

**Impact of Tourist's Willingness and Tourists' Satisfaction  
of Digital Transformation on Tourism Makers and Tourism  
Performance**

**Nesreen Samir Youssef**

**Supervised by:  
Prof. Dr. Mohamad Saad**

**Professor of organizational behavior at the British University**

**Abstract:**

This study aims to measure the strength of study variables represented by tourists' willingness for digital transformation, tourists' satisfaction with digital transformation, tourism makers, and tourism performance. It also aimed to assess the impact of the independent variables, tourists' willingness, and satisfaction with digital transformation, on the dependent variables, tourism makers, and tourism performance in tourism companies in Egypt. The study relied on the descriptive analytical approach, and the study sample consisted of 384 individuals, including employees and customers of Egyptian tourism companies. Data collection was done using a questionnaire as a research tool.

The study found a strong presence of all study variables in Egyptian tourism companies, with most opinions of the study sample tending towards agreement with the statements constituting the variables. Additionally, the study found a statistically significant impact of tourists' willingness and

satisfaction with digital transformation on tourism makers and tourism performance in tourism companies in Egypt. Based on the study's results, some recommendations were provided in the form of an action plan.

**Key words:** Tourists' willingness of Digital Transformation, Tourists' Satisfaction of Digital Transformation, Tourism Makers, Tourism Performance, Tourism companies in Egypt.

### المستخلص

تهدف هذه الدراسة إلى قياس قوة متغيرات الدراسة المتمثلة في استعداد السائحين للتحول الرقمي، ورضا السائحين عن التحول الرقمي، وصناع السياحة، وأداء السياحة، كما هدفت إلى قياس تأثير المتغيرين المستقلين استعداد ورضا السائحين عن التحول الرقمي على المتغيرين التابعين صناع السياحة وأداء السياحة في شركات السياحة في مصر، ولذلك اعتمدت الدراسة على المنهج الوصفي التحليلي، وتمثلت عينة الدراسة من ٣٨٤ مفردة من العاملين والعملاء لدى شركات السياحة المصرية، ولجمع البيانات تم استخدام الاستبيان كأداة للدراسة.

توصلت الدراسة إلى توافق قوي لجميع متغيرات الدراسة في شركات السياحة المصرية، حيث اتجهت أغلب آراء عينة الدراسة إلى الموافقة على العبارات المكونة للمتغيرات، كما توصلت الدراسة إلى وجود تأثير ذو دلالة إحصائية لاستعداد السياح ورضا السياح على التحول الرقمي على صناع السياحة وأداء السياحة في شركات السياحة في مصر، وبناء على النتائج التي توصلت إليها الدراسة إلى تم تقديم بعض التوصيات في صورة خطة عمل.

**الكلمات المفتاحية:** استعداد السائحين للتحول الرقمي، رضا السائحين عن التحول الرقمي، صناع السياحة، أداء السياحة، شركات السياحة في مصر.

## 1- Introduction

The tourism industry is a dynamic and multifaceted sector that relies on the collective efforts of a wide range of stakeholders, often referred to as "tourism makers." These stakeholders include travel agencies, hotels, tour operators, airlines, destination management organizations and various service providers, all of whom play a vital role in shaping the experiences of travelers. The performance of the tourism industry, in turn, reflects how effectively these tourism makers operate, collaborate, and adapt to the changing demands and expectations of tourists (Camilleri, 2018).

In an era characterized by rapid technological advancements and an increasingly interconnected global landscape, the tourism industry stands at the forefront of a digital transformation revolution. Digital technologies have revolutionized the way tourists plan, experience and reflect on their journeys. This transformative wave not only impacts the tourists themselves but also the key stakeholders in the tourism ecosystem, from service providers to destination managers. The fusion of digital innovation and the travel sector has given rise to a new realm of opportunities, challenges, and complexities (Ross, & Maynard, 2021). It is within this dynamic context that our study explores the "Impact of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance."

The concept of tourists' willingness to adopt digital transformation is a crucial focal point in the ever-evolving

landscape of the tourism industry. As travelers seek more personalized and seamless experiences, they are becoming increasingly tech-savvy and open to integrating digital solutions into their journeys. This willingness is driven by various factors, including the convenience, accessibility, and efficiency that digital technologies offer. However, it is also influenced by individual preferences, demographics and the specific contexts in which tourists find themselves (Pencarelli, 2020).

Also, the Digital technologies, from mobile apps to social media platforms, have become integral tools for tourists, enriching their travel experiences and simplifying the complexities of exploration. In this dynamic landscape, tourists' satisfaction with digital transformation in the tourism industry is a pivotal area of study, essential for understanding how these advancements impact the traveler's journey and shape the future of the tourism sector (Dwivedi, et al., 2021).

As we delve into this research, we embark on a journey to understand the nuances of this digital transformation phenomenon in the tourism sector. this study will explore the drivers behind tourists' willingness to adopt digital tools, their satisfaction levels when utilizing them and the ripple effect on the broader tourism ecosystem. By doing so, this study aims to provide valuable insights for industry stakeholders, policymakers and researchers seeking to navigate the ever-evolving landscape of the tourism industry in the digital era.

## **2- literature review:**

Below are the definitions of the study variables and the most important previous studies related to the issue of the Impact Of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance and the relationship between them to identify the most important topics presented, define the objectives and the most important results, comment on these studies and clarify the extent of their use, as well as when identifying the research gap, they are divided into the following axes:

### **2-1- First Independent Variable: Tourists' willingness of Digital Transformation.**

Tourism, as defined by the United Nations World Tourism Organization (2023), involves individuals traveling to destinations outside their usual environment for various purposes, categorized as visitors who may be day-trippers or tourists based on overnight stays. It encompasses traversing established paths, benefiting from established provisions, and generally avoiding difficulties, while intersecting with diverse activities such as pilgrimage, business, sports, and medical tourism. Tourists' willingness, as elucidated by Camilleri (2018) and Elnagar & Derbali (2020), refers to the readiness and inclination of individuals to partake in tourism-related activities, influenced by emerging technologies and evolving tourism services. This readiness entails a desire for novel experiences, quality service, and value for money, making it crucial

for tailoring tourism offerings to meet diverse preferences, interests, and motivations, thereby enhancing the overall travel experience and satisfaction.

## **2.2- Studies in Tourists' willingness of Digital Transformation:**

Chen (2023) conducted a study aiming to integrate business-to-consumer (B2C) into business-to-business (B2B) paradigms within tourism industries, advocating for a consumer-centric approach empowered by technology to navigate the era of new technologies 4.0. Through qualitative analysis involving 94 in-depth interviews and a literature analysis synthesizing new tech applications in tourism, the research proposed a conceptual model emphasizing customer-centric decision-making and value creation for both consumers and businesses. Zeng and Li (2021) investigated the impact of experience value on the sustainability of Mountain Kangyang Tourism (MKT) spots within wellness tourism, utilizing Structural Equation Modeling (SEM) on data from 500 tourists. Their findings highlighted the significant role of tourist satisfaction in influencing experience value and subsequent intentions to revisit and recommend MKT destinations, offering practical recommendations for destination operators and stakeholders. Ivanov and Webster (2021) examined potential consumers' willingness to pay for robot-delivered services in travel, tourism, and hospitality, identifying factors influencing willingness to pay through an online survey with 1,573 respondents from 99 countries.

---

Nieto-García et al. (2017) evaluated the effect of external and internal information on consumers' willingness to pay for accommodation through an online experiment with 766 participants, emphasizing the role of eWOM and internal reference price in dynamic pricing strategies. Koo et al. (2016) investigated the effects of media exposure on intention to visit a destination, finding significant impacts of mass and social media exposure on travel intention mediated by gratification and desire. Chung et al. (2015) explored factors influencing tourists' intention to utilize Augmented Reality (AR) applications for accessing destination information and its impact on destination visit intention, presenting theoretical and practical implications. Tigre Moura et al. (2015) contributed to the localization literature by revealing the effects of cultural values on destination websites on users' perceptions and willingness to travel, challenging prevailing notions. Lastly, Correia et al. (2013) explored push and pull satisfaction in the context of tourism satisfaction, revealing a factor structure comprising push and pull satisfaction factors related to overall satisfaction, with implications for destination management and marketing.

### **2-3- Second Independent Variable: Tourists' Satisfaction of Digital Transformation.**

Tourist satisfaction, as delineated by Mariano (2017) and Correia et al. (2013), is a subjective assessment formed by travelers based on their experiences and expectations at a destination. It reflects the degree to which these expectations are met or surpassed,

manifesting as either a positive or negative emotional or cognitive state. In essence, it constitutes the evaluation of benefits gained or perceived quality experienced during the visit. Thus, tourist satisfaction encompasses a broad spectrum of factors including service quality, attractions, accommodations, and overall experiences encountered during travel. This evaluation is influenced by tourists' preconceived notions, the actual performance of services, and their subsequent assessment of the destination or services, providing valuable insights into the effectiveness of tourism offerings and destination management strategies.

#### **2.4- Studies in Tourists' Satisfaction of Digital Transformation:**

The studies related to tourists' satisfaction with digital transformation highlight various aspects influencing visitor experiences and contentment within the context of tourism. Dumitraşcu et al. (2023) assessed the accessibility and satisfaction levels of prominent tourist attractions in Dobrogea, revealing that these sites are easily reachable for residents and offer educational opportunities, crucial for cultural-historical engagement. Li et al. (2023) proposed and tested a model integrating immersion, perceived attractiveness, happiness, satisfaction, and behavioral intention, indicating the mediating roles of perceived attractiveness and happiness on immersion's impact on satisfaction. Mariano (2017) proposed a model linking satisfaction with functional, hedonic, and symbolic benefits, supported by empirical analysis emphasizing the influence of cognitive perception and affective



evaluation. Palumbo (2015) evaluated the impact of mobile technology on enhancing tourist experiences, proposing the "Smart Tourist App" (STAPP) as a solution to improve visitor satisfaction by combining traditional city card features with mobile device capabilities. These studies collectively contribute to understanding and enhancing tourists' satisfaction in the digital age, providing valuable insights for tourism organizers and policymakers.

### **2.5- First Dependent Variable: Tourism Makers.**

Tourism Makers, as defined by Amoako et al. (2022), encompass a diverse array of stakeholders crucial to the success of tourism activities. This term includes entities such as travel agencies, hospitality establishments, local communities, and governmental bodies, among others. These stakeholders collectively contribute to shaping the tourism industry and play vital roles in facilitating positive experiences for both destinations and travelers.

### **2.6- Studies in Tourism Makers:**

The studies related to the Tourism Makers variable delve into various aspects of stakeholder involvement and their impact on the tourism industry's sustainability and development. Su et al. (2023) examines the relationship between the Consumer Confidence Index (CCI) and Outward Tourism Expenditure (OTE) in China, revealing the significant influence of consumer confidence on outbound tourism spending. Conversely, Amoako

---

et al. (2022) investigate stakeholders' perspectives on business sustainability in the tourism industry in Ghana and Africa, uncovering challenges and strategies for ensuring long-term sustainability. Chen et al. (2022) explores the role of Rural Tourism Makers (RTMs) in challenging traditional distinctions between urban and rural areas in China, highlighting their dynamic engagement in mobility and production-consumption practices. These studies collectively contribute to understanding the multifaceted roles and impacts of stakeholders in shaping the tourism landscape and driving sustainable development efforts.

### **2.7- Second Dependent Variable: Tourism Performance.**

Tourism Performance, as described by Papadopoulou et al. (2023), encompasses the evaluation of tourists' experiences following their visits to destinations. It evaluates factors such as infrastructure quality, scenic beauty, and hospitality services, serving as a crucial indicator of a destination's development quality. High tourism performance not only fosters a positive reputation and enhances tourism image but also promotes visitor loyalty and the likelihood of return visits. This contributes to revenue growth and supports destinations in managing attractions effectively for sustainable tourism. Additionally, tourism performance significantly influences future tourist behaviors, making it a vital concept for destination management, marketing, and strategic planning in the tourism industry.

## **2.8- Studies in Tourism Performance:**

Several studies have investigated various aspects related to Tourism Performance, shedding light on factors influencing visitor experiences and satisfaction across different tourism contexts. Zhou et al. (2023) focused on tea culture tourism, identifying dimensions and indicators that define tourism performance in the tea tourism town of Wushan. Their findings highlight areas of strengths and improvement for enhancing the quality of tea culture tourism. Purwanto (2022) explored the relationship between innovative work behavior, job performance, and job satisfaction in the tourism industry, providing insights into organizational behaviors impacting tourism performance. Zaitul et al. (2022) investigated the effect of cognitive destination image on tourist satisfaction and revisit intention, revealing the role of destination image in influencing visitor behaviors. These studies collectively contribute to understanding and improving tourism performance in various tourism contexts, offering valuable insights for destination management and development.

## **2.9- Comments on Previous Studies:**

After reviewing the most important studies reached and related to the subject of the current study and reviewing and analysing the results of those studies can draw some conclusions on the aspects of agreement and the difference between the current study and previous studies and get out of the research gap, as follows:

▪ **Compatibility With Previous Studies:**

Through a review of previous studies, they are like the current study in dealing with the issue of the Tourists' willingness of Digital Transformation, Tourists' Satisfaction of Digital Transformation, Tourism Makers and Tourism Performance in different Cities and countries. Most of the previous studies emphasized the importance of these issues in countries in general.

▪ **Benefits From Previous Studies:**

Previous studies have been used to present the theoretical framework. And build a search tool and configure the survey. Reference was made to the references and books that the previous studies focused on to save time and effort. The previous studies were also used in determining the themes of the study. In selecting the study method and statistical methods used in these studies and how the data were analysed in these studies. It was also used to discuss the results of the study, to indicate the differences and differences with the previous studies.

▪ **Research Gap and Difference in The Current Study:**

A review of previous studies has shown diversity in the fields where research has been conducted, but there has been a noticeable lack of focus on the services sector provided by the Tourism companies in Egypt. Therefore, the research gap can be summarized as follows:

- A deficiency in studying Tourists' willingness of Digital Transformation in Tourism companies in Egypt.
- A deficiency in studying Tourists' Satisfaction of Digital Transformation in Tourism companies in Egypt.
- A lack of research on Tourism Makers in Tourism companies in Egypt.
- A lack of research on Tourism Performance in Tourism companies in Egypt.
- An absence of research on Tourists' willingness of Digital Transformation and Tourists' Satisfaction of Digital Transformation and their impact on the of Tourism Makers and Tourism Performance in Tourism companies in Egypt.

Consequently, the current study aims to address this research gap by examining the issue of Impact of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance, specifically within the context of Tourism companies in Egypt.

### **3-Study Problem:**

Tourism is a significant contributor to Egypt's economy, with historical data highlighting its pivotal role. In 2019, prior to the disruptions caused by COVID-19 and the Russian-Ukraine war, Egypt's tourism sector was thriving. It represented a substantial

portion of the country's total product and service exportations, contributing 6.6% of the nation's revenue. Moreover, the sector accounted for 10.4% of the global GDP and supported 10% of the world's jobs, providing 319 million employment opportunities (WTO Statistics 2019).

In Egypt, the tourism sector has played a crucial role in driving economic growth. At its peak in 2010, it employed approximately 12% of the national workforce, hosted around 14.7 million tourists and generated nearly 12.5 billion USD in revenue. It contributed over 11% of Egypt's GDP and accounted for 14.4% of foreign currency earnings. By the fiscal year 2018-2019, tourism-related revenues reached their highest point at 12.6 billion USD. However, in 2020, the sector experienced a severe setback, with revenues plummeting by nearly 70% to 4 billion USD due to the external factors (WTO Statistics 2019).

Given the substantial earnings and GDP contributions derived from tourism, it remains a topic of immense global significance. Egypt, for several years, has stood as a leading tourist destination in Africa and beyond. The proceeds from tourism activities play a vital role in the country's gross national product. It's noteworthy that Egypt's economic well-being is closely tied to the performance of its tourism sector. While much of Egypt's tourism traditionally relies on historical monuments and cultural events, ongoing efforts have been made to introduce modern tourist attractions such as resorts and golf courses. The combination of

these new and traditional tourist sites has played a pivotal role in the growth of Egypt's tourism sector (International Journal of Hospitality and Tourism Studies, 2023).

And based on the shortcomings identified in the results of the pilot study, such as varying levels of satisfaction, agreement, and perceptions of digital transformation in tourism. It seeks to identify the barriers and challenges that may prevent the tourism industry from fully capitalizing on digital services and applications to enhance tourists' experiences and overall performance. By investigating these obstacles, the study aims to provide insights and recommendations for improving the adoption and implementation of digital technologies in the Egyptian tourism sector.

#### **4- Study Objectives:**

The study aims to achieve the following objectives:

- To measure the degree of willingness among customers at Tourism companies in Egypt regarding the adoption of digital services and applications in their tourism experiences.
- To evaluate the level of customer satisfaction with digital transformation initiatives in the Egyptian tourism industry.
- To understand the role played by Tourism Makers in driving and facilitating digital transformation within Tourism companies in Egypt.

- To analyze the impact of digital transformation on various aspects of Tourism Performance within Tourism companies in Egypt.
- Providing a set of recommendations and proposals to officials at Tourism companies in Egypt based on the study's findings, which can be generalized and applied in practical scenarios.

### 5- Study Hypotheses:

There are four main hypotheses for the study as follows:

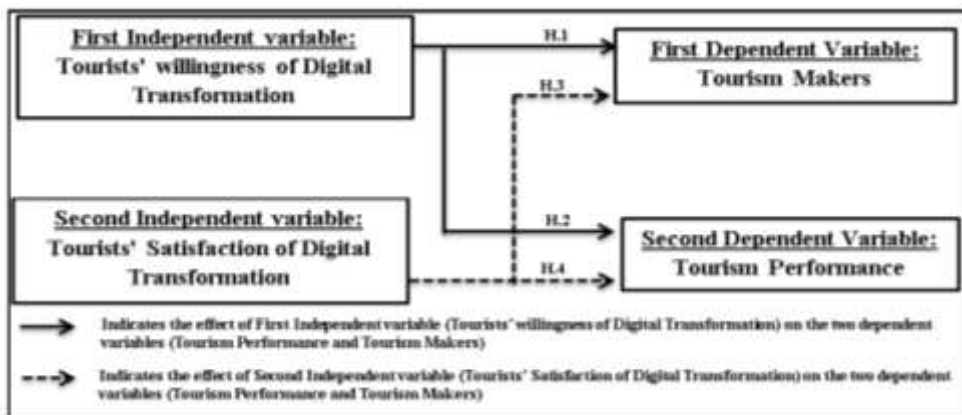
**The Main Hypothesis:** "There is a Statistically Significant effect of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance in the Tourism companies in Egypt". Several sub-hypotheses arise from this main hypothesis:

- There is a statistically significant Impact of Tourists' willingness of Digital Transformation on Tourism Makers in Tourism companies in Egypt.
- There is a statistically significant Impact of Tourists' willingness of Digital Transformation on Tourism Performance in Tourism companies in Egypt.
- There is a statistically significant Impact of Tourists' Satisfaction of Digital Transformation on Tourism Makers in Tourism companies in Egypt.



- There is a statistically significant Impact of Tourists' Satisfaction of Digital Transformation on Tourism Performance in Tourism companies in Egypt.

The elucidation of hypotheses within the model can be delineated as follows:



**Figure No. (1):**  
**Model framework of the study.**

## 6- Study Importance:

The importance of the current study is due to its scientific and practical additions as follows:

### 6.1- Scientific Importance:

The significance of this study is evident in its attempt to contribute to filling the research gap in studies and research related to the concept of Impact of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism

---

Makers and Tourism Performance, particularly concerning the factors of Tourism Makers. The study also responds to the call made by numerous previous studies to conduct further research on these topics, given their significant importance in enriching the academic literature and scientific research centres, especially those focused on administrative studies. Moreover, this study can provide a database to assist researchers and scholars in conducting more research in this field."

### **6.2- Practical Importance:**

Tourism is a major source of income and a crucial driver of Egypt's economy. It has provided substantial revenue, employment opportunities and foreign currency inflow. At its peak, tourism contributed over 11% of Egypt's GDP. The tourism sector employed around 12% of Egypt's workforce, offering job opportunities to a significant portion of the population. This is essential for reducing unemployment and improving livelihoods. Tourism activities generate foreign currency revenues, helping to stabilize the country's balance of payments and support imports of essential goods and services. On a global scale, tourism is a significant industry, contributing over 10% to the world's GDP and providing millions of jobs. It also plays a substantial role in international trade, as the expenditures of tourists worldwide amount to trillions of dollars. Egypt's efforts to diversify tourist attractions, including modern resorts and golf courses alongside its historical and cultural sites, have made it more competitive and

appealing to a broader range of tourists. This diversification strategy has helped boost the tourism sector. The well-being of the Egyptian economy is closely tied to the success of the tourism sector. This makes it crucial for the government and relevant stakeholders to prioritize the sustainable growth and development of the tourism industry to ensure its long-term economic benefits. Egypt's status as a leading tourist destination in Africa and other parts of the world showcases its global importance in the tourism industry. The tourism industry's ability to adapt and recover from external shocks, such as the drop in revenues in 2020, highlights its practical importance. It demonstrates the need for resilience and strategies to cope with unexpected challenges.

Therefore, the practical importance of tourism in Egypt and globally cannot be understated. It has a substantial impact on the economy, employment, foreign exchange earnings and international trade, making it a key industry for Egypt and many other countries around the world.

## **7- Study Design:**

Depending on the nature of the subject of the study and the information that must be obtained to reveal the effect of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation (TW&TS) (as an independent variables) on Tourism Makers and Tourism Performance (TM&TP) (as dependent variables) and through the questions that the study seek to answer, this study relied on the descriptive analytical approach, which is "a way to

describe and measure the phenomenon studied by collecting, classifying and analyzing the problem.

A descriptive Study Design was used for the current study. The descriptive approach also means that type of research that is carried out by interrogating the study community members or a sample of them, with the aim of describing the phenomenon studied in terms of its nature and degree of existence. According to (Sekaran, & Bougie, 2010), descriptive Study Design is a non-experimental in that it deals with the relationships between non manipulated variables in a natural rather than laboratory setting. The conditions and events have already happened, and researcher can select the variables that are most relevant for analyzing the existing relationships.

In Descriptive design, hypothesis is also formulated and tested, and generalizations of findings are arrived a through inductive-deductive reasoning. Descriptive design also employs methods of randomization so that error may be estimated when inferring population characteristics from observations of samples and the variables and procedures are described (Cooper, & Schindler, 2013).

The researcher who used this research sought to investigate discrepancies and come up with recommendations that would improve overall performance and bridge the research gap in this area.

### **8- Study Procedures:**

Two types of data were used to achieve this approach from the following sources:

### **8.1- Secondary Data:**

It is the data obtained to build the theoretical framework of the study, where it was relied on to identify the theoretical background of the study, on the various references of books and articles and previous studies of Arab and foreign academic theses of the relevant master and doctorate and published research, which dealt with the topics of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation (TW&TS) and Tourism Makers and Tourism Performance (TM&TP).

### **8.2- Preliminary Data:**

This data was collected in the field through the survey list in the field study to test the validity of the assumptions on which the study was based. By obtaining this data from employees in Tourism companies in Egypt.

To attain and meet the research objective, the researcher adopted a deductive and quantitative approaches where information is gathered from respondent through a survey using questionnaires to ensure validity and reliability on research findings are relevant, researcher used an appropriate questionnaire, sampling technique and data analysis method which also covers the accuracy and the quality of the research.

### **8.3- Questionnaire Development:**

- Included identifying and defining the problems and establishment objective of the study and development research plan.

- Included a summary of the comprehensive literature review and the study literature review.
- Included a field survey which was conducted with the study of is Measuring the relationship between Tourist's Willingness and Tourists' Satisfaction of Digital Transformation (TW&TS) and Tourism Makers and Tourism Performance.
- Focus on the modification of the questionnaire design, through distributing the questionnaire to pilot study, The purpose of the pilot study was to test and prove that the questionnaire questions are clear to be answered in a way that help to achieve the target of the study. The questionnaire was modified based on the results of the pilot study.
- In this study, the questionnaire was translated the questionnaire from English to Arabic to fit with language of the target group and scrutinized the language of the questionnaire by particularistic in language and distributed 30 samples of questionnaire to find out how employees understand the content and ensure the smoother and found an excellent result, so the adopted the final form to questionnaire.
- Focus on distributing questionnaire. This questionnaire was used to collect the required data to achieve the research objective.
- The questionnaire was data analysis and discussion. Statistical Package for the Social Sciences, (SPSS) & (Stata14) was used to perform the required analysis. The final phase includes the conclusions and recommendations.

### **9- Population and Sample Design:**

This study aims to investigate the influence of Willingness and Tourists of Digital Transformation and Tourists' Satisfaction of Digital Transformation on the Tourism Makers and Tourism Performance within Tourism companies in Egypt. Therefore, the study's population encompasses the employees and customers of Tourism companies in Egypt, which Their number exceeds 10 million as of the year 2023. This selection is driven by the fact that Egyptian tourism sector represents it a key industry for Egypt.

The researcher also selected a simple random sample from the study population, as the community is open and there is no framework for the study population and due to the large size of the community and the sparseness of its vocabulary. In this case, the sample size in a population whose vocabulary exceeds 100,000 individuals is 384 individuals, at a confidence level of 95%. and a standard error of 5% (Sekaran, & Bougie, 2010).

### **10- Descriptive Statistics to Measure the Variables:**

The researcher measured the availability of the study variables for Tourist's Willingness and Tourists' Satisfaction of Digital Transformation (TW&TS) and for Tourism Makers and Tourism Performance (TM&TP) from the point of view of the sample as follows:

### 10.1- Descriptive Statistics for Tourist's Willingness and Tourists' Satisfaction of Digital Transformation (TW&TS).

Tourist's Willingness of Digital Transformation (TW) is the first independent variable and includes 10 questions. The availability of interest in Tourist's Willingness of Digital Transformation was identified (TW), from the viewpoint of the study sample. The results were as follows:

**Table No. (1): Descriptive Statistics to Tourist's Willingness of Digital Transformation (TW).**

N	Statement	Mean	agreement rate	Std deviation	Arrang.
1-	I intend to use Digital services in my tourism trips soon	3.27	65.45%	0.61	7
2-	I believe my interest in Digital services and Applications in tourism trips will increase in the future	2.99	59.90%	0.96	8
3-	I will recommend others to use Digital services and Applications	3.63	72.57%	0.77	2
4-	I will encourage my friends and relatives to use Tourist information applications and digital services	3.37	67.33%	0.78	4
5-	Digital services and Applications are easy to use	2.90	58.02%	0.91	9
6-	Digital services and Applications are understandable and clear	2.90	58.02%	1.16	10
7-	Using Digital services and Applications are requiring minimum effort	3.36	67.23%	0.98	5
8-	Learning to use Digital services and Applications are easy	3.73	74.66%	0.75	1
9-	Using Digital services and Applications are increasing my enjoyment of trips	3.53	70.64%	1.31	3
10-	Using Tourist information applications increase my enjoyment of trips	3.36	67.12%	0.99	6
	Total	3.30	66.09%	0.49	



The analysis of the table (1) reveals that the dimension of "Tourist's Willingness of Digital Transformation" holds a total average score of 3.30, signifying a high level of agreement among respondents, with an agreement rate of 86.44%. This indicates a prevailing consensus within tourism companies in Egypt regarding the significance of digital transformation in shaping tourists' willingness. Specifically, Statement (8) garnered the highest mean score of 3.73, reflecting strong agreement with its sentiments, while Statement (6) received the lowest mean score of 2.90, suggesting comparatively less agreement.

## 10.2- Descriptive Statistics for Tourist's Satisfaction of Digital Transformation.

Tourist's Satisfaction of Digital Transformation (TS) is the second independent variable and includes 15 questions.

The availability of interest in Tourist's Satisfaction of Digital Transformation was identified (TS), from the viewpoint of the study sample. The results were as follows:

**Table No. (2): Descriptive Statistics to Tourist's Satisfaction of Digital Transformation.**

N	Statement	Mean	agreement rate	Std deviation	Arrang.
1-	The Digital Services in this is company to my liking.	2.98	59.69%	1.05	13
2-	I feel reassured to use digital applications that provide accurate information.	3.62	72.37%	0.99	4
3-	The Digital Services in this is company to my liking .	3.26	65.29%	0.75	9

N	Statement	Mean	agreement rate	Std deviation	Arrang.
4-	The digital services provided are reliable and responsive without interruptions.	3.54	70.79%	1.08	5
5-	Essential functions and content related to digital services are prominently featured.	3.18	63.56%	1.04	11
6-	using digital services is straightforward and user-friendly.	2.89	57.81%	1.00	15
7-	How to use the digital service is clear, allowing for quick access to desired features.	2.90	57.91%	0.91	14
8-	The procedures for utilizing digital services are uncomplicated and transparent.	3.26	65.14%	0.97	10
9-	The company provides applications for tourist guidance are clear and easily use.	3.08	61.58%	0.91	12
10-	A diverse range of digital services is available, catering to my specific needs.	3.73	74.66%	0.62	3
11-	Information regarding with digital applications and services and how to use them is up-to-date and accurate.	3.28	65.55%	0.62	8
12-	Various digital products and services are offered to meet my specific requirements.	3.37	67.43%	0.78	6
13-	Navigational guidance throughout different digital service pages is well-structured and facilitates access to important information.	3.73	74.66%	0.62	2
14-	Online customer support promptly and effectively addresses my queries related to digital services.	3.37	67.33%	0.98	7
15-	Digital service representatives consistently provide efficient solutions to my issues.	3.83	76.64%	0.83	1
	Total	3.33	66.69%	0.29	

---

From the previous table (2), we find that the total average dimension of (Tourist's Satisfaction of Digital Transformation) is (3.33) and with an agreement rate of (66.69%) and this indicates that the Tourist's Satisfaction of Digital Transformation in the (TS) was a high degree in Tourism companies in Egypt and that opinions tend towards agree on the expressions of this dimension, where It turned out that the most available Statements in measuring after (Tourist's Satisfaction of Digital Transformation) came first in a response indicating agreement, Statement: (15) with Mean of (3.33) and that the least available statement came in last place with a response indicating agreement Statement: (6) With Mean of (2.89).

### **10.3- Descriptive Statistics for Tourism Makers and Tourism Performance.**

Tourism Makers (TM) is the first dependent variable and includes 10 questions.

The availability of interest in Tourism Makers was identified (TM), from the viewpoint of the study sample. The results were as follows:

**Table No. (3): Descriptive Statistics to Tourism Makers in Tourism Makers (TM).**

N	Statement	Mean	agreement rate	Std deviation	Arrang.
1-	There Is an Effort to Develop a Tourism Industry Based on Digital Applications and Services	3.37	67.33%	0.88	8
2-	The Preservation of All Natural Tourism Trips Is a Priority	3.44	68.80%	1.00	7
3-	There Is a Plan to Make Tourists Use Digital Applications and Services on Their Trips	3.36	67.23%	0.48	9
4-	There Is an Initiative to Empower Tourists to Take Part in Decision-Making for Digital Transformation	3.45	69.06%	0.65	6
5-	There Is a Commitment to Maintain the Continuous Expansion Of (The Country) Tourism Industry	3.35	66.97%	0.65	10
6-	There Are Compelling Incentives for Tourists to Use Digital Applications and Services	3.45	68.91%	1.09	5
7-	There Is a Goal to Ensure That Visitors Have Fulfilling and Unforgettable Experiences	3.62	72.42%	0.90	2
8-	There Is a Commitment to Safeguard the Well-Being of Visitors with Their Use Digital Applications and Services	3.54	70.74%	0.91	3
9-	There Is an Effort to Establish a Profitable Digital Applications and Services	3.52	70.48%	1.09	4
10-	There Is a Plan to Secure a Steady and Increasing Budget for The Digital Applications and Services Tourism Marketing Efforts	3.65	72.93%	0.89	1
	Total	3.47	69.49%	0.46	

From the previous table (3), we find that the total average dimension of (Tourism Makers) is (3.47) and with an agreement rate of (69.49%) and this indicates that the Tourism Makers (TM) was an agreement degree in Tourism companies in Egypt and that opinions tend towards agreement on the expressions of this dimension, where It turned out that the most available Statements in measuring after

(Tourism Makers) came first in a response indicating agreement, Statement: (10) with Mean of (3.65) and that the least available statement came in last place with a response indicating agreement Statement: (5) With Mean of (3.35).

#### 10.4- Descriptive Statistics for Tourism Performance.

Tourism Performance (TP) is the second dependent variable and includes 9 questions. The availability of interest in Tourism Performance was identified (TP), from the viewpoint of the study sample. The results were as follows:

**Table No. (4): Descriptive Statistics to Tourism Performance (TP).**

N	Statement	Mean	agreement rate	Std deviation	Arrang.
1-	The Tourist bookings have increased with the presence of digital applications and services .	3.82	76.49%	0.72	1
2-	The company's profit has increased with the presence of digital applications and services .	3.73	74.55%	0.97	2
3-	The company's employee productivity has increased with the presence of digital applications and services .	3.54	70.89%	0.66	4
4-	The company's image is better with the presence of digital applications and services .	3.63	72.67%	0.64	3
5-	The company's attraction to professionals was higher with the presence of digital applications and services .	3.27	65.34%	0.62	6
6-	The company's employee morale is higher with the presence of digital applications and services .	3.26	65.14%	1.05	7
7-	The company's innovative degree is higher with the presence of digital applications and services .	3.35	67.02%	0.78	5
8-	The company's market share is higher with the presence of digital applications and services .	2.98	59.69%	0.86	9
9-	The company's staff turnover was lower with the presence of digital applications and services .	3.08	61.68%	1.09	8
	Total	3.41	68.17%	0.42	

From the previous table (4), we find that the total average dimension of (Tourism Performance) is (3.41) and with an agreement rate of (68.17%) and this indicates that the Tourism Performance in the TM&TP was a high degree in Tourism companies in Egypt and that opinions tend towards agree on the expressions of this dimension, where It turned out that the most available Statements in measuring after (Tourism Performance) came first in a response indicating agreement, Statement: (1) with Mean of (3.82) and that the least available statement came in last place with a response indicating agreement Statement: (8) With Mean of (2.98).

### **11- Test the Hypotheses of the Study:**

This section deals with testing the hypotheses through some statistical methods used to study the validity or incorrectness of the hypotheses. Structural equation modeling was used to study the effect of an independent variable on the dependent variable, while evaluating the model through several criteria for judging the quality of the model and relying on it, which are explained as follows before testing. Hypotheses. In light of the above description of the study sample and its variable, the validity of the hypotheses was tested statistically, with the results of the statistical analysis presented and interpreted as follows:

#### **11.1- The main hypothesis:**

“There is a Statistically Significant effect of Tourist’s Willingness and Tourists’ Satisfaction of Digital Transformation

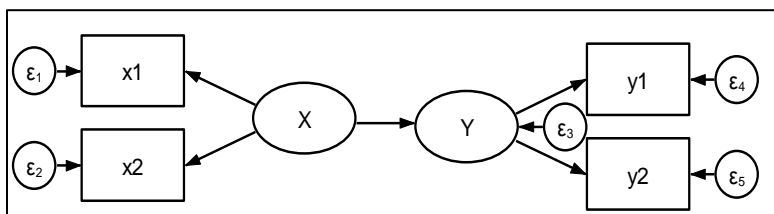
on Tourism Makers and Tourism Performance in the Tourism companies in Egypt ".

To verify the Tourism Makers and Tourism Performance of the model and determine the validity of the hypothesis, this was tested through a set of criteria for judging the Quality of the model shown in the following table.

**Table No. (5): Measurement Model Assessment (Tourism Makers and Tourism Performance).**

Indicator	Value	Acceptance level
Normed Chi-Square	4.112	between (2,5)
The Goodness-of-Fit statistic (GFI)	0.927	between (0,1)
Adjusted Goodness of Fit Index (AGFI)	0.956	between (0,1) $\geq$ 0.90
Normed Fit Index (NFI)	0.979	between (0,1) $\geq$ 0.95
The Comparative Fit Index (CFI)	0.979	between (0,1) $\geq$ 0.95
RMSEA	0.022	between (0.01,0.08)

In this structural model, the values are recorded as  $X^2/df = 4.112$ ,  $NFI = 0.979$  &  $CFI = 0.979$  and  $RMSEA = 0.022$ . Because there is adequate fit, as indicated by these indices, between the hypothesized model and the data collected. An examination of the path coefficients could proceed for the structural model.



**Figure No. (2): Structural model results (Tourism Makers and Tourism Performance).**

The hypothesis of this study was tested using structural equation modeling via STATA14 as presented in Figure (2) The structural model assessment as shown in Table provides the indication of the hypothesis tests. Tourist's Willingness and Tourists' Satisfaction of Digital Transformation is significantly predicting Tourism Makers and Tourism Performance; hence, main hypothesis is accepted ( $\beta = .182$ ,  $p < 0.001$ )

**Table No. (6): Structural path analysis result (Tourism Makers and Tourism Performance).**

exogenous construct	Path	endogenous construct	Estimate B (path coefficient)	S.E	Z-Test	R <sup>2</sup>	p-value
Tourism Makers and Tourism Performance	⇒⇒	Tourist's Willingness of Digital Transformation	0.91	0.032	2.886	0.479	0.002**
	⇒⇒	Tourist's Satisfaction of Digital Transformation	0.940	0.053	17.664		0.000**

\*\*\*p<.001, \*\*p<.01 \*p<.05

The R<sup>2</sup> value indicates the amount of variance of dependent variables which is explained by the independent variable. Hence, a larger R<sup>2</sup> value increases the predictive ability of the structural model. It is crucial to ensure that the R<sup>2</sup> values should be high enough for the model to achieve a minimum level of explanatory power. Table (4/7) shows the result of R<sup>2</sup> from the structural model and indicates the R<sup>2</sup>=0.479 values are high enough for the model to achieve an acceptable level of explanatory power.



### 11.2- The First hypothesis:

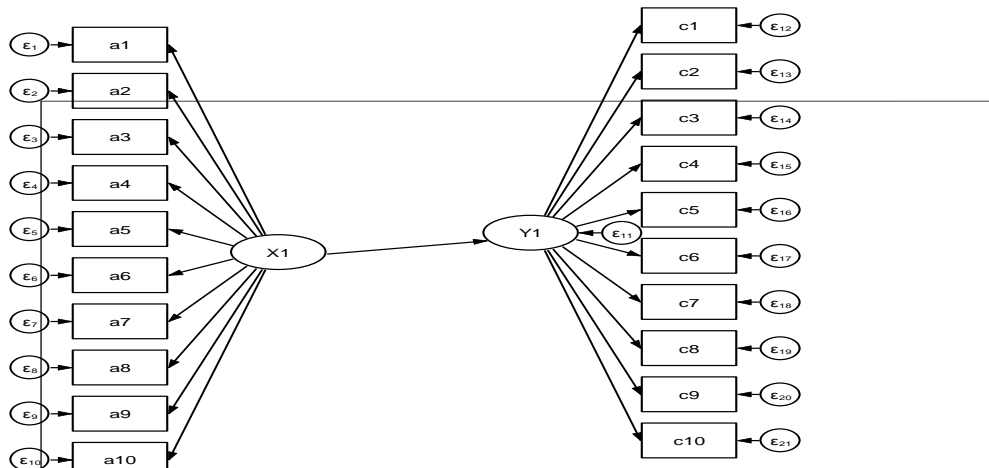
"There is a Statistically Significant impact of Tourist's Willingness of Digital Transformation on Tourism Makers in Tourism companies in Egypt".

To verify the quality of the model and determine the validity of the hypothesis, this was tested through a set of criteria for judging the quality of the model shown in the following table.

**Table No. (7): Measurement Model Assessment(H1)**

Indicator	Value	Acceptance Level
<b>Normed Chi-Square</b>	3.202	between (2,5)
<b>The Goodness-of-Fit statistic (GFI)</b>	0.969	between (0,1)
<b>Adjusted Goodness of Fit Index (AGFI)</b>	0.962	between (0,1) $\geq 0.90$
<b>Normed Fit Index (NFI)</b>	0.971	between (0,1) $\geq 0.95$
<b>The Comparative Fit Index (CFI)</b>	0.980	between (0,1) $\geq 0.95$
<b>RMSEA</b>	0.019	between (0.01,0.08)

In this structural model, the values are recorded as  $X^2/df = 3.202$ ,  $NFI = 0.971$  &  $CFI = 0.980$  and  $RMSEA = 0.019$ . Because there is adequate fit, as indicated by these indices, between the hypothesized model and the data collected. An examination of the path coefficients could proceed for the structural model.



**Figure No. (3): Structural model results (H1)**

The hypothesis of this study was tested using structural equation modeling via STATA14 as presented in Figure (3) The structural model assessment as shown in Table provides the indication of the hypothesis tests. Tourist's Willingness of Digital Transformation is significantly predicting Tourism Makers, hence, H1 is accepted ( $\beta = 1.035, p < 0.001$ )

**Table No. (8): Structural path analysis result(H1)**

exogenous construct	Path	endogenous construct	Estimate B (path coefficient)	S.E	Z-Test	R <sup>2</sup>	p-value
Tourism Makers	⇒⇒	Tourist's Willingness of Digital Transformation.	0.311	0.052	5.999	0.290	0.000**

\*\*\*p<.001, \*\*p<.01 \*p<.05

Table (4/9) shows the result of  $R^2$  from the structural model and indicates the  $R^2=0.290$  values are high enough for the model to achieve an acceptable level of explanatory power.

### 11.3- The second hypothesis:

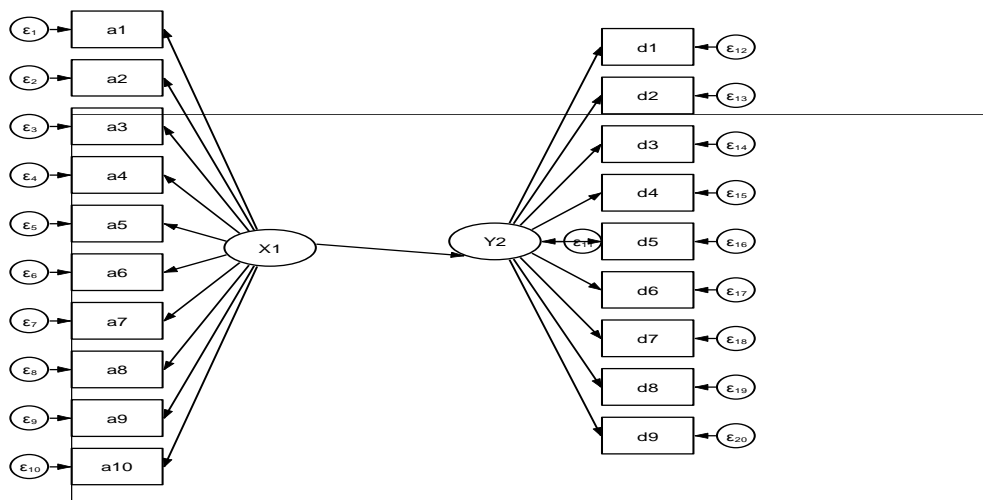
"There is a Statistically Significant impact of Tourist's Willingness of Digital Transformation on Tourism Performance in Tourism companies in Egypt".

To verify the quality of the model and determine the validity of the hypothesis, this was tested through a set of criteria for judging the quality of the model shown in the following table.

**Table No. (9): Measurement Model Assessment(H2)**

Indicator	Value	Acceptance Level
Normed Chi-Square	2.598	between (2,5)
The Goodness-of-Fit statistic (GFI)	0.968	between (0,1)
Adjusted Goodness of Fit Index (AGFI)	0.961	between (0,1) $\geq 0.90$
Normed Fit Index (NFI)	0.971	between (0,1) $\geq 0.95$
The Comparative Fit Index (CFI)	0.983	between (0,1) $\geq 0.95$
RMSEA	0.047	between (0.01,0.08)

In this structural model, the values are recorded as  $X^2/df = 2.598$ ,  $NFI=0.971$  &  $CFI = 0.983$  and  $RMSEA = 0.047$ . Because there is adequate fit, as indicated by these indices, between the hypothesized model and the data collected. An examination of the path coefficients could proceed for the structural model.



**Figure No. (4): Structural model results (H2)**

The hypothesis of this study was tested using structural equation modeling via STATA14 as presented in Figure (4) The structural model assessment as shown in Table provides the indication of the hypothesis tests. Tourist’s Willingness of Digital Transformation is significantly predicting Tourism Performance, hence, H2 is accepted ( $\beta = 0.101, p < 0.05$ )

**Table No. (10): Structural path analysis result (H2)**

exogenous construct	Path	endogenous construct	Estimate B (path coefficient)	S.E	Z-Test	R <sup>2</sup>	p-value
Tourism Performance	⇒⇒	Tourist’s Willingness of Digital Transformation.	0.101	0.043	2.373	0.119	0.018*

\*\*\*p<.001, \*\*p<.01 \*p<.05

Table (10) shows the result of  $R^2$  from the structural model and indicates the  $R^2=0.119$  values are high enough for the model to achieve an acceptable level of explanatory power.

#### 11.4- The third hypothesis:

"There is a Statistically Significant impact of Tourists' Satisfaction of Digital Transformation on Tourism Makers in Tourism companies in Egypt".

To verify the quality of the model and determine the validity of the hypothesis, this was tested through a set of criteria for judging the quality of the model shown in the following table.

**Table No. (11): Measurement Model Assessment(H3).**

Indicator	Value	Acceptance level
Normed Chi-Square	4.387	between (2,5)
The Goodness-of-Fit statistic (GFI)	0.977	between (0,1)
Adjusted Goodness of Fit Index (AGFI)	0.959	between (0,1) $\geq 0.90$
Normed Fit Index (NFI)	0.984	between (0,1) $\geq 0.95$
The Comparative Fit Index (CFI)	0.958	between (0,1) $\geq 0.95$
RMSEA	0.071	between (0.01,0.08)

In this structural model, the values are recorded as  $X^2/df = 4.387$ ,  $NFI=0.984$  &  $CFI = 0.958$  and  $RMSEA = 0.071$ . Because there is adequate fit, as indicated by these indices, between the hypothesized model and the data collected. An examination of the path coefficients could proceed for the structural model.

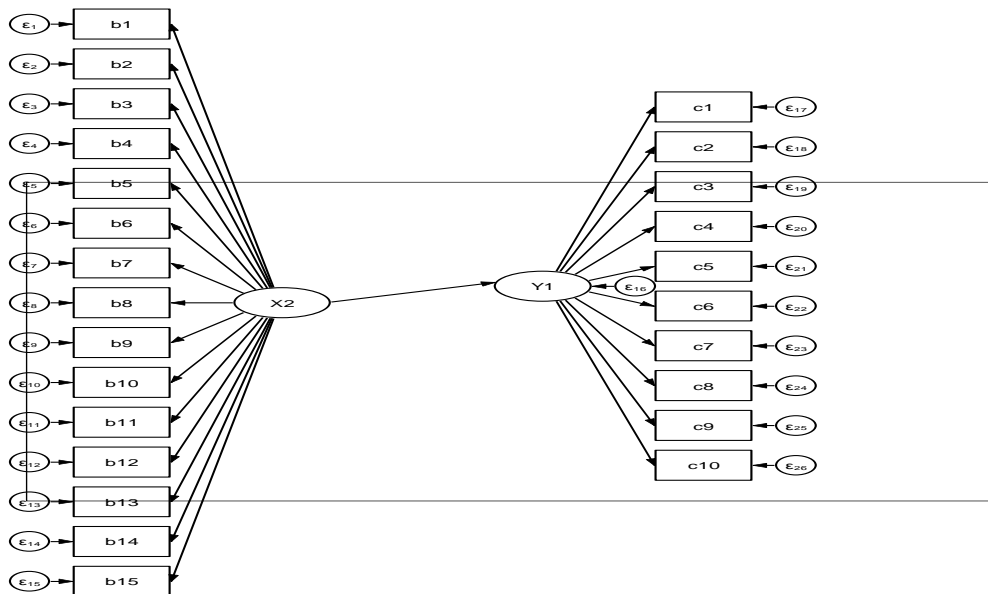


Figure No. (5) Structural model results(H3)

The hypothesis of this study was tested using structural equation modeling via STATA14 as presented in Figure (5) The structural model assessment as shown in Table provides the indication of the hypothesis tests. Tourists' Satisfaction of Digital Transformation is significantly predicting Tourism Makers, hence, H3 is accepted ( $\beta = 0.915, p < 0.001$ )

Table No. (12): Structural path analysis result(H3)

exogenous construct	Path	endogenous construct	Estimate B (path coefficient)	S.E	Z-Test	R <sup>2</sup>	p-value
Tourism Makers	⇒⇒	Tourist's Satisfaction of Digital Transformation	0.915	0.065	14.154	0.582	0.000**

\*\*\*p<.001, \*\*p<.01 \*p<.05

Table (12) shows the result of  $R^2$  from the structural model and indicates the  $R^2=0.582$  values are high enough for the model to achieve an acceptable level of explanatory power.

### 11.5- The fourth hypothesis:

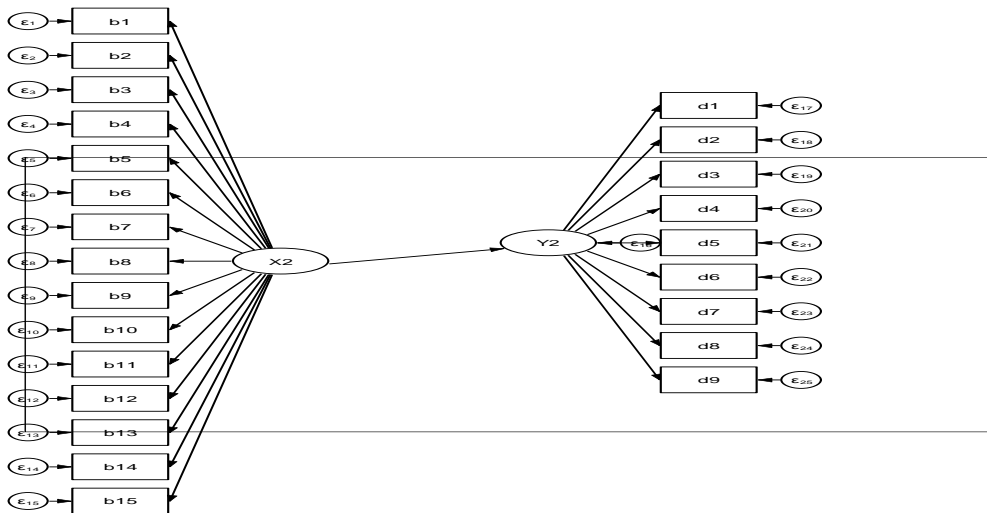
"There is a Statistically Significant impact of Tourists' Satisfaction of Digital Transformation on Tourism Performance in Tourism companies in Egypt".

To verify the quality of the model and determine the validity of the hypothesis, this was tested through a set of criteria for judging the quality of the model shown in the following table.

**Table No. (13): Measurement Model Assessment(H4)**

Indicator	Value	Acceptance Level
Normed Chi-Square	3.264	between (2,5)
The Goodness-of-Fit statistic (GFI)	0.972	between (0,1)
Adjusted Goodness of Fit Index (AGFI)	0.967	between (0,1) $\geq 0.90$
Normed Fit Index (NFI)	0.943	between (0,1) $\geq 0.95$
The Comparative Fit Index (CFI)	0.956	between (0,1) $\geq 0.95$
RMSEA	0.038	between (0.01,0.08)

In this structural model, the values are recorded as  $X^2/df = 3.264$ ,  $NFI=0.943$  &  $CFI = 0.956$  and  $RMSEA = 0.038$ . Because there is adequate fit, as indicated by these indices, between the hypothesized model and the data collected. An examination of the path coefficients could proceed for the structural model.



**Figure No. (6): Structural model results(H4)**

The hypothesis of this study was tested using structural equation modeling via STATA14 as presented in Figure (6) The structural model assessment as shown in Table provides the indication of the hypothesis tests. Tourists’ Satisfaction of Digital Transformation is significantly predicting Tourism Performance, hence, H4 is accepted ( $\beta = 0.812, p < 0.001$ )

**Table No. (14): Structural path analysis result (H4)**

exogenous construct	Path	endogenous construct	Estimate B (path coefficient)	S.E	Z-Test	R <sup>2</sup>	p-value
Tourism Performance	⇒⇒	Tourist’s Satisfaction of Digital Transformation	0.812	0.059	13.647	0.568	0.000**

\*\*\*p<.001, \*\*p<.01 \*p<.05



Table (14) shows the result of  $R^2$  from the structural model and indicates the  $R^2=0.568$  values are high, enough for the model to achieve an acceptable level of explanatory power.

## **12- Results and Conclusions Study.**

The study reached several results that can contribute to solving the study problem, answering its questions, and testing its hypotheses. The researcher has categorized the results of the field study according to the variables set by the study in examining the Impact of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance, so that the benefit is clearer, especially when formulating appropriate and applicable recommendations for each variable, as follows:

### **12.1- Results related to Tourist's Willingness of Digital Transformation:**

The current study concluded that there is a high degree of interest in Tourist's Willingness of Digital Transformation in Tourism companies in Egypt, from the point of view of the study sample, and those opinions indicate agree towards the dimensions of this variable. The study revealed that employees and customers find it easy to learn and utilize digital services and applications. Additionally, they express willingness to recommend these digital services and applications to others.

### **12.2- Results related to Tourist's Satisfaction of Digital Transformation:**

The current study concluded that there is a high degree of interest in Tourist's Satisfaction of Digital Transformation in Tourism companies in Egypt, from the point of view of the study Population, and those opinions indicate agree towards the dimensions of this variable. The study uncovered that digital service representatives consistently offer efficient solutions to customer issues. Moreover, the navigational guidance across various digital service pages is well-structured, facilitating access to crucial information. Additionally, a diverse range of digital services is available, catering to specific customer needs.

### **12.3- Results related to Tourism Makers:**

The current study concluded that there is a high degree of interest in Tourism Makers in Tourism companies in Egypt, from the point of view of the study Population, and those opinions indicate agree towards the dimensions of this variable. The study revealed that there is a plan in place to secure a steady and increasing budget for digital applications and services in tourism marketing efforts. Additionally, there is a goal to ensure that visitors have fulfilling and unforgettable experiences. Moreover, there is a commitment to safeguard the well-being of visitors through the use of digital applications and services.

### **12.4- Results related to Tourism Performance:**

The current study concluded that there is a high degree of interest in Tourism Performance in Tourism companies in Egypt, from the point of view of the study Population, and those opinions indicate agree towards the dimensions of this variable. The study indicates that the presence of digital applications and services has led to an increase in tourist bookings. Furthermore, the company's profit has seen an increase because of the presence of these digital applications and services. Additionally, the company's image has improved with the adoption of digital applications and services.

### **12.5- Results related to Impact of Tourist's Willingness and Tourists' Satisfaction of Digital Transformation on Tourism Makers and Tourism Performance:**

The study revealed that both Tourist's Willingness of Digital Transformation and Tourists' Satisfaction of Digital Transformation significantly impact Tourism Makers and Tourism Performance in the context of Egyptian tourism companies. The following analysis presents a breakdown of the variables impacted by each independent variable and their ranking in terms of the strength of impact:

#### **Variables affected by Tourist's Willingness of Digital Transformation:**

Tourism Performance: The path coefficient for Tourist's Willingness of Digital Transformation to Tourism Performance is 0.910, with a p-value of  $p < 0.001$ . This indicates a strong

positive impact of Tourist's Willingness of Digital Transformation on Tourism Performance, making it the primary variable affected by this factor.

Tourism Makers: The path coefficient for Tourist's Willingness of Digital Transformation to Tourism Makers is not provided in the given analysis results.

### **Variables affected by Tourists' Satisfaction of Digital Transformation:**

Tourism Performance: The path coefficient for Tourists' Satisfaction of Digital Transformation to Tourism Performance is 0.940, with a p-value of  $p < 0.001$ . This suggests an even stronger positive impact of Tourists' Satisfaction of Digital Transformation on Tourism Performance compared to Tourist's Willingness of Digital Transformation.

Tourism Makers: The path coefficient for Tourists' Satisfaction of Digital Transformation to Tourism Makers is 0.479, with a p-value of  $p = 0.002$ . Although this impact is statistically significant, it appears to be weaker compared to the impact on Tourism Performance.

Overall, Tourists' Satisfaction of Digital Transformation seems to have a stronger impact on both Tourism Makers and Tourism Performance compared to Tourist's Willingness of Digital Transformation.

- **Impact of Tourist's Willingness of Digital Transformation on Tourism Makers:**

The study revealed that Tourist's Willingness of Digital Transformation significantly predicts Tourism Makers ( $\beta = 1.035$ ,  $p < 0.001$ ). This means that there is a strong positive impact of Tourist's Willingness of Digital Transformation on Tourism Makers. In other words, as tourists demonstrate a greater willingness to engage with digital transformation initiatives (such as using digital services and applications), there is a corresponding increase in the effectiveness and efficiency of tourism-related activities undertaken by tourism makers. This impact is statistically significant, implying that the relationship between Tourist's Willingness of Digital Transformation and Tourism Makers is not due to chance and is likely to hold true across a broader population or under similar conditions.

- **Impact of Tourist's Willingness of Digital Transformation on Tourism Performance:**

The study revealed that Tourist's Willingness of Digital Transformation significantly predicts Tourism Performance ( $\beta = 0.101$ ,  $p < 0.05$ ). This suggests that there is a positive impact of Tourist's Willingness of Digital Transformation on Tourism Performance. In other words, as tourists show a greater willingness to embrace digital transformation initiatives, such as utilizing digital services and applications, there is a corresponding improvement in the overall performance of tourism-related activities. While the

impact is statistically significant at the  $p < 0.05$  level, indicating a reasonable degree of confidence, it is relatively modest compared to other factors influencing tourism performance. Nonetheless, it underscores the importance of digital transformation in contributing to enhanced tourism outcomes.

- **Impact of Tourist's Satisfaction of Digital Transformation on Tourism Makers:**

The results indicate that Tourists' Satisfaction of Digital Transformation significantly predicts Tourism Makers ( $\beta = 0.915, p < 0.001$ ). This finding suggests a strong positive impact of Tourists' Satisfaction of Digital Transformation on Tourism Makers. In other words, when tourists express higher levels of satisfaction with digital transformation initiatives, such as digital services and applications in the tourism sector, it leads to enhancements in various aspects related to tourism makers, which may include service quality, tourism infrastructure, and destination management.

- **Impact of Tourist's Satisfaction of Digital Transformation on Tourism Performance:**

The results indicate that Tourists' Satisfaction of Digital Transformation significantly predicts Tourism Performance ( $\beta = 0.812, p < 0.001$ ). This finding suggests a strong positive impact of Tourists' Satisfaction of Digital Transformation on Tourism Performance. In other words, when tourists express higher levels

of satisfaction with digital transformation initiatives in the tourism sector, such as digital services and applications, it leads to improved overall tourism performance. This improvement may manifest in various ways, such as increased visitor satisfaction, enhanced destination experiences, and higher revenue generation for tourism businesses.

### 13- Study Recommendations:

Based on the results obtained, the researcher proposed the following action plan to Tourism companies in Egypt:

#### 13/1- Recommendations in the form of an Action Plan for tourism companies in Egypt:

**Table No. (15): The Proposed Action Plan for tourism companies in Egypt.**

Study Result	Recommendation	Tasks	Responsibility	Time frame
There was High availability of (TW)	Initiate targeted awareness campaigns and educational programs to highlight the benefits and convenience of digital services and applications in tourism trips, showcasing their potential to enhance travel experiences and meet evolving traveler preferences.	<ul style="list-style-type: none"> <li>– Create brochures, pamphlets, or online guides that explain the features and advantages of digital services and applications in tourism.</li> <li>– Include user-friendly instructions and visuals to demonstrate how travelers can use these digital tools to enhance their trip experiences.</li> <li>– Ensure that the materials are accessible and available in multiple languages to cater to a diverse audience.</li> </ul>	Marketing Department, Customer Experience Department, Human Resources Department, Product Development or Design Department, Customer Support Department	Create brochures, pamphlets, or online guides: Design and layout: 4-6 weeks Include user-friendly instructions and visuals: Creating visuals: 2-3 weeks Ensure accessibility and availability in multiple languages: Translation and localization: 3-4 weeks
	Implement iterative design updates based on user insights to streamline user interfaces, simplify navigation, and enhance overall usability.	<ul style="list-style-type: none"> <li>– Implement mechanisms to gather feedback from users regularly, such as surveys, user interviews, and usability testing sessions.</li> <li>– Analyze the feedback to identify pain points, usability</li> </ul>		Implement mechanisms to gather feedback from users regularly: Set up feedback mechanisms (surveys, interviews, testing sessions): 2-3 weeks Analyze the

Study Result	Recommendation	Tasks	Responsibility	Time frame
		<p>issues, and areas for improvement in the user interfaces of digital services and applications.</p> <ul style="list-style-type: none"> <li>Based on the insights gathered from user feedback, prioritize, and implement iterative design updates to streamline user interfaces and navigation.</li> </ul>		<p>feedback to identify pain points and usability issues: Collect and organize feedback data: 1-2 weeks Based on the insights gathered from user feedback, prioritize and implement iterative design updates: Prioritize feedback and plan design updates: 2-3 weeks</p>
<p>There was High availability of (Tourists' Satisfaction of Digital Transformation) in the Tourism companies in Egypt.</p>	<p>Enhance user experience design by conducting usability testing and gathering feedback from users to identify and address any usability issues or pain points in digital service interfaces.</p>	<ul style="list-style-type: none"> <li>Recruit participants representing your target user demographics to participate in usability testing sessions.</li> <li>Collect feedback from participants regarding their experiences, including observations, comments, and suggestions for improvement.</li> <li>Compile and analyze the data collected from usability testing sessions to identify common pain points, usability issues, and areas for enhancement.</li> <li>Use the insights gained to iteratively refine the design of your digital service interfaces, making modifications to improve usability and enhance the overall user experience.</li> </ul>	<p>Product Development or Design Department, Customer Support Department or Training Department, Product Development or IT Department, Content Management or Marketing Department, Marketing Department</p>	<p>Recruit participants representing target user demographics: Identify and reach out to potential participants: 2-3 weeks Collect feedback from participants: Conduct usability testing sessions: 1-2 weeks Compile and analyze data from usability testing sessions: Gather observations, comments, and suggestions: 1-2 weeks Use insights to refine digital service interfaces: Implement design modifications based on feedback: 2-3 weeks</p>
	<p>Develop comprehensive user guides or tutorials that provide step-by-step instructions on how to use digital services effectively.</p>	<ul style="list-style-type: none"> <li>Assign a team to create detailed user guides or tutorials covering various aspects of the digital services offered by the company, ensuring clarity, comprehensiveness, and user-friendliness.</li> <li>Conduct usability testing with a sample group of users to gather feedback on the effectiveness of the user</li> </ul>		<p>Assign a team to create detailed user guides or tutorials: Form a dedicated team for guide/tutorial creation: 1-2 weeks Conduct usability testing with a sample group of users: Plan and execute usability testing sessions: 2-3 weeks</p>



Study Result	Recommendation	Tasks	Responsibility	Time frame
		<p>guides or tutorials. Identify any areas of confusion or difficulty and revise the content accordingly.</p> <ul style="list-style-type: none"> <li>Ensure that the user guides or tutorials are accessible to all users, including those with disabilities. Implement features such as alternative text for images and clear navigation for screen readers to enhance accessibility.</li> </ul>		<p>Ensure accessibility of user guides or tutorials: Implement accessibility features (alternative text, clear navigation): 1-2 weeks</p>
<p>There was High availability of (Tourism Makers) in the Tourism companies in Egypt.</p>	<p>Develop long-term strategic plans in collaboration with key stakeholders, including government agencies, tourism boards, industry associations, and local communities, to outline clear objectives and initiatives for the continuous expansion of the country's tourism industry.</p>	<ul style="list-style-type: none"> <li>Organize workshops or focus group sessions with key stakeholders, including government agencies, tourism boards, industry associations, and local communities, to gather input and insights on the current state of the tourism industry and identify potential areas for growth and development.</li> <li>Conduct a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess the internal and external factors impacting the country's tourism industry.</li> <li>Collaborate with stakeholders to establish clear and achievable long-term goals for the tourism industry, considering factors such as visitor targets, revenue generation, infrastructure development, sustainability initiatives, and destination branding.</li> </ul>	<p>Government Relations Department or Strategic Planning Department, Infrastructure Development Department or Regional Development Department, Marketing Department or Digital Marketing Department, Partnership Development Business Department, Project Management Office or Cross-Functional Task Force</p>	<p>Organize workshops or focus group sessions with key stakeholders: Plan and schedule workshops/focus group sessions: 2-3 weeks Conduct a comprehensive SWOT analysis: Gather data and conduct SWOT analysis: 4-6 weeks Collaborate with stakeholders to establish long-term goals: Facilitate stakeholder meetings and discussions: 4-6 weeks</p>
	<p>Prioritize projects that enhance accessibility, connectivity, and visitor experiences across different regions and tourist destinations within the country.</p>	<ul style="list-style-type: none"> <li>Conduct assessments to identify infrastructure gaps and prioritize projects that improve accessibility and connectivity to tourist destinations.</li> <li>Collaborate with local authorities and tourism stakeholders to identify</li> </ul>		<p>Conduct assessments to identify infrastructure gaps: Plan and conduct infrastructure assessments: 2-3 months Collaborate with local authorities and tourism</p>

Study Result	Recommendation	Tasks	Responsibility	Time frame
		<p>priority areas for destination enhancement projects.</p> <ul style="list-style-type: none"> <li>Foster partnerships with public and private sector stakeholders, including local communities, businesses, NGOs, and international development organizations, to mobilize resources and expertise for priority projects.</li> </ul>		<p>stakeholders:                      Arrange meetings and workshops to identify priority areas: 1-2 months                      Foster partnerships with stakeholders:                      Reach out to potential partners and negotiate agreements: 3-4 months</p>
<p>There was High availability of (Tourism Performance) in the Tourism companies in Egypt.</p>	<p>Increase investment in digital marketing strategies such as search engine optimization (SEO), social media marketing, and targeted online advertising campaigns to enhance brand visibility and reach a wider audience.</p>	<ul style="list-style-type: none"> <li>Conduct a comprehensive analysis of current marketing strategies and identify opportunities for enhancing digital initiatives.</li> <li>Create compelling and relevant content across various digital channels, including website content, blog posts, social media posts, videos, and infographics.</li> <li>Implement robust analytics and tracking tools to monitor the performance of digital marketing campaigns and initiatives.</li> </ul>	<p>Marketing Department or Digital Marketing Department, Product Development Department or Innovation Department, Partnership Development or Business Development Department, Human Resources Department or Training and Development Department, Human Resources Department or Employee Engagement Department</p>	<p>Conduct a comprehensive analysis of current marketing strategies: Gather data and analyze current marketing strategies: 2-3 weeks                      Create compelling and relevant content across digital channels: Develop content strategy and create content: 4-6 weeks                      Implement robust analytics and tracking tools: Select and set up analytics tools: 1-2 weeks</p>
	<p>Continuously innovate and improve digital applications and services to meet evolving customer needs and preferences.</p>	<ul style="list-style-type: none"> <li>Implement mechanisms for collecting feedback from users, including surveys, ratings, reviews, and usability testing.</li> <li>Adopt agile development methodologies to facilitate rapid iteration and continuous improvement of digital applications and services.</li> <li>Stay abreast of emerging technologies, industry trends, and best practices in digital experience design and development.</li> </ul>		<p>Implement mechanisms for collecting feedback from users: Set up feedback collection mechanisms: 2-3 weeks                      Adopt agile development methodologies: Transition to agile methodologies: 4-6 weeks                      Stay abreast of emerging technologies and industry trends: Research and stay updated on emerging technologies and trends: Ongoing</p>

### **13/2- Proposals for Future Studies:**

- Virtual Reality (VR) and Augmented Reality (AR) in Tourism: Investigating the role of VR and AR technologies in enhancing tourists' experiences and influencing their willingness to adopt digital solutions.
- Blockchain Technology in Tourism: Studying the potential of blockchain technology to improve transparency, security, and trust in tourism transactions, and how it affects tourists' willingness to engage with digital services, such as booking platforms and payment systems.
- Artificial Intelligence (AI) and Chatbots in Tourism: Examining the role of AI-powered chatbots and virtual assistants in enhancing tourists' satisfaction by providing personalized recommendations, instant assistance, and seamless communication throughout their journey.
- Community-Based Tourism Initiatives: Investigating the role of local communities and grassroots organizations as tourism makers in shaping destination development, cultural preservation, and community empowerment.
- Tourist Expenditure and Economic Impact: Examining the economic impact of tourism on destinations, including the contribution of tourist expenditure to local economies, employment generation, income distribution, and GDP growth.

- Tourism Innovation and Product Development: Investigating the role of innovation in driving tourism performance through the development of new products, services, and experiences that meet evolving traveler preferences and market demands.

### References:

1. Amoako, G.K., Obuobisa-Darko, T. and Ohene Marfo, S. (2022), "Stakeholder role in tourism sustainability: the case of Kwame Nkrumah Mausoleum and centre for art and culture in Ghana", **International Hospitality Review**, 36(1), 25-44. <https://doi.org/10.1108/IHR-09-2020-0057>.
2. Camilleri, M. A. (2018). The Tourism Industry: An Overview. In M. A. Camilleri (Ed.), *Travel Marketing, Tourism Economics, and the Airline Product: An Introduction to Theory and Practice* (pp. 3-27). **Springer**. DOI: 10.1007/978-3-319-49849-2\_1.
3. Chen, P., Clarke, N., & Hrac, B. J. (2022). Urban-rural mobilities: The case of China's rural tourism makers. **Journal of Rural Studies**, 95, 402-411. <https://doi.org/10.1016/j.jrurstud.2022.09.017>.
4. Chen, Y. (2023), "Resonating with the consumer desires behind the screen – consumer-centric tourism advertising and new technology applications", **Journal of Business & Industrial Marketing**, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JBIM-01-2023-0033>.
5. Chung, N., Han, H., & Joun, Y. (2015). Tourists' intention to visit a destination: The role of augmented reality (AR) application for a heritage site. **Computers in Human Behavior**, 50, 588-599. <https://doi.org/10.1016/j.chb.2015.02.068>.
6. Cooper, D., & Schindler, P. (2013). *Business Research Methods: 12th Edition*. McGraw-Hill US Higher Ed. ISBN: 9780077774431.

7. Correia, A., Kozak, M. and Ferradeira, J. (2013), "From tourist motivations to tourist satisfaction", **International Journal of Culture, Tourism and Hospitality Research**, 7(4), 411-424. <https://doi.org/10.1108/IJCTHR-05-2012-0022>.
8. De Nisco, A., Papadopoulos, N., & Elliot, S. (2017). From International Travelling Consumer to Place Ambassador: Connecting Place Image to Tourism Satisfaction and Post-Visit Intentions. **International Marketing Review**, 34, 425-443.
9. Dumitrașcu, A. V., Teodorescu, C., & Cioclu, A. (2023). Accessibility and Tourist Satisfaction—Influencing Factors for Tourism in Dobrogea, Romania. **Sustainability**, 15(9), 7525. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su15097525>.
10. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. **International Journal of Information Management**, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>.
11. Elnagar, A. K., & Derbali, A. M. S. (2020). The importance of tourism contributions in the Egyptian economy. **International Journal of Hospitality and Tourism Studies**, 1(1), 45-52. <https://doi.org/10.31559/IJHTS2020.1.1.5>.
12. Ivanov, S. & Webster, C. (2021), "Willingness-to-pay for robot-delivered tourism and hospitality services – an exploratory study", **International Journal of Contemporary Hospitality Management**, 33(11), 3926-3955. <https://doi.org/10.1108/IJCHM-09-2020-1078>.
13. Li, F.(S)., Shang, Y. & Su, Q. (2023), "The influence of immersion on tourists' satisfaction via perceived attractiveness and happiness", **Tourism Review**, 78(1), 122-141. <https://doi.org/10.1108/TR-02-2022-0078>.

14. Mariano, E. (2017). Determinants of Satisfaction with the Tourist Destination. **IntechOpen**. DOI: 10.5772/intechopen.70343.
15. Moore, S. A., Rodger, K., & Taplin, R. (2015). Moving beyond Visitor Satisfaction to Loyalty in Nature-Based Tourism: A Review and Research Agenda. *Current Issues in Tourism*, 18, 667-683.
16. Palumbo, F. (2015). Developing a new service for the digital traveler satisfaction: The Smart Tourist App. **The International Journal of Digital Accounting Research**, 15, 33-67. [https://doi.org/10.4192/1577-8517-v15\\_2](https://doi.org/10.4192/1577-8517-v15_2).
17. Papadopoulou, N. M., Ribeiro, M. A., & Prayag, G. (2023). Psychological Determinants of Tourist Satisfaction and Destination Loyalty: The Influence of Perceived Overcrowding and Overtourism. **Journal of Travel Research**, 62(3), 644-662. <https://doi.org/10.1177/00472875221089049>.
18. Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. **Information Technology & Tourism**, 22(4), 455-476. <https://doi.org/10.1007/s40558-019-00160-3>.
19. Purwanto, A. (2022). Tourist Satisfaction and Performance of Tourism Industries: How the Role of Innovative Work Behaviour, Organizational Citizenship Behaviour? **Journal of Industrial Engineering & Management Research**. Available at SSRN: <https://ssrn.com/abstract=4001022>.
20. Ross, P., & Maynard, K. (2021). Introduction: Towards a 4th industrial revolution. **Intelligent Buildings International**, 13(3), 159-161. <https://doi.org/10.1080/17508975.2021.1873625>.
21. Sekaran, U., & Bougie, R. (2010), "**Research Methods for Business: A Skill Building Approach**", 5th Edition, John Wiley, & Sons, USA.
22. Su, C. W., Umar, M., & Chang, T. (2023). How is consumer confidence reshaping the outbound tourism expenditure in China? A

- 
- lesson for strategy makers! **Economic Research-Ekonomiska Istraživanja**, 36(1), 1-19.
23. Tang, H., Wang, R., Jin, X., & Zhang, Z. (2022). The Effects of Motivation, Destination Image, and Satisfaction on Rural Tourism Tourists' Willingness to Revisit. **Sustainability**, 14(19), 11938. <https://doi.org/10.3390/su141911938>.
24. Tigre Moura, F., Gnoth, J., & Deans, K. R. (2015). Localizing Cultural Values on Tourism Destination Websites: The Effects on Users' Willingness to Travel and Destination Image. **Journal of Travel Research**, 54(4), 528-542. <https://doi.org/10.1177/0047287514522873>.
25. Walton, J. K. (2023). **Tourism**. Encyclopedia Britannica. <https://www.britannica.com/topic/tourism>.
26. Zaitul, Z., Ilona, D., & Novianti, N. (2022). Village-Based Tourism Performance: Tourist Satisfaction and Revisit Intention. **Polish Journal of Sport and Tourism**, 29(2), 36-43. <https://doi.org/10.2478/pjst-2022-0013>.
27. Zeng, L., Li, R. Y. M., & Huang, X. (2021). Sustainable Mountain-Based Health and Wellness Tourist Destinations: The Interrelationships between Tourists' Satisfaction, Behavioral Intentions and Competitiveness. **Sustainability**, 13(23), 13314. <https://doi.org/10.3390/su132313314>.
28. Zhou, Q., Zhu, K., Kang, L., & Dénes Dávid, L. (2023). Tea Culture Tourism Perception: A Study on the Harmony of Importance and Performance. **Sustainability**, 15(3), 2838. <https://doi.org/10.3390/su15032838>.