EVALUATING THE RELATIONAL TOURISM EXPERIENCE IN CAIRO

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Abstract

This paper aims to evaluate the relational experience that tourists have during their stay in Cairo, Egypt. The survey focused on tourists' impressions towards the destination beyond the enclaves that are strictly devoted to tourism services. The research classified the day-to-day aspects of the urban tourism experience into three dimensions: the functional value, community interactions and destination atmosphere. The research concluded that the authenticity aspect, the community's sense of hospitality and the quality of tourism services are the only attributes that scored favorable ratings among respondents. The majority of relational tourism attributes are in need in further development. The Chi-square tests indicated that tourist perceptions towards various dimensions differ according to their area of residence, level of education and purpose of visit. The paper proposed a model that can help policy makers and national government agencies to enhance the relational tourism experience in their future plans.

Keywords: customer experience - local community - new tourist - quality of life - relational tourism

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INTRODUCTION

The new tourist experiences

Nowadays, the evolution of modern information and communication technologies (ICT) coincide with the current revolutionary change in tourism demand. They both create what is known as 'new tourism'. This paradigm is complex in nature but is certainly reflected in the behavior of new tourists who demand different kinds of service products. The new tourists are more experienced, more educated, more responsible, more quality-conscious, more flexible, more independent, and hence harder to please.

There is a shift in emphasis from passive entertainment to active learning. There is a growing concern about the impact of modern industry, including tourism, on the physical and social environment. New tourists are increasingly being seen as environmentally sensitive, displaying respect for the culture of the host destination and seeking to experience rather than being merely spectators (Cecilia et al., 2011).

Table 1- Comparison between the old and new tourist type

Old tourist type	New Tourist type
Heliocentric	Experience something different
Following the masses	Be in charge
Having	Being
Superiority	Understanding
Conservative	Adventurous
Homogeneous	Hybrid (diverse)
Seeks international brands	Tries local products and services

Source: Modified from Cecilia et.al. (2011)

Today, tourists prefer "to be" rather than "to have", and hence they tend to become part of the day-to-day life of the destinations they visit. The new tourist wants to broaden his knowledge about the environment surrounding him while respecting the socio-cultural equality of other populations. The traditional popular mass tourism sites are no longer appealing to the generation of tourists. Now, more tourists favorize more authentic destinations where the local culture and identity are still maintained (Richards, 2013). Tourists nowadays are searching for an extraordinary experience that is totally different from the ambiance of their daily lives. The experience will surely influence future destination choices and loyalty to a specific service product. Therefore, attitudes, mood and expectations also affect the evaluation of tourist experiences rather than just the quality of the product itself. People seek to visit other places to experience cultural, social and environmental differences that exist. This environment adds a certain level of uniqueness to the whole experience (Asbollah et al., 2017).

The relational approach to tourism

The term 'tourist bubble' is a term originated from the US and describes areas that are primarily devoted to tourism and territory distinct from the rest of the city, also known as enclaves. During the 80s and 90s of the past century, tourism enclaves were created to hamper the negative outcomes of globalization, suburbanization and deindustrialization. This transformational process contributed to the loss of the destination's initial attractiveness as unique cultural and commercial locations. Cities were relatively regarded as inhospitable places marked by urban decay and insecurity threats (Judd, 1999). This has many destinations to be developed as sole market for residents rather than tourists.

In the new millennium, tourism has entered a new era of development in recent years. Tourists no longer restrict their journey to the classic routes of sightseeing of cultural landmarks, shopping and conference tourism. Tourists are 'coming of age' and breaking the conventional boundaries of the tourist bubble. Modern explorers or new tourists prefer to tour independently, leaving the traditional renowned cultural routes and central business districts (CBTs) behind and immersing themselves into the everyday life of the urban destination. They prefer the authentic feeling rather than the artificial experience to become temporary members of the local community. This state will make tourists active participants in the ongoing process of destination or urban change (Stors and Kagermeier, 2016).

In the past few years, a more holistic perspective for analyzing the tourist experience among academics is being adopted. The relational approach emphasizes upon visualizing tourists as relational beings that cannot be separated from the world. The relational ontology provides focus onto everyday life. Therefore, the immersion of tourists in the daily lifecycle of residents cannot be separated from other attributes of the tourism experience. In other words, this larger scope of perceiving the tourist experience is correlated with the residents' daily lives. The tourists are relational beings are immersed in the world they live in. Therefore, the predetermined quality assessment

categories are too narrow to cope with this broad understanding of a tourist's behavior and interaction with daily life of the community (Hansen et al., 2014).

Tourists continually make sense of their experiences and with whom they share their moments which eventually creates a certain meaning to the entire journey. Quality of life is strongly attached to the meaning tourists give to the time they spent, and thus whether they have a sense of coherence and bonding or sense of despair and disconnection (Carneiro and Eusébio, 2015) The interaction between tourist and residents daily lives occur in the three areas: 1- tourism sites 2-urban city areas (where they interact with public services and react to the authentic environment) 3- transit areas (Carneiro and Eusébio, 2015).

No doubt, that resident-to-tourist relations influence the tourist experience and furthermore, the tolerance of foreign visitors by the local population is crucial for the development of a tourism destination (Pavlukovic et al., 2011). Studies conducted on resident attitudes toward tourism have identified factors that reflect the goodwill aspect. Factors include the potential of financial gain, environment-related elements, socio-economic status and the perception about the influence of tourism on the quality of life (Eraqi, 2007).

Although the travel behavior is characterized by a brief length of stay, the residents' perception of tourism has a significant impact on tourist satisfaction (Carneiro and Eusébio, 2015). It's important to note that host-visitor relationships could be open to deceit, exploitation and superficiality in most destinations, still this brief and asymmetric and commercially oriented interaction has a great impact on the whole tourist experience (Lee and Jan, 2019).

The relational tourism experience outcome varies among individuals even though they are part of the same journey. This divergence is mainly due to the tourists' own ethnic background, expectations in addition to the level of cohesion and immersion they have among the local community. Each relational tourism element could have positive or negative results (Mancini et al., 2012).

METHODOLOGY

RESEARCH OBJECTIVES AND MODEL

This paper mainly aims to explore the relational experience of tourists in the day-to-day life aspects of Cairo residents. The research seeks to offer an insightful view of tourist-related elements in need of further development. The city of Cairo, as a major urban destination, was chosen with an aim to conduct the survey. The self-administered questionnaire was conducted during the months of January and February, 2018 and focused upon respondents who interacted with the Egyptian society outside the usual tourist enclaves. Tourists were interviewed in outdoor areas in downtown Cairo using formal questions to ask about their impressions regarding their urban experience with conventional services and their interactions with the local community. The quality of life in Cairo was the inspiration for all variables included in the survey. The research classified the tourism-related quality of life (QOL) facets of a destination into four different dimensions. Each dimension included various attributes which influences the customer experience CX. The following table demonstrates the various dimensions and variables.

Table 2- Relational tourism dimensions

Code	Dimension	Attribute
FV	Functional value	Public services
		Local transportation
		Technology-based services
		Tourism services
CI	Community interactions	Cultural openness
		Trustworthiness and integrity
		Hospitality
DA	Destination atmosphere	Authenticity
		Aesthetic appeal
		Cleanliness and hygiene
		Congestion and crowding

1-**Functional value**: various functional service attributes are included in this dimension with aim to evaluate the urban tourism experience in respect to various functional product values that serves both the residents and tourists alike. Public services (any services provided to Egyptian citizens and foreigners in the city), local transportation, technology based services (automated processes and information communication technology services) and tourism services (services primary designated to tourists such star rated hotels and restaurants).

2- **Community interactions**: the interaction between tourists and the local community is reflected in the level of culture openness the host society has towards foreigners. It represents the ability to communicate effectively and positively interchange point of views between hosts and visitors. The high degree of community openness makes the cultural and ethnic differences between tourists and the host community relatively blur. The trustworthiness and integrity attribute reflects the sense of reliability and confidence tourists feel towards the host community. The sense of hospitality conveyed by the locals is very influential regarding the whole tourism experience. It can be defined as the friendly reception and positive treatment of guests.

3- **Destination atmosphere**: this dimension describes the ambiance of the tourist destination in terms authenticity (unique cultural heritage), aesthetic appeal (appreciation of beauty by visitors), level of cleanliness and hygiene in public places and the tolerable level of congestion and crowding.

The relationship between respondents' profile variables and all relational elements of the tourism journey were tested with an aim to explore which personal characteristics have a significant influence on tourists' impressions. Furthermore, the research aims to evaluate key areas of the customer' relational journey and rank them according to their quality. The ultimate goal is to formulate a tourism development strategy that will enhance the relational experience of tourists in Egypt.
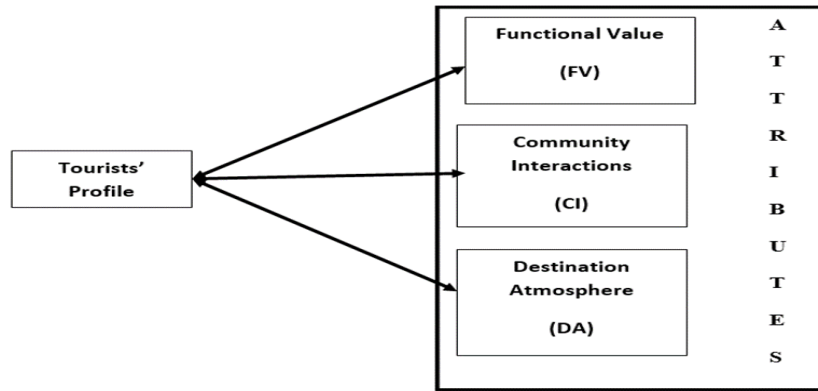
Figure 1- Research model

SAMPLING

Due the large population size which exceeds 4 million tourists (Reuters, 2018), a table of sample sizes was used at a confidence level of 95% and a reliability level of ± 5, which is appropriate for this type of research. The maximum sample size was chosen (n=384), and 16 additional questionnaires were added to compensate for non-responses. The final sample was size (n) was determined to be 400 questionnaires. The survey acquired 350 valid responses which accounts for 87.5 % of the total sample. It is acceptable response rate for these types of surveys (Ritchie and Goeldner, 1994).

Table 3- Value ranges and scales of respondents' profile data

Demographic variables	
Gender	Male- Female
Age category	Less than 20/ 20-34/35-50/50+
Region of residence	American- European- African- Middle Eastern- Asian
Education	High School
	Bachelors
	Master
	PhD
	Other
Behavioral variables	
Purpose of visit	Leisure / business / visiting friends and relatives (VFR)
Number of visits to the destination	First time / Multiple visits
Length of stay	1-5days / 6-10 days/ more than 10 days

HYPOTHESIS

In order to test the relationship between tourists' ratings of various relational tourism attributes and selected demographic and behavioral characteristics of respondents, a number of hypotheses were formulated. The validity of the following hypotheses was tested using correlation coefficients and Chi-square analysis (the SPSS v.22.0 was used to elicit various results).

H01- There is a significant difference between tourists' region of residence and the perception of functional values.

H02- There is a significant difference between tourists' region of residence and the perception of community interactions.

H03- There is a significant difference between tourists' region of residence and the perception of the destination atmosphere.

H04- There is a significant difference between tourists' level of education and the perception of the functional values.

H05- There is a significant difference between tourists' level of education and the perception of the community interactions.

H06- There is a significant difference between tourists' level of education and the perception of destination atmosphere.

H07- There is a significant difference between tourists' purpose of visit and the perception of the functional values.

H08- There is a significant difference between tourists' purpose of visit and the perception of the community interactions.

H09- There is a significant difference between tourists' purpose of visit and the perception of the destination atmosphere.

RESULTS AND DISCUSION

Descriptive statistics

The demographic profile data indicate that the majority of respondents were males (73%) and most respondents were in the age category [21-34] years old (40.2%) followed by the range category [35-49] years old (23.6%). The education results were classified as follows: Bachelor's degree (43.7%) - High School (27.6%)- Master degree (25.9%)-PhD (2.7%). The purposes of visit were mostly for leisure (82.8%) followed by business (6.3%) and visiting friend relatives (10.9%) purposes. 83.3% of respondents were visiting Egypt for the first time, while 16.7 already visited the country multiple times. 85.4 % of respondents visited Egypt for a time period that extends from 1 to 5 days followed by a lesser number of tourists who stayed for 6 to 10 days. The Region of residence of the sample was distributed as follows: American (7.4%) - European (62%) Middle Eastern (23%) - Asian (7.6%). The following diagram shows respondents impressions towards various relational tourism dimensions during their travel experience.

Table 4- Nationality of respondents classified by region

| Region	Country of origin / Nationality	Percentage (%)
Americas	United states (American)	3%
	Mexico (Mexican)	1.4%
	Argentine (Argentinian)	3%
Europe	Germany (German)	52.8%
	Spain (Spanish)	3%
	France (French)	1.6%
	Italy (Italian)	3%
	Britain (British)	1.6%
Middle East	Saudi Arabia (Saudi)	3%
	Kuwait (Kuwaiti)	1.6%
	Emirates (Emirati)	3%
	Qatar (Qatari)	1.6%
	Bahrain (Bahraini)	3%
	Algeria (Algerian)	1.6%
	Turkey (Turkish)	3%
	Tunisia (Tunisian)	1.6%
	Lebanon (Lebanese)	3%
	Sudan (Sudanese)	1.6%
Far East	Indonesia (Indonesian)	3%
	India (Indian)	1.6%
	Korea (Korean)	3%
Total		100
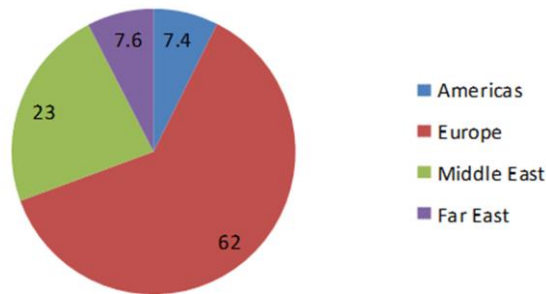
Figure 2- Nationality of respondents classified by region
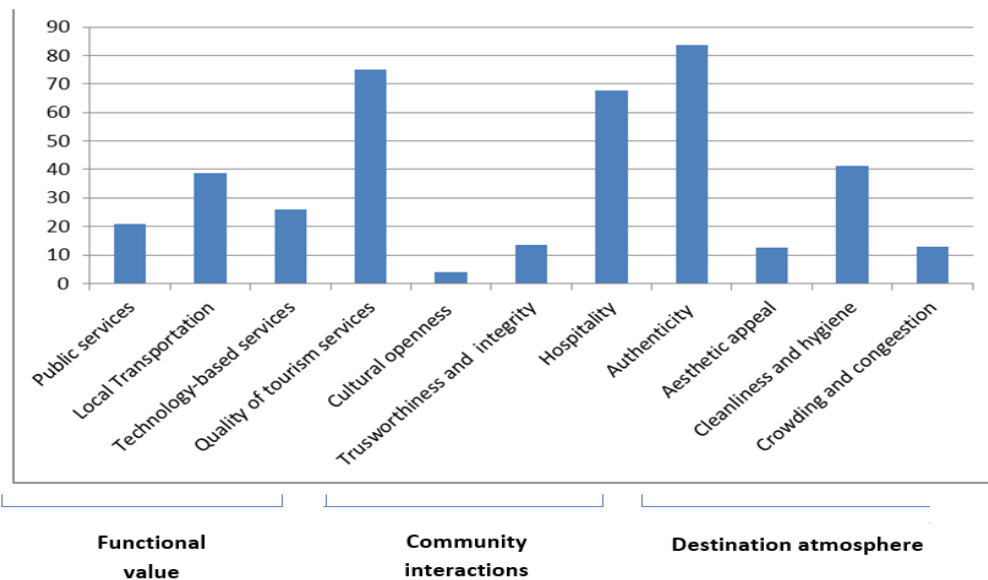
Note: survey ratings scale (1-5) = 1- Very dissatisfied – 5=Very satisfied

The previous diagram describes respondents' impressions towards various relational dimensions they encountered during their visit to Cairo. It's clear from the previous illustration that the authenticity attribute (83.65%) is the highest ranked aspect of the tourist destination followed by the quality of tourism services (75%). The hospitality (67.8%) is far more superior to public services (20.70%) and local transportation (38.80%). The availability of technology-based services (25.90%) did not highly score among all elements. The cleanliness and hygiene scored a mediocre rating (41.35%). Cultural openness (3.95), service integrity (13.55%), interaction with residents (12.60%), aesthetic appeal (12.65%) and crowding and congestion (12.90%) are the least pleasing elements of the urban experience in Cairo.

Chi-square analysis results

A Chi-square analysis was conducted to test the relationship between respondents' impressions towards various relational tourism dimensions and selected tourist profile attributes.

Table 5- Chi-square analysis results- respondents profile by region of residence, level of education and purpose of visit

Code	Attribute	Chi-square Value by Region of Residence	Chi-square Value by Level of Education	Chi-square Value by Purpose of Visit
FV	Public services	$x^2(4) = 85.476$ $p<0.001$ $n=350$	$x^2(4) = 6.337$ $p=0.09$ $n=350$	$x^2(2) = 14.687$ $p<0.001$ $n=350$
	Local transportation	$x^2(4) = 152.871$ $p<0.001$ $n=350$	$x^2(4) = 9.904$ $p=0.12$ $n=350$	$x^2(2) = 31.065$ $p<0.001$ $n=350$
	Technology-based services	$x^2(4) = 91.925$ $p<0.001$ $n=350$	$x^2(4) = 10.837$ $p=0.09$ $n=350$	$x^2(2) = 8.110$ $p=0.08$ $n=350$
	Tourism services	$x^2(4) = 291.82$ $p<0.001$ $n=350$	$x^2(4) = 7.833$ $p<0.25$ $n=350$	$x^2(2) = 41.000$ $p<0.001$ $n=350$
	Functional value dimension	$x^2(4) = 2177.135$ $p<0.001$ $n=350$	$x^2(4) = 8.768$ $p<0.18$ $n=350$	$x^2(4) = 239.351$ $p<0.001$ $n=350$
CI	Cultural openness	$x^2(4) = 326.233$ $p<0.001$ $n=350$	$x^2(4) = 14.971$ $p<0.001$ $n=350$	$x^2(2) = 26.619$ $p<0.001$ $n=350$
	Trustworthiness and integrity	$x^2(4) = 193.235$ $p<0.001$ $n=350$	$x^2(4) = 28.070$ $p<0.001$ $n=350$	$x^2(2) = 28.070$ $p<0.001$
	Hospitality	$x^2(4) = 105.6999$ $p<0.001$ $n=350$	$x^2(4) = 42.500$ $p<0.001$ $n=350$	$x^2(2) = 8.117$ $p=0.08$ $n=350$
	Community interaction dimension	$x^2(4) = 1352.276$ $p<0.001$ $n=350$	$x^2(4) = 169.239$ $p<0.001$ $n=350$	$x^2(4) = 52.310$ $p<0.001$ $n=350$

Table 6- Chi-square analysis results- respondents' profile by region of residence, level of education and purpose of visit- *Continued*

Code	Attribute	Chi-square Value by Region of residence	Chi-square Value by Level of education	Chi-square Value by Purpose of visit
DA	Authenticity	$x^2(4) = 329.975$ $p<0.001$ $n=350$	$x^2(4) = 29.685$ $p<0.001$ $n=350$	$x^2(2) = 59.749$ $p<0.001$ $n=350$
	Aesthetic appeal	$x^2(4) = 109.802$ $p<0.001$ $n=350$	$x^2(4) = 11.175$ $p=0.02$ $n=350$	$x^2(2) = 11.175$ $p=0.02$ $n=350$
	Cleanliness and hygiene	$x^2(4) = 253.659$ $p<0.001$ $n=350$	$x^2(4) = 7.831$ $p<0.09$ $n=350$	$x^2(2) = 7.831$ $p=0.09$ $n=350$
	Congestion and crowding	$x^2(4) = 183.175$ $p<0.001$ $n=350$	$x^2(4) = 19.702$ $p<0.001$ $n=350$	$x^2(2) = 19.702$ $p<0.001$ $n=350$
	Destination atmosphere dimension	$x^2(4) = 2594.632$ $p<0.001$ $n=350$	$x^2(4) = 174.076$ $p<0.001$ $n=350$	$x^2(4) = 217.758$ $p<0.001$ $n=350$

Notes: 1: Chi-square significance: p≤ 0.05= statistically significant / p> 0.05= not statistically significant -2: FV= Functional value – CI= Community interaction – DA= Destination atmosphere

Hypothesis test results

H01- There is a significant difference between tourists' region of residence and the perception of functional values- **Accepted**

-The Chi-square analysis indicate that tourists' region of residence influences their perception towards the destination's functional values [$x^2(4) = 2177.135$ at a significance level *p<0.001*]. The local transportation attribute is highly influenced by respondents region of residence followed by the technology-based services.

H02- There is a significant difference between tourists' region of residence and the perception of community interactions- **Accepted**

-The Chi-square analysis indicate that tourists' region of residence influences their perception towards community interactions [$x^2(4) = 1352.276$ at a significance level *p<0.001*]. The cultural openness is the mostly influenced by respondent's region of residence followed by the trustworthiness and integrity of the community.

H03- There is a significant difference between tourists' region of residence and the perception of the destination atmosphere- **Accepted**

-The Chi-square analysis indicate that tourists' region of residence influences their perception towards the destination's functional values [$x^2(4)$ =2594.632 at a significance level *p<0.001*]. The authenticity attribute is the most highly influenced attribute according to respondents' region of residence followed by cleanliness and hygiene.

H04- There is a significant difference between tourists' level of education and the perception of functional values- **Rejected**

- The Chi-square analysis indicates that respondents' functional values do not vary according to the level of education [$x^2(4)$ =8.768 at a significance level *p<0.18*]

H05- There is a significant difference between tourists' level of education and the perception of community interactions-**Accepted**

The Chi-square analysis indicated that respondents' community interactions vary according to respondents' level of education [$x^2(4)$ =169.239 at a significance level *p<0.001*]. The community's sense of hospitality is the most influenced attribute followed by the trustworthiness and integrity aspect.

H06- There is a significant difference between tourists' level of education and the perception of destination atmosphere -**Accepted**

There is a significant difference between tourists' level of education and the destination atmosphere [$x^2(4)$ =174.076 at a significance level *p<0.001*]. The authenticity attribute is the most influenced attribute by respondents' level of education followed the congestion and crowding in the destination.

H07- There is a significant difference between tourists' purpose of visit and the perception of functional value – **Accepted**

There is a significant difference between tourists' purpose and the destination's functional value [$x^2(4)$ =239.351 at a significance level *p<0.001*]. Tourism services are the most influenced attribute by respondents travel purposes followed by the quality of local transportation. Tourists' level of education influences all dimensions of the relational experience except the functional value elements. This assures that public services provided at the destination do not significantly vary according to education levels.

H08- There is a significant difference between tourists' purpose of visit and the perception of community interactions- **Accepted**

There is a significant difference between tourists' purpose and the destination's community interactions [$x^2(4)$ =52.310 at a significance level *p<0.001*]. The community trustworthiness and integrity is the most influenced attribute by respondents travel purposes followed by cultural openness.

H09- There is a significant difference between tourists' purpose of visit and the perception of destination atmosphere- **Accepted**

There is a significant difference between tourists' purpose and the destination's community interactions [$x^2(4)$ =217.758 at a significance level *p<0.001*]. The authenticity is the most influenced attribute by respondents travel purposes followed by the congestion and crowding.

In conclusion, it is confirmed that respondents' profiles have a significant influence on their impressions towards relational tourism dimensions. The region of residents attribute has the highest influence on all relational dimensions as shown in the previous table. The nationality of respondents and their origins (American-European-African-Middle Eastern-Asian) is strongly correlated with their perception towards their relational experience. The quality of the relational tourism experience and the quality of life aspect of the destination are easily compared to the tourists' day-to-day life at their home country. The education level of respondents is highly correlated with several aspects of the relational experience, namely: the hospitality and the authenticity attributes. The purpose of visit dimension has a great influence on respondents' perception of the functional value comparing to the rest of the attributes. No doubt that the trip purpose is associated with the level of tourist interaction within the urban city facilities and services (e.g. business tourism). It has also the greatest influence on the perception of the destination atmosphere comparing to other profile attributes.

RECOMMENDATIONS

- The research results assured that services dedicated to tourism are far more satisfactory than those provided to local residents (e.g. local transportation- public services- technology based services). Policy makers and tourist authorities should focus together on developing their cities up to the standards that satisfies both residents and tourists alike. Most urban development plans focus upon designing a city that primary serves the local community without seeking to create a unique tourism experience for visitors who immerse themselves into the day-to-day life of residents. Enhancing the quality of living in a destination is a fundamental part of the tourism product development plans.

- Aside from the sense of warmth and hospitality that the community offers to tourists, many other aspects of host-tourist interactions should be improved; namely the cultural openness and integrity. These behavioral attributes can be developed through cultural media campaigns that promote desired ethical and positive attitudes of the host-community when dealing with tourists. Another approach should be through education. The ability to effectively communicate with various visitors from different ethnic and cultural backgrounds should be a significant learning outcome adopted throughout different levels of education.

- The aesthetic appeal of the destination along with the level of congestion and crowding and cleanliness are all fundamental parts of the relational tourism experience. Authorities tend to focus on tourist areas, routes and enclaves regarding the quality standards that should be provided to guests. The new tourist will seek to escape those enclaves and experience the urban lives of residents which make the whole country a tourism destination with no distinct boundaries. Policy makers should strongly take into account the beauty of the urban city, which is reflected in the harmony and authenticity of its architecture and streets. Investing in these areas will no doubt create a unique tourism experience for tourists.

- Creating an effective tourism experience in Cairo should rely up the analysis of various profiles of tourists who visit the destination. Understanding the various tourist profiles and their diverse cultural backgrounds will surely help design a better relational tourism experience for multiple segments. Insightful studies in this area of research should be conducted to guide all tourism development plans in Cairo. Tourist impressions towards the functional value, the community interaction and destination atmosphere dimensions should be among the guidelines that shape future urban city development plans. This approach will drive government agents design urban cities that are up to the quality standards of tourist visitors.

- Marketing authorities should launch various community-based promotional campaigns. The initiative will shed the light upon the cultural uniqueness of the Egyptian local community as a significant component of the tourism product. Such campaigns will help increase the level of engagement between the host community and tourists.
- The following figure shows a proposed relational model for urban tourist destination development that relies upon three dimensions: 1- the functional value (FV) 2- community interactions (CI) 3- destination atmosphere (DA). All previously cited dimensions are responsible for creating the urban tourism experience. The outcomes of those experiences will help policy makers in their innovation process, and furthermore create more effective development strategies for the targeted urban destination.
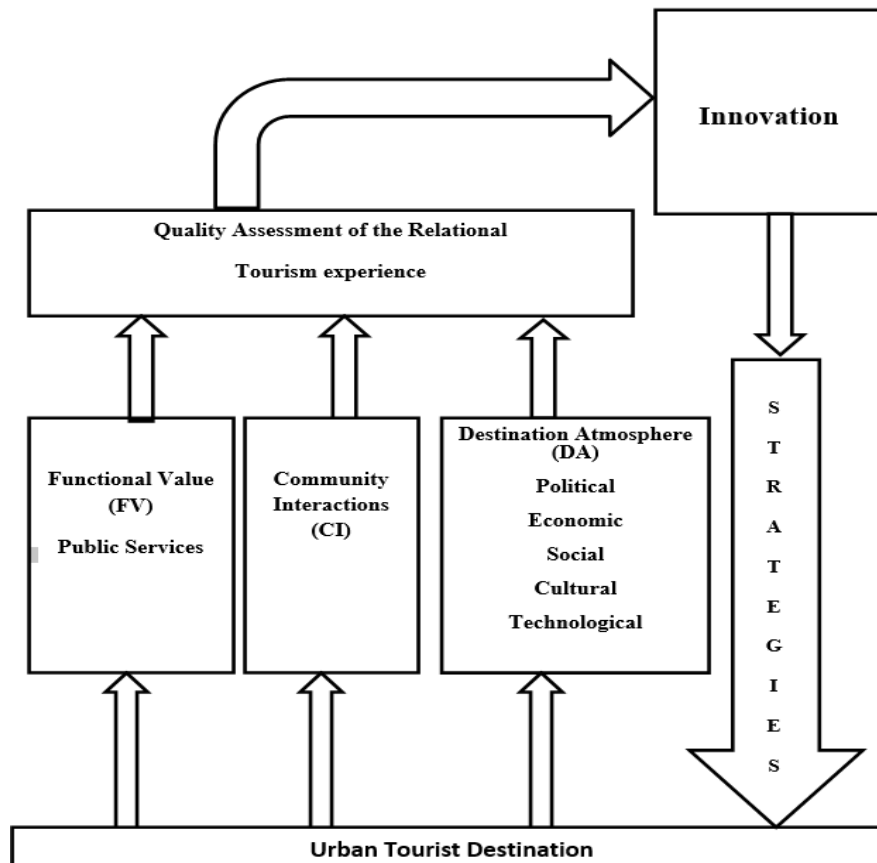

Figure 4- The relational model of urban tourist destination development

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تقييم تجربة السياحة الاندماجية فى القاهرة

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يهدف البحث الى تقييم التجربة الاندماجية للسياح خلال فترة إقامتهم بالقاهرة من خلال التركيز على انطباعاتهم تجاه المقصد خارج النطاق المحدود للمناطق المخصصة لتقديم الخدمات السياحية. تم تقسيم مظاهر الحياة اليومية للمجتمع, والتي تشكل التجربة الاندماجية للسياح, إلى ثلاثة أبعاد رئيسية: جودة الخدمات العامة و مستوى التفاعل مع المجتمع المضيف والبيئة العامة للمقصد. استخلص البحث أن"الأصالة التي يتسم بها المقصد السياحى" و"مستوى الضيافة" التى يتلقاها السائح و"جودة الخدمات السياحية" هم العناصر التى نالت نسبة رضاء مرتفعة نسبياً من قبل عينة الدراسة. أغلبية عناصر التجربة السياحية الاندماجية تحتاج الى مزيد من التطوير حتى تحقق نسب مقبولة من الرضاء. أكد اختبار مربع كاى (كا2) أن انطباعات السياح تتأثر طبقاً للمنطقة الجغرافية التى ينتمى اليها السائح ومستوى تعليمه والغرض من زيارته والتى تشكل كلها عوامل ديموغرافية وسلوكية للسياح. ضم البحث عدداً من التوصيات يمكن أن تساعد القائمين على رسم سياسات التنمية السياحية فى المنظمات الحكومية المختلفة على تحسين جودة التجربة السياحية الاندماجية فى القاهرة من خلال خططهم المستقبلية.

الكلمات الدالة: تجربة العملاء – المجتمع المحلى– السائحون الجدد– جودة الحياة – السياحة الاندماجية.