

The Influence of Online Marketing Tactics in Tourist Destination Reputation: Egypt as a Case Study

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Abstract : Online marketing has been the key focus of attention for the majority of destinations since the Internet became the primarily information tool for travel marketing. Tourism is a reputation-dependent industry; potential travelers who do not have previous experience with the destination face numerous risks during the process of decision-making. An accurate perception of the destination's reputation helps to minimize risk against unsatisfying travel experiences. However, there has been limited investigation with regards to the reputation of tourist destination. Taking the importance of reputation to the tourism industry, this research aims to: 1) Develop a destination reputation model; 2) Assess the tourist destination approach towards online marketing tactics; 3) Evaluate the impact of differentiated online marketing tactics on reputation; and 4) Measure the potential for using online marketing tactics to manage the destination's online reputation. This research follows an interpretivism epistemological research approach through using four research methods; interviews, questionnaire, content analysis, and experiment to achieve the research goals.

Keywords : destination reputation, online marketing, reputation, tactics

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