

VIRAL MARKETING ADOPTION AMONG EGYPTIAN TRAVEL AGENTS: PERCEIVED BENEFITS AND BARRIERS

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Abstract

Tourism organizations have been looking for new tools to reach target markets in a more efficient and effective way. While developing their marketing tools, they are now using viral marketing, which has generated a lot of excitement in recent years and can provide enormous benefits to tourism companies in many countries such as Egypt. This research aims to highlight the perceived benefits of viral marketing adoption to Egyptian travel agents and to determine the perceived barriers to viral marketing adoption in these agents. Quantitative approach is used to achieve the aims of this study. Questionnaire forms were collected from marketing managers in travel agencies category 'A' in Egypt. Surveyed agents showed that marketing, managerial, and customer-related benefits are among the benefits offered to Egyptian travel agents by viral marketing adoption. Additionally there are organizational, environmental, and technical barriers to adopt viral marketing in travel agents in Egypt.

Keywords: Viral Marketing; Benefits; Barriers; Travel Agencies; Egypt

