
APPLICABILITY OF REPUTATION MARKETING TO THE BRANDING OF LUXOR AS A TOURIST DESTINATION

NORAN IBRAHIM OUDA

RESEARCHER, FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT

MOHAMED EZZAT

FACULTY OF TOURISM AND HOTELS, MINIA UNIVERSITY, EGYPT

NOHA ABU-EL GHEIT

FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT

ABSTRACT

Reputational marketing researchers have long been interested in exploring how reputational marketing affects destination branding. The current study attempts to explore the effect of the possibility of applying reputation marketing to the brand of Luxor as a distinct tourist destination in increasing profits and brand fame without spending marketing efforts and costs. It is conducted on employees of 115 travel agencies in Luxor. The results of this study indicate that the application of reputation marketing on the shorter brand has an important role in distinguishing the destination, and it may be put into practice by making customers aware of the value of reputation. Given that consumers rely on this brand's quality when choosing their products, it is advised that emphasis be placed on developing a distinctive image of the brand in the minds of consumers.

KEYWORDS: Reputation Marketing, Reputation Management, Branding, Destination, Luxor.

INTRODUCTION

One of the most important aspects of achieving economic success is having a good reputation. In practice, though reputation is frequently misunderstood. Image is frequently associated with reputation, or reputation is reduced to aspects such as believability (Westermann and Forthmann, 2020). Reputation is critical in achieving commercial, social, and political goals on a global scale; in this sense, countries can be seen as 'brands' that go before them, building trust, increasing quality, and developing positive expectations about competence. Countries with a poor reputation may find it more difficult to achieve their objectives outside of

their geographical region (Dowling and Moran, 2012). Travel agencies have realized the value of their reputation as a valuable asset and are increasingly factoring stakeholder views into their product creation. The research of internet reputation is also growing more complex, and it may provide real-time price, investment, and acquisition signals to keep a business competitive (Mandić *et al.*, 2020). For travel agencies, reputation is evolving from a monitoring activity that provides descriptive information based on previous consumer behavior to a business intelligence activity that may give prescriptive suggestions on the firm's future direction (Feldman *et al.*, 2014). To have a corporate image connected with organizational culture, corporate branding is necessary. It is proposed that a favorable corporate reputation would encourage customers to remain loyal to this particular brand and to prefer the company's products and services (Badrianto and Ekhsan, 2020). Creating a strong brand image in the tourist sector helps clients form strong opinions about the brand. From Thus, it is possible to predict that the impact of brand image on the tourist sector will grow and last for a long time in the minds of customers. Brand awareness, affiliation, superiority, affection, resonance, corporate social responsibility, tourist management, and advertising are just a few examples (Latif, 2016). Companies and marketers use brand management to build an emotional connection between customers and their products. A mental image of the product or brand is generated in the mind of the consumer through brand management. This serves as the foundation for attracting new consumers as well as boosting brand loyalty among existing ones (Wiedmann *et al.*, 2011).

RESEARCH OBJECTIVES

This study aims to investigate and know the applicability of reputation marketing to the branding of Luxor as a tourist destination. To achieve this aim, the following objectives are set:

- Exploring the current applicant of reputation marketing in Luxor.
- Identifying the purposeful identity of travel agencies in Luxor.
- Analyzing the impact of applying reputation marketing on the branding of Luxor.
- Realizing the extent the sharing culture of Luxor with the tourists.
- Determining the impact of Luxor image and reputation on the tourists perceptions.
- Studying the methods of applying reputation marketing on Luxor as a touristic destination.

- Illustrating the perceived quality of services in Luxor as a touristic destination.
- Evaluating the travel agencies' employees' awareness of the destination brand.
- Realizing the relationship between tourists' expectations and the perceived quality of services in Luxor.

LITERATURE REVIEW

REPUTATION MARKETING

Elliott (2021) stated that reputation marketing has a higher level of activity than reputation management. It's all about generating favorable reviews and social media mentions, and then leveraging those mentions in your marketing. Over the last few years, we've seen a change in emphasis from reputation management to reputation marketing because it has a greater influence on firms and by preventing and reacting to bad reviews, reputation management affects consumer perception and negative feedback must still be addressed (Ridgeway, 2018). It is vital to reply to unhappy consumers immediately and gently in order to properly manage your reputation. If you ever find yourself in a similar situation, keep these bad review response examples in mind (Fritschle, 2018).

Reputation marketing is more proactive than traditional marketing. It entails obtaining more favorable internet mentions and promoting such mentions on your website, social media, review sites, and elsewhere. The following are the two primary components of reputation marketing :- (Abimbola, 2012)

- Improve your reputation: Setting reputation marketing as a top priority entails improving your reputation. Encourage customers to recommend you to others and increase the number of positive ratings you receive.
- The most crucial one is to enhance your reputation. Because having a large number of positive customer reviews, testimonials, and comments on social media can help you use these resources in your own marketing. Therefore, reputation marketing may have a big impact on your business.

BRAND MANAGEMENT

Grant (2021) clarified that brand management is a marketing function that employs strategies to boost a product lines or brand's perceived value over time. According to Monahan (2018) brand management is a set of strategies for increasing a product's, services, or brands perceived value through time. A meaningful brand strategy offers the framework for what a

brand stands for and how it will be conveyed to the marketplace, which is the basis of a successful brand. Parti (2020) added that there are five major advantages to brand management which are: increasing customer loyalty, enhancing brand awareness, safeguarding your company from unexpected market shifts, making your brand stand out from the crowd and boosting the efficiency of your marketing communications.

DESTINATION REPUTATION MANAGEMENT

Komilova (2021) mentioned that tourists are left with a range of perceptions, sensations, and emotions after visiting this location. A place or target region that is well defined. Out-of-town trips, recreational facilities, communes, regions, federal territories, Germany, and the European Union are examples of destinations. Tourism destinations may be viewed as complicated enterprises with a reputation to maintain. Tourism managers must be aware of what travellers are saying online and must handle the growing volume of material created by users holistically. As a result, in order to research the opinions voiced by visitors in internet conversations (Marchiori et al., 2010). On the construction of a Destination Reputation Model, it serves as both a descriptive model (understanding reputation levels) and a roadmap for future intervention. A destination manager is aware of how to enhance/manage the brand's reputation (Craig, 2012). According to Zyryanova, et al. (2020), there are six elements to managing a destination's reputation which are: a destination brand's emotional appeal, the level of service provided by the destination, relationship with the natural world, reputation of the administration, the destination's contribution to the social environment and finally the financial performance of the destination.

REPUTATION MARKETING AND LUXOR BRANDING

The role of a Destination Marketing Organization is crucial in the tourism industry, as it represents a key success factor for a country as a whole, as well as for regions and cities, because of its efforts to reach global audience (Wang, 2013). Destination Marketing Organizations are primarily marketing organizations, in particular dedicated to the development of a destination's image, and to coordinating internal stakeholders to provide tourism products and services to visitors, He added that it is possible to summarize a Destination Marketing Organization's main activities as follows: (Gatzert, 2015)

1. Coordination of shareholders (including the political and business industry representatives).

2. Leadership role and advocacy for tourism within the local community, in order to create awareness among the residents on the relevance of the tourism industry.
3. Support on the development of tourism facilities and attractiveness.
4. Information supporting of the tourist before and during their visit.
5. Assistance to third parties such as tour operators and travel agents.

BUILDING REPUTATION FOR LUXOR

From stakeholder perspective for Luxor reputation formation can be represented in:

- a) **EMPLOYEES:** It's considered one of the most important factors in any touristic destination. They look like ambassadors of its reputation through their commitment (Ferencová , 2012).It was stated that there is a positive relationship between reputation and employee commitment ,leading to important results in the creation or deletion of other fundamental intangible resources, and may help build a positive image (Abd ElJalil et al., 2018).
- b) **CUSTOMERS:** A good reputation attracts customers easily and maintains the loyalty of the existing ones besides ensuring the positive spread of the word of mouth information and also to reduce the opportunity to imitate the actions of the travel agency (Matuleviciene and Stravinskiene, 2016).
- c) **INVESTORS:** A good reputation allows the increase in the price, to attract larger investors, to improve the access to major markets. A high reputation reduces the advertising costs due to a lower investment in communication (Lekhanya, 2014).
- d) **SUPPLIERS:** The reputation of for Luxor increases the average of trust, which is a vital element in any type of relationship. The more the customer trusts a supplier, the higher the perceived value of the relationship is by building a good reputation (Liu, 2015).
- e) **COMMUNITY:** Luxor obtains the support of the community by offering a range of unique products, ensuring the quality of product and services, informing the community about the positive effect of reputation, maintaining socially responsible activities, ensuring communication in media, including community members in the activities of an organization (Ezzat, 2013; Aula and Heinonen, 2016).

METHODOLOGY

QUESTIONNAIRE DESIGN

QUESTIONNAIRE OF EMPLOYEES

Questions were set to investigate and trying to know the applicability of reputation marketing to the branding of Luxor as a tourist destination. The study's objectives and questions are linked to developing the questionnaire to assure that all questions in the questionnaire are related to the study's objectives and questions the questionnaire is divided into two main sections.

PART ONE: This part concerned with the demographic data of the sample, it consisted of 5 questions about gender, age, educational level, job department and years of experience.

PART TWO: The dimensions of study: in this part, the study includes two variables. Independent variable which is Reputation Marketing that includes three dimensions (Purposeful identity - Shared culture - Image Impact). Dependent variable which is Destination Branding which include four dimensions (Destination brand awareness - Perceived quality- Ideal self-congruence – Continuously shared culture).

POPULATION AND SAMPLING TECHNIQUE

Questionnaire forms were designed and distributed to a random sample of employees who work in travel agencies. According to Egyptian Travel Agents Association "ETAA" (2022), Luxor governorate has (80) main travel agencies with (320) employees, and (110) sub travel agencies with (560) employees. Only 115 travel agencies were selected as a sample for the current study, which represent (61 %) of the travel agencies in Luxor to carry out the field study.

The questionnaire forms were distributed electronically and in hard copies to employees of (115) travel agencies by the researcher during the period from February 2021 to June 2021. (337) questionnaires were collected from (350) questionnaires distributed, while (325) were valid. , and (12) is incomplete. Therefore (12) incomplete forms were excluded from the analysis.

Table (1) shows the distributed, collected, correct and invalid questionnaires

Answers	Distributed Forms	Lost Forms	Returned Forms	Excluded Forms	Valid Forms
Freq.	350	13	337	12	325
%	100	3.7	96.3	3.4	92.9

CONSTRUCTS' RELIABILITY

The purpose of reliability is to make sure that reusing the questionnaire with different samples would give the same results and conclusions. One of the most important aspects of reliability is internal consistency which can be checked using Cronbach's Alpha coefficient where a value less than 0.7 is considered unacceptable, while a value between (0.7-0.8) is acceptable, whereas a value between (0.8-0.9) is good and a value over 0.9 is excellent.

Table (2) internal consistency of dimensions

Dimension	Cronbach's Alpha
Purposeful identity	0.734
Shared culture	0.760
Image impact	0.723
Destination brand awareness	0.770
Perceived quality	0.748
Ideal self-congruence	0.792
Permanent cultural participation	0.726

In a nutshell, table (2) gives a verification of the internal consistency for all the dimensions of the questionnaire with values of Cronbach's Alpha coefficient ranged between (0.723-0.792) which is acceptable.

DATA ANALYSIS

The Statistical Package for the Social Sciences (SPSS) version 26.0 for windows was used to analyze the valid forms. Among its various modules for statistical data analysis are those for categorical data analysis and descriptive statistics like frequencies and charts. Frequency counts, percentage distributions. The analysis included the following statistical methods:

- 1. ALPHA CRONBACH'S TEST:** to knowing the reliability of the study tool, and removing any questions or statements, which have negative or unreliable results from test to ensure that all questions in questionnaire are reliable and suitable to analysis. (Taber ,2018) stated that the Cronbach's alpha is a statistical test commonly used to prove that the scales created to measure study variables which are reliable and appropriate to their purpose. The results concluded that the Cronbach's alpha coefficient for all variables was higher than 0.7.

2. **DESCRIPTIVE ANALYSIS:** Frequencies, percentages, means, standard deviations, and ranking based on the most homogeneity values to describe the characteristics of the sample of the study. In addition, identifying the response to the study dimensions.
3. **SPEARMAN CORRELATION COEFFICIENTS:** was used to test the correlation among the study variables and the validity of hypotheses. It is used in the case of nonparametric tests and in the case of the ordinal data.
4. **PEARSON’S CORRELATION COEFFICIENT:** was used to test the hypotheses from one to four.
5. **TWO-INDEPENDENT SAMPLES T-TEST:** was used to test hypotheses five.
6. **ONE-WAY ANOVA AND PAIR-WISE COMPARISONS:** were used to test the hypotheses from six to nine.

RESULTS AND DISCUSSION

DEMOGRAPHIC DATA

Table (3) Demographic Data of Employees

Characteristic	F	%
Gender		
Male	208	64
Female	117	36
Age		
From 20 to 40 years	198	60.9
From 41 to 60 years	115	35.4
Above 60 years	12	3.7
Educational level		
Middle	15	4.6
Above middle	226	69.5
Graduated	83	25.5
Post graduated	1	0.3
Job		
Administrative manager	42	12.9
Administrative supervisor	68	20.9
Marketing Employee	64	19.7
Other	151	46.5
Experience		
Less than 3 years	64	19.7

From 3 to 5 years	61	18.8
From 6 to 10 years	72	22.2
From 11 to 15 years	84	25.8
More than 15 years	44	13.5

Table (3) demonstrates the demographic characteristics of the respondents where just less than two thirds of them were male while just more than one third were female, more than 60% aged between (20-40) years whereas more than one third of them aged between (41-60) years, About 70% has educational level above middle whilst about one quarter of them are graduated, more than one tenth work as administrative manager while just more than one fifth work as administrative supervisor and nearly the fifth work as marketing employee whilst less than half work in other occupation, Nearly the fifth have been working for less than 3 years while less than fifth have been working for (3-5) years whereas more than one fifth have been working for (6-10) years whilst just more than one quarter have been working for (11-15) years and Finally more than one tenth have been working for more than 15 years.

DESCRIPTIVE STATISTICS

Table (4) Descriptive Analysis of Reputation Marketing and Destination Branding

Variables	Mean	SD
Purposeful identity	4.51	0.38
Shared culture	4.37	0.48
Image Impact	4.43	0.44
Destination brand awareness	4.43	0.44
Perceived quality	4.43	0.57
Ideal self-congruence	4.42	0.61
Permanent cultural participation	4.66	0.51

Table No. (4) Deals with the results of the descriptive analysis of brand reputation marketing in travel agencies. The results showed that there is a high level of brand reputation marketing adoption within travel agencies, the results also revealed that there is a high level of Purposeful identity ,Shared culture and Image Impact , where these dimensions achieved means (4.51), (4.37), and (4.43), respectively. The highest dimension of Reputation Marketing is Purposeful identity, where the average value is (4.51), while the lowest dimension is Shared culture, where the average value is (4.37).Table (4) also highlighted the results of the destination

brand descriptive analysis in travel agencies. The results showed a high level of the four dimensions of the destination brand, and the results also indicated a high level of awareness of the destination brand, where the averages were (4.43), (4.43), (4.42), (4.66). The highest percentage of permanent cultural participation was with an average value of (4.66).

HYPOTHESIS ONE

In general, there is a statistically significant relationship between reputation marketing and destination branding. For the purpose of testing hypothesis four, we could use Pearson’s correlation coefficient as seen in table (5) and simple regression as seen in table (6):

Table (5) correlation between reputation marketing and destination branding

Outcome variable		Correlation coefficient	p-value	Significance	Direction	Strength
1	2					
Reputation marketing	destination branding	0.664	0.000	Highly significant	Positive	Moderate

* Significance at 0.05 or less

Table (5) demonstrates that in general, the correlation between reputation marketing and the destination branding is highly significant since p-value=0.000 is less than level of significance 0.01. The value of correlation coefficient 0.664 indicating moderated positive relationships between the two outcome variables (independent and dependent).

Table (6): The Simple Regression between reputation marketing and destination branding

Variables	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Purposeful identity and destination branding	1	0.462	0.213	0.211	0.475
Shared culture and destination branding	1	0.291	0.083	0.085	1.211
Image Impact and destination branding	1	0.58	0.255	0.330	0.412

* Significance at 0.05 or less

Through table 6, we find that R Square has a value of (0.213while the Adjusted R Square was 0.211, which indicates a decrease in the difference between them at a standard error of 0.475, as it emphasizes the quality and accuracy of the results, and accordingly we can say that the independent variable is (Purposeful identity) explains 2.1% of the changes in the dependent variable, which is (destination branding). And we find that R Square has a value of (0.083while the Adjusted R Square was 0.085, which indicates increase in the difference between them at a standard error of 1.211, as it emphasizes the quality and accuracy of the results, and accordingly we can say that the independent variable is (Shared culture) explains 0.8% of the changes in the dependent variable, which is (destination branding). And we find that R Square has a value of (0.255while the Adjusted R Square was 0.330, which indicates increase in the difference between them at a standard error of 0.412, as it emphasizes the quality and accuracy of the results, and accordingly we can say that the independent variable is (Image Impact) explains 2.5% of the changes in the dependent variable, which is (destination branding).

HYPOTHESIS TWO

There is a statistically significant difference in destination branding between males and females. To test hypothesis five, we can use two-independent samples t-test as shown in table (7):

Table (7) Significance of the difference in destination branding between males and females

Dimension / Outcome variable	Gender	Mean	SD	t statistic	df	P-value	Significance
destination brand awareness	Male	4.43	0.49	1.58	323	0.114	Not significant
	Female	4.33	0.60				
perceived quality	Male	4.45	0.53	0.98	323	0.326	Not significant
	Female	4.38	0.63				
ideal self-congruence	Male	4.45	0.55	1.02	323	0.308	Not significant
	Female	4.37	0.71				
permanent culture participation	Male	4.71	0.42	2.44	323	0.015	Significant
	Female	4.57	0.62				
Destination branding	Male	4.49	0.37	1.85	323	0.066	Not significant
	Female	4.40	0.53				

* Significance at 0.05 or less

Table (7) signals that there are no significant differences in most of destination branding dimensions between males and females because the p-values ranged between (0.114-0.326) except for permanent culture participation where the p-value=0.015 is less than level of significance 0.05. In general, there is no significant difference in destination branding between males and females considering p-value=0.066 which is higher than level of significance 0.05.

HYPOTHESIS THREE

There is a statistically significant difference in destination branding between age groups. In order to test hypothesis six, we can use one-way ANOVA test as shown in table (8):

Table (8) Significance of the difference in destination branding among age groups

Dimension / Outcome variable	Age	Mean	SD	F-statistic	p-value	Significance
destination brand awareness	20-40	4.36	0.56	1.402	0.248	Not significant
	41-60	4.43	0.49			
	>60	4.58	0.38			
perceived quality	20-40	4.36	0.61	3.931	0.021	Significant
	41-60	4.53	0.50			
	>60	4.58	0.47			
ideal self-congruence	20-40	4.33	0.65	6.041	0.003	Significant
	41-60	4.57	0.50			
	>60	4.44	0.71			
permanent culture participation	20-40	4.62	0.53	1.755	0.175	Not significant
	41-60	4.73	0.47			
	>60	4.71	0.40			
Destination branding	20-40	4.40	0.47	4.902	0.008	Significant
	41-60	4.55	0.35			
	>60	4.57	0.33			

Table (8) implies that there are no significant differences in some of destination branding dimensions among age groups specifically destination brand awareness and permanent culture participation since their p-values 0.248 and 0.175 are larger than level of significance 0.05 whereas there are significant differences in other dimensions among age groups namely perceived quality and ideal self-congruence because their p-values 0.021 and 0.003 are less than level of significance 0.05. In general, there is

significant difference in destination branding among age groups by reason of p-value=0.008 is less than level of significance 0.01.

HYPOTHESIS FOUR

There is a statistically significant difference in destination branding between educational levels. Intending to test hypothesis seven, we might use one-way ANOVA test as detailed in table (9):

Table (9) Significance of the difference in destination branding among educational levels

Dimension / Outcome variable	Education	Mean	SD	F-statistic	p-value	Significance
destination brand awareness	Middle	4.44	0.45	0.071	0.932	Not significant
	Above middle	4.39	0.56			
	Graduated	4.39	0.49			
perceived quality	Middle	4.53	0.52	0.471	0.625	Not significant
	Above middle	4.41	0.57			
	Graduated	4.45	0.58			
ideal self-congruence	Middle	4.42	0.53	1.187	0.306	Not significant
	Above middle	4.39	0.63			
	Graduated	4.51	0.57			
permanent culture participation	Middle	4.67	0.52	0.011	0.989	Not significant
	Above middle	4.66	0.53			
	Graduated	4.67	0.44			
Destination branding	Middle	4.50	0.36	0.434	0.434	Not significant
	Above middle	4.45	0.46			
	Graduated	4.49	0.38			

* Significance at 0.05 or less

Table (9) assures that there are no significant differences in all of destination branding dimensions among educational levels because the p-values ranged between (0.306-0.989). In general, there is no significant difference in destination branding among educational levels since p-value=0.434 which is higher than level of significance 0.05.

HYPOTHESIS FIVE

There is a statistically significant difference in destination branding between occupations. Intending to test hypothesis eight, we might use one-way ANOVA test as detailed in table (10):

Table (10) Significance of the difference in destination branding among occupations

Dimension / Outcome variable	Occupation	Mean	SD	F-statistic	p-value	Significance
destination brand awareness	Administrative manager	4.63	0.38	9.063	0.000	Significant
	Administrative supervisor	4.55	0.42			
	Marketing Employee	4.42	0.54			
	Other	4.25	0.57			
perceived quality	Administrative manager	4.67	0.49	7.499	0.000	Significant
	Administrative supervisor	4.50	0.50			
	Marketing Employee	4.54	0.53			
	Other	4.27	0.60			
ideal self-congruence	Administrative manager	4.61	0.54	7.427	0.000	Significant
	Administrative supervisor	4.63	0.43			
	Marketing Employee	4.43	0.60			
	Other	4.26	0.67			
permanent culture participation	Administrative manager	4.79	0.38	2.897	0.035	Significant
	Administrative supervisor	4.74	0.37			
	Marketing Employee	4.70	0.50			
	Other	4.58	0.58			

Destination branding	Administrative manager	4.66	0.35	11.424	0.000	Significant
	Administrative supervisor	4.60	0.29			
	Marketing Employee	4.50	0.42			
	Other	4.32	0.47			

* Significance at 0.05 or less

Table (10) verifies that there are significant differences among all dimensions of destination branding occupations because all the p-values equal 0.000. In general, there is significant difference in destination branding among occupations since p-value=0.000 which is less than level of significance 0.01.

CONCLUSION

1. There is a significant relationship between purposeful identity, shared culture, image impact and destination branding.
2. There is not a statistically significant difference in destination branding between males and females and also between educational levels but there is statistically significant difference in destination branding between age groups.
3. Travel agencies have brand awareness, they know what the Luxor destination brand looks like, and they also found that when a destination brand is thought of, the destination brand of Luxor comes to mind as it is very familiar with the Luxor destination brand.
4. Luxor destination brand has an image that represents how others see it, as visitors of Luxor have an image similar to the one they want to see.

RECOMMENDATIONS

- Focusing on creating a distinctive image in the customer's mind of the brand, considering that the customer depends on the quality of the brand in making his purchasing decision.
- Enhancing tourism marketing patterns that support the reputation marketing pattern, such as social marketing, motivational marketing, and relationship marketing.
- Increasing media campaigns directed at different tourist patterns and highlighting Egypt's tourism potential.
- The interest of tourism companies in providing tourism programs, organizing trips and tourism programs, and promoting them abroad.

- Communicate with the Ministry of Tourism to coordinate, develop plans, and define the general needs and objectives of promoting Egypt abroad.
- The necessity of coordination between the Egyptian General Authority for Tourist Activation and the Egyptian State Information Service to publish all the statements issued by the latter regarding lies, allegations and rumors spread about Egypt in the media, through its foreign offices in different languages.

FURTHER STUDIES

This study applied to travel agencies in Luxor, so it recommends applying the study to another sample (such as external offices of the Egyptian General Authority for Tourism Activation) or another tourist destination (for example, Sharm Elshiekh). It could measure the impact of reputation marketing on another variable such as increasing tourist demand on the specific tourist destinations.

REFERENCES

- Abd ElJalil S. G., Ezzat M., Othman A. (2018) "Assessing E-Trust and its Effects on Online Purchase Intention for Travel Agencies Website in Egypt", *International Journal of Tourism and Hospitality Management* Volume 1, issue 2, 161-179
- Abimbola, T., Trueman, M., Iglesias, O., Abratt, R., & Kleyn, N. (2012). Corporate identity, corporate branding and corporate reputations. *European journal of marketing*.
- Aula ,P. and Heinonen ,J.(2016)The Reputable Firm : How Digitalization of Communication Is Revolutionizing Reputation Management (internet). *Springer International Publishing AG Switzerland is part of Springer Science + Business Media*.
- Badrianto, Y., & Ekhsan, M. (2020). *Apprenticeship and Implementation of Corporate Social Responsibility (CSR) of as a Strategy in Corporate Branding*. Prosiding ICSMR, 1(1), 276-285.
- Craig, S. L. (2012). Strengths first: An empowering case management model for multiethnic sexual minority youth. *Journal of Gay & Lesbian Social Services*, 24(3), 274-288.
- Dowling, G. & Moran, P. (2012). *Corporate reputations: Built-in or bolted on? California Management Review*, vol.54, no.2, pp.25-42.
- Egyptian Travel Agents Association "ETAA" (2020), "A list of travel agencies in Egypt" [online], available at: <https://www.etaa-egypt.org/SitePages/Companies.aspx> [Accessed at: 2 February 2022].

- Elliott,. K (24/2/2021) What Is Reputation Marketing? The Complete Guide Date of arrival (29/5/2021) 09:00pm, <https://www.reviewtrackers.com/blog/reputation-marketing/>
- Ezzat, M. (2013). *Assessing the Electronic Tourism Services Quality and its Effects on Tourists' Satisfaction Coming to Egypt*. Fayoum, Egypt.
- Feldman, P. M., Bahamonde, R. A., & Velasquez Bellido, I. (2014). A new approach for measuring corporate reputation. *Revista de Administração de Empresas*, 54(1), 53-66.
- Ferencová ,M. (2012) Travel Agency and its Image – Factor Influencing the Attitude of Tourism Client towards the Choice of a Holiday Package ,*International Journal of Business and Social Science* ,3(12), pp309-316.
- Fritschle,. M (15/11/2018) 5 Tried and Tested Tips to Manage Your Online Reputation, Date of arrival (18/5/2021)18:00pm, <https://www.aumcore.com>
- Gatzert .N. (2015).The Impact of Corporate Reputation and Reputation Damaging Events on Financial Performance: *Empirical Evidence from the Literature. Working Paper. Version: September 2015*, Friedrich-Alexander University Erlangen-Nürnberg (FAU).
- Grant,. M (3/2/2021) Brand Management Definition – Investopedia Date of arrival, (31/5/2021) 09:00pm, <https://www.investopedia.com/terms/b/brand-management.asp>
- Komilova, N. K. (2021). Toursit destination as an object of Research of social and economic geography . *Psychology and Education Journal*, 58(1), 2058-2067.
- Latif, W. B., Islam, M. A., Rahman, A., Mohamad, M., & Kongsompong, K. (2016). Conceptual framework of brand image for tourism industry: tourism management and advertisement as moderators. *Journal of Tourism Management Research*, 3(1), 1-9
- Lekhanya ,I .m .(2014).The Impact Of Viral Marketing On Corporate Brand Reputation .*International Business & Economics Research Journal* , 13(2) , pp 213-230.
- Liu, X (2015)*Corporate Reputation and Its Implications for Corporate Alliances and Foreign Direct Investment, PHD thesis*.
- Mandić, A., Pivčević, S., & Petrić, L. (2020). Restaurant Online Reputation and Destination Competitiveness: Insight into TripAdvisor Data. In *Gastronomy for Tourism Development*. Emerald Publishing Limited.
- Marchiori, E., Inversini, A., Cantoni, L., & Dedekind, C. (2010, April). *Towards a tourism destination reputation model. A first step. In Proceedings of the 6th International Conference "Thought Leaders*

- in *Brand Management*”, (Lugano, Switzerland, 18-20 April 2010), CD-ROM (pp. 921-930).
- Matuleviciene, M., and Stravinskiene, J. (2016). Why It Is Worth and What Is the Key to Support a Desired Corporate Reputation: *Business Challenges in the Changing Economic*. 2(2).pp 197-220.
- Monahan ,. N (9/2/2018) Five reasons why using Brand Management System will give you huge efficiency gains, Date of arrival (3/6/2021) 5:00pm , <https://www.brandworkz.com/brand-management/five-reasons/>
- Parti ,. A (8/9/2020) Why Strategic Brand Management is Important for Your Company, Date of arrival (30/5/2021) 11:00pm ..<https://rocketium.com/academy/why-strategic-brand-management-is-important-for-your-company/>
- Ridgeway,. T (7/12/2018) Comparing Reputation Management & Reputation Marketing, Date of arrival (22/5/2021) 01:00pm, <https://www.business2community.com/branding/comparing-reputation-management-reputation-marketing-02148405>.
- Taber, K. (2018). The Use of Cronbach’s Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48: 1273–1296.
- Wang ,Y.(2013) *Corporate Reputation Management: Reaching Out to Financial Stakeholders* . PhD thesis .
- Westermann, A., & Forthmann, J. (2020). Social listening: a potential game changer in reputation management How big data analysis can contribute to understanding stakeholders' views on organisations. *Corporate Communications: An International Journal*.
- Wiedmann, K. P., Hennigs, N., Schmidt, S., & Wuestefeld, T. (2011). The importance of brand heritage as a key performance driver in marketing management. *Journal of Brand Management*, 19(3), 182-194.
- Zyryanova, D. P., Totmenin, A. V., Bogacheva, N. V., & Gashnikova, N. M. (2020). Construction and characterization of infectious molecular clones of HIV-1 CRF63_02A6. *AIDS Research and Human Retroviruses*, 36(3), 227-233.