



The Role of Digital Marketing in Enhancing the Mental Image of Diving Trips on the Red Sea Coast

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Keywords

Digital marketing,
Mental image
Diving
Red sea Coast

Abstract

Digital marketing employs a variety of techniques, including websites, search engines, social media platforms, mobile applications, booking platforms, and so on, all of which are critical for boosting public awareness of diving trips. Thus, the purpose of this study is to determine how digital marketing contributes to a more positive mental image of diving trips in the Red Sea. In order to achieve the goals of the study, a questionnaire form was developed as a quantitative approach and as a tool or method to gather data from the study population. A questionnaire was given out to 559 foreign divers in the governorate of the Red Sea. Following data collection, coding, and analysis, the study's primary findings showed that digital marketing tools significantly contribute to improving people's perceptions of diving trips at a high cost. The study recommends that diving centers should give more importance to digital marketing tools. They will be able to reach more divers and increase their profit. Additionally, it plays a big role in enhancing mental imagery, which could provide a positive impression for diving trips along the Red Sea coast.

Printed ISSN 2357-0652

Online ISSN 2735-4741

1. Introduction

As a means of communication, digital marketing (DM) has developed into one of the primary areas of focus for businesses worldwide. It has not only become an additional source of income but, more importantly, has become a means of establishing and preserving long-term relationships with the various parties involved in the market.

The Internet's primary feature, interactivity, has made it possible for all parties involved in the market to connect on a new level (Batinic, 2015).

Customers' mental processes are influenced by digital and web experiences, which improves their online purchasing decisions (Cetinla *et al.*, 2012). Customers will receive higher value from digital marketing (DM) and media. Businesses are able to deliver customers customized communications and offers based on their unique preferences (Cader and Al Tenaiji, 2013).

Tourism establishments can discuss and explain their mistakes, inspire trust in prospective guests, and establish an online reputation in the electronic market by responding appropriately and promptly to comments and evaluations from previous visitors, Wei *et al.* (2013). Destinations utilize various DM platforms as communication channels to market or distribute their travel-related services, serving as various informational resources for prospective travelers (Navío *et al.*, 2018). Technology in the tourism industry has the potential to improve visitor experiences, encourage tourism-related activities (like providing pertinent information and encouraging engagement) and foster relationships between tourism stakeholders, such as travel agencies and travelers (Swart *et al.*, 2019). The Red Sea is one of the most well-known and visited warm, tropical places close to the equator. Diving is particularly appealing along the red sea coast (RSC) because of their great coral reefs and crystal-clear, warm waters (Garrod, 2008). The amount of places marketing their marine resources in an attempt to become scuba diving destinations and hotspots is proof that scuba diving tourism is a significant economic sector. Social media and other media outlets heavily encourage it (Lew, 2013).

Research Problem

Despite having certain distinctive tourist attractions, Egypt has not been able to meet its expectations as a travel destination and has not been able to hold a significant portion of the global tourism industry. Perhaps as a result of its tourist image (Jalil, 2010).

Marketing departments now have many options to brand their product because of the rise in social media (SM). These options include advertising, enterprise content from well-known brands, contributions to social networks, and growing customer engagement prospects to interact with the brand (Ashley and Tuten, 2015). In order to inform, engage, entertain, or solicit feedback for the product, apps and other DM materials are typically designed to interact with users at any time and from any location (Stone and Woodcock, 2013).

Customers will receive better value from DM and media since businesses may provide customized offers and communications based on each customer's unique preferences (Cader and Al Tenaiji, 2013). Correct DM strategy, according to Xu and Pratt (2018), can offer destinations a number of advantages like enhancing their reputation, encouraging changes in visitor behavior, and boosting sales of tourism-related services.

There is an obvious gap between diving centers (DCs) services and tourists perception because there isn't direct contact between DCs and tourist. Even though the Red Sea Coast (RSC) has a variety of diving sites, not many visitors and divers are aware of them. Many tourists from different nationalities don't know that RSC is rich in plenty dive sites which include coral reefs, numerous fish species with a big number of unique marine habitats, sea-grass beds, salt-pans and mangrove trees. They also don't

have information about professional qualified instructors and dive guides who can help them to enjoy diving and feel safe during diving at RSC. DCs have to use DM to promote these diving sites in order to minimize this gap.

Research Objectives

Since the primary goal of this study is to evaluate how DM contributes to the improvement of travelers' perceptions of diving trips in RSC, the following goals will be attained:

- Investigating the correlation between using digital marketing techniques and mental image of diving trips at the Egyptian Red Sea.
- Determining the Digital Marketing techniques which used by Diving Centers.
- Exploring the importance of Digital Marketing of Diving Trips on the Red Sea Coast.

Research hypotheses

H1: There is a strong positive relationship between the mental image of diving trips and E-mail, websites, mobile marketing, Search engines, Social media and booking platforms.

Importance of the Study

Travelers are increasingly using the internet to plan their trips, lodging, and other travel-related goods and services. If customers choose not to purchase online at least they look up online destination information (Castañeda, *et al.*, 2009). DM has changed how travel offerings are distributed and how consumers consume it (Munar and Jacobsen, 2013). Digital tools including social media, smartphone applications, and websites are used by travel service providers to draw in new customers (Mariani *et al.*, 2014). By increasing operational effectiveness and customer service, these tools also help to boost revenue (Amaro and Duarte, 2015).

Tourism establishments can discuss and explain their mistakes, inspire trust in prospective guests, and establish an online reputation in the electronic market by responding appropriately and promptly to comments and evaluations from previous visitors (Wei *et al.*, 2013). Destinations utilize various DM platforms as communication channels to market or distribute their travel-related services, serving as various informational resources for prospective travelers (Navío *et al.*, 2018). Technology in the tourism industry has the potential to improve visitor experiences, encourage tourism-related activities (like providing pertinent information and encouraging engagement) and foster relationships between tourism stakeholders, such as travel agencies and travelers (Swart *et al.*, 2019).

Consequently the importance of this study is to explore the gap between diving centers services and tourists perceptions. Moreover explain the role of DM on minimizing this gap.

2. Literature Review

2.1. Digital Marketing Concept

The swift advancement of cutting-edge technology has resulted in an increasing integration of science and technology into our daily lives. Currently, information technology is extensively utilized across various industries, particularly in digital marketing. As the 5th Generation era approaches, time and space are becoming increasingly compressed and everything is becoming more connected. (Mjla *et al.*,

2020). Creating, disseminating, and advertising a product or service's prices for a target audience online or through digital media constitutes the strategic process known as DM (Boone *et al.*, 2011). As to Chaffey (2012), DM is the process of utilizing digital technology, such as the Internet, in addition to traditional forms of communication to accomplish marketing goals.

It has been acknowledged that DM and its applications are useful tools that companies may use to boost earnings and advertise to both existing and growing global markets (Batinic, 2015). The use of DM to promote goods and services have grown in importance in the contemporary economy. Digital technologies are assisting every significant market segment in its development, helping to raise sales, build brand awareness, and establish specific trends pertaining to the operations of the firm or organization. Tourism sees digital technology as the shortest and most effective approach to attain its goal. Since the end user can be thousands of kilometers away from their journey route, digital promotion plays an essential part in the tourism sector (Ziyadin *et al.*, 2019). While Sokolova and Titova (2020), defined DM as a collection of procedures and activities involving every facet of the company's conventional marketing strategy, with the goal of managing relationships with target audiences through electronic devices and digital information and communication technologies.

2.2. Importance of Digital Marketing

DM aids businesses in increasing the positioning of their brand in consumers' minds and making better use of their financial resources. Furthermore, because of the geographical and temporal restrictions imposed by the current distribution methods, digital marketing enables businesses to connect with clients that they might not otherwise be able to (Sheth *et al.*, 2005). Businesses like diving centers have the opportunity to gather data on customer behavior and measure marketing performance through the use of digital marketing (Hennig *et al.*, 2010).

Through the use of digital media, companies have made it possible to measure marketing performance and gather data about customer behavior. By replacing static images with interactive models that let users interact with the product as they would in real life, product information can be presented more effectively (Thaichon *et al.*, 2012). Customers' mental processes are influenced by digital and web experiences, which improves their online purchasing decisions (Cetinla *et al.*, 2012). Customers will receive better value from digital marketing and media since businesses may provide customized offers and communications based on each customer's unique preferences (Cader and Al Tenaiji, 2013).

This is crucial in light of the difficulties of today and the ways that growing competition drives businesses to reduce spending and focus more on the needs of their clients. DM gives marketers a new way to communicate with customers while also enabling them to be cost-effective (Raheem *et al.*, 2014). The significance of DM is particularly apparent in relation to cost-effectiveness and consumer loyalty. The growth of the knowledge economy and information technology has made consumer loyalty a major concern for marketing academics in recent years. Consumers typically behave rationally when they enter the market to fulfill their financial needs (Nuseir, 2016).

2.3. Digital Marketing tools in tourism sector

The internet, new technology, and digital marketing have all provided potential benefits to the tourist and hospitality sectors, as highlighted by the World tourist

Organization (2014). Among the essential instruments in the marketing strategies of the travel and hotel industries are email marketing, websites, social media, mobile applications, and online booking systems. Moreover Kulkarni *et al.*, (2019) pointed out that people currently utilize digital tools including emails, websites, social media platforms, and search engines extensively for a variety of purposes. These tasks include looking for news and updates on important events every day, keeping in touch with loved ones, evaluating goods, services, and locations, purchasing and selling goods, using personal financial, travel, and transportation services, and managing the workplace.

2.4.Mental image

The psychological process by which a person's working memory represents a sensory or perceptual product in terms of concepts, emotions, and memories is reflected in mental imagery (MacInnis & Price, 1987), Therefore enhancing the connected experience. Mental imaging theory implies that we mentally represent in our thoughts something that was presented to us before any experience took happened or any information was provided (Lee and Gretzel 2012). When customers have a high level of mental imagery, they may be able to gather enough information to make a purchase choice without actually seeing the product (Yo and Kim 2014). Customers cannot physically touch a product as they would in a physical store; instead, they can only visualize the actual stimulus in their minds. This is especially true when it comes to tourism marketing and travel decision-making (Lee and Gretzel, 2012).

2.4.1. Development of image

Tocquer & Zins (2004) (cited in Lopes, 2011) suggested categorizing image into four developmental stages:

a. Vague and unrealistic image: it is formed prior to the tourist's trip, as a result of education, advertising, and word-of-mouth communication. In this regard, individuals perceive a trip as a healthy break.

b. Distortion of the image: this point, the individual decides to take a vacation, settling on the duration, location, and kind of travel product. It is at this point that the vacation image is modified and made clearer; after the vacation plan is finalized, the image that was developed becomes clearer.

c. Improved image: individuals go through the actual holiday experience in this third stage. After they get a firsthand look at the tourism offering, the distorted or false parts are removed and the true features are emphasized.

d. Resulting image: This fourth stage relates to the recent memory of the trip. Following that, a series of fresh images will be elicited, which will influence next choices regarding the same travel service.

2.4.2. Importance of image

An image is seen as a mental picture formed by a set of attributes that defines the destination in its various dimension, influences destination selection process. A destination image can be created from an individual's general knowledge or feelings, external influence from friends and relatives, advertisements and their own past experience. This means that the degree of familiarity gained from all social and cultural sources determines how an image is formed in the minds of consumers. Of particular importance to destination marketing organizations (DMOs) is the capacity to comprehend consumer expectations and provide tourism products in line with them (Beerli and Martin, 2004). Earlier research highlights the significance of image and offers factual proof that destination image is a useful idea in comprehending visitor

preferences, decision-making procedures, travel goals, and referrals. Developing an appropriate image is crucial since it has a significant impact on how tourists behave (Kladou & Mavragani, 2015).

Developing the best possible marketing strategies requires careful consideration of the image that a brand projects. Since it displays the distinctive qualities, it may present an opportunity to compete in the market (Pereira *et al.*, 2019). Enhancing customer satisfaction and raising customers' awareness and comprehension of the items that businesses offer are key factors in the significance of an organization's reputation (Croucher *et al.*, 2019; Veh *et al.*, 2019). Furthermore, it helps maintain the company's assets and build a network of connections that foster the company's growth. A company's stellar reputation also influences how well-regarded its customers view the caliber of its goods and services, which boosts revenue and profitability (Meynhardt *et al.*, 2019).

2.5.Impact of digital marketing on mental image

Positive internet evaluations, recommendations, and remarks can enhance prospective travelers' perceptions of tourism attractions and services, enhance brand image, and affect travelers' willingness to make a purchase (Kracht and Wang, 2010). Furthermore, an effective digital marketing strategy can provide destinations a host of advantages, including enhancing their reputation, encouraging changes in visitor behavior, and boosting sales of tourism-related services (Xu and Pratt, 2018). Similarly, a study by Kim *et al.* (2017) highlights how information on government websites and social media platforms can enhance a destination's image and encourage someone to visit or not.

Destinations utilize various digital marketing platforms as communication channels to advertise or spread their tourism offerings, serving as diverse information sources for prospective travelers (Navío *et al.*, 2018). Managers have access to new internet media that facilitates communication and allows them to target audiences with personalized information (Chaffey *et al.*, 2009). Tourism companies can discuss and explain their mistakes, inspire trust in prospective guests, and establish an online reputation in the electronic market by responding appropriately and promptly to comments and evaluations from previous visitors (Wei *et al.* 2013).

The integrated Omni channel marketing of tourist operators might influence the image of a destination (Zhang *et al.*, 2014). Moreover, traveler-generated content can be actively shared via the internet (Vu *et al.*, 2015). Through a variety of internet channels, including blogs and social networks, they can exchange thoughts, images, and videos with other travelers (Munar & Jacobsen, 2014). Similar to other tourism-related fields, travelers frequently look online for peer group reviews before booking their trips (Williams *et al.*, 2015). There can be a lot of discussion on social media about travel-related experiences, including recommendations, opinions, and factual information (Humphreys *et al.*, 2014). Istanbul's image is affected by social media, according to Kladou and Mavragani's (2015) analysis.

2.6.Diving in the Egyptian Red Sea

2.6.1. Diving Concept

According to the dictionary, diving is plunging into water. It's a favorite activity among travelers on the sea. Now it's starting to be acknowledged as a soft adventurous activity after previously being classified as a hard adventurous activity. This shift resulted from ongoing efforts to develop safer and more effective devices. Millions of people who are interested in the sea, lakes, and rivers are drawn to it due

to its rapid growth. It has a significant role in the economies of numerous nations (Musa and Dimmock, 2013). Scuba diving is an outdoor leisure sport activity that has grown in popularity (Emang et al., 2017), and despite being a niche industry, it is a type of adventure tourism with high economic value (Fossgard and Fredman, 2019).

The desire of divers to see and interact with marine life has been the driving force behind the ongoing demand for scuba diving (Musa and Dimmock, 2013). Additionally, many scuba divers who come to an area just to dive, therefore they only interact with the scuba diving operations while they are there (Lucrezi *et al.*, 2017).

2.6.2. The importance of diving tourism

The amount of places marketing their marine resources in an attempt to become scuba diving destinations and hotspots is proof that scuba diving tourism is a significant economic sector. Social media and other media outlets heavily encourage it (Lew, 2013). In recent decades, recreational scuba diving has become more and more popular. Scuba diving and its associated businesses have grown to be significant tourist industries, generating a billion-dollar global economy (Wongthong and Harvey, 2014).

Numerous island and coastal towns employ people from dive tourism, which generates a sizable amount of revenue (De Brauwier *et al.*, 2017). Many marine destinations now rely on it as a source of revenue, which has a big economic impact on the locals (Dimmock & Musa, 2015). Scuba diving can enhance conservation efforts, divers' underwater experiences, and the income and way of life for communities (Albayrak *et al.*, 2019).

One million certifications for recreational scuba diving are made each year, and it has grown to be a significant part of marine and coastal tourism (Dimmock and Musa, 2015; PADI, 2016). Advances in technology, training, education, and equipment have created a growing demand that has resulted in the formation of diving centers, charters, resorts, and schools, as well as the growth of vast retail networks and the support of local economies (Townsend, 2008). Furthermore, a feeling of pride is shared by the host towns and the scuba diving community over the branding of numerous areas as hotspots for diving (Lucrezi *et al.*, 2017).

Scuba diving requires more capital outlay from a dive operator than snorkeling does. It involves investing in training, starting and running a business, and paying for the more expensive equipment and specialty boats (Townsend, 2008). Nevertheless, a bigger initial investment may yield a higher overall income return and even greater advantages for the regional economy (Lucrezi *et al.*, 2019).

2.7.Red Sea Region

Unique marine habitats found in the Red Sea include sea grass beds, mangroves, and coral reefs. They supply food, stabilize and defend the shoreline, and generate income for the coastal inhabitants through tourism (Barrania, 2010). Egypt's demands for food, energy, industry, and recreation have all benefited from the Red Sea's coastal and marine resources (Hilmi et al., 2012).

The Red Sea is one of the most well-known and visited warm, tropical places close to the equator. Diving is particularly appealing along the RSC because of their great coral reefs and crystal-clear, warm waters (Garrod, 2008). It has warm, clear water that is rich with marine life, making it a great option for divers. Underwater visibility is amazing, providing photographers with ideal conditions for capturing amazing pictures (Buckles, 2007).

There are many dive sites in red sea like Sha'ab El Erg, Sha'ab el Fanandir, Careless Reef, Fanoos Reef, Giftun Kebir Erg Sabina, Sharm el-Naga, Abu-Hashish, Giftun Island, Abu Soma, and Daedalus Reef. The main attraction of these sites is a gigantic coral, including fire corals and other amazing underwater species. Also Hurghada dive sites are rich with its Marine life abounds around the pinnacle coral reefs, such as hammerhead sharks, spot anthias, jacks, tunas, barracudas, reef sharks, Puffer fish, morays, Manta Rays, leopard sharks, snappers, white tips, fusiliers, Spanish dancers, parrotfish, grey reef sharks, hawksbill, turtles, octopus, nudibranchs, crabs, sea horses, huge octopuses and clams (Egyptian Tourism Authority, 2015).

3. Methodology

The researcher utilized a descriptive-analytical technique to investigate the influence of digital marketing in improving the mental image of diving trips along the Red Sea coast. In this technique, the researcher attempts to characterize the study's subject, analyze the data, compare, explain, and assess it, with the goal of reaching meaningful generalizations that will grow and enrich knowledge on the issue.

3.1. Data collection

To reduce invalid responses, data was collected using questionnaires that were designed to be relevant to the context. Between August and October 2023, they were distributed to a random sample of 559 international divers in the Red Sea Governorate. The population of this study was selected at random from visitors who dive in the Egyptian Red Sea.

Determining the Population/ Sample

The target population for this study foreign divers at red sea governorate. The number of foreign divers at red sea governorate is 5420230. The researcher used the equation of Stephen K. Thompson to calculate the sample size from the next formula:

$$n = \frac{N \times p(1-p)}{\left[\left[N - 1 \times \left(d^2 \div z^2 \right) \right] + p(1-p) \right]}$$

Source: (Thompson, 2014)

Where:

(n) Sample size (559)

(N) Indicates Population size (5420230)

(Z) Confidence level at 95% (standard value of 1.96)

(d) Error proportion =0.05

(p) Is the probability 50%.

As a result a sample of is 559 foreign divers at red sea governorate were selected randomly. All the responses were obtained valid.

3.2.Measures and Questionnaire design

To achieve the research objective of exploring the role of digital marketing in improving the mental image of diving trips on the Red Sea coast, this study used a descriptive analytical methodology with a questionnaire tool, a survey with four sections, as a data collection tool. The first section covers the demographics of foreign divers (gender, age, education level, marital status, monthly income, and nationality).

Study Related Data is included in the second part. A quick study is conducted before the research findings are discussed. Relevant information was gathered using closed-ended questions based on five factors: the trip's primary goal, the number of dives done in the Red Sea, the kind of diving done, You prefer to use online platforms to arrange your diving excursions, since they are the most dependable method of digital marketing. The third segment, "Different Types of Digital Marketing of Diving Centers in the Egyptian Red Sea," includes six dimensions and 36 elements (e-mail three, mobile marketing ten, websites nine, social media eight, search engines three, and online booking platforms three) (Kulkarni *et al.*, 2019). The fourth portion contained six variables reflecting mental image. The questionnaire items were anchored using the Five Point Likert Scale: "1 = strongly disagree", "2 = disagree", "3 = neutral", "4 = agree", and "5 = strongly agree".

3.3.Data Validity and Reliability

3.3.1. Data Validity

A questionnaire instrument was distributed by the researcher to tourists participating in Red Sea diving trips as well as to individuals with specialized knowledge and experience in the study's field in order to validate the data collection tool in terms of readability, format, and capacity to measure the study's constructs. After that, the survey instrument was adjusted and improved to take into account the feedback and recommendations from the subject matter experts. Furthermore, the validity of the questionnaire instrument was increased by the experts' interactions and expressions of interest.

3.3.2. Data Reliability

Before proceeding with further analysis, reliability testing was carried out to verify uniform measurement across the various questions in the questionnaire. Indeed, measure dependability reveals an instrument's stability and consistency. As a result, this method establishes reliability by assessing the internal consistency of the research instrument, such as the questions (items) in the questionnaire that are typically offered. Cronbach's Alpha is a widely used metric for determining a scale's trustworthiness, with an index ranging from 0.0 to 1.0. The researcher should aim for a number closer to 1.0, as Alpha value indicates that the study's instrument is robust and consistent. However, it should be noted that in the social sciences, a threshold value of 0.7 is deemed acceptable.

Table (1) Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha	Validity Coefficient*
E-mail	3	0.936	0.967
Mobile marketing	10	0.950	0.975
Websites	9	0.976	0.988
Social Media	8	0.937	0.968
Search engines	3	0.888	0.942
online booking platforms	3	0.853	0.924
Mental image	6	0.916	0.957
Total	42	0.967	0.983

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

To assess the internal consistency and dependability of the study's constructs. The Cronbach's alpha (α) measure was utilized. The reliabilities of the scales were assessed, and the Cronbach's Alpha of all scales in Table (1) ranged from 0.853 to 0.967, with a total of (0.967), indicating an acceptable Cronbach's Alpha value for each field. A Cronbach's Alpha value greater than (0.7) is considered acceptable.

3.4.Data Analysis

The researcher relies on the statistical processing of data was carried out using the Statistical Package for Social Sciences (SPSS v.25). The treatment used the following statistical methods:

- Cronbach's Alpha test was used to determine the questionnaire's stability coefficients and each research axis' stability coefficient.
- Percentage and frequency are used to describe the study population's functional variables and their reactions to the study axes.
- Means, and standard deviation (SD)
- Pearson correlation.

4. Results and Discussions

4.1.Descriptive analysis

In this part, the researcher relied primarily on descriptive analysis to obtain the means and standard deviations for the study constructs and their items. The items were assessed using the Likert-type scale shown below.

First Section: Respondent Demographic Characteristics

Table 2: Demographic profile of sample elements

Variable		Frequency	Percentage (%)
Gender			
	Male	403	72.1
	Female	156	27.9
age group			
	21-30 Years old	65	11.6
	31-40 Years old	182	32.6
	41-50 Years old	221	39.5
	51-59 Years old	78	14.0
	more than 60 years old	13	2.3
Education level			
	Secondary education	13	2.3
	Vocational education	52	9.3
	University	390	69.8
	Master	104	18.6
	PhD degree	0	0
Marital status			
	Single	130	23.3
	Married	403	72.1
	Others	26	4.7
Monthly income (Dollar):			
	less than 1000	234	41.9

	1000-2000	91	16.3
	2000-3000	65	11.6
	3000-4000	65	11.6
	more than 4000	104	18.6

As shown in Table (2), the explanation of the research findings begins with a brief demographic description of respondents based on gender; the majority of respondents were male (72.1%) rather than female (27.9%). The second component (age) is concerned with reflecting respondents' age groups, with the "41-50" category being the biggest percentage of visitors (39.5%), followed by the 31-40 age bracket (32.6%). The third component (Educational Level) is concerned with reflecting the sample's educational background, and it shows that the majority of respondents (69.8%) hold a bachelor's degree. The majority of the respondents (72.1%) are married. In this sample, the majority of respondents had a monthly income of less than \$1,000 (41.9%), with more than \$4000 (18.6%).

Table 3: Nationality

	Nationality	Frequency	Percent
Valid	German	72	12.9
	British	70	12.5
	Russian	69	12.3
	French	65	11.6
	Italian	62	11.1
	Indian	32	5.7
	Netherland	36	6.4
	Australian	33	5.90
	Greek	16	2.9
	Canadian	12	2.1
	Polish	28	5.0
	Sweden	16	2.9
	Swiss	8	1.43
	Danish	8	1.43
	Portuguese	4	0.72
	Belgian	12	2.1
	Spanish	8	1.43
	Romanian	4	0.72
	Czech	4	0.72
	Total	559	100.0

The table shows the number of tourists to whom the questionnaire was distributed, and the destinations of **German** nationality are at the forefront, by percentage 12.9%. Followed by **British** nationality 12.5%

Second part: Study Related Data

Figure (1) shows the results of the main purpose of the trip: The findings of this section revealed the extent to which respondents prefer diving trips in the Red Sea (90.70%).

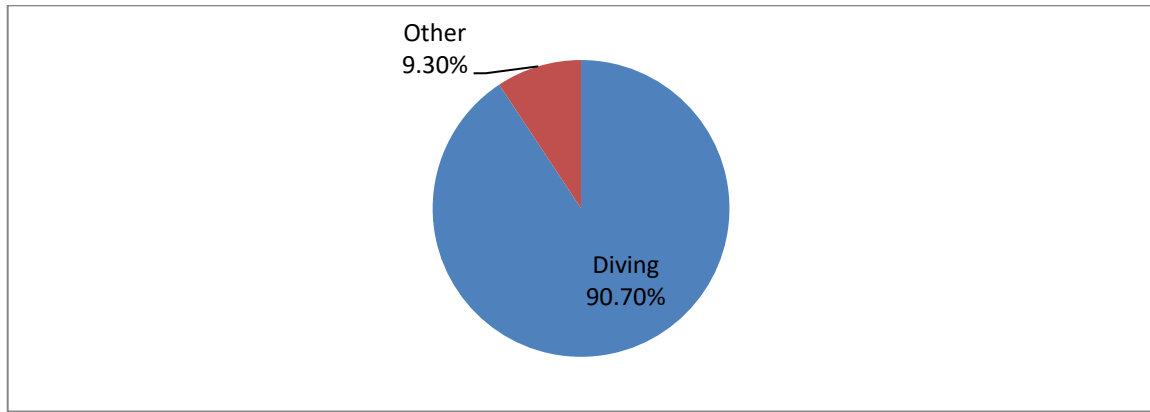


Figure (1): the main purpose of the trip

This figure shows the number of diving times in the Red Sea. The majority of the study sample (86%) practiced diving more than five times.

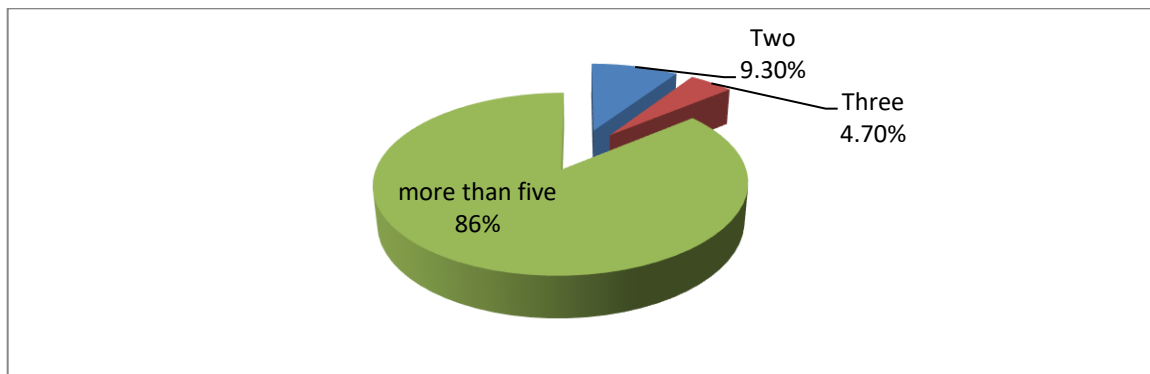


Figure (2): Number of diving times in the Red Sea

It is clear from the following figure that the majority of the study sample practices daily diving (55.80%), followed by diving courses (18.60%), while 14% practice safari diving.

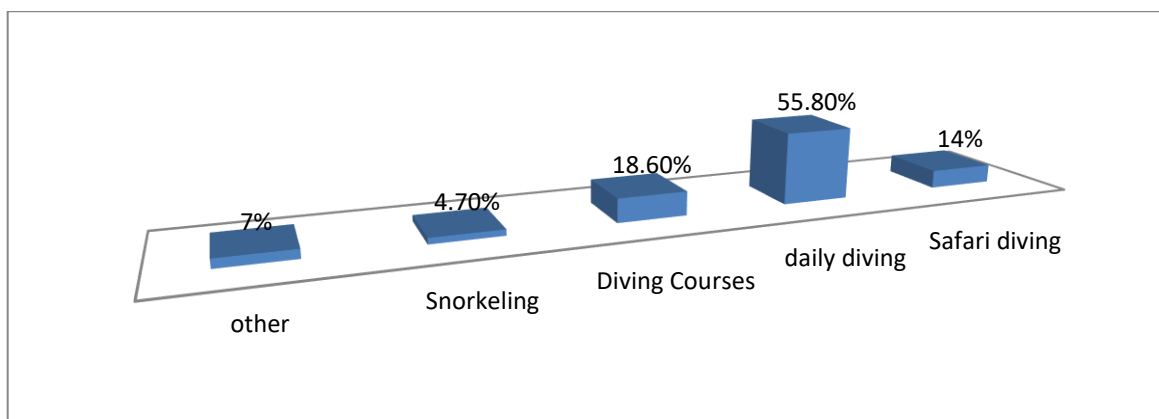


Figure (3): The type of Diving practiced

By asking tourists at diving trips in red sea, , if they had prefer to do your diving trips booking through online platforms, 46.50% of sample often prefer diving trips booking through online platforms, whereas 30.20% rarely diving trips booking through online platforms, as shown in Figure (4).

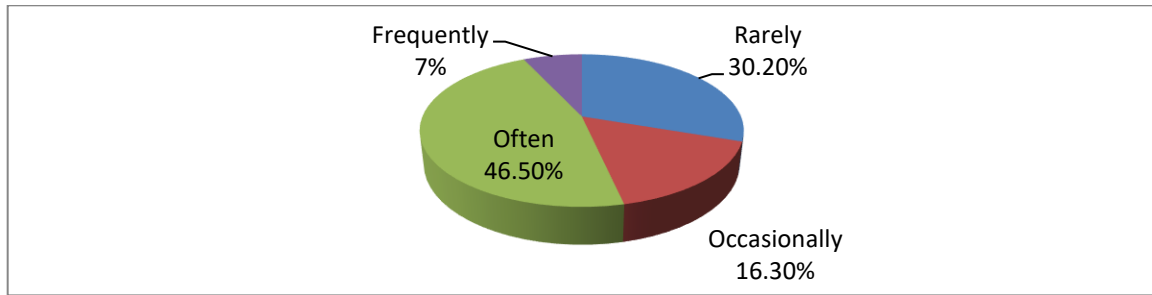


Figure (4): You prefer to do your diving trips booking through online platforms:

As illustrated in Figure (5), the opinions of most of the study sample indicate that the most reliable digital marketing tool that you preferred is often searching for diving trip booking availability through social media (37.20%), while only 30.20% search via a website.

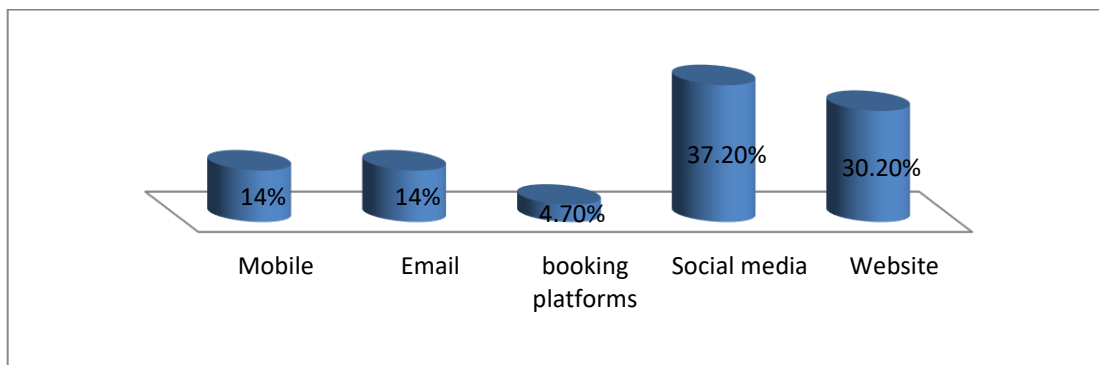


Figure (5): the most reliable digital marketing tool that you preferred

Third Part: types of digital marketing are impacting the mental image of Diving center in the Egyptian red sea

Table 4: E-mail

Variables	Mean	Std Deviation	Rank	Attitude
E-Mail marketing has played an important role in enhancing mental image of diving trips at the Egyptian red sea.	3.21	1.457	2	Moderate extent
E-Mail marketing plays an active role in building a relationship between diving centers and divers.	3.35	1.346	1	Moderate extent
E-Mail marketing has played an important role in changing your attitude toward diving trips at red sea	3.05	1.526	3	Moderate extent
Total Mean	3.20			Moderate extent

Table (4) presents the means and standard deviations of E-mail, where the means ranged between (3.05 – 3.35) compared with the total instrument mean for the domain

(3.20). The item “E-Mail marketing plays an active role in building a relationship between diving centers and divers.” ranked first with a mean and standard deviation (Mean=3.35, standard deviation = 1.346) compared with the total instrument mean and the standard deviation. The item "E-Mail marketing has played an important role in changing your attitude toward diving trips at red sea" ranked last reached a mean (3.05) and the standard deviation was (1.526) compared with the mean and standard deviation of the total instrument.

Table 5: Mobile marketing

Variables	Mean	Std Deviation	Rank	Attitude
Diving center websites are optimized for mobile devices.	3.47	1.169	1	Great extent
Price offers via Mobile marketing are clear and affordable	3.28	1.301	2	Moderate extent
Diving center employing SMS as a mobile phone services	2.72	1.453	7	Moderate extent
Diving center employing MMS as a mobile phone services	2.72	1.421	6	Moderate extent
Diving center employing Bluetooth as a mobile phone services	2.63	1.399	8	Moderate extent
Diving center employing Infrared as a mobile phone services	2.51	1.501	10	To Small extent
Diving center employing video technology as a mobile phone services enhances mental image	3.28	1.388	3	Moderate extent
SMS and MMS as mobile phone marketing aspects affect the mental image among mobile phone Diving center,	2.81	1.318	4	Moderate extent
Bluetooth convenience as a mobile phone marketing aspects affect the mental image among mobile phone Diving center,	2.58	1.452	9	To Small extent
Coast saving through Infrared and Video technology affects the mental image among mobile phone Diving center	2.79	1.340	5	Moderate extent
Total Mean	2.88			Moderate extent

Table (5) presents the means and standard deviations of Mobile marketing, where the means ranged between (2.51 – 3.47) compared with the total instrument mean for the domain (2.88). The item “Diving center websites are optimized for mobile devices.” ranked first with a mean and standard deviation (Mean=3.47, standard deviation = 1.169) compared with the total instrument mean and the standard deviation. The item "Diving center employing Infrared as a mobile phone services" ranked last reached a

mean (2.51) and the standard deviation was (1.501) compared with the mean and standard deviation of the total instrument.

Table 6: Websites

Variables	Mean	Std Deviation	Rank	Attitude
Diving centers websites introduce accurate, updated and trustworthy information.	3.79	1.213	3	Great extent
Overall, receiving new offers and promotions about the website which you visit often makes you stay connected to the website	3.77	1.237	7	Great extent
I would go through various websites and/or stores to gather more information about diving trip(s)	3.79	1.340	6	Great extent
website marketing affects mental image among Diving centers	3.72	1.336	9	Great extent
Diving centers employing a Corporate (brand) Website as one of the website marketing forms enhances the mental image	3.77	1.345	8	Great extent
Diving centers employing a Marketing Website as one of the website marketing forms enhances the mental image	3.79	1.323	5	Great extent
Connectivity through website affects the mental image among Diving centers,	3.86	1.174	2	Great extent
Consistent brand images affects the mental image among Diving centers,	3.79	1.287	4	Great extent
Customer feedback and supplement affects the mental image among Diving centers,	4.02	1.230	1	Great extent
Total Mean	3.81			Great extent

Table (6) presents the means and standard deviations of Websites, where the means ranged between (3.72 – 4.02) compared with the total instrument mean for the domain (3.81). The item “Customer feedback and supplement affects the mental image among Diving centers” ranked first with a mean and standard deviation (Mean=4.02, standard deviation = 1.230) compared with the total instrument mean and the standard deviation. The item "website marketing affects mental image among Diving centers" ranked last reached a mean (3.72) and the standard deviation was (1.336) compared with the mean and standard deviation of the total instrument.

Table 7: Social Media

Variables	Mean	Std Deviation	Rank	Attitude
I give more importance to consumers feedback while evaluating diving trips	4.09	1.053	1	Great extent
I would go through social media to gather more information about diving trips (s)	3.93	1.022	2	Great extent
I will post my experience of diving at red sea in social media	3.67	1.235	8	Great extent
Communication via the social networks is available	3.91	1.118	5	Great extent
Diving center Employing Facebook, Twitter, Blogs, and Podcasts enhances the mental image	3.93	1.190	3	Great extent
Diving center Employing Content communities (such as Flickr and YouTube) enhance the mental image.	3.72	1.265	7	Great extent
using Customer relationship management as an aspect of social network marketing affects mental image among Diving center,	3.84	1.099	6	Great extent
using Content communities as an aspect of social network marketing affects mental image among Diving center,	3.91	1.031	4	Great extent
Total Mean	3.88			Great extent

Table (7) presents the means and standard deviations of Social Media, where the means ranged between (3.67 – 4.09) compared with the total instrument mean for the domain (3.88). The item “I give more importance to consumers feedback while evaluating diving trips” ranked first with a mean and standard deviation (Mean=4.09, standard deviation = 1.053) compared with the total instrument mean and the standard deviation. The item "I will post my experience of diving at red sea in social media" ranked last reached a mean (3.67) and the standard deviation was (1.235) compared with the mean and standard deviation of the total instrument.

Table 8: Search engines

Variables	Mean	Std Deviation	Rank	Attitude
It's easy to reach Egyptian diving center pages through search engines	3.56	1.208	2	Great extent
I find clear information about diving trips at red sea when I search at search engines	3.51	1.170	3	Great extent

A few clicks are required to get information.	3.74	1.081	1	Great extent
Total Mean	3.60			Great extent

Table (8) presents the means and standard deviations of Search engines, where the means ranged between (3.51 – 3.74) compared with the total instrument mean for the domain (3.60). The item “A few clicks are required to get information.” ranked first with a mean and standard deviation (mean=3.74, standard deviation = 1.081) compared with the total instrument mean and the standard deviation. The item "I find clear information about diving trips at red sea when I search at search engines" ranked last reached a mean (3.51) and the standard deviation was (1.170) compared with the mean and standard deviation of the total instrument.

Table 9: Online booking platforms

Variables	Mean	Std Deviation	Rank	Attitude
I book diving trips online	3.53	1.301	2	Great extent
The Reservation system is easy for use	3.56	1.168	1	Great extent
I pay online for diving trips	2.79	1.473	3	Moderate extent
Total Mean	3.29			Moderate extent

Table (9) presents the means and standard deviations of Online booking platforms, where the means ranged between (2.79 – 3.56) compared with the total instrument mean for the domain (3.29). The item “The Reservation system is easy for use” ranked first with a mean and standard deviation (Mean=3.56, standard deviation = 1.168) compared with the total instrument mean and the standard deviation. The item "I pay online for diving trips" ranked last reached a mean (2.79) and the standard deviation was (1.473) compared with the mean and standard deviation of the total instrument.

Fourth section: Mental image

Table 10: Mental image

Variables	Mean	Std Deviation	Rank	Attitude
Dive centers management highlights the advantages of its services and products through e-marketing campaigns.	3.60	.919	5	Great extent
Dive centers publish periodical bulletins on their achievements distributed through e-marketing channels.	3.60	.992	6	Great extent
Diving centers are constantly developing information about their services.	3.77	.985	4	Great extent
Dive centers are interested in including	3.84	.988	2	Great

their logo, vision and message during e-marketing campaigns.				extent
Developing the management of diving centers to solve and monitor the problem facing their customers periodically.	3.79	.979	3	Great extent
In general, I am satisfied with the electronic services provided by Dive Center	3.91	.885	1	Great extent
Total Mean	3.75			Great extent

Table (10) presents the means and standard deviations of Mental image, where the means ranged between (3.60 – 3.91) compared with the total instrument mean for the domain (3.75). The item “In general, I am satisfied with the electronic services provided by Dive Center” ranked first with a mean and standard deviation (Mean=3.91, standard deviation = .885) compared with the total instrument mean and the standard deviation. The item "Dive centers publish periodical bulletins on their achievements distributed through e-marketing channels." ranked last reached a mean (3.60) and the standard deviation was (.992) compared with the mean and standard deviation of the total instrument.

4.2. Pearson Correlation analyses

Table (11): Correlations between Correlations between the mental image and E-mail, Mobile marketing, Websites, Social Media, Search engines and online booking platforms

		E-mail	Mobile marketing	Websites	Social Media	Search engines	online booking platforms
Mental image	Pearson Correlation	.705**	.712**	.786**	.792**	0.738	0.563
	Sig. (2-tailed).	.000	.000	.000	.000	.000	.000

As seen in table (11), there is a significant relationship between Mental image and E-mail ($R = .705$, $p \leq .01$), Mobile marketing ($.712^{**}$ - sig = 0.000), Websites ($R = .786$, $p \leq .01$), Social Media ($.792^{**}$ - sig = 0.000), Search engines ($R = .783$, $p \leq .01$), and online booking platforms ($R = 0.563$; P-value ≤ 0.0001). These results indicate that there is a strong positive relationship between the mental image and E-mail, Mobile marketing, Websites, Social Media, Search engines and online booking platforms.

5. Summary and Conclusion

The main aim of this research is to assessing the role of digital marketing in enhancing the mental image of diving trips on red sea destination To achieve that, this research employed a method of descriptive analytical methodology by using a

questionnaire tool, the main results of the study demonstrated that there is a significant role between of digital marketing tools on enhancing mental image of diving trips at red sea governorate.

The results of the study indicated that there were a number of tourists to whom the questionnaire was distributed who held German citizenship in the first place, followed by British citizenship. A number of tourists often prefer to book diving trips through electronic platforms. The majority of the study sample practices daily diving (55.80%), followed by diving courses (18.60%), while 14% practice safari diving.

The opinions of most of the study sample indicate that the most reliable digital marketing tool that you preferred is often searching for diving trip booking availability through social media, followed by search via a website. This was in line with the findings of Almeida and Moreno.(2017), concluding that Internet seems to be the main source used for tourists when choosing a holiday destination, especially the use of social media, and the website of the holiday destination itself.

The finding of study shows E-Mail marketing plays an active role in building a relationship between diving centers and divers. Results also show that there is a significant relationship between Mental image and E-mail ($R = .705$, $p \leq .01$), Mobile marketing ($.712^{**}$ - sig = 0.000), Websites ($R = .786$, $p \leq .01$), Social Media ($.792^{**}$ - sig = 0.000), Search engines ($R = .783$, $p \leq .01$), and online booking platforms ($R = 0.563$; $P\text{-value} \leq 0.0001$). These results indicate that there is a strong positive relationship between the mental image and E-mail, Mobile marketing, Websites, Social Media, Search engines and online booking platforms.

6. Recommendations

According to the literature review and the field study it is possible to clarify these recommendations.

A) Diving centers at Red Sea governorate

- They have to improve their existence at digital marketing platforms. Moreover give more important for using digital marketing tools. It will help them to reach customers everywhere and at any time. Furthermore it will improve customer service and relationship through direct interactions with customers. Moreover correct digital marketing strategy could provide destinations with numerous benefits such as improving a destination's image, driving tourist behavioral change, and increasing tourism services sales.
- Diving centers should design websites characterized by, organized, simplest graphics and pictures to load pages fast and easy to navigation.
- Diving centers must develop their websites and up-to-date and enhancing their electronic tourism services to meet the tourists needs and requirements to realize e-satisfaction.
- Diving centers can provide interactivity items such as a live chat through the website and the words using at the chat are easy to understand.

B) The chamber of diving and water sports (CDWS)

It should increase the awareness of digital marketing through seminars, training and conferences.

C) Ministry of Tourism and Antiquities

Developing legislation and laws that regulate how digital marketing is used in tourism sector. Criminalizing the use of digital marketing tools to promote and sell tourism activities by illegal entities.

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دور التسويق الرقمي في تعزيز الصورة الذهنية لرحلات الغوص على ساحل البحر الأحمر

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الملخص:

المستخلص

الكلمات الدالة

التسويق الرقمي، الصورة الذهنية، إن للتسويق الرقمي عدد كبير من الأدوات مثل المواقع الإلكترونية ومحركات البحث ومواقع التواصل الاجتماعي وتطبيقات الهاتف المحمول ومنصات الحجز وغيرها. وتلعب تلك الأدوات دورًا حيويًا في تعزيز الصورة الذهنية لرحلات الغوص. لذا تهدف هذه الدراسة إلى التعرف على دور التسويق الرقمي في تعزيز الصورة الذهنية لرحلات الغوص بساحل البحر الأحمر. ولتحقيق أهداف تلك الدراسة تم تصميم استمارة للاستبيان كمدخل كمي وكأداة أو طريقة لجمع البيانات من عينة الدراسة. ولقد تم توزيع الاستبيان على 559 غواصًا أجنبيًا من هؤلاء الذين مارسوا نشاط الغوص بمحافظة البحر الأحمر. وبعد جمع البيانات وترميزها وتحليلها، أظهرت النتائج الرئيسية للدراسة وجود دور كبير لأدوات التسويق الرقمي في تعزيز الصورة الذهنية لرحلات الغوص بمحافظة البحر الأحمر. وتوصي الدراسة مراكز الغوص بإعطاء أهمية أكبر لأدوات التسويق الرقمي. لأن ذلك سيساعد على الوصول إلى أعداد كبيرة من الغواصين وزيادة أرباح هذه المراكز. بالإضافة إلى الدور الكبير الذي تلعبه أدوات التسويق الرقمي في تعزيز الصورة الذهنية بحيث يمكنها المساهمة في رسم صورة إيجابية لرحلات الغوص بساحل البحر الأحمر.