

ملخص البحث الرابع - بحث مشترك

Influence of Guest Experience on Word of Mouth and Revisit Intentions in the Egyptian Hotel Industry	عنوان البحث
تأثير تجربة العميل على الكلمة المنقولة ونيات تكرار الزيارة في صناعة الفنادق المصرية	
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Abstract

The research purpose is to examine the influence of four guests' experience dimensions on the word of mouth and revisit intentions. A positivism approach was used to test the research hypotheses. The primary data was collected via a structured questionnaire from 450 guests who had stayed at Hurghada five-star hotels in Egypt which counted 25 hotels according to (Egyptian Hotels Association, 2021). The study employed a convenient sampling technique to collect the data. 450 Questionnaires forms were distributed after the deletion of incomplete responses, 396 questionnaires were valid to use with a response rate of 88%. Statistical analyses were performed by SPSS version 23 software. The results revealed that guests' experience dimensions which include entertainment, education, aesthetic, and escapism significantly affect guests' word of mouth, and their intention to revisit. Insights are provided to develop, improve and ensure marketing strategies, to create, manage, and control guest experiences to sustain positive guest' word of mouth, and their intention to revisit.

Keywords: Guest Experience, Experience Dimensions, Word of Mouth, Revisit Intentions, Hotels.