

Assessing the Tourism Image of Egypt on the Mega Websites Using the Netnography Method

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Abstract

Destinations often compete on nothing more than the image held in the minds of potential travellers. Generally, the tourism image of Egypt has been assessed in many studies as an ancient and heritage Destination, however, a few of which assessed it on websites. The current study attempts at distinguishing the characteristics of the online image of Egypt as a tourist destination displayed in the mega websites; Trip Advisor is selected because it is considered one of the main mega tourism websites all over the world. The investigation of the tourism image of Egypt in the mega websites employs the "Netnography" method as a new qualitative research methodology that is devised specifically to investigate the consumer behaviour of cultures and communities presented on the Internet. Two research techniques are used to collect data. The first one is the content analysis of trip advisor users' comments during three tourism high seasons represented in years 2010, 2012, and 2015. The second, an online questionnaire targeted the users of the Trip Advisor website. The results of the study illustrate the current characteristics of the image of Egypt as a tourism destination and its progress before and after the revolution of January 25th. Moreover demonstrate if the tourism image of Egypt generally described as a positive or a negative image. Recommendations for strengthening and enhancing the tourism image of Egypt on the mega websites will be thus presented.

Keywords: Egypt, Historic, Mega Website, Netnography, Online Image, Trip Advisor.

Introduction

The competition between tourism destinations is principally done through their image that tourists have before visiting these destinations. These images are considered a determining factor in their visiting decision (Bigne & Sanchez, 2001). In this concern, Jalil (2010) argued that the tourist destination competitive advantage not only depends on the quality of a destination's tangible attributes but also on the quality of its intangible attributes, such as service quality and image.

The travel and tourism industry is one of the world's largest industries to adopt new technologies as soon as they appear. Consequently, the advent of the World Wide Web (WWW) and the increasing of its users play an important role in travel decision-making (Fodness and Murray, 1998; Gursoy and Chen, 2000).

Researches of the internet as an image formation agent are still in its infancy. Thus, this study attempts to identify the image representations of Egypt as a tourism destination on the Internet (Online Image) by analyzing and narrative visual contents of a sample of web information sources (global Mega tourist websites). In this concern, Miguéns et.al. (2008) emphasized that online social travel networking (such as Booking.com, TripAdvisor.com, Hotels.com, Expedia.com, etc.) is changing the ways that the tourists plan their trips by allowing them to interact and provide reviews on accommodation or on tourist destinations.

Many research papers have been conducted about tourism destination image, but few of them focusing on the image of Egypt as a tourism destination (Jalil, 2010; Mohamed, 2007; Baloglu & Mangalolu, 2001), particularly the online image or in other words the image of Egypt on the Tourism Mega Websites (TMW).

The current study attempts to identify the characteristics of the online image of Egypt as a tourism destination on the Mega Websites by analyzing their visual contents. Trip Advisor is selected as a case study sample that has the second rank as the major mega websites all over the world. The main aim of this paper is to assess the online tourism image of Egypt on the mega websites by measuring it using both the qualitative and

quantitative research methods such as content analysis and questionnaire. A new checklist modified from literature reviews was developed to evaluate this image. Netnography was used as a new survey to analyze the qualitative data.

The objectives of the study presented in:

1. Evaluate the characteristics of the online image of Egypt in the Tourism Mega Websites.
2. Assess the progress of the image of Egypt in the mega websites before and after the revolution of the 25th of January.
3. Investigate the perception of the tourists who use the mega websites regarding the image of Egypt as a tourist destination.

Literature Review

There are many definitions available in literature regarding image (Artuğer, Cevdet, & İbrahim, 2013), and many authors have tried to get to the core of it (Magnusson, 2008). Gartner and Hunt (1987) described the image as impressions that persons hold about a state in which they do not reside. Baloglu & McCleary (1999) identified it as an individual's mental representation of knowledge, feelings, and global impressions about a destination.

The first studies dealing with the concept of image in tourism were realized in the early 1970's, when Hunt examined the role of image in tourism development (Hunt 1975 cited in Hosany, Ekinici, & Uysal, 2006). Moreover, There are many literature reviews on this topic, with Echtner and Ritchie (1991) studying articles from 1975-1990 and Pike, (2002) reviewed 142 destination image articles from 1973-2000 .While Stepchenkova & Mills (2010) reviewed 152 articles from 2000-2007 in an attempt to conceptualize the construct and reaching a consensus of the definition of destination image. Due to the complexity and the subjective nature of images, studies have found that images consist of several different dimensions or components (Stepchenkova & Mills, 2010).

The Importance of the Destination Image

Baloglu & Mangalolu (2001) emphasized the importance of destination tourist images held by tour operators and travel agents in the tourism distribution and information system. Potential tourists usually have limited knowledge about tourist destinations not previously visited from media and tourist intermediaries (Um & Crompton, 1999). In this concern, tour operators and travel agents are opinion formers for their consumers – their images about destination have an important influence on the decision-making processes of potential tourists. Therefore, tour operators and travel agents play a double role as distribution channels and image creators (Lawton & Page, 1997).

As some previous studies on destination image have been highlighted, this kind of research has benefits on: the decision-making process because it gives a lot of information; the positioning process because it allows promoters working as a group and sell a better and consistent image; and finally, marketing strategies like attracting tourists, appealing to inward investors and government officials, and building self-confidence and pride among residents (Melian, 2011). The importance of the role of image in the holiday decision has been highlighted by LaPage & Cormier (1977, p.21) as; ‘Information available to tourists before they visit a tourist region is usually supplemented by their own mental image of that region’.

According to Kim & Yoon (2003) understanding the destination image will help the destination promoters in developing suitable images for their destination. While a destination may hold a positive image in a certain individual, the same destination maybe perceived by another in a negative way, and therefore, it is important for the destination marketers to identify the image held by the target market segments and try to act accordingly (Leisen, 2001). Ahmed (1994) highlighted that the destination image should be methodically investigated before product positioning.

Measuring the Destination Image

Most general studies on the measurement methodologies of image have mentioned that two basic approaches: structured and unstructured. In

which, the structured methodologies are used to measure the attribute-based features and the unstructured methodologies are considered as efficient approaches to measure the holistic and unique features (Ly, 2013; Tapachai & Waryszak, 2000; Schroeder, 1996). Catalina (2010) highlighted that research in this field is still in the stage of developing a validated methodology.

Echtner & Ritchie (2003) proposed that in the structured methods (quantitative), the common attribute features of the image will be defined, categorized and integrated into a standardized rating scale such as Likert type scales or a semantic differential scale. The participants are then requested to rate each of the pre-determined attributes or characterize the stimulus by standardized tools. These ratings are valuable information for eliciting the profile of 'image'. The advantages of these structured methods are very easy to manage & carry out, simple to code the collected information and convenient to analyze the results with the delicate statistical techniques.

The second popular methodology used in measuring destination image was the unstructured methods. In which, the participants are permitted to spontaneously describe their impressions of the destination. It implies that this approach allows the image of destination to be measured by free form descriptions. By using the unstructured methods, the researchers would collect data from the participants through open-ended survey questionnaire or focus group approach. Since then, different dimensions of the image can be derived from this collected information by employing diverse classification techniques and content analysis (Ly, 2013).

Fakeye & Crompton (1991) were the first to use both methods, quantitative and qualitative to measure the cognitive component of image. Also Govers & Kumar (2007, cited in Catalina, 2010, p.2) used both methods in their research. First, with the qualitative method they determined the attributes and the structural elements of the attributes which were used in the second step in a quantitative research.

Mega Travel Websites

Tourism has long been the one of most important components of the online commerce world, which its impact has profoundly changed

the structure of the industry (Xiang & Gretzel, 2010; Jadhav & Mundhe, 2011; Milanoa, Baggio, & Piattelli, 2011). Tourism industry is various; for instance Information systems (IS) in tourism have been among the pioneers of leading edge technology applications: Computer Reservation Systems (CRS) or Global Distribution Systems (GDS) have been among the first international inter- organizational systems. Tourism marketing systems typically represent the forefront of multimedia and virtual-reality applications (Werthner and Klein,1999).

Generally it could be defining the travel website as "a website on the World Wide Web that is dedicated to travel"(http://dictionary.sensagent.com). The site may be focused on travel reviews, trip fares, or a combination of both. Moreover, travel website provide many services for instance Individual airlines, hotels, bed and breakfasts, cruise lines, automobile rental companies. Other travel-related service providers often maintain their own web sites providing retail sales. Many with complex offerings include some sort of search engine technology to look for bookings within a certain timeframe, service class, geographic location, or price range (http://dictionary.sensagent.com).

The World Wide Web is deeply changing the production, distribution and consumption of tourist products. Information and communication technology (ICT) is probably the strongest driving force for changes within the tourism industry (Werthner & Klein, 1999). Miguéns et.al., (2008) defined Social networks as online communities of people who share common interests and activities. These networks provide a user with a collection of various interaction possibilities, ranging from a simple chat to multiple video conferences and from the exchange of plain email messages to the participation in blogs and discussion groups. Moreover, online social travel networking changing the way which the tourists plan their trips. These websites allow users to interact and provide reviews on hotels or on tourist destinations. Some examples of these websites are Booking.com, TripAdvisor.com, Hotels.com, and Expedia.com etc.

The best online travel websites have a variety of travel plans, options and packages. Potential travelers want to look for sites that offer basic

reservations for flights, cruises, hotels and rental cars. The best online travel websites are easy to use and offer plenty of customization, so it could be book exactly the trip components at any time and place that be targeted to visit (Online-travel, 2015). Moreover, according to Online-travel (2015) the rank of online travel sites based on the following categories: Booking & Search Options, Ease of Use and Additional Features.

TripAdvisor

TripAdvisor is a website; it is considered one of the largest travel communities on the Web (Comscore, 2014). It was based on the idea that travelers depend on other travelers’ reviews to plan their trips, or at least can be satisfactorily helped in their decisions by them. According to (Staff, 2013) in CNN website ranking the most popular online booking sites for travelers are:

Table 1: The top ten online booking sites for travelers

Rank	Site	Estimated Visits, October 2013	Time On Site (in Minutes)	Page Views per Visit	Leading Country
1	Booking.com	108 Million	6:33	4.87	United States 10.86%
2	TripAdvisor.com	48.5 Million	3:59	3.71	United States 48.96%
3	Hotels.com	29.3 Million	3:25	3.56	United States 34.92%
4	Expedia.com	24.3 Million	6:18	5.58	United States 79.43%
5	Agoda.com	22.6 Million	8:12	6	United States 9.40%
6	Priceline.com	17.9 Million	6:33	8.02	United States 90.63%
7	TripAdvisor.co.uk	17.9 Million	4:28	3.78	United Kingdom 68.74%
8	Hotelurbano.com	17.1 Million	1:34	1.89	Brazil 90.69%
9	Kayak.com	13.3 Million	6:08	6.04	United States 82.54%
10	Ctrip.com	12.5 Million	8:02	9.31	China 89.40%

Source: (CNN, 2013)

As shown in the previews table that TripAdvisor is the second grade by 48.5 million estimated visits. Furthermore, the next statistics for eBiz websites supported the same result by ranking TripAdvisor as a second most popular travel websites in 2015. New statistics of eBiz websites rank top 15 most popular travel websites in June, 2015, 6 of them shown in figure 1:



Figure 1: top 15 most popular travel websites in (June, 2015)

Source:(eBiz, 2015)

After previews presentations of some statistics, which demonstrate the most popular websites for travelers, the current study selects TripAdvisor as a case study to investigate the online image of Egypt as a tourist destination.

Methodology

Research methods and Techniques

The combination of structured (quantitative) and unstructured (qualitative) methodologies should be used in the future researches in

order to completely capture the components of destination image. In essence, this combination would assist researchers to uncover not only the common, functional characteristics and destination attributes but also the unique traits, psychological characteristics and holistic impressions concerning to destination image (Ly, 2013). Consequently, to achieve the objectives of this study, two methods of data collections are used in the current study:

1- The Content analysis as qualitative research approach to analyze the TripAdvisor users' comments and reviews. In this regard, Carson et al., (2001) argued that the qualitative research is more suitable when the need is great for unfolding what surrounds a phenomenon. Moreover, qualitative methods are particularly useful for revealing the rich symbolic world that underlies needs, desires, meanings and choice (Levy, 1959). Accordingly, considerable number of studies used qualitative methods to gain insights into the phenomena being investigated (Arnould & Price, 1993; Thompson, 1997).

Checklist of image attributes was developed after reviewing some attribute checklists of other researchers (Table 2). Echtner and Ritchie (1993, p.6) constructed a list of 34 attributes to measure the attribute-based component of tourism destination image. Moreover, Jenkins (1999) found that the most commonly mentioned attributes were scenery and natural beauty, natural attractions, hospitality and local people, and climate. However, Jenkins (1999) after reviewing other studies demonstrated that 48 attributes were employed in 28 image studies. The most commonly captured attributes were scenery/natural attractions; hospitality/friendliness/receptiveness; climate; cost/price levels and nightlife/entertainment.

Many researchers (Echtner & Ritchie, 1991,1993; Sonmez & Sirakaya, 2002; Beerli & Martín, 2004; Chi & Qu, 2008) were used different attributes structure to measure the destination image. The current study makes an adapting in the attributions classification of Chi & Qu (2008) to measure the online image of Egypt on the TripAdvisor Website.

2- **Online Questionnaire** (figure 2) has been uploaded on Trip Advisor particularly the page of the top ten tourist destinations in Egypt namely: Luxor, Aswan, Hurghada, Marsa Alm, Cairo, Sharm Elsheikh, ElGouna, Alex, Giza and Dahab. It has been uploaded on Trip Advisor web site on the beginning of March 2015 and collected in the end of the same month.

Table 2: The Chick List of the online image's attributes

Attributes	Sub Attributes
Accessibility	easy access to area Transportation facilities
Entertainment and events	Wide variety of entertainment (folklore& Bedouin life) shows/ exhibitions/ events/ festivals Colorful night life & western music
Historic attractions	distinctive history and heritage vintage building
Infrastructure	Wide choice of accommodations Wide selection of restaurant / cuisine/ drinks Wide variety of shop facilities
Natural attraction	Breathtaking scenery and natural attractions gardens and springs Picturesque(parks/lakes/rivers/beaches) scenic mountain and valley Unspoiled wildness and fascinating wild life
Outdoor activities	terrific place for hiking / picnicking /camping/hunting / Safari desert Exciting water sports/ activities (boating, fishing, etc)
Price and value	good value for money Reasonable price for attractions and activities Reasonable price for food& accommodation
Relaxation	Great place for soothing the mind and refreshing the body
Travel environment	Friendly and helpful local people pleasant weather(sun rise/ sun set/sand) Safe and secure environment Tranquil and restful Quality of services (tour guides) Clean and tidy environment
(9) attributes	(27) sub attributes

This online questionnaire was chosen as a research method to support the research results which collected by content analysis; moreover, to reveal the perception of the online image of Egypt as a tourist destination held by the tourists who dealing with TripAdvisor. The questionnaire divided in four themes the first one contain personal data, however the three other themes contain three open-ended questions regarding perceived image of Egypt held by TripAdvisor users. In this concern, Echtner and Ritchie (1991, 1993) developed a series of open-ended questions (unstructured

constructs) to measure the holistic components of destination image. On the other hand, they created a set of scales (quantitative or structured constructs) to measure the common, attribute-based components of destination image.

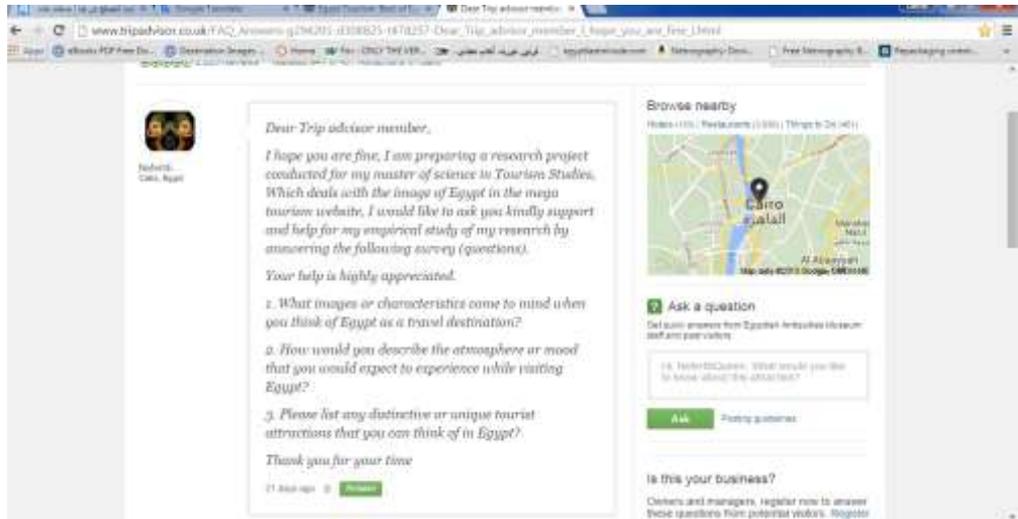


Figure 2: Sample of research questionnaire

The online questionnaire of the current research applies the questionnaire model of Echtner and Ritchie (1991, 1993) to capture the holistic and unique components of online image of Egypt by asking about the following three themes:

- 1- The images or the features come to mind when the website users think of Egypt as a tourist destination.
- 2- The description of the atmosphere or mood that the website user would expect to experience while visiting Egypt.
- 3- List any distinctive or unique tourist attractions that the website user can think of in Egypt

The analysis process of the online questionnaire used the same check list of the image attributes that developed and employed in the first method (content analysis) to analyze the TripAdvisor users' reviews through.

Netnography: is a new qualitative method devised specifically to investigate the consumer behavior of cultures and communities present on the Internet (Kozinets, 1998). After the data is collected, the next step is

the analysis of the comments. In order to manage the high amount of information collected by the Netnography sometimes it may first make a classification of comments to identify those "off-topic" (Nikhilesh Dholakia & Dong Zhang, 2004). The current study applied the Netnography as a qualitative method using the attributes checklist that has been developed before. The major steps of Netnography as listed in Kozinets's book (Kozinets, 2010b) are applied to collect and analyze the comments and reviews that are found in the TripAdvisor website and written in the online Questionnaire regarding the image of Egypt. Six steps of ethnography followed by Netnography are:

- | | |
|----------------------|-----------------------------------|
| 1- research planning | 4- interpretation (data analysis) |
| 2- entrée | 5- ensuring ethical standards |
| 3- data collection | 6- research representation |

Sampling techniques

The data of this research collected from TripAdvisor web site for two months (January, February) through three years (2010, 2012, and 2015). This period includes different time period before and after the revolution of the January 25th:

- (2010) presents the image of Egypt before the revolution.
- (2012) presents the image of Egypt after the revolution.
- (2015) presents the updated image of Egypt in recent time.

The online questionnaire was uploaded through a month and it targeted a convenient sample of more than 100 users. However, 41 users only responded.

Kozeint (2010) recommended software solutions such as QSR, NVivo and Atlas.ti6 for qualitative analysis packages that can expedite coding, content analysis, data linking, data display, and theory building functions (Kozinets, 2002, 2010). Therefore, the current study used the program software (Atlas.ti6) CAQDAS -computer assisted qualitative data analysis software- for the analysis of the given collections of data on trip advisor and add (27) codes (the checklist attributes of current study) to the

comments of trip advisor site users. Checklist of attributes was added to atlas.ti6 software to code the comments of users. The users comment can be contained more than one review that means one user comment can include positive and negative reviews.

Results and Discussion

Theme One: The features and the development of the online image of Egypt presented in TripAdvisor

Data collection process for the three years (2010, 2012, 2015) resulted reviews were saved in totally 707 pages contain 2469 comments include about 4149 reviews written by Trip advisor users (table 3).

Table 3: Number of the Collected Pages and Comments

Years	pages	Comments
2010	53	135
2012	198	1050
2015	456	1284
Total	707	2469

The online image of Egypt in year 2010

Positive Image: The analysis of the TripAdvisor users' comments and reviews in year 2010 (table 4) demonstrated that historical attractions were the most important attributes of the tourism image of Egypt as a tourist destination by the first rank with nearly 70 positive reviews. Furthermore, Travel environment attribute has the second rank with 54 positive reviews. Moreover, there were about 44 positive reviews about the natural attractions attribute with the third rank.

Negative Image: The friendly and helpful local people attribute was ranked as the first negative attribute with 13 negative reviews. Furthermore, price and value attributes was ranked as the second negative attribute with 5 negative reviews.

Generally, it could be illustrated from table 12 by using Netnography that the tourism image of Egypt had been presented positively in year 2010 with 209 positive reviews (89%) of totally 234 reviews versus only 25 negative reviews (11%)

The online image of Egypt in year 2012

Positive Image: The analysis of TripAdvisor website pages about Egypt in year 2012 (table 4) revealed that the Historical attractions presented positively as the most common tourist image attribute about Egypt by the first rank (556 positive reviews). Furthermore, Natural attractions attribute has the second rank with 203 positive reviews.

Table 4: The online image of Egypt in years 2010, 2012, 2015.

Attributes	Sub Attributes	2010		2012		2015	
		P	N	P	N	P	N
Accessibility	easy access to area	0	2	1	0	13	3
	Transportation facilities	0	0	1	2	0	0
Entertainment and events	Wide variety of entertainment (folklore & Bedouin life)	4	0	20	0	67	0
	shows/ exhibitions / events/festivals	8	1	28	1	21	2
	Colorful night life & western music	0	0	11	0	29	13
Historic Attractions	distinctive history and heritage	9	0	97	2	224	7
	vintage building	61	1	459	74	408	20
Infrastructure	Wide choice of accommodations	1	0	1	0	17	0
	Wide selection of restaurant / cuisine/ drinks	3	0	57	4	71	3
	Wide variety of shop facilities	3	0	21	1	31	4
Natural Attraction	Breathtaking scenery and natural attractions	6	0	27	0	124	0
	gardens and springs	2	0	4	0	7	0
	Picturesque(parks/lakes/rivers/beaches)	31	0	91	8	182	9
	scenic mountain and valley	5	1	65	10	27	5
	Unspoiled wildness and fascinating wild life	0	0	16	0	31	0
Outdoor Activities	terrific place for hiking/camping/hunting /Safari desert etc	5	1	52	1	102	1
	Exciting water sports/ activities(boating, fishing, etc)	10	1	119	10	206	17
Price and value	good value for money	1	2	10	8	16	25
	Reasonable price for attractions and activities	0	3	3	16	23	14
	Reasonable price for food& accommodation	0	0	0	1	1	3
Relaxation	Great place for soothing the mind and refreshing the body	6	0	4	0	47	0
Travel environment	Friendly and helpful local people	3	8	16	122	26	48
	pleasant weather(sun rise/ sun set/sand)	36	1	54	21	215	21
	Safe and secure environment	0	0	15	3	11	9
	Tranquil and restful	8	1	25	30	42	7
	Quality of services(tour guides)	7	0	32	0	136	0
	Clean and tidy environment	0	3	12	31	30	11
Total		209	25	1241	345	2107	222

Negative image: Travel environment sub attribute rate the highest negative image of Egypt. Friendly and helpful local people attribute was rated highly negative sub attribute with 122 negative reviews. Moreover, clean & tidy environment sub attributes and Tranquil & restful sub attributes presented as a negative image with 31 and 30 negative reviews respectively. It could be noted that the previous negative image of Egypt influenced by the negative impacts of the revolution of 25th January. Furthermore, price and value attributes presents a negative image with 25 negative reviews.

Generally, the research analysis by Netnography method proposed that the online image of Egypt as a tourist destination had been presented positively in year 2012 with 1184 positive reviews (74%) of totally 1586 reviews. However, only 345 negative reviews were found (25%).

The Tourist Image of Egypt in Year (2015)

Positive image: The analysis of the online image of Egypt in year 2015 at table 4 showed also that the historical attributes were the most attractive attributes to trip advisor users regarding Egypt as a tourist destination by 632 positive reviews. Travel environment attribute has the second rank by 460 positive reviews. Moreover, Natural attractions attributes and the pleasant weather attribute have the third and the fourth ranks by 371, and 215 positive reviews.

Negative image: friendly and helpful local people ranked as the first negative attribute by 48 negative reviews, then price & value attribute with 42 negative reviews.

Generally the research analysis by Netnography method proposed that Egypt has a positive tourist online image in year 2015 with 2107 positive reviews (90.5%) of totally 2329 reviews.

The General online tourism Image of Egypt

After previews presentation of collected data result of the three years (2010-2012-2015) it could be noted that the online image of Egypt as a tourist destination was presented as a clearly positive image by 84% of the TripAdvisor website users as shown in table (5) and table (6).

Table 5: The development of the online image of Egypt

Years	Positive attributes		Negative attributes		Total
	Review numbers	Percentage	Review numbers	Percentage	
2010	209	89%	25	11%	234
2012	1184	75%	402	25%	1586
2015	2107	90.5%	222	9.5%	2329
Total	3500	84%	649	16%	4149

The data shows in the table 5 demonstrate that there is an increasing progress in the rate of the positive reviews from year 2010 (209 positive review comments) to year 2015 (2107 positive review comments). This indicates the rapid growth of using the electronic websites to search about Egypt as tourist destination. Moreover, table 5 reveals that the rates of the negative image of Egypt are not stable during the three; it was 11% in year 2010, 25% in year 2012 and 9.5% in year 2015. The negative image of Egypt highest rate in year 2012 could be a direct result of revolution of January 25th. The table also shows that the negative rate of image of Egypt rapidly decreased in year the 2015; that could be evidence that Egypt has a strong capability to enhance its tourist image as a tourist destination.

The previous results could achieve clearly the **second objective** of the current study concerning the features and the development of the online image of Egypt during the whole period (from year 2010 to year 2015).

Table 6: The Characteristics of the Online Image of Egypt

Attributes	Positive		Negative		Total	
	Freq.	%	Freq.	%	Freq.	%
Accessibility	15	3.6	6	0.14	21	0.5
Entertainment & Events	188	4.5	17	0.40	205	4.9
Historic attractions	1258	30	104	2.5	1362	32.8
Infrastructure	205	4.9	12	0.2	217	5.2
Natural attractions	618	14.8	34	0.8	652	15.7
Outdoor activities	494	11.9	31	0.74	525	12
Price and value	54	1.30	72	1.73	126	3.7
Travel environment	668	16	316	7.61	984	23
Relaxation	57	1.37	0	0	57	1.3
Total	3557	85.7	592	14.2	4149	100

Positive online image: The result output illustrate that the online image of Egypt is portrayed as an ancient tourism destination by 30% (1258) of the total attributes (4149), which the users' comments about the image of Egypt emphasized the enjoy ability of the Historic attractions and Egyptian distinctive history. Moreover, the research result shown that trip advisor reviews focus on travel environment attributes of Egypt image with (16%).

Negative online image: Travel environment attributes especially sub attributes (Friendly and helpful local people, clean and tidy, safe and secure) have most negative effect on Trip advisor users comments. In details, 18% (178) of the total negative reviews (984) are related to friendly & helpful local people attribute.

Silent online image: The research presented a silent online image of many aspects of the Egyptian tourist product in the mega websites such

as, Golf, desert safari and adventure tourism. Moreover, silent online image of Egypt also presented in many modern and new aspects of Egyptian tourist product in the mega websites such as festivals, conferences.

The previous results achieve the **first objective** of the research that they identify features of the online image of Egypt as a tourist destination in the Mega tourist websites.

Theme Two: The tourists' perception of the tourist image of Egypt in the mega websites

It could be noted from table 7 that the total number of the sample is 41 respondents; the male gender (56%) are almost more than females (44%). Most of them are foreigners representing 18 nationalities. United Kingdom tourist market considered the first tourism market with about 29% of the respondents, then the Canadian, Australian, and the Egyptian tourist market (Domestic tourists), by 10% for each (table 6). This draws attention to the most important tourism market segments that use the mega websites. Consequently, the marketers of the Egyptian tourism product could create and direct effective marketing messages targeting them.

Table 7: Nationality of respondents

<i>Country</i>	<i>Freq.</i>	<i>%</i>	<i>Country</i>	<i>Freq.</i>	<i>%</i>
United Kingdom	12	29.3%	Italy	1	2.43%
Egypt	4	9.8%	Denmark	1	2.43%
Canada	4	9.8%	Emirates	1	2.43%
Australia	4	9.8%	Malaysia	1	2.43%
Germany	2	4.9%	Finland	1	2.43%
USA	2	4.9%	South Africa	1	2.43%
Greece	1	2.43%	Ukraine	1	2.43%
Delhi	1	2.43%	Belgium	1	2.43%
France	1	2.43%	Poland	1	2.43%

The checklist of the current study is employed to analyze the open ended questions of the questionnaire. Totally 212 written comments each comment includes more than one review; these reviews divided to

positive and negative. Generally the online questionnaire results demonstrate that most of the TripAdvisor online users' (89 %) perceived a positive image of Egypt as a tourist destination, however 11% of them have a negative image. In this respect it could be found that this result validates the result of the first theme that described previously through analyzing the image in three years by Netnography method.

Table 8: The features of the Online Image Perceived by the Tourist Mega Websites

Attributes	Frequencies	Percentage
Accessibility	1	1%
Entertainment & Events	4	1.70%
Historic attractions	71	33.40%
Infrastructure	16	7.50%
Natural attractions	41	19.00%
Outdoor activities	22	10.00%
Price and value	2	1.00%
Travel environment	52	25.00%
Relaxation	3	1.40%
Total	212	100%

As clearly shown in the table (8) that the respondents' perceived image of Egypt focuses on historical attraction attribute with 33.40%, Then Travel environment attribute with 25%, and natural attractions attribute of Egypt image with 19%. Furthermore, outdoor activities attributes with (10%).

The third objective of this research is achieved by demonstrating the tourist perception of the tourist image of Egypt in the mega tourist website. This is clearly shown in previous discussion.

Conclusion

Clear destination images has benefits on the decision-making process because it gives a lot of information; the positioning process because it allows promoters working as a group and sell a better and consistent image; and finally, marketing strategies like attracting tourists.

The current study attempts to identify the features of the online image of Egypt as tourism destination on the Mega Websites by analyzing the contents of Trip Advisor as it ranked as the second most important global Mega websites in the tourism field. The main aim of this paper is to assess the online image of Egypt; are they positive or negative or do they have both negative and positive attributes? The objectives of the study presented in; Evaluate the characteristics of tourist image of Egypt in the Tourism Mega Websites; Assess the development of the image of Egypt in the mega websites before and after the revolution of the January 25th; and investigate the perception of the tourists who use the mega websites regarding the image of Egypt as a tourist destination.

Two method of data collections are used in the current study; Firstly: the Content analysis as qualitative research approach to analyze the TripAdvisor users' comments and reviews. The data are collected from TripAdvisor web site for two months (January, February) through three years (2010, 2012, and 2015). Chick List of image attributes was developed.. Secondly; Online Questionnaire has been uploaded on Trip Advisor particularly the page of the top ten tourist destinations in Egypt. It has been uploaded on Trip Advisor web site on the beginning of March 2015 and collected in the end of the same month. The analysis process of the online questionnaire used the same chick list of the image attributes that developed and employed in the first method (content analysis). This study employed the Netnography as a qualitative method. The program software (Atlas.ti6) CAQDAS -computer assisted qualitative data analysis software- was used for the analysis of the given collections of data.

The results of the study illustrate Egypt as a tourist destination has a high positive online image in the mega tourist website; Historic and ancient attractions are the most popular images attributes of Egypt. However, Egypt has a negative online image in Friendly, helpful people and Price.

The better understanding of Egypt as a tourism destination will help decision marketing when planning and managing tourism. Recommendations for strengthening / enhancing the tourism image of Egypt on the mega websites were presented such as:

Ministry of tourism in Egypt should up to date about what written about Egypt in mega tourist website even it's positive or negative; prepare a suitable electronic marketing plane according to data collection; take more efforts to increase local people awareness especially those who deal directly with tourists.

The Egyptian Tourism Authority and tour operators should give more attention to the diversity of the tourist product in Egypt. Moreover, tour operators should make their best efforts in preparing and achieving the tourist services and programs with a high quality; this will lead to increase the tourist satisfactions and reflects a positive online image of Egypt.

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