

The Role of Social Networking Sites in Promoting Egypt as an International Tourist Destination

Abstract

The last decades have been marked with the development of widely information and communication technology (ICT) in every field of human life. Especially web.2.0 and its technologies as social networks which consider the main component of web 2.0 technologies and which play an important role in tourism promotion in the current days. So the main objectives of this study were specially designed to Identify modern technologies especially social networking sites and their role in promoting the incoming tourism, identify the views of respondents to the benefits resulting from the use of social networking sites online marketing inbound tourism, Identify the views of respondents to the obstacles that prevent the effective use of social networking sites online marketing inbound tourism, identify the view of respondents to the most important information that they want to be available on social networking for good promotion to Egypt. So data was collected through questionnaires to 500 international tourists in Egypt from different regions .Spss version 18.00 programs was used to analyses the data and reach the findings of this study by using some statistical methods as regression, ANOVA analysis and frequencies . Also reality was achieved in this study the findings have been indicated very important things and results about the important role that social networking play for promoting Egypt as an international destination, and identify the most importance, advantages and obstacles of social networking from respondents view.

Keywords: Social networking, tourist promotion, Web2.0