I meet up with my friends and colleagues	150	34.5
I share my memorable/awful travel and holiday experience online	195	44.8
I never share my travel and holiday experience by any means	90	20.7
Total	435	100

Table (12) demonstrates that, the majority of Generation Z like to share their travel and holiday experience online if it is either memorable or awful; representing 44.8%, followed by 34.5% who like to verbally talk about their travel and holiday experience if it is either memorable or awful when they meet up with their friends and colleague, and finally came 20.7% who never share their travel and holiday experience by any mean. This finding is consistent with the study of Damanik et al. (2022), which stated that Generation Z prefer using web pages to share their experiences of travel more than other generations.

Section Three: Analysis of the Digital Marketing Process of the Egyptian Tourist Destination from the Perspective of Generation Z Tourists

Table 13: Analysis of the Product

a- Product									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Tourist Products and services of the Egyptian tourist destination are available on electronic websites and online platforms	Freq.	31	96	230	53	25	2.87	0.91
		%	7.1	22.1	52.9	12.2	5.7		

2	The online content of the Egyptian tourist destination is organised and well-displayed	Freq.	12	100	220	76	27	3.01	0.87
		%	2.8	23.0	50.6	17.5	6.2		
3	The online purchase process of Egyptian tourism services and holidays from social media platforms is available	Freq.	10	174	156	67	28	2.83	0.93
		%	2.3	40.0	35.9	15.4	6.4		
4	The distribution of the Egyptian tourism products and services amongst websites and online platforms is satisfactory	Freq.	129	233	16	33	24	2.05	1.06
		%	29.7	53.6	3.7	7.6	5.5		
5	There is an availability of virtual tourism platforms of the Egyptian tourist destination	Freq.	158	156	95	14	12	2.00	0.98
		%	36.3	35.9	21.8	3.2	2.8		
Average								2.56	0.95

According to the previous table (13) regarding the online tourism product, it was found that respondents disagreed on online tourism product and services; representing a mean average of 2.56. The majority of respondents were neutral about the following three statements, which are "The online content of the Egyptian tourist destination is organised and well-displayed"; representing a mean of 3.01, "Tourist Products and services of the Egyptian tourist destination are available on electronic websites and online platforms"; representing a mean of 2.87, and "The online purchase process of Egyptian tourism services and holidays from social media platforms is available"; representing a mean of 2.83. On the other hand respondents disagreed on the following two statements, which are "The distribution of the Egyptian tourism products and services amongst websites and online platforms is satisfactory"; representing a mean of 2.05 and "There is an availability of virtual tourism platforms of the Egyptian tourist destination"; representing a mean of 2.00.

Table (14): Analysis of the Price

b- Price									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	The purchase process of online tourism services save money and time	Freq.	20	37	165	136	77	3.51	1.03
		%	4.6	8.5	37.9	31.3	17.7		
2	The electronic website of the Egyptian Ministry of Tourism and Antiquities is updated and include the sufficient price information for tourists	Freq.	109	120	117	48	41	2.52	1.24
		%	25.1	27.6	26.9	11.0	9.4		
3	The online payment of products and services of the Egyptian tourist destination includes special offers more than traditional payment channels	Freq.	19	24	98	193	101	3.76	1.01
		%	4.4	5.5	22.5	44.4	23.2		

4	Online products and services of the Egyptian tourist destinations are affordable in comparison with other tourist destinations	Freq.	10	50	21	239	115	3.91	0.98
		%	2.3	11.5	4.8	54.9	26.4		
5	Booking through online platforms and websites of the Egyptian tourist destination are widespread	Freq.	63	11	150	103	108	3.41	1.28
		%	14.5	2.5	34.5	23.7	24.8		
6	Booking through online platforms and websites of the Egyptian tourist destination are satisfactory	Freq.	113	135	62	89	36	2.54	1.29
		%	26.0	31.0	14.3	20.5	8.3		
Average								3.28	1.14

According to the previous findings of table (14) regarding the price, it was found that the general perception of respondents towards it was neutral; representing a mean average of 3.28. The majority of respondents agreed on the following four statements, which are "Online products and services of the Egyptian tourist destinations are not expensive in comparison with other tourist destinations"; representing a mean of 3.91, "The online payment of products and services of the Egyptian tourist destination includes special offers more than traditional payment channels "; representing a mean of 3.76, "The purchase process of online tourism services save money and time"; representing a mean of 3.51 and "Booking through online platforms and websites of the Egyptian tourist destination are widespread"; representing a mean of 3.41. On the other hand respondents disagreed on the following two statements, which are "Booking through online platforms and websites of the Egyptian tourist destination are satisfactory"; representing a mean of 2.54, and "The electronic website of the Egyptian Ministry of Tourism and Antiquities is updated and include the sufficient price information for tourists"; representing a mean of 2.52.

Table (15): Analysis of the Place

c- Place									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Buying online tourism services are better than the use of traditional ways	Freq.	39	24	67	173	132	3.77	1.19
		%	9.0	5.5	15.4	39.8	30.3		
2	Online platforms and websites are easy to use and deal with	Freq.	24	30	57	189	135	3.87	1.09
		%	5.5	6.9	13.1	43.4	31.0		
3	Online tourism and holiday's booking platforms are not safe enough due to the danger of online piracy	Freq.	151	138	54	27	65	2.34	1.39
		%	34.7	31.7	12.4	6.2	14.9		
4	There is an availability of online platforms and websites with purchase features about the Egyptian tourist destination	Freq.	38	62	147	122	66	3.26	1.14
		%	8.7	14.3	33.8	28.0	15.2		

5	There is an availability of online platforms and websites with many languages of the Egyptian tourist destination	Freq.	27	118	171	81	38	2.96	1.02
		%	6.2	27.1	39.3	18.6	87		
6	Booking platforms and websites of the Egyptian tourist destination are secure	Freq.	76	146	152	40	21	2.50	1.03
		%	17.5	33.6	34.9	9.2	4.8		
7	Social media platforms about selling services and booking holidays of the Egyptian tourist destination e.g. Facebook Shop and Owned channels are available	Freq.	138	176	71	35	15	2.11	1.05
		%	31.7	40.5	16.3	8.0	3.4		
8	The online market place of the Egyptian tourist destination is satisfactory	Freq.	164	203	28	18	22	1.92	1.02
		%	37.7	46.7	6.4	4.1	5.1		
Average								2.85	1.12

According to the previous findings of table (15) regarding the place, it was found that respondents were neutral of it; representing a mean average of 2.85. Respondents agreed on two statements, which are "Online platforms and websites are easy to use and deal with"; representing a mean of 3.87 and "Buying online tourism services are better than the use of other traditional ways"; representing a mean of 3.77. They were neutral about the following two statements, which are "There is an availability of online platforms and websites with purchase features about the Egyptian tourist destination"; representing a mean of 3.26 and "There is an availability of online platforms and websites with many languages about the Egyptian tourist destination"; representing a mean of 2.96. They disagreed on the following four statements, which are "Booking platforms and websites of the Egyptian tourist destination are secure"; representing a mean of 2.50, "Online tourism and holiday's booking platforms are not safe enough due to the danger of online piracy"; representing a mean of 2.34, "Social media platforms about selling services and booking holidays of the Egyptian tourist destination e.g. Facebook Shop and owned channels are available"; representing a mean of 2.11 and "The online market place of the Egyptian tourist destination is satisfactory"; representing a mean of 1.92.

Table 16: Analysis of the Promotion

d- Promotion									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Online information about the Egyptian tourist destination is available and satisfactory	Freq.	22	40	97	151	125	3.72	1.12
		%	5.1	9.2	22.3	34.7	28.7		
2	All online tourism and holidays' information is true and trustworthy	Freq.	53	169	150	41	22	2.56	0.99
		%	12.2	38.9	34.5	9.4	5.1		
3	Online information about holidays and booking of the Egyptian tourist destination are easily found on search engines e.g. Google	Freq.	23	20	85	180	127	3.84	1.05
		%	5.3	4.6	19.5	41.6	29.0		

4	The online content marketing of the Egyptian tourist destination is available and satisfactory	Freq.	40	109	183	35	68	2.95	1.15
		%	9.2	25.1	42.1	8.0	15.6		
5	The online advertising of the Egyptian tourist destination through social media platforms is available and satisfactory	Freq.	49	31	61	163	131	3.68	1.28
		%	11.3	7.1	14.0	37.5	30.1		
6	E-mail marketing about the Egyptian tourist destination is available	Freq.	20	139	130	86	60	3.06	1.11
		%	4.6	32.0	29.9	19.8	13.8		
7	Online public relations about the Egyptian tourist destination are available	Freq.	112	189	41	27	66	2.41	1.34
		%	25.7	43.4	9.4	6.2	15.2		
8	There is a difficulty about getting online information about the Egyptian tourist destination	Freq.	176	154	49	40	16	2.00	1.10
		%	40.5	35.4	11.3	9.2	3.7		
Average								3.03	1.14

According to the previous findings of table (16) regarding the promotion, it was found that the general perception of respondents of it was neutral; representing a mean average of 3.03. Respondents agreed on the following three statements, which are "Online information about holidays and booking of the Egyptian tourist destination are easily found on search engines e.g. Google"; representing a mean of 3.84, "Online information about the Egyptian tourist destination is available and satisfactory"; representing a mean of 3.72, and "The online advertising of the Egyptian tourist destination through social media platforms is available and satisfactory"; representing a mean of 3.68. They were neutral about the following two statements, which are "E-mail marketing about the Egyptian tourist destination is available"; representing a mean of 3.06 and "The online content marketing of the Egyptian tourist destination is available and satisfactory"; representing a mean of 2.95. They disagreed on the following three statements, which are "All online tourism and holidays' information is true and trustworthy"; representing a mean of 2.56, "Online public relations about the Egyptian tourist destination are available"; representing a mean of 2.41, and "There is a difficulty about getting online information about the Egyptian tourist destination"; representing a mean of 2.00.

Table 17: Analysis of the People

e- People									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Online personnel are available enough on platforms and websites of the Egyptian tourist destination	Freq.	122	175	80	30	28	2.23	1.12
		%	28.0	40.2	18.4	6.9	6.4		
2	Online customer support is available on platforms and websites of the Egyptian tourist destination	Freq.	42	108	162	84	39	2.93	1.08
		%	9.7	24.8	37.2	19.3	9.0		

3	Online personnel are available twenty four hours a day, seven days a week	Freq.	165	128	70	41	31	2.18	1.23
		%	37.9	29.4	16.1	9.4	7.1		
4	Requests and enquiries are quickly dealt with in platforms and websites of the Egyptian tourist destination	Freq.	134	152	22	48	79	2.50	1.47
		%	30.8	34.9	5.1	11.0	18.2		
5	Online complaints are quickly handled on platforms and websites of the Egyptian tourism destination	Freq.	151	175	73	25	11	2.01	0.98
		%	34.7	40.2	16.8	5.7	2.5		
6	Electronic word of mouth of tourists is considered in platforms and websites of the Egyptian tourist destination	Freq.	120	77	211	7	20	2.37	1.04
		%	27.6	17.7	48.5	1.6	4.6		
Average								2.37	1.15

According to the previous findings of table (17) concerning people, it appears that respondents disagreed on it; representing a mean average of 2.37. Respondents' answers were neutral about the following statement, which is "Online customer support is available on platforms and websites of the Egyptian tourist destination'; representing a mean of 2.93. They disagreed on the following five statements, which are "Requests and enquiries are quickly dealt with in platforms and websites of the Egyptian tourist destination"; representing a mean of 2.50, "Electronic word of mouth of tourists is considered on platforms and websites of the Egyptian tourist destination"; representing a mean of 2.37, "Online personnel are available enough on platforms and websites of the Egyptian tourist destination"; representing a mean of 2.23, "Online personnel are available twenty four hours a day, seven days a week"; representing a mean of 2.18 and "Online complaints are quickly handled on platforms and websites of the Egyptian tourism destination"; representing a mean of 2.01.

Table 18: Analysis of the Process

f- Process									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Online platforms and websites of the Egyptian tourist destination are convenient to their purpose	Freq.	127	148	51	69	40	2.41	1.30
		%	29.2	34.0	11.7	15.9	9.2		
2	Online platforms and websites of the Egyptian tourist destination are always updated with all recent information	Freq.	81	126	144	61	23	2.58	1.10
		%	18.6	29.0	33.1	14.0	5.3		
3	Online platforms and websites of the Egyptian tourist destination are supported by videos, podcasts, chatbots, vlogs and vloggers	Freq.	46	165	139	54	31	2.67	1.05
		%	10.6	37.9	32.0	12.4	7.1		

4	Online platforms and websites of the Egyptian tourist destination are enhanced with the cutting-edge technological applications	Freq.	171	105	88	41	30	2.20	1.24
		%	39.3	24.1	20.2	9.4	6.9		
Average								2.47	1.17

According to the previous findings of table (18) concerning process, it appears that respondents disagreed on it; representing a mean average of 2.47. Respondents' answers were neutral about the following statement, which is "Online platforms and websites of the Egyptian tourist destination are supported by videos, podcasts, chatbots, vlogs and vloggers"; representing a mean of 2.67. They disagreed on the following three statements, which are "Online platforms and websites of the Egyptian tourist destination are always updated with all recent information" representing a mean of 2.58, "Online platforms and websites of the Egyptian tourist destination are convenient to their purpose"; representing a mean of 2.41, and "Online platforms and websites of the Egyptian tourist destination are enhanced with the cutting-edge technological applications"; representing a mean of 2.20.

Table 19: Analysis of the Physical Evidence

e- Physical evidence									
No.	Attributes		Responses					Mean	Standard Deviation
			1	2	3	4	5		
1	Online platforms and websites of the Egyptian tourist destination have a good design	Freq.	22	79	170	106	58	3.22	1.05
		%	5.1	18.2	39.1	24.4	13.3		
2	Online platforms and websites of the Egyptian tourist destination are eye-catchy	Freq.	50	48	138	100	99	3.34	1.26
		%	11.5	11.0	31.7	23.0	22.8		
3	Online platforms and websites of the Egyptian tourist destination have a good display of icons and clickable buttons	Freq.	122	157	60	59	37	2.38	1.25
		%	28.0	36.1	13.8	13.6	8.5		
4	Online platforms and websites of the Egyptian tourist destination use suitable colours	Freq.	31	35	101	148	120	3.66	1.16
		%	7.1	8.0	23.2	34.0	27.6		
5	Online platforms and websites of the Egyptian tourist destination have quick streaming and downloading for their videos and podcasts	Freq.	128	218	32	36	21	2.08	1.06
		%	29.4	50.1	7.4	8.3	4.8		
Average								2.94	1.16

According to the previous findings of table (19) concerning the physical evidence, it was found that the general perception of respondents of it was neutral; representing a mean average of 2.94. Respondents agreed on the following statement, which is "Online platforms and websites of the Egyptian tourist destination use suitable colours"; representing a mean of 3.66. Respondents were neutral about the following two statements, which are "Online platforms and websites of the Egyptian tourist destination are eye-catchy"; representing a mean of 3.34, and "Online platforms and websites of the Egyptian tourist destination have a good design"; representing a mean of 3.22. They disagreed on the following two statements, which are "Online platforms and websites of the

Egyptian tourist destination have a good display of icons and clickable buttons"; representing a mean of 2.38 and "Online platforms and websites of the Egyptian tourist destination have quick streaming and downloading of their videos and podcasts"; representing a mean of 2.08.

SWOT Analysis of the Egyptian Tourist Destination's Digital Marketing regarding Generation Z Tourists

Strengths	Weaknesses
- The paramount importance of travel and holidays to Generation Z tourist. - The uniqueness of the Egyptian tourist destination. - The existence of some digital practices in some tourism establishments. - The affordability of the existed online prices related to the Egyptian tourist destination.	- The implementation of traditional marketing practices. - The insufficient official social media platforms dedicated to the Egyptian tourist destination. - The lack of some important tourism data in the official website of the Egyptian Ministry of Tourism and Antiquities. - The poor digital infrastructure of official Egyptian tourism-related websites e.g. lack of updated data, low bandwidth and insufficient online human resources. - The unsatisfactory advanced digital tourism applications of Egyptian tourism-related websites e.g. smart chatbots and virtual tourism. - The unsatisfactory digital content concerning the Egyptian tourist destination. - The unsatisfactory online transactions in Egyptian tourism-related websites e.g. handling complaints and quick responses to tourists' requests. - The frustration that Generation Z get when they encounter these problems in official websites of the Egyptian tourist destinations.
Opportunities	**Threats**
- Bolstering the development of digital tourism marketing in Egypt. - Leveraging from the digital transformation of Egypt's vision 2030 is an opportunity to attract Generation Z tourists by increasing practices of digital marketing in tourism.	- The competition from other tourist destination that adopt advanced digital applications and digital tourism marketing. - The high cost of advanced technological applications required for digital tourism marketing. - The lack of financial support required. - The danger of online piracy.

Conclusion

This paper has presented an investigation into factors influencing the digital tourism marketing of Generation Z "applied to the Egyptian tourist destination". According to the findings of the study, it was found out that Generation Z tourists constitute a large proportion of the tourism market. Generation Z tourists are fond of travelling and holidaying in tourism destinations that adopt standards of sustainability and green practices. Technology constitutes a crucial factor for Generation Z's daily life, for instance they like to surf the web and utilise social media applications on a regular basis. When it comes to tourism, Generation Z likes to utilise social media applications, particularly Instagram to share and exchange photographs of their travel and holidays. They depend on the internet to look for tourism and travel information, book their holidays via online travel agencies, and express their views on the visited tourist destination on their favourite online blogs. Furthermore, they are more attracted to tourism-related websites that include cutting-edge technological applications e.g. virtual tourism and smart chatbots. They also like to listen to opinions of trusted tourism and travel celebrities, bloggers and influencers, and they like to share their travel and holiday experience online. However, after analysing the digital marketing process of the Egyptian tourist destination from the perspective of Generation Z tourists, many weak spots were found out. For instance, there is a lack of important tourism data in Egyptian tourism-related websites e.g. the official website of the Egyptian Ministry of Tourism and Antiquities. They are also insufficient online transactions on Egyptian travel agencies' websites e.g. handling tourists' complaints and responding to their queries. Furthermore, the majority of data in Egyptian tourism-related websites are not updated with recent information and data, they are not provided with qualified online human resources and do not include modern technological applications e.g. smart chatbots and virtual tourism. Thus, it can be inferred that considering these factors is a step towards enhancing the digital tourism marketing of Generation Z "applied to the Egyptian tourist destination".

Recommendations Addressed to the Egyptian Ministry of Tourism and Antiquities

- Eradicating any bureaucratic procedures that hinder any digital practices for the Egyptian tourist destination.
- Providing the financial support required for creating a digital tourism marketing process for the Egyptian tourist destination.
- Renewing the official website of the Egyptian Ministry of Tourism and Antiquities by providing it with modern technological applications that meet the needs, requirements and expectations of Generation Z tourists e.g. electronic catalogues of the Egyptian tourist destination, virtual tourism options and smart chatbots.
- Doing periodical researches concerning the efficacy of the digitally advanced website of the Egyptian Ministry of Tourism and Antiquities' to identify any weak spots that may be found.
- Increasing the number of official Egyptian virtual tourism platforms for their crucial role in increasing the tourist base of Generation Z, particularly in times of crises.
- Hiring qualified personnel and digital marketers in official Egyptian tourism platforms and websites who are acquainted with modern digital marketing techniques to oversee the smooth running of the digital marketing process targeted specifically at younger generations of tourists e.g. Generation Z.
- Increasing the co-operation amongst the Egyptian Ministry of Tourism and Antiquities, digital marketing agencies and digital marketing professionals in order to benefit from experiences and skills in the digital marketing realm.
- Doing periodical digital marketing researches to identify different new trends in digital marketing and adopt them for marketing the Egyptian tourist destination and attracting Generation Z tourists in an effective way.
- Establishing a database of tourists' ages in the Egyptian Ministry of Tourism and Antiquities so that the digital marketing message can be easily conveyed to Generation Z tourists.

- Paying attention to online celebrities and trusted social media influencers to be included as tourism marketers in website of the Egyptian Ministry of Tourism and Antiquities as well as the official Egyptian tourism and travel platforms targeted at Gen Z tourists.

Recommendations Addressed to the Egyptian Travel Agencies

- Paying attention to cutting-edge technological applications and adopting them in Egyptian travel agencies for attracting younger generations of tourists e.g. Generation Z.
- Offering a digital working environment in Egyptian travel agencies that attracts Generation Z tourists to be dependent on the existence of promotional videos, promotional podcasts, video logs and video loggers.
- Creating an official technologically advanced website for Egyptian travel agencies that adopt the current technological applications appealing to Generation Z tourists e.g. virtual tourism, electronic booking and electronic payment.
- Ensuring the existence of smart chatbots on Egyptian travel agencies' websites that can provide any information to tourists at any time.
- Adopting more than one form of digital tourism marketing in Egyptian travel agencies e.g. content marketing, social media marketing, smart phone marketing and e-mail marketing.
- Creating an official social media page for Egyptian travel agencies on the preferable social media platforms of Generation Z, particularly Instagram.
- Paying attention to the existence of electronically skilled personnel in Egyptian travel agencies who have the ability to perform and monitor electronic transactions and the digital marketing process.
- Assuring factors of safety, security and data confidentiality in all electronic transactions on the official websites of Egyptian travel agencies.
- Ensuring the continuous update of information and data on the technologically advanced official websites of Egyptian travel agencies.
- Taking into consideration the good design of the websites of Egyptian travel agencies by providing it with convenient design, consistent colours and easy clickable icons to use.
- Offering cost-effective tourism programmes targeted at Generation Z tourists depending on appealing tourism patterns to Generation Z e.g. recreational tourism, sports tourism, rural tourism and food tourism.
- Offering tourism programmes targeted at Generation Z tourists, which adopt the environmental sustainability concept, green practices and ensure high safety and security standards.

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العوامل المؤثرة على التسويق السياحي الرقمي لسائحي الجيل زد "بالتطبيق على المقصد السياحي المصري"

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الملخص:
يُعتبر جذب مجموعة متنوعة من السائحين من خلال تطبيق أساليب تسويق ملائمة بمثابة طريقة فعالة لتحقيق النجاح لصناعة السياحة. يُعد الجيل زد واحداً من أهم فئات السائحين في الوقت الحالي وفي السنوات القادمة. يسعى هذا البحث نحو فهم العوامل المؤثرة على التسويق السياحي الرقمي لسائحي الجيل زد؛ بالتطبيق على المقصد السياحي المصري. اعتمد هذا البحث على البيانات الأولية من خلال توجيه استمارة استبيان لعدد (435) فرد من الجيل زد؛ في الفترة من إبريل 2023 إلى نوفمبر 2023. اعتمد البحث أيضاً على مصادر مختلفة للبيانات الثانوية المتعلقة بموضوع الدراسة. أوضحت النتائج أن أفراد الجيل زد يعتمدون بانتظام على التطبيقات التكنولوجيا الحديثة في السياحة، مثل وكالات السفر الإليكترونية والمواقع الاليكترونية ومنصات وسائل التواصل الاجتماعي والمواقع الإليكترونية المتعلقة بالسياحة، كما أن لديهم شغف كبير بالأنماط التكنولوجية الحديثة في السياحة، مثل السياحة الافتراضية. وعلى الرغم من ذلك، تواجه ممارسات التسويق السياحي الرقمي بعض التحديات في مصر، كما أنها ليست مطبقة بالشكل الأمثل لاستهداف الأجيال الجيدية من السائحين، مثل الجيل زد. ومن ثم، يوصي البحث بتطبيق ممارسات التسويق الرقمي في وزارة السياحة والآثار المصرية وفي وكالات السفر المصرية بالشكل الأمثل ليتم تسويق المقصد السياحي بفاعلية لسائحي الجيل زد.

الكلمات الدالة: الجيل زد، التسويق الرقمي، مصر، المقصد السياحي.