
**THE ROLE OF SMARTPHONE APPLICATIONS IN ENHANCING
THE TOURIST EXPERIENCE IN EGYPT
(APPLIED ON TRIPADVISOR)**

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ABSTRACT

The revolution that occurred in the field of communications technology led to the emergence of smartphone technology "Smart Phones" provide the possibility of communication between tourism service providers and customers, and between customers with each other on the Internet to exchange information and opinions about tourism and travel activities. Smart phone applications in tourism create multiple opportunities for innovation to make people's travel experience faster, simpler, and more enjoyable. moreover, the adoption of smart phone applications in tourism can lead to the increase of work efficiency, quality of services, and reducing financial costs. The main aim of this research is to study the relationships Between travelling preparation and implantation procedures using smart phones applications and the tourism experience. It is also involved in determining whether smartphone applications is as an effective tool to enhance the tourism experience in Egypt and determining the primary tourism services provided by the TripAdvisor application.. a quantitative approach was used by collecting quantitative data, and the data for this study was collected from secondary and primary sources. The population of this study consists of tourists coming to Luxor city, where (417) questionnaires were distributed face-to-face and online. SPSS software was used to analyze the collected data. The results showed that smart phone applications have a major role in enhancing the tourism experience in Egypt. The results also indicated that smart phone applications help in distinguishing an Egyptian tourist destination. The research recommends taking advantage of the technological development in means of communication in the field of tourism marketing by adopting smart phone technology and tourism applications and integrating them into tourism marketing operations in Egypt.

KEYWORDS: Smartphone, Smartphone Application, Tourist Experience, Tripadvisor.

INTRODUCTION

The word smart is commonly associated with any development that leverages on the internet and other technologies that allow for interactivity and exchange of information amongst other things. Smart devices have helped make tourism easier and even more enjoyable for the average tourist. Smart devices help tourists acquire necessary information, save cost, locate memorable locations and fun things to do, and make the entire tour more enjoyable (Jarrar, et al. 2020).

Nowadays, smartphones are considered the axis of the technological revolution in the Internet age. The cell phone (especially smartphone) has become the focus of consumer interest in life and business. Smartphones have grown to be as smart as computers. They provide a wide range of information services that can be read anytime anywhere. With the collective number of users and diversity of their thoughts and orientations, smartphones are going to impact on tourist behavior. Today, smartphone users, including tourists, have the talent to conduct transactions and services, access information, and select tourist places (Wilson et al, 2012).

The growing use of smart phones is driving the mobile applications (apps) market to be one of the fastest-growing media outlets in the history of consumer technology (Amez & Baert, 2020). With tourism apps being so popular, it is important for the tourism industry as well as mobile technology developers to have a firm understanding of the landscape of mobile apps that are on the market and to see what may be lacking (Wang et al., 2016). Mobile use has softened the normal time-and-place-related constraints and is allowing individuals a more spontaneous negotiation of their meetings with other people, places and the things they need during the course of tourism (Busch & McCarthy., 2021).

E-tourism, a modern concept in the tourism sector, closely aligns with e-commerce. It entails the sharing of travel information and services between agencies and customers using information and communication technology. This enables tourism services to be accessed and booked online, meeting the needs of numerous tourists seeking digital convenience (Brennan et al., 2018). Tourism is a distinct industry where customers rely on virtual experiences to make purchases since the products cannot be physically inspected or altered beforehand. Presenting travel destinations attractively has been crucial for success in this field. Various distribution channels are utilized by hotels, airlines, attractions, tour operators, and other providers to sell their offerings to tourists (Cronjé & du Plessis, 2020).

Tourists can interact with online services using sight and sound, whereas offline services provide a multi-sensory experience. Offline services are limited by distance and operating hours, unlike online services that have reduced these constraints (Shafiee et al., 2021). Because of their enormous potential in the travel industry, smartphone applications for tourists have garnered a lot of attention lately in the academic literature (Kim & Law, 2015). Academic studies on travelers' usage of mobile applications have so far mostly focused on specific topics, such as how to book hotels, tickets, or other travel-related services, or how to improve the technology of these kinds of apps for travel (Wang et al., 2016). Furthermore, Tourists often use their smartphones while visiting tourist destinations. However, there is limited literature on the use of mobile applications by travelers in urban tourism and tourist cities. Tourism cities represent a niche market that can hold a significant market share for savvy businesses. Cities with tourist attractions present a great opportunity for marketers of tourism-related apps and smartphones to enhance urban tourism prospects (Rashid et al., 2020).

Smartphones are considered the main tool for effective customer engagement, offering interactive channels to understand and address consumer needs more effectively (Wang, 2019). With advanced search features and mobile functionality, smartphone apps have emerged as crucial marketing tools for delivering essential information to air travelers (Liu and Law, 2013). Tourists use smartphones at their destination for navigation, meeting immediate needs, and discovering new experiences (Dickinson et al., 2014). On-site smartphone searches also improve the travel experience and shape tourists' perceptions of a destination (Wang et al., 2012).

THE RESEARCH AIM AND OBJECTIVES

The study investigates the role of smartphone applications in enhancing the tourist experience in Egypt. To achieve the study aim, the current study specifically seeks to achieve the following study objectives:

1. Determining the primary tourism services provided by the TripAdvisor application.
2. Identifying the main channel for tourists to obtain travel information.
3. Knowing the suitable method of tourists for booking the trip.
4. Determining the quality of the content provided through tourism applications.
5. Determining the impact of the quality of the content provided through the tourism applications on enhancing the tourist experience.

THE RESEARCH QUESTIONS

1. What is the relation between the quality of the content provided through the tourism applications and the tourist experience?
2. Is there a difference between the age of tourists and their understanding of the content provided through tourism applications?
3. To What extent are tourists satisfied with the tourist experience of the TripAdvisor application?
4. What is the impact of the quality of the content on using TripAdvisor after the tourist experience?
5. What is the tourists' source of knowing the TripAdvisor application?

LITERATURE REVIEW

The smartphone penetrates many facets of everyday life, including travel. The smartphone has become fully integrated into our lives, including travel. A number of recent tourism studies have examined the changes brought by the use of mobile devices such as the smartphone in tourist behavior including the tourist experience (Haug et al .2015). As society has become networked, and networks have become ubiquitous through the use of smartphones, societal practices are undergoing a radical transformation, none more so than in the domain of travel. The rapid uptake of smartphone technology has enabled people to negotiate their day-to-day mobility with increasing fluidity providing scope for ad hoc decision making on the go, based on networked connectivity between people (Elhai et al.,2017).

The smartphone is continually evolving but, at its core, combines a cellular telephone with built-in applications and Internet access. Digital voice service is combined with text messaging, email, web browsing, portable media players, low-end compact digital cameras, pocket video cameras and GPS navigation. At a time when pressing global environmental concerns are demanding a re-evaluation of travel solutions, changes in the digital landscape are revolutionizing people's traditional relationship with time and place and evolving new travel patterns. (Dickinson et al., 2014). According to TripAdvisor, 60 percent of smart phone users have downloaded travel apps and of those individuals, 45 percent plan to use the apps for travel planning and research (Lu et al.2015). The smartphone's ubiquitous capability to link people to remote information repositories, exchanging location-based data and social information has rapidly made it a powerful tool for tourists. Smartphones are, therefore, an inevitable partner for tourism, and the tourism context has become a fertile ground for mobile computing (Kamboj & Joshi., 2021).

TOURIST EXPERIENCE DEFINITIONS AND IMPORTANCE

Tourism experiences are mentally and physically healthy pursuits for consumers as it recharges consumers from the grind of daily life. It can have transformative attributes, as it pauses routine and allows consumers to reconsider life matters (Steinmetz et al.,2021). Most of definitions refer to the experience at the destination, however the experience of a tourism event begins before the trip in the planning and preparation phases and continues after the tourist returns through the recollection and communication of the events which took place (Quinlan & Carmichael., 2010).

Tourist experience can be defined as an interaction between tourists and destinations in which destinations are the site of the experience and tourists are the actors of the experience (Nikkhah et al, 2021). Tourist experience is thus a dedicated moment outside of everyday life a time for holiday during which one practices a series of activities which one does not undertake in the ordinary and daily course of one's life or which, if need be, are requalified because they take place elsewhere (Vergopoulos ,2020).

STAGES OF THE TOURIST EXPERIENCE

Some scholars suggest that travel is a “linear” process and have defined touristic experience from a temporal perspective. Travel involves three phases: 1) the anticipatory phase. 2) the experiential phase. 3) the reflective phase. Within these phases, tourists complete a series of activities such as information search, planning, reservation, visiting, shopping, dining, and reflection. Therefore, from the temporal perspective, the tourist experience is an “activity-based” process (Andereck et al.,2006). A model presenting this phasing of experience was developed and applied to tourism. The model involves five distinct yet interacting phases starting with anticipation, travel to site, on-site activity, return travel, and recollection.



Figure (1) stages of the tourism experience

Customers would like to enjoy the travel and exploration of tourist destinations before moving to them. This is accomplished by scanning the internet for relevant information in the form of customer reviews, etc . Smartphone application resulted in a significant shift in the availability of information to customers. Customers use this information to plan their trips

ahead of time. Smartphone applications are ideal for pre-traveling and exploring previously unseen locales. (Mohamed et al.,2022). Think with Google (2011), elaborated the five stages of travel: dreaming, planning, booking, experiencing and sharing as visualized in figure2 below (Christian.,2015)

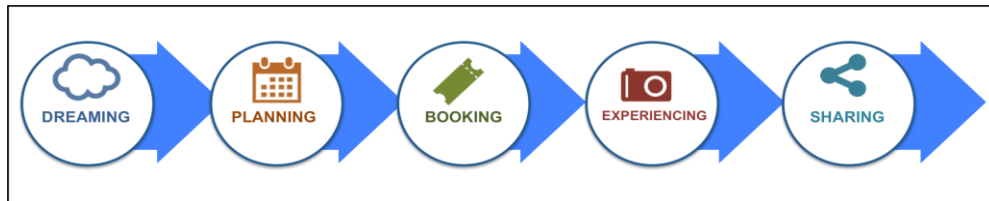


Figure (2): The Five Stages of Travel (Christian, M. 2015)

The fourth stage, experiencing also referred to as onsite travel covers the actual journey. Unique characteristics of mobile devices and their forthcoming ability to assist travellers anywhere and at any time (Wang, D., et al. 2012) on the go indicate that the role of smartphones in the travel process is especially beneficial in the experiencing stage, given the ongoing connectivity to smart devices for travellers, whereas in the past they were often isolated from much needed information sources and limited to printed travel guides and paper maps (Christian,2015)

SMARTPHONES' APPLICATIONS INFLUENCE ON TOURISM EXPERIENCE

THE MEANING OF SMARTPHONE APPLICATION

Applications are programs that are designed to help perform a specific task or service, perhaps just for fun. These applications are specially designed to run on smart phones, flat computers and other mobile devices (Hussein & Ahmed ,2022). Apps were originally intended for productivity assistance such as email, calendar, and contact databases, but the public demand for apps caused rapid expansion into other areas such as mobile games, factory automation, GPS and location-based services, order-tracking, and ticket purchases, so that there are now millions of apps available. Apps are generally downloaded from application distribution platforms which are operated by the owner of the mobile operating system, such as the App Store (iOS) or Google Play Store. Some apps are free, and others have a price, with the profit being split between the application's creator and the distribution platform (https://en.wikipedia.org/wiki/Mobile_app,2023)

Smart phone applications are small packages of icons designed and developed for use on mobile devices, adding a set of additional technical application characteristics and tasks to those devices, which adds a comparative advantage to those devices through a set of advanced software

(El-Gamil et al ,2016). Applications are only a group of software that can be downloaded to the phone. Mobile, and these applications differ from websites in that they are designed to work on specific platforms such as Apple's IOS, Google Android, RIM's BlackBerry and Microsoft's Windows, which are divided into a group of free applications supported through advertisements that cover the cost of that software, and a group of applications that are downloaded for a cash free. (Borysenko et al ,2022).

BENEFITS OF SMART PHONE APPLICATIONS IN TOURISM

Smart phone technology and its various applications provide many opportunities for tourism enterprises to increase their competitiveness, whether at the local or international level, and the most important of these opportunities are: First: Managing customer relations through social networks that make the institution in constant contact with the tourist, allowing it to know his needs and desires, and all information about competitors and various tourist destinations. Second: Enhancing tourism participation by utilizing virtual games in marketing tourism destinations and services (Pathmanathan et al, 2021). There are many benefits that accrue to tourists who do searches, and buy trips and tourism services through smart phone applications through the ease of searching, planning and purchasing all tourism services at any time and place, and saving the time needed to obtain tourism services, such as: online payment applications, the possibility of getting the lowest prices, the best offers, and get the extensive information on everything related to the tourist trip (Adeola & Evans ,2019).

The use of smartphones and their various applications in tourism and travel affects the tourism experience, and leads to many changes in two basic aspects: changes in travel activities, including changes in travel planning procedures before the trip, during the flight, and after the flight, as trip planning has become easier, faster, more flexible and comfortable than ever before. moreover changes in the behavior and habits of travelers, as it keeps them in constant contact with others through calls, messages, and social networks. It also increases the value of their tourism experience, their interaction with tourist destinations and areas, and their knowledge of all information about them (El-Gamil et al ,2016). Smartphone features of the current era is considered one of the new media and the latest marketing methods that provide services for users in various activities including tourist activities. Smartphone provides clearer visions for customers, about tourist information due to the latest smartphone capabilities (Alghizzawi et al. 2018).

TRIP ADVISOR MOBILE APPLICATION INFLUENCE ON TOURISTS' TRAVEL EXPERIENCE

The main brand, TripAdvisor, is the World's largest travel site, with the purpose of assisting people all over the World in planning, booking, and experiencing the perfect vacation. In addition to that, they do it by combining millions of traveler ratings and comments about locations, lodgings, activities and attractions, and restaurants all around the world, laying the groundwork for a unique platform that allows users to study and organize their vacations (Yoo et al ,2016). Users may also compare real-time price and availability for these experiences (Leon & Dămășaru, 2016) as well as booking hotels, flights, cruises, vacation rentals, excursions, activities and attractions, and restaurants on either a TripAdvisor site or app, or through a travel partner site or app (Saad et al, 2021). Every month, hundreds of millions of travellers use TripAdvisor, the World's largest travel website, to make every trip their greatest vacation (Rita et al,2022). Travelers from all over the world use TripAdvisor to read more than 878 million reviews and comments on 8.8 million hotels, restaurants, activities, airlines, and cruises. Travelers's use TripAdvisor to compare inexpensive costs on hotels, airlines, and cruises, book popular excursions and activities, and reserve tables at excellent restaurants, whether they're planning a vacation or already on one. TripAdvisor is available in 49 markets and 28 languages, making it the perfect travel companion. (TripAdvisor, Inc., Tripadvisor internal log files, Annual Report 2020).

TRIPADVISOR'S SERVICES

a) THE WEBSITE

The website consists of a search engine for several categories, which are: hotels, flights, restaurants, things to do, cruises, vacation rentals (Vásquez, 2011). The site has also a forum, which is divided into two sections: destination forums and other forums, the latter related to specific travel categories such as air travel, family travel, cruises etc. Users can either ask a question in the forum or browse the discussions by writing key words in the forum search engine (Valdivia et al ,2017).

b) THE COMMUNITY

Tripadvisor is defined as a pleasant and easygoing community filled with unscripted and honest dialogues amongst travellers like you and a place you can go for insights and suggestions, a place that is actually alive with experiences and opinions on the support centre website (Alaimo et al , 2020) Therefore, TA is a community where people can share, discuss, and compare holiday experiences, ask, or search for useful information before booking or leaving. (Okazaki,et al, 2017).

SHARING A MEMORABLE TOURISM EXPERIENCE ON TRIP ADVISOR

Individuals often reconnect with their travel experiences through photographs, souvenirs, and different forms of verbal and online/offline textual representations (Moscardo, 2010). Tourism experiences typically start on the destination's website, where customers form their initial impressions. The research suggests that the pre-experience phase can also be influenced by various social media platforms, allowing tourists to reminisce about their memories (Alapuranen, 2015). Sharing experiences on social networking sites and online travel communities can significantly impact the creation of meaningful tourism experiences, whether positively or negatively (Wang et al., 2012).

Kang and Schuett (2013) defined sharing travel experiences on social media as travelers publicizing their tourism experiences to other members on social media networks. This sharing can take various forms, including stories, reviews, and advice shared through text, photos, audio, and videos. Social media platforms like "TripAdvisor" and "Lonely Planet" host reviews from travelers who have visited different destinations, hotels, attractions, and restaurants (Lin et al., 2018). TripAdvisor, for instance, operates as an online platform where users contribute and share their personal experiences (Yoo et al., 2016). TripAdvisor serves as both a travel community and an online travel agency (Merzlyakova, 2017). According to Gligorijevic (2016), it is an anonymous review website that depends on user-generated material to promote interactions between travelers and travel companies in order to improve good travel experiences. Users can upload photos alongside their reviews, participate in forums, and share opinions, experiences, and advice with interested parties (Bashar, 2014). Claiming to be one of the most popular travel platforms, TripAdvisor allows consumers to share their travel experiences, prompting a need to analyze how these experiences unfold on the platform (Lauritsen et al., 2019). Reviews, photos, and experiences are publicly accessible on TripAdvisor, facilitating discussions between service providers and consumers to address any issues highlighted in the reviews (Lauritsen et al., 2019).

THE EFFECT OF TRIPADVISOR ON TOURIST EXPERIENCE IN EGYPT

The rise of social media and online communities has enabled tourists to engage, comment, and share reviews (Mkono, 2016). TripAdvisor has evolved into a platform for documenting travel experiences, holiday memories, and grievances. An exploratory study was conducted to analyze various aspects of tourism experiences, utilizing TripAdvisor as a primary platform for online reviews and sharing of travel experiences, both positive and negative. The study aimed to analyze the key aspects of memorable tourism experiences in Egypt as shared by TripAdvisor users. It focused on

how tourists describe their experiences in Egypt on the platform, highlighting their admiration for the visited tourist sites. TripAdvisor members frequently share details like pricing, hotel amenities, and attractions, supplementing their posts with images and videos (Mkono, 2012).

METHODOLOGY

The population of this study consists of tourists who is coming to Luxor. The researcher distributed (417) face to face and online questionnaires. The questionnaire consists of three parts; the first contains demographic variables (gender, nationality, age, education level and social status). However, the second part consists of some questions about the preferred means of accessing the internet, source of obtaining information about trip, means of knowing the application TripAdvisor and the most important services provided by TripAdvisor. Furthermore, the third part is an independent variable involving four dimensions (The quality of the content provided through the tourism applications, the effect of using TripAdvisor before the tourist experience, the quality of the content provided through the TripAdvisor application during the tourist experience and using TripAdvisor after the tourist experience).

DATA ANALYSIS APPROACH

The researcher uses a descriptive statistical method to analyze the collected data using (SPSS 25). This method comprises frequencies, percentages, mean, standard deviation, variance, ANOVA, T-test, Pearson correlation, regression and reliability.

RESEARCH POPULATION AND SAMPLE SIZE

The population of this study consists of tourists who is coming to luxor. The researcher distributed (417) face to face and online questionnaires. The theoretical study, including gathering the secondary data, started by the beginning of 2020. Moreover, conducting the field study (distributing online questionnaire forms) lasted from October2022 to December 2022. It is necessary to determine the minimum sample size in survey situations and other statistical methods to generalize its results. Yamane's formula has been used with an unknown population to obtain a statistically representative sample size of the population (Shkeeb, 2014).

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N: Population size

e: Maximum allowed error (0.05 at significant level of 0.05)

n: appropriate sample size

Table (1) Analyzing of Pilot Study Data

N	e
1156642	.05

Applying these values to Yamane's formula reveals that the appropriate sample size for this research is (400) participants.

RESULTS AND DISCUSSION

RESULTS OF TOURISTS' QUESTIONNAIRE

Table (2) Personal Data of tourists

Gender	Frequency	Percent
Male	230	55.2%
Female	187	44.8%
Total	417	100.0%
Nationality	Frequency	Percent
Arab tourist	99	23.7%
European tourist	165	39.6%
American tourist	135	32.4%
Other	18	4.3%
Total	417	100.0%
Age	Frequency	Percent
below 20 years	11	2.6%
20 - under 40 years	200	48.0%
40 - 60 years	200	48.0%
Over 60 years old	6	1.4%
Total	417	100.0%
Educational level	Frequency	Percent
Intermediate education	71	17.0%
University Education (Bachelor/ licence)	236	56.6%

Postgraduate Studies (Masters/PhD)	110	26.4%
Total	417	100.0%
Social status	Frequency	Percent
Single	162	38.8%
Married	255	61.2%
Total	417	100.0%

Table (2) presents the distribution of the respondents by gender, Nationality, age, educational level and social status. The data shows the gender of respondents; 230 (55.2%) are males, while 187 (44.8 %) are females. This implies that most of the respondents are males. Table show the distribution of the respondents by Nationality which 99 (23.7) are Arab tourist, 165 (39.6) are European tourist, 135 (32.4) are American tourist and 18 (4.3) are other Nationalities. This implies that most of the tourists are European. Besides, the data reveals that 11 (2.6%) of the respondents are below 20 years old. Moreover, 200(48%) are between 20 – under 40 years old. At the same time, 200 (48%) are between 40 - 60 years old. Furthermore ,6 (1.6) above 60 years old. This implies that most of the respondents are 20 - under 40 years and 40 - 60 years. Moreover, the table shows that 71 (17%) of respondents are Intermediate education, 236 (56.6 %) are bachelor's degree holders and 110 (26.4%) are postgraduates. This suggests that most of the respondents are bachelor's degrees holders. Furthermore, the table shows that (38.8%) of the respondents are single while (61.2%) of respondents are married.

Table (3) Preferred Means of Accessing the Internet (Multiple Response)

Statement	Frequency	Percentage
Through smart phones	303	51.7%
Through the laptop	140	23.8%
Through a computer (PC)	64	10.9%
Through the digital assistant (Tab)	79	13.4%

As shows in table (3) it reveals that smart phones is the key mean of tourists for accessing the internet by 51.7 %.

Table (4) Source of Obtaining Information about Tourist Trip (Multiple Response)

Statement	Frequency	Percentage
Travel and tourism companies	171	28.3%
world wide web	352	58.3%
Other media (television, radio, magazines and newspapers)	80	13.2%

From above table, it is indicates that tourists prefers World Wide Web for obtaining information about tourist trip. In this concern, objective number (3) is achieved.

Table (5) The Preferred Method for Booking and Purchasing the Flight in Case the Price is Fixed (Multiple Response)

Statement	Frequency	Percentage
Traditional tourism companies	91	14.7%
Websites	202	32.8%
Tourism applications via smartphones	322	52.3%

As illustrations in table (5) it exposes that tourists prefers tourism applications via smart phones for booking and purchasing the flight in case the price is fixed. In this concern, objective number (3) is achieved.

Table (6) The Tourist Application that You used before

Application	Frequency	Percent
TripAdvisor	311	74.6 %
Google Trips	61	14.6%
Egypt Tours	19	4.6%
other	26	6.2%
Total	417	100%

As displayed in table (6) it discoveries that Tripadvisor rank as the main application usedby tourists.

Table (7) Means of Knowing the Application TripAdvisor

Statement	Frequency	Percent
Friends	168	40.3%
Social media	226	54.2%
Advertising on TV and other media	19	4.6%

Other	4	1%
Total	417	100%

As shows in table (7) it is observed that Social media is the key Mean of tourists for knowing the Tripadvisor application. In this concern, question number (5) is achieved.

Table (8) You made A reservation for Hotel and Tourism Services Through TripAdvisor

Statement	Frequency	Percent
Once only	85	20.4%
2 to 4 times	202	48.4%
5 to 8 times	118	28.3%
Furthermore	12	2.9%
Total	417	100%

From above table, it is indicates that most of tourists made a reservation for hotels and tourism services through TripAdvisor from 2 to 4 times.

Table (8) The Most Important Services Provided by TripAdvisor (Multiple Response)

Frequency	Statement
343	Reservation services (transfers, hotels, and attractions).
245	The service of obtaining general information about the tourist destination.
112	Entertainment services (camera, video, games).
125	Social media services.

As illustrations in table (8) it exposes that tourists prefers TripAdvisor for Reservation services (transfers, hotels, and attractions). In this concern, objective number (1) is achieved.

Table (9) The Quality of the Content Provided Through the Tourism Applications

No	Statement	SD	D	N	A	SA	Total	Mean	Std.D	Rank
1	The content of the applications is simple and clear, which helps in obtaining the necessary data to make decisions about purchasing the tourism product.	10	8	32	125	242	417	4.39	.89	2
2	These applications are useful at all stages of the tourist experience (before, during and after the tourist experience).	9	6	34	120	248	417	4.41	.86	1
3	Relying on smart phone applications gave me the opportunity to fully control all matters related to room reservation (price, room type, location, and features).	12	12	51	128	214	417	4.24	.97	3
4	I think advertising through these applications is one of the most convenient marketing methods.	25	22	96	94	180	417	3.91	1.18	6
5	I noticed that many friends, relatives and acquaintances rely on these apps when making reservations.	16	20	81	130	170	417	4.00	1.06	5

6	I am interested in following up on the opinions of my friends about their tourism experiences through social networking applications on my smart phone to make a travel decision.	18	14	64	141	180	417	4.08	1.05	4
Overall								4.17	.85	

As shown in table (9):

- ❖ Based on the data analysis, it can be observed that respondents notice the key quality of the content provided through the tourism applications, as “These applications are useful at all stages of the tourist experience (before, during and after the tourist experience).” with a mean of (4.41) and a standard deviation of (.86).
- ❖ The second rank is “The content of the applications is simple and clear, which helps in obtaining the necessary data to make decisions about purchasing the tourism product.” with a mean of (4.39) and a standard deviation of (.89).
- ❖ The third rank is “Relying on smart phone applications gave me the opportunity to fully control all matters related to room reservation (price, room type, location, and features).” with a mean of (4.24) and a standard deviation of (.79).
- ❖ The fourth rank is “ I am interested in following up on the opinions of my friends about their tourism experiences through social networking applications on my smart phone to make a travel decision.” with a mean of (4.08) and a standard deviation of (1.05).
- ❖ The fifth rank is “I noticed that many friends, relatives and acquaintances rely on these apps when making reservations.” with a mean of (4.00) and a standard deviation of (1.06).
- ❖ The sixth rank is “I think advertising through these applications is one of the most convenient marketing methods.” with a mean of (3.91) and a standard deviation of (1.17).
- The overall mean score of responses is (4.17), which suggests that these respondents are Agree. In this concern, objective number (4) is achieved.

Table (10) The Effect of Using TripAdvisor Before the Tourist Experience

N o	Statement	S D	D	N	A	SA	Total	Mean	Std.D	Rank
1	TripAdvisor offers well-designed content and the contents of the app are compatible with the capabilities of my smartphone.	11	6	54	133	213	417	4.27	.92	3
2	The TripAdvisor application provides information about the tourist product of the tourist destination (viewing offers, tourist programs, general information, schedules of hotels, tourist attractions, restaurants, planes, etc.).	11	4	30	132	240	417	4.40	.87	1
3	Booking through it does not require significant technological expertise on the user, and it is easy to register and access it.	11	6	73	134	193	417	4.17	.95	4
4	The application is available in more than one language and the language used is clear and accurate, as I did not encounter unfamiliar words or complex terms when dealing with this application.	11	2	44	152	208	417	4.30	.87	2
5	I think that booking through this app is more efficient than traditional methods as it saves time and effort and makes it easier to compare flight prices.	13	14	81	107	202	417	4.12	1.1	5
6	I may have been influenced by those around me when I decided to rely on it to make a hotel reservation, as I noticed	25	12	88	107	185	417	3.99	1.1	6

	that many friends, relatives and acquaintances rely on this application when making a reservation.											
Overall								4.21	.85			

As shown in table (10):

- ❖ The first rank of the effect of using TripAdvisor before the tourist experience is “The TripAdvisor application provides information about the tourist product of the tourist destination (viewing offers, tourist programs, general information, schedules of hotels, tourist attractions, restaurants, planes, etc.)” with a mean of (4.40) and a standard deviation of (.87).
- ❖ The second rank is “The application is available in more than one language and the language used is clear and accurate, as I did not encounter unfamiliar words or complex terms when dealing with this application” with a mean of (4.30) and a standard deviation of (.87).
- ❖ The third rank is “TripAdvisor offers well-designed content and the contents of the app are compatible with the capabilities of my smartphone.” with a mean of (4.27) and a standard deviation of (.92).
- ❖ The fourth rank is “Booking through it does not require significant technological expertise on the user, and it is easy to register and access it.” with a mean of (4.17) and a standard deviation of (.95).
- ❖ The fifth rank is “I think that booking through this app is more efficient than traditional methods as it saves time and effort and makes it easier to compare flight prices.” with a mean of (4.12) and a standard deviation of (1.1).
- ❖ The sixth rank is “I may have been influenced by those around me when I decided to rely on it to make a hotel reservation, as I noticed that many friends, relatives and acquaintances rely on this application when making a reservation.” with a mean of (3.99) and a standard deviation of (1.1).
- The overall mean score of responses is (4.21), which suggests that these respondents are strongly agreed

Table (11) The Quality of the Content Provided Through the TripAdvisor Application during the Tourist Experience

No	Statement	SD	D	N	A	SA	Total	Mean	Std.D	Rank
1	I feel safe when making financial transactions through it.	20	18	85	417	417	417	3.96	1.09	6
2	The presence of an interactive map to determine the locations of places.	10	10	44	417	417	417	4.20	.89	2
3	This application is attractive and simple.	10	2	46	417	417	417	4.28	.86	1
4	The application provides many entertainment means during the tourist trip (games, pictures, music).	11	12	103	417	417	417	4.04	1.01	5
5	Customer complaints are dealt with quickly and seriously.	13	18	85	417	417	417	4.06	1.05	4
6	The app offers instant help to guide customers to solve problems.	14	14	85	417	417	417	4.08	1.04	3
Overall								4.10	.871	

As shown in table (11):

- ❖ The first rank of the quality of the content provided through the TripAdvisor application during the tourist experience is “This application is attractive and simple.” with a mean of (4.28) and a standard deviation of (.86).
- ❖ The second rank is “The presence of an interactive map to determine the locations of places.” with a mean of (4.20) and a standard deviation of (.89).
- ❖ The third rank is “The app offers instant help to guide customers to solve problems.” with a mean of (4.08) and a standard deviation of (1.04).
- ❖ The fourth rank is “Customer complaints are dealt with quickly and seriously.” with a mean of (4.06) and a standard deviation of (1.05).

- ❖ The fifth rank is “The application provides many entertainment means during the tourist trip (games, pictures, music).” with a mean of (4.04) and a standard deviation of (1.01).
- ❖ The sixth rank is “I feel safe when making financial transactions through it.” with a mean of (3.96) and a standard deviation of (1.09).
- The overall mean score of responses is (4.10), which suggests that these respondents are agreed.

Table (12) Using Trip advisor after the Tourist Experience

No	Statement	SD	D	N	A	SA	Total	Mean	Std.D	Rank
1	There is accuracy and reliability of the information that tourists get through it.	15	6	60	142	194	417	4.18	.97	5
2	I have the ability to share information about trips with other users	14	10	39	152	202	417	4.26	.91	1
3	I was able to complete my booking easily just by trying the app.	16	14	40	164	183	417	4.19	.93	4
4	I can interact with people who have used the app successfully and know their reviews of websites listed on it in Egypt	16	6	71	132	192	417	4.14	1.0	6
5	The responses I got when using this application are useful and effective	16	2	46	150	203	417	4.25	.94	2
6	I think I will continue to rely on this application and will advise many others to rely on it.	13	4	54	142	204	417	4.24	.93	3
Overall								4.21	.88	

As shown in table (12):

- ❖ The first rank of using Trip advisor after the tourist experience is “I have the ability to share information about trips with other users.” with a mean of (4.26) and a standard deviation of (.91).
 - ❖ The second rank is “The responses I got when using this application are useful and effective” with a mean of (4.25) and a standard deviation of (.94).
 - ❖ The third rank is “I think I will continue to rely on this application and will advise many others to rely on it.” with a mean of (4.24) and a standard deviation of (.93).
 - ❖ The fourth rank is “I was able to complete my booking easily just by trying the app.” with a mean of (4.19) and a standard deviation of (.93).
 - ❖ The fifth rank is “There is accuracy and reliability of the information that tourists get through it.” with a mean of (4.18) and a standard deviation of (.97).
 - ❖ The sixth rank is “I can interact with people who have used the app successfully and know their reviews of websites listed on it in Egypt” with a mean of (4.14) and a standard deviation of (1.00).
- The overall mean score of responses is (4.21), which suggests that these respondents are strongly agreed.

Table (13) Descriptive Statistics of Tourist Experience about TripAdvisor

Statement	N	Mean	Std. D
using TripAdvisor before the tourist experience	417	4.21	.857
using TripAdvisor During the tourist experience	417	4.10	.871
Using Trip advisor after the tourist experience	417	4.21	.881
Overall Tourist Experience	417	4.17	.836

Based on the data analysis, it can be observed in table (13) that the experience of tourists about using TripAdvisor before, during and after the tourist experience is satisfied. The overall experience of tourists about using the app is satisfied with a mean of (4.17) and a standard deviation of (.836). In this concern, question number (3) is achieved.

Table (14) Correlations between Quality of the Content provided through the Tourism Applications and Tourist Experience

		Tourist Experience
Quality of the content	Pearson Correlation	.867**
	Sig. (2-tailed)	.000
	N	417

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the data analysis, it can be observed in table (14) that there is a significant and strong positive correlation between Quality of the content provided through the tourism applications and Tourist Experience of tourists before, during and after the tourist experience (.867**). In this concern, question number (1) is achieved.

Table (15) Linear Regression Coefficients for The Influence of the Quality of the Content Provided through the Tourism Applications on Enhancing the Tourist Experience in Egypt

Model	R	R2	Beta	f	Sig.	t	Sig.
(Constant)			.483	1253.648	.000*	6.542	.000*
The quality of the content	.867a	0.75	.884			35.407	.000*

a. Predictors: (Constant) The quality of the content

b. Dependent Variable: Tourist Experience

from the table (15), using linear regression (R2) to measure the effect of the quality of the content provided through the tourism applications on enhancing the tourist experience in Egypt, the results indicated that (R2) value (.75) and $p < .05$, then it is revealed that there is a significant effect between variables, suggesting that 75% of tourist experience was explained by the quality of the content. In this concern, objective number (5) is achieved.

Table (16) Linear Regression Coefficients for Influence of the Quality of the Content Provided through the Tourism Applications on Using TripAdvisor after the Tourist Experience

Model	R	R2	Beta	f	Sig.	t	Sig.
(Constant)			.719	813.978	.000*	7.232	.000*
The quality of the content	.814	.662	.842			28.530	.000*

a. Predictors: (Constant) The quality of the content

b. Dependent Variable: using TripAdvisor after the tourist experience

From the data illustrated in Table (16), it can be seen that there is a significant positive effect of the quality of the content provided through the tourism applications on using TripAdvisor after the tourist experience

(ANOVA Sig. = 0.000), the results indicated that (R2) value (.66) and $p < .05$, then it is revealed that there is a significant effect between variables, suggesting that 66% of using TripAdvisor after the tourist experience was explained by the quality of the content. In this concern, question number (4) is achieved.

Table (17) Summarize Differences Among Age and the Quality of the Content Provided through the Tourism Applications

Quality of the Content	N	Mean	Sig.	
The content of the applications is simple and clear, which helps in obtaining the necessary data to make decisions about purchasing the tourism product.	below 20 years	11	5.00	.067
	20 - under 40 years	200	4.31	
	40 - 60 years	200	4.43	
	Over 60 years old	6	4.50	
	Total	417	4.39	
These applications are useful at all stages of the tourist experience (before, during and after the tourist experience)	below 20 years	11	5.00	.128
	20 - under 40 years	200	4.37	
	40 - 60 years	200	4.43	
	Over 60 years old	6	4.50	
	Total	417	4.41	
Relying on smart phone applications gave me the opportunity to fully control all matters related to room reservation (price, room type, location, and features).	below 20 years	11	5.00	.020
	20 - under 40 years	200	4.14	
	40 - 60 years	200	4.30	
	Over 60 years old	6	4.50	
	Total	417	4.24	
I think advertising through these applications is one of the most convenient marketing methods	below 20 years	11	4.90	.022
	20 - under 40 years	200	3.86	
	40 - 60 years	200	3.89	
	Over 60 years old	6	4.50	
	Total	417	3.91	
I noticed that many friends, relatives and acquaintances rely on these apps when making reservations.	below 20 years	11	4.63	.139
	20 - under 40 years	200	3.96	
	40 - 60 years	200	3.99	
	Over 60 years old	6	4.50	
	Total	417	4.00	
I am interested in following up on the opinions of my friends about their tourism experiences through social networking applications on my smart phone to make a travel decision.	below 20 years	11	4.63	.178
	20 - under 40 years	200	4.10	
	40 - 60 years	200	4.01	
	Over 60 years old	6	4.50	
	Total	417	4.08	
Overall				.033

One-way ANOVA has been used to explore the different results. As shown in table (17), it has been found that there is statistical evidence for significant differences between age and the quality of the content provided through the tourism applications where (P-value less than 0.05). In this concern, question number (2) is achieved.

CONCLUSION

This study aims at the role of smart phone applications in enhancing the tourism experience in Egypt. To achieve this goal, there are several objectives; Investigating the relationships between the presence generated by the use of smart phone applications, and the tourist experience. It also participates in determining whether smartphone applications are an effective tool for mobile tourists in their experience with tourist sites, and plays an important role in analyzing the current use of smartphone applications for tourism. In this study, a quantitative approach was used by collecting quantitative data and the data of this study were collected from secondary and primary sources. The population of this study consists of tourists coming to Luxor, where the researcher distributed (417) questionnaires both face to face and via the Internet. SPSS was used to analyze the collected data. The statistical analysis of the research variables and its hypotheses concluded that there is a strong relationship between smart phone applications and the enhancement of the tourism experience in Egypt. This indicates that educating the community about the importance of smart phone applications in tourism leads to a positive development and an improvement in the performance of the tourism experience. The study, in its theoretical and field parts, confirmed the following:

1. The results of the study confirmed that smart phone applications have a very effective role in enhancing the tourism experience in Egypt.
2. The Internet is the most used source of information in planning a tourist trip, and the smart phone tops the list of mobile devices used to access the Internet and obtain information about the tourist trip by users in Egypt.
3. The spread of the use of smart phones and their various applications in the field of tourism in Egypt, especially in obtaining information about the various tourist offers, and increasing their impact on making a tourist purchase decision due to their ease of use, and the quality of the content provided through them; Which makes it one of the most important modern promotional means, and stresses the necessity of integrating it into the marketing strategy of the Egyptian tourism establishments.
4. Marketing using smart phones and its various applications achieves

- many advantages and benefits for Tourism organizations, such as: managing customer relations in a more rapid, easy and continuous manner, the possibility of reviewing all tourism services available to the customer and carrying out purchases and payments through credit cards and mobile electronic networks, and achieving the competitive
5. advantage of the tourism establishment at the national and international levels.
 6. There are many benefits achieved from the use of smart phone applications by tourists, such as: ease of searching, planning and purchasing all tourism services at any time and place, the possibility of obtaining the best prices and best offers, obtaining the necessary information about everything related to the tourist trip.
 7. Getting tourism services means getting help with things like booking vacations and tickets, finding out flight times, getting emergency help, knowing how much trips cost, and other tourism services and hotel reservations. This can also include things like reserving airline tickets, finding places to stay and tourist attractions, figuring out directions, checking the weather, setting alarms, taking notes, managing money, and looking up prices. It can also involve different geographic services.
 8. Helping travel and tourism activities means using tools to plan trips, make travel reservations, and do other tasks related to the trip.
 9. Communication while traveling means using calls, messages, emails, and social media to stay connected with people and share travel experiences with friends and family.
 10. When you are traveling, you can occupy yourself by taking and sharing pictures, listening to music, playing games, reading books, using the internet, keeping up with the news, and watching movies.
 11. By using smartphone technology and its apps, travelers can share their experiences after their trips with their friends. This can impact how others view their future travel plans.

RECOMMENDATIONS

Through what was previously presented in the field of smart phone technology and its various applications and its role in the tourism experience, and through what was reached based on the field study, a number of recommendations can be reached regarding strengthening the use of this technology to improve and enhance the tourism experience in Egypt.

GENERAL RECOMMENDATIONS

1. Benefit from the technological development in the means of communication in the field of tourism marketing by adopting Smart

- phone technology and tourism applications and their integration in tourism marketing operations in Egypt.
2. The state and its official tourism agencies, in cooperation with specialized ministries, adopt basic directions for the development of Egyptian tourist destinations using information technology and wireless communications, namely:
 3. Availability of infrastructure in terms of wireless communications, communication networks, information networks, and specialized experts
 4. The quality of information and communication technology in terms of the speed of information and data exchange, the quality of wireless devices performance, and the quality of content
 5. Developing marketing websites for government tourism establishments
 6. Holding conferences, training courses and workshops to raise the efficiency of workers in the tourism sector, in order to prepare human cadres capable of dealing with tourism applications via smart phones, in order to use them in advertising and promotion of tourism services.
 7. Coordination between the Ministry of Tourism and the Ministry of Communications to approve a group of experienced companies to develop tourism applications in order to highlight Egypt's tourism image around the world.
 8. The need for the Egyptian Ministry of Tourism to participate in the membership of one or some international tourism applications Specialized in planning tourist trips, such as: Trip advisor, Trip planner, Trip It; This enables tourists to choose their future trips, and enables tourism organizations in Egypt to identify the characteristics of the expected tourist demand.
 9. Contracting with a software company to design virtual game applications for some tourist areas in Egypt; This ensures that players interact with those areas virtually, and encourages them to visit them.

RECOMMENDATIONS FOR EGYPTIAN TOURISM ESTABLISHMENTS

1. The willingness of tourism establishments to work in accordance with the mobile technological revolution so that the website of the establishment is viewable on various mobile devices, and to develop a tourism application for the tourism services provided by the establishment.
2. Integrating smart phone technology and tourism applications as a modern marketing tool in the marketing strategy of the tourism organization by spreading awareness of its importance and allocating an appropriate budget for it.

3. Setting controls to protect the tourist from any risks he may be exposed to when using tourism services through mobile tourism applications.
4. Increasing awareness by encouraging the use of tourism applications via smart phones and announcing the advantages that tourists may obtain through them, such as: ease and speed of booking procedures, discounted offers, ensuring the quality and authenticity of the provided content, continuously updating the content, and clarifying procedures.
5. Ease of downloading the mobile tourism application of the tourism organization on mobile devices, providing all necessary information to the user about the tourism services provided, continuous updating of them, and securing information and financial transactions through the application.
6. Developing and designing comprehensive tourism applications that bring together a number of tourism establishments that provide different services, such as: accommodation institutions, transportation institutions, and recreational institutions so that the user can prepare a comprehensive tourist trip with minimal effort and time.
7. Achieving cooperation between tourism establishments with unified services, such as: hotel establishments or tourism companies in the field of developing mobile tourism applications that enable tourists to reach the best offers and prices for that service.

FURTHER RESEARCH

1. Applicability of geographic information systems (GIS) for tourism application.
2. Possibilities of designing tourism applications for the tourist institution itself with all its components.
3. Evaluation of the role of the Ministry of Egyptian Tourism in supporting and facilitating the use of smart phone applications in the tourism sector.
4. How to prepare human cadres capable of dealing with tourism applications via smart phones, to be used in advertising and promotion of tourism services.

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