

Proposed Research Topics

Name of student:

Admission:

Course:

Institution:

Date of submission:

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Topic 1: Identification of Opportunities and the Effects of Digital Marketing on Tourism Consumer Behavior in Egypt

With increasingly intensive competition and the changes in the business environment, tourism organizations need to implement advanced marketing techniques and approaches (Mathew & Soliman, 2021). According to Karjaluo, Ulkuniemi and Mustonen (2015), digital marketing is essential in any business organization as it enhances communication, productivity, long-term consumer involvement and trust. The effects of digital marketing on consumer behavior, attitude and perceptions have been addressed in various contexts. However, there is limited research on the effects of digital marketing on consumers' behaviors in the tourism industry.

Furthermore, tourism in Egypt is increasingly growing, with tourism data showing an increase in the number of international visitors due to the adoption of digital marketing strategies (Sghaie et al., 2019). This has greatly contributed to the economic growth and development of the country. Therefore, for improved management of digital marketing strategies, there is a need to identify the main opportunities created by digital marketing in the tourism arena. This study will, therefore, examine the effects of digital marketing on tourism consumer behaviors in Egypt. Moreover, it will explore the opportunities associated with the adoption of digital marketing strategies in the tourism industry in Egypt. Given that Egypt is one of the leading tourist attractions in the MENA region (Mathew & Soliman, 2021), this study will inform policymakers of the necessary improvements needed in digital marketing to provide sustainable tourism services in Egypt. The study will also contribute to the development of literature on digital marketing and the tourism industry.

References

- Karjaluoto, H., Ulkuniemi, P. and Mustonen, N., 2015. The role of digital channels in industrial marketing communications. *Journal of Business & Industrial Marketing*.
- Mathew, V. and Soliman, M., 2021. Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model. *Journal of Consumer Behaviour*, 20(1), pp.61-75.
- Sghaier, A., Guizani, A., Jabeur, S.B. and Nurunnabi, M., 2019. Tourism development, energy consumption and environmental quality in Tunisia, Egypt and Morocco: A trivariate analysis. *GeoJournal*, 84(3), pp.593-609.

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