

Assessing Therapeutic Tourism and Hotels Marketing Using the Video-Sharing Websites in Egypt

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Abstract

Social media is considered new potential wave in the online business marketing. Tourism and hospitality marketers are beginning to drive the use of social media as a new tool in their marketing plan to stretch out to customers. YouTube is a popular video-sharing site and considered one of the most important social media sites that can be used in tourism and hotels marketing to keep up with incremental changes in the information technology applications.

This paper aimed to explore the advantages of using YouTube in tourism marketing in general and therapeutic tourism and hotels in particular based in Egypt. The research problem is that there is no any governmental YouTube Channel in Egypt to market the therapeutic tourism and hotels.

Two phases of data collection methods were employed in this research: first, using the online content analysis of the available YouTube videos and channels; second, using questionnaire strategy targeted the Egyptian experts in the marketing field.

The research implications that can be inferred from this research are twofold: first, this paper highlighted a new social media tool in E-marketing using YouTube for academics; second, it will help practitioners to depend on the developed strategy to use YouTube in marketing the Egyptian therapeutic tourism and hotels. Finally, this study recommends the need for further research to develop a conceptual framework using a mixed methods research to widen the roles for which social media can be utilized for the Egyptian marketers.

Key Words: Video Sharing, YouTube, Therapeutic Tourism and Hotels, E-Marketing.

Introduction

Internet marketing is considered the fastest-growing method of direct marketing. Kotler and Armstrong (2010) defined the online marketing as a combination of company efforts to market products and services that build customer relationships over the internet. Kotler and Armstrong (2010) further advised that the marketing strategy and practice should be altered in such a way as to take advantage of today's internet technologies because online has a dramatic effect on both customers and marketers.

Nowadays, social media marketing is a comparatively new discipline, which is in continual development and expansion thus resulting in the absence of a universal definition. According to Evans (2012) social media marketing aimed to persuade consumers that one's company, products and/or services are advisable.

Safko (2010) in his social media book, have categorized social media into different types as reported previously by Mangold and Faulds (2009) such as (social networking; publish; photo sharing; video sharing; audio; micro blogging; live casting; virtual worlds; gaming; productivity applications; rich site summary; interpersonal). YouTube is categorized as a popular video sharing site. YouTube allows users to create, distribute, and share short videos with visitors, who can give feedback and share it with others. Despite its potential importance in marketing new hotel brands and tourism destinations, YouTube has not attracted much attention in the Egyptian tourism industry in general, and to promote the therapeutic tourism and hotels in particular. The main idea her is that YouTube could promote content to market any Egyptian hotel or spa hotel as well as it probably could market any tourism destination.

Since there is no any governmental YouTube Channel in Egypt to market the therapeutic tourism and hotels to date, it becomes clear that this research is the first step to explore the importance of using YouTube in marketing the Egyptian therapeutic tourism. Furthermore,

this paper develops a strategy for marketers to use YouTube in marketing the Egyptian therapeutic tourism and hotels.

Review of Literature

This literature review discusses: first, the concept of social media marketing; second, the importance of social media marketing; third, YouTube as a new marketing platform; finally, it presents a marketing strategy for the therapeutic tourism in Egypt using YouTube.

Social media networking marketing: concept and importance

Social media can be defined in many different ways. Kietzmann et al. (2011) described social media as a "*web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system*" (Kietzmann et al., 2011, p. 244). This definition is also similar to Kaplan and Haenlein (2010) and Ward and Wasserman (2010) who previously defined it.

The term 'social network' is commonly used to describe the innovation platform used. 'Networking' emphasizes relationship initiation, often between users. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (Schuster, 2013).

Social network sites provide the platform to allow individuals to meet strangers however this is not the unique factor. Social network websites enable users to articulate and make visible their social networks. This interchange can result in the connection between individuals and organizations that would not otherwise be made (Schuster, 2013).

Berthon et al. (2012) classified social media sites into five categories according to the sharing tool as: first, blogs; second, micro-blogs (e.g., Twitter); third, picture-sharing websites (e.g., Flickr); fourth, video-sharing websites (e.g., YouTube); finally, networks (e.g., Facebook).

Note (2009) provides a statistic of the rising frequency of online access globally, with about 69% of users accessing the Internet every day or almost every day in 2008, sending/receiving e-mails (87% of Internet users) and looking for information using the social media networking (84% of users). These were and continue to be the two most popular online activities. As a result social media is continuously turning into one of the most preferred marketing media.

An overwhelming majority of marketers are using social media to market their businesses, and a significant 81% of these marketers indicate that their efforts in social media have generated effective exposure for their businesses (Stelzner, 2011). Through effective tools for understanding customer behavior and new hybrid elements of the promotion mix, social media allow enterprises to make timely contact with the end-consumer at relatively low cost and higher levels of efficiency (Mangold and Faulds, 2009). Even though the international hospitality context's rapid growth, little pits of research elaborated about the medical hotels marketing (Han et al., 2015).

Miletsky (2010) suggested that the web's social capabilities, which allow a community to come together, communicate, share ideas and opinions, come in different forms as tools and applications. The most widely used of them are social networking sites and applications. According to the theory a social networking site uses social media tools primarily for promoting connectivity and interaction and making it easier for people to communicate with each other. Since the beginning of the 21st century social networking sites have been continually rising in popularity and today are a very important Internet medium. So important that marketers have realized that business can get their content to a very wide audience through social media and thus have created a strategy to accomplish that, which is called social media optimization. Social media optimization aims to spread the messages created by marketers and content developers through the social media networks. When the websites are

optimized, they include the ability to share text and video content and to provide links back to the company site through social networks.

Miletsky (2010) provided a slightly different view on the online marketing efforts by introducing the term, social media marketing, as the utilization of social media specifically as a marketing vehicle. From this viewpoint social media marketing falls into three categories, whose characteristics coincide with those laid down by Chaffey, although in a slightly different context:

- Public Relations (PR): PR specialists are using the social media to deliver their message to their audience.
- Marketing content generation: the creation of blogs, videos, and other content for a marketing purpose in such a way as to be relevant to the desired audience. The brand generated content must be interesting and compelling in some way in order to capture the consumers' attention
- Viral messaging: these campaigns usually utilize shocking or very entertaining videos that provoke such interest in people that they are immediately compelled to pass them on to others through e-mail, social networks or other means. There have been cases of extremely viral messages, which have made their way to millions of people in very short periods of time (e.g. Burger King's The Subservient Chicken) (Han et al., 2015).

In relation to the importance of social media marketing in the tourism and hotels sector, Yoo and Gretzel (2012) indicated that the social media sites has now become main component within the promotional mix for the of tourism destination. Han et al. (2015) found that 8.1% of respondents stay connected through the social networks to get the information about their trips, while 82% opted to videos as the most important tool for obtaining information.

Kim and Ko (2012) revealed that quarter of customers feel positive towards organizations that are using social networking sites to display their products or services in which three quarters of them confirmed they use social networking sites to obtain information about products in the tourist destination, about half of them formed a full information package about the product, and about quarter of them made the decision to purchase.

Stelzner (2013) found that YouTube is the most popular social media website used for video sharing by marketers. Stelzner (2013) further explored some benefits of social media marketing which rating from the highest importance to the lowest one as follows:

- Increased exposure ,
- Increased traffic ,
- Provided marketplace insight,
- Developed loyal fans ,
- Generated leads ,
- Improved search rankings ,
- Grew business partnerships ,
- Reduced marketing expenses ,
- Improved sales.

Sigala et al. (2012) indicated that social media websites has a dual effect on the tourism destination. The impact on the customer is threefold first, to provide the tourist with new tools to search for and evaluate information about tourist destination and the journey; second, the customer has become a participant in the design of the service after that was just a recipient; third, by sharing and dissemination of information about tourist programs.

Stelzner (2013) concluded that successful marketer should know that more experience requires more time spent on social media marketing as he found that more than forty hours were spent effectively in doing social media marketing weekly by marketers.

YouTube: The new hospitality and tourism marketing platform

More than one billion unique users visit YouTube each month; more than 100 hours of video are uploaded to YouTube every minute; and more than 6 billion hours of video are watched each month on YouTube, equating to almost an hour for every person on Earth. Many of the views are on mobile devices, with mobile views accounting for more than 25% of YouTube's overall watch time (Weber, 2009; Han et al., 2015).

YouTube is the world's largest video sharing site, owned by Google (Bullard, 2011). It was officially launched in February 2005 and has not stopped growing since then. By July 2006, the site reported to serve 100 million videos per day, with a daily upload of more than 65,000 videos (Miller, 2011). Currently, YouTube is not only a site for sharing videos; it is a full-fledged social networking site as well. With features such as adding friends, subscribers, comments, bulletins, profiles, viewer voting, and more, it is not far off from becoming a giant marketing tool (Bullard, 2011).

Bullard (2011) highlighted that the most important aspect of YouTube is video watching and sharing activity by providing the chance to a large number of people watching the video which may reflect on increasing the purchasing of products/services. Noteworthy that YouTube channels are extremely important. However, many people aren't taking advantage of using them (Bullard, 2011). This is observable in case of Egypt as a therapeutic tourism destination since there is a lack of video channels availability over the web.

Recently, video sharing sites, such as YouTube have raised much attention. Video sharing sites provide users with an excellent platform to share, receive videos and to give marketers a great opportunity to diffuse information through numerous populations (Berthon et al., 2012).

A new survey -conducted among thousand customers in USA by Jarboe (2014) revealed that about three quarters of respondents were more likely to purchase a product or service if they can watch a video explaining it beforehand, 93 percent of respondents find video helpful in comparison shopping, 87 percent of respondents find video helpful for researching additional items from the same brand, 93 percent of respondents find video helpful for instructions post-purchase.

According to Miller (2011) the three most common types of YouTube videos used to promote brands, products, and services are: informative, educational, and entertaining videos. These three types can be used in YouTube channel as following:

- 1- Informative Videos: it will contain news and facts which collected from and about the destination, such as, statistics, hotels, resorts, spa, transportation, food and beverages.
- 2- Educational Videos: this is a video that shows viewers how to do something- ideally, while using your company's products. It's a truly useful type of video, which is why it's so popular; done right, you provide real value to your customers, which they remember when it's time to buy something you sell.
- 3- Entertaining Videos: In this type of videos, the YouTube channel admin shows the destination facilities in an entertaining format. That may happen if he can use the juke, puzzle, or competitions. When viewer finds something really entertaining on YouTube, he watches it over and over and then shares it with his friends.

The key to success is to regularly post information to the video channel such as upcoming events, articles, blogs, podcasts or videos, which the company has created as well as links to other information marketers find valuable to the fans, who are the current and prospective consumers of the brand (Miletsky, 2010). Furthermore, Miletsky (2010)

argued that one of the greatest benefits for marketers is that they are able to build brand-specific communities, through their brand profiles. As communities grow the profiles work to transfer the audience to the brands' own sites, where companies can sell products, provide further information and create mailing lists.

Sterne (2010) added the potential of attracting the attention of the browser, by motivating them to come back and to interact with the channel. Additionally Yoo and Gretzel (2012) highlighted the importance of training for the marketing team.

Developing marketing strategy outlines for the therapeutic tourism and hotels in the Egyptian destination using YouTube

Having a social media marketing strategy is crucial in determining an organization's marketing success. Social media work like most areas of human endeavor, by bringing people with similar interests and characteristics together. A sound social media marketing strategy creates desire for a brand in an individual who spreads the brand's message to his social network, allowing marketers an opportunity to communicate with an expanded network of potential customers (Provost et al., 2009).

The process of creating a social media marketing strategy starts with identifying the organization's brand attributes. The strategy must consider the overall mission of the organization and its positioning statement. If a brand's target audience do not perceive that the company's quality and brand attributes are not being communicated correctly, or are false, they potentially have the power to make the social media marketing strategy or the company itself, a social networking disaster (Han et al., 2015).

The development of a social media marketing strategy is similar to that of a traditional marketing strategy, except for the addition of user generated content (Clapperton, 2010). First, marketers need to understand the characteristics of their social network's members. A social media marketing strategy is useless if users are unable to understand or use it effectively. Therefore, choosing the appropriate platform (e.g. YouTube Channel) becomes critical to the social media marketing strategy's success. After the appropriate platform critical success factors for creating and implementing effective social media marketing campaigns is chosen, marketers need to list the campaign's tangible and intangible objectives, and understand how to measure progress towards those goals. Fortunately, one of the benefits of social media marketing is that it allows the target audience to provide real-time feedback to marketers on their performance. Marketers should develop their message in a manner that suits the platform, and make it easy for users to share it with others. A coherent social media marketing strategy allows a social network to reach a critical mass of users who share something in common, and share content in an open manner which facilitates generating brand advocates (Han et al., 2015).

The attitudes of individuals towards a brand are progressively being influenced by user reviews, shares and comments on social networking sites. Marketers must be aware of the different venues that potential customers use to gather information about a brand, and seek to get involved in them (Constantinides et al., 2009). It becomes paramount for organizations to devote human, monetary, and technological resources for the creation of an effective social media marketing strategy. Organizations should have policies in place that detail the key roles and responsibilities of staff involved in its social media marketing strategy.

Marketers need to understand what their target audience and its influencers think and what they want to communicate (Clapperton, 2010). They need to find out who is communicating, what they are saying, and what the competition is doing. Inevitably, a significant amount of useless data will be collected by using social media monitoring tools, but marketers need to find the social media users who consistently mention the brand, its products, its competitors, or key terms, and follow what they say. Afterwards, marketers can approach and promote

these influencers, helping them become supporters of the organization. Once influencers have become advocates, marketers should communicate with them in an open, honest and, free-flowing manner, taking care not to peddle the brand or its products.

Stelzner (2013) suggested five questions must be answered by the marketer as a start point to use social media sites in marketing:

- 1: Tactics: What social tactics are most effective?
- 2: Engagement: What are the best ways to engage audience with social media?
- 3: Measurement: How do I measure the return on social media investment?
- 4: Tools: What are the best social management tools?
- 5: Strategies: How do I create a social strategy?

Whatever the method followed to design the social media networking marketing strategy, focus should be on: the purpose; target customers; customer needs; message; video content; measurement tools (Miller, 2011; Stelzner, 2013).

It is noteworthy that the therapeutic tourism where customers travel overseas for recovery, has grown rapidly in the past decade (Connell, 2006).

Erfurt-Cooper and Cooper (2009) reported that the increasing costs and long waiting lists at home, new marketing technology (e.g. video sharing websites) in tourism destinations reduced transport costs and Internet marketing have all played an important role by giving a clear image about the proposed destination.

Several Asian countries are dominant, but most countries have sought to enter the market like Egypt. Egypt possesses a wide range of rich physical features, including many hot springs, spa hotels and resorts and many therapeutic tourism destinations. According to scientific research, clay found in these springs has therapeutic properties that can cure numerous bone, skin, kidney, respiratory diseases and other problems. Also, the Red Sea water with its chemical composition and abundance of coral reefs helps to cure various forms of psoriasis. Many Egyptian destination have been flourished recently (e.g. Oyoum Mossa and Hammam Pharaon in Sinai; Old Helwan and its Sulfuric Springs, New Valley's Curative Springs and Herbs; The Red Sea and Treatment of Psoriasis; Aswan, Sand Bathing and Further South; Fayoum) (*Egypt: Therapeutic Tourism to Egypt*, 2011).

The rise of medical tourism and hotels emphasizes the privatization of health care, the growing dependence on technology, uneven access to health resources and the accelerated globalization of both health care and tourism (Connell, 2006, 2011). Therefore, this paper aims to market the therapeutic tourism and hotels in Egypt using YouTube channels.

Research methodology

The paper utilized primary research which acts as a tool to achieve the objectives of the paper and providing additional knowledge and findings to the secondary resources. As an integral part of the primary research first collects data on the given topic and then analyzes those data. As a result from the analysis a theory is formulated, or in other words the findings and conclusions follow data collection. Saunders et al. (2012) recognized this research approach as induction since the other one, deduction, is not appropriate to the research as it involves developing a theory first and then testing this theory.

In terms of research strategy the literature provides several options (Saunders et al., 2012): experiment, survey, case study, action research, grounded theory, ethnography and archival research. YouTube was selected among the other social media networking as a case study since case study is useful for research that involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence (Robson, 2002). Furthermore, when doing a web search in piloting, we could not find any published work in Egypt about using YouTube as a therapeutic marketing tool.

Yin (2003) argued that the case study method is good not only at investigating 'what-and-why' questions, but is also particularly suitable for developing new theory and testing, and refining it. Moreover, Yin (2003) reported that case studies incorporate multiple data collection methods, e.g. archives, different types of interviews, questionnaires, different types of observations, and documents. This methodological triangulation strengthens the validity of research (Tharenou et al., 2007; Saunders et al., 2009; Babbie, 2010), since Creswell (2008) advised the use of multiple data collection methods when conducting practical case study research.

The method used to analyze videos and YouTube channels content is known by content analysis. Weber (1990) defined content analysis as a research methodology that utilizes a set of procedures to make valid inferences. Weber suggested that these inferences are about the sender(s) of the message; the message itself; the audience of the message. Krippendorff (2004) emphasized that these inferences must be replicable and valid, since the context in which inferences obtained are to be used is of paramount effect.

Content analysis is used to investigate in depth video data or YouTube channels and to get the real picture to strength the interpretation and research outcomes.

Additionally, survey strategy was implemented because this research needs to collect data from a sample of experts in the tourism and hospitality field to find out the advantages of using YouTube in promoting the therapeutic tourism in Egypt and to explore if there are any obstacles in application. As a result, three pages questionnaire was utilized and distributed among 155 experts that were selected according to their positions and their remarkable experience among practitioners in marketing venue in Egypt. Total of 133 questionnaires were considered valid and ready for the analysis using SPSS Version 22.

The questionnaire, used for the purpose of this paper, is self-administered, which means it is completed by the respondents themselves. Some experts were interviewed to complete the questionnaire on behalf of them and others requested to send it via their E-mails.

The issue of reliability using Cronbach's alpha method for measuring internal consistency has been employed as suggested by Saunders et al. (2012).

The common ethical issues, which arose during this research project, categorized by Saunders et al. (2012) were: privacy, voluntary participation and right to withdraw at any time, consent and possible deception of participant, confidentiality of data provided by the participants, anonymity. Therefore it has granted participants the right to be fully informed about the research and the right to privacy. It has provided each of the participants with the whole information and only after that it has been given their consent to be a part of the survey.

Results and discussion

This section is dedicated to reporting the research findings, both primary and secondary. It will proceed with exhibiting the results from the web search as a secondary data, then moving to analyze experts' survey as a primary data. The findings are presented in separate themes.

The content analysis of the website search

By making an early search at YouTube search engine during August 2016 until the mid of October 2016) for the term 'Therapeutic tourism and hotels in Egypt' or 'Medical tourism and hotels in Egypt' in both English and Arabic language. It pulled up 119 video related the term entered in the YouTube search engine in which 49 channels were found and inspected in depth (Table 1). What is more is that the term 'Tourism in Egypt' pulled up 104.000 video clips, 523 among them are channels.

The total number of video clips in the Forty-Nine channels were 945 (232 videos accounted for 24% devoted to the official tourism authorities in Egypt and the other remaining 713 videos were private 76%). Most of these videos time ranged from 2 : 25 minutes in long

with a modest content which is considered a problem facing the audience as agreed with (Kim and Ko, 2012).

It is also noticed that both the Egyptian Tourism Promotion Authority channel and the Egyptian Ministry of Tourism channel do not have any video clip about the therapeutic tourism.

It was found only one private channel (SharmLand) owned by excursion company based in Sharm El sheikh) that have only one video clip about therapeutic tourism. Unfortunately this video contains only one site in Egypt as a medical tourism destination which is Moses Pool. By analyzing its content, it could be noted that: first, this video is a promotional ads for some photos taken in Moses Pool; second, there is no any communication and engagement activities (e.g. comments, shares, website links attached) as well as it is muted all the scene; third, it has only 38 viewers.

From reviewing the web search analysis, it could be missing the idea of the importance of using such new tools in marketing Egypt as a therapeutic destination for marketers. Therefore, the following sections will focus on the results of the primary data generated from the expert's perception.

Table1: Content analysis of YouTube channels related to therapeutic tourism and hotels term

	Channel Name	Owner	No. of videos	No. of subscribers	No. of Views	Launched at
1	<u>Egypt: tourism today</u>	Private user	153	541	71661	Mar 2009
2	<u>Egypt tourism today</u>	The Egyptian Ministry of Tourism	3	12	1797	Aug 2013
3	<u>Egypt</u>	The Egyptian tourism promotion Authority	229	15509	5259613	Jan 2006
4	<u>Tourism in Egypt</u>	Private user	1	0	639	Sep 2013
5	<u>Egypt Tourism</u>	Private user	1	0	29	Apr 2013
6	<u>Egypt Tourism Ministry</u>	Private user	2	0	31	Aug 2013
7	<u>Egyptian Tourism Campaigns</u>	Private user	7	0	35	Sep 2014
8	<u>Cross Egypt Challenge</u>	Private user	46	188	21032	Jun 2011
9	<u>EGYPT Travel Ads</u>	Private user	18	329	14987	Nov 2013
10	<u>GAT Tours Egypt</u>	Private user	12	7	1786	Apr 2011
11	<u>Our Ancient Egypt</u>	Private user	9	67859	67	Oct 2010
12	<u>adore Egypt</u>	Private user	6	1	245	Jan 2014
13	<u>Happy Egypt</u>	Private user	46	15552	41	Jul 2014
14	<u>Unusual Egypt</u>	Private user	1	228	60	Aug 2012
15	<u>Tourist Cup</u>	Private user	3	4	1087	Jan 2011
16	<u>Club Egypt</u>	Private user	10	19	36338	Apr 2009
17	<u>Egypt Online Tours</u>	Private user	12	5	1985	Nov 2013
18	<u>(مصر) Egypt</u>	Private user	7	941	9661	Dec 2013
19	<u>Come to Egypt Tours</u>	Private user	15	6	3763	Jun 2011
20	<u>AMEX Travel Egypt</u>	Private user	1	1	13	Jul 2014
21	<u>Always Egypt</u>	Private user	1	1	112	Dec 2013
22	<u>Egypt online tours</u>	Private user	2	0	1111	Sep 2014
23	<u>Voice of Egypt</u>	Private user	7	0	12	Sep 2014
24	<u>Truly Egypt Tours</u>	Private user	46	1	158	Jul 2014
25	<u>Egypt Travel Experts</u>	Private user	18	0	245	Dec 2013

26	<u>Leisure Travel Egy</u>	Private user	2	3	121	Aug 2013
27	<u>misr tours</u>	Private user	7	1	101	Jul 2014
28	<u>VideohatMasryia</u>	Private user	46	8	214	Dec 2013
29	<u>tourism</u>	Private user	1	9	231	Apr 2013
30	<u>travelyalla</u>	Private user	3	5	215	Sep 2013
31	<u>Ancient Egypt</u>	Private user	2	4	235	Apr 2013
32	<u>Egypt tours videos</u>	Private user	1	12	248	Jun 2011
33	<u>star traval</u>	Private user	9	11	1025	Jun 2011
34	<u>Egy Tours</u>	Private user	5	1	10	Jun 2011
35	<u>GSC.ShoreExcursion</u>	Private user	8	1	25	Sep 2013
36	<u>Amenophis Tours</u>	Private user	4	0	279	Sep 2013
37	<u>EGYPT Tours and EXCURSIONS</u>	Private user	2	5	125	Apr 2013
38	<u>Sharm Land</u>	Private user	31	3	785	Aug 2012
39	<u>LadyEgypt Tours</u>	Private user	117	0	199	Jun 2011
40	<u>Egypt Travel</u>	Private user	1	7	105	Jun 2011
41	<u>MyEGYPT</u>	Private user	1	1	98	Jun 2011
42	<u>EIToursEgypt</u>	Private user	7	0	56	Sep 2013
43	<u>tour4egypt</u>	Private user	5	0	66	Sep 2013
44	<u>Ghost Tours</u>	Private user	2	0	52	Apr 2013
45	<u>(السياحة العلاجية)</u>	Private user	9	1	111	Mar 2014
46	<u>EgyptGuides</u>	Private user	7	4	59	Sep 2013
47	<u>Golden Pyramid Travel</u>	Private user	9	2	87	Sep 2013
48	<u>BetterEgypt2011</u>	Private user	6	2	108	Apr 2013
49	<u>CoralsearesortsRedsea</u>	Private user	4	1	123	Jun 2011
Total			945			

(Source: developed by the researchers, names are taken as it is appearing in channels so you can see Arabic names)

The following tables (2; 3) indicate the response rate and the analysis of reliability test.

Table 2: The sample response rate

Target	Sample size	Response No.	Response rate
Academics	42	37	28%
Experts	43	33	25%
Technicians	70	63	47%
Total	155	133	

Table 3: Factors reliability

Factor No.	Factor name	Number of items	Alpha
Factor 1	Benefits of using YouTube in the Marketing of Therapeutic Tourism and hotels in Egypt	16	0,67
Factor 2	Best issues in using YouTube in the Marketing of Therapeutic Tourism and hotels in Egypt for marketers	14	0,73
Factor 3	Barriers facing the use of YouTube in the Marketing of Therapeutic Tourism and hotels in Egypt	14	0,78
Factor 4	Work group capabilities to use YouTube in the Marketing of Therapeutic Tourism and hotels in Egypt	12	0,73

From Table 3 , it could be concluded that the factors of the research is reliable because Alpha score in average was 0.70 which is accepted (Field, 2013).

Benefits of using YouTube in the marketing of therapeutic tourism and hotels in Egypt

It was revealed that most of respondents agreed about the importance of using YouTube in the marketing of therapeutic tourism in Egypt. While they are not sure if (Sharing customers' decision of marketing the journey) and (Getting any queries or complaints from customers quickly) represent an important value of using YouTube in the marketing of therapeutic tourism in Egypt (Table 4). This result is agreed with (Chaffey, 2009; Miletsky, 2010).

Table 4: Respondents perception of the importance of using YouTube in the marketing of therapeutic tourism and hotels in Egypt

	Strongly agree	Agree	Not Sure	Disagree	Strongly Disagree	Mean	St.d.
Development of the current products and services.	60%	34%	4%	1%	1%	5	0.73
Forecasting of the future demand of the therapeutic tourism.	42%	34%	6%	10%	8%	4	0.83
Explanation of destination services \facilities in an innovative way.	86%	11%	3%	0%	0%	5	0.73
Communication with others (e.g. suppliers; existing customers; prospective customers).	64%	30%	3%	1%	0%	5	0.87
Realizing the technological development in an environment of communication with customers.	69%	31%	0%	0%	0%	5	0.87
Attracting new tourist markets.	34%	39%	15%	11%	1%	4	0.63
Collecting a huge data from customers.	31%	37%	22%	10%	0%	4	
Flexibility of data amendments related to the destination.	52%	34%	12%	2%	0%	4	0.87
Ease of information dissemination about the therapeutic tourism.	86%	14%	0%	0%	0%	5	0.81
Ease of information dissemination about the tourism destination among millions of people.	82%	18%	0%	0%	0%	5	0.83
Getting quick feedback from customers.	34%	39%	15%	11%	1%	4	0.73
Continuous communication with customers.	90%	10%	0%	0%	0%	5	0.87
Sharing customers' decision of marketing the journey.	22%	36%	10%	30%	2%	3	0.63
Flexibility of data amendments related to customer needs.	30%	34%	20%	12%	4%	4	0.83
Getting any queries or complaints from customers quickly.	52%	34%	12%	2%	0%	3	0.83
Increasing the customer loyalty to the potential destination.	48%	30%	18%	4%	0%	5	0.71

Note: scale used (5=strongly agree, 1= strongly disagree).

Marketing contents of therapeutic tourism in Egypt

Table 5 identified the most of the marketing contents were selected as an important marketing contents. This level of agreement is supported and agreed with what is mentioned by (Berthon et al., 2012; Yoo and Gretzel, 2012).

Table 5: Respondents perception of the marketing contents of therapeutic tourism and hotels in Egypt

	Item	Yes	No
1	Therapeutic hotels\resorts.	100%	0%
2	Travel agents.	96%	4%
2	Transportation companies.	96%	4%
3	Service suppliers.	90%	10%
1	Conferences and events of therapeutic tourism.	100%	0%
1	Destination statistics.	64%	34%
3	Tourism news.	94%	6%
4	Economic, sports, arts and politics news.	64%	36%
4	Community culture.	72%	28%
4	Security statement.	72%	28%
1	Geographic maps of therapeutic destinations.	96%	4%
1	Therapeutic tourism attractions.	100%	0%
1	Therapeutic tourism facilities.	100%	0%
1	Therapeutic tourism facilities in the purposed destination.	100%	0%

Success barriers of using YouTube in the marketing of therapeutic tourism and hotels in Egypt

It was revealed that most of respondents agreed about success barriers of using YouTube in the marketing of therapeutic tourism in Egypt. While they are not sure if (There is no control rule of YouTube users), (Lack of qualified staff) and (Lack of information technology skills among human resources) represent a success barriers of using YouTube in the marketing of therapeutic tourism and hotels in Egypt (Table 6).

Table 6: Respondents perception of success barriers of using YouTube in the marketing of therapeutic tourism and hotels in Egypt

	Strongly agree	Agree	Not Sure	Disagree	Strongly Disagree	Mean	St.D.
Non importance belief of such tools in marketing.	34%	34%	22%	10%	0%	4	0.73
Accepting the traditional marketing tools only.	32%	36%	22%	10%	0%	4	0.87
Financial difficulty in application.	48%	32%	12%	8%	0%	4	0.63
There is no ability to shape the market.	44%	36%	8%	12%	0%	4	0.83
There is no ability to specify the marketing content correctly.	44%	26%	12%	18%	0%	4	0.83
There is no control rule of YouTube users.	22%	34%	36%	8%	0%	3	0.71
There is no strategic vision of YouTube as a marketing tool.	34%	34%	22%	10%	0%	4	0.87
Lack of information technology skills among human resources.	34%	22%	36%	8%	0%	3	0.81
Lack of qualified staff.	34%	18%	36%	12%	0%	3	0.83
Non response to comments or queries.	44%	18%	22%	12%	4%	4	0.73
Considering social media networking a non-effective marketing tool.	34%	34%	22%	10%	0%	4	0.65

Lack of communication between the marketing group and customers.	36%	18 %	34 %	10%	2%	4	0.69
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Work group capabilities to use YouTube in the marketing of therapeutically tourism and hotels in Egypt

In this regard, some general prerequisites of the marketing work group and specialized qualifications were presented for respondents to know their perception. Most of them agreed (Average Mean = 4.8 which is closer to 5) with the following qualification (Table 7). This result is previously agreed with (Clapperton, 2010; Yoo and Gretzel, 2012).

Table 7: Respondents perception of the essential capabilities of the work team who will use YouTube in the marketing of therapeutic tourism and hotels in Egypt

	Strongly agree	Agree	Not Sure	Disagree	Strongly Disagree	Mean	St.D.
Trust in the importance of communicating with customers.	44%	32 %	12 %	12%	0%	4	0.61
Availability of organization chart.	78%	22 %	0%	0%	0%	5	0.87
Availability of vision and Objectives.	56%	28 %	4%	12%	0%	5	0.81
Team objectives should be related to the main aim.	48%	34 %	6%	12%	0%	4	0.83
Ability to handle each information technology application.	56%	28 %	4%	12%	0%	5	0.83
Control rule of YouTube users.	66%	44 %	0%	0%	0%	4	0.71
Credibility in the transfer of information or news.	44%	42 %	12 %	2%	0%	4	0.87
Experience availability related to the therapeutic tourism.	34%	34 %	22 %	10%	0%	4	0.81
Awareness of the different offer of therapeutic tourism destinations.	52%	42 %	4%	2%	0%	5	0.83
Awareness of service types and prices of therapeutic tourism destinations.	52%	42 %	4%	2%	0%	5	0.73
Awareness of the team work of the importance of social media.	44%	42 %	12 %	2%	0%	4	0.67

Conclusion

Since there is no any governmental YouTube Channel in Egypt to market the therapeutic tourism, it becomes clear that this research is trying to explore the importance of using YouTube in marketing the Egyptian therapeutic tourism as a new social media tool.

The first phase of data collection in this study was carried out using the content analysis of the available YouTube videos and channels. The main aim of the first phase was to get a closer look to the current market in case of what is available? And what is missing? Therefore, this phase highlighted the urgent need to concentrate on developing the traditional tools of marketing and switching to the use of new one like YouTube in marketing Egypt as a therapeutically tourism destination.

Moving to the second phase of data collection that was carried out using questionnaires targeted the Egyptian experts in the field. Most of the experts agreed with the highly importance of using YouTube in the marketing of therapeutic tourism and hotels in Egypt for customers and the destination itself. It was also found that the marketing content should

involve information about the therapeutic tourism and other related topics such as the security statement of the destinations. Experts approved the managerial and the human success barriers of using YouTube in the marketing of therapeutic tourism in Egypt. Moreover experts accepted the general and professional capabilities required for the marketing work group to use YouTube in the marketing of therapeutic tourism and hotels in Egypt.

The research implications that can be inferred from this paper are twofold: first, this paper highlighted a new social media tool in E- marketing using YouTube; second, it will help practitioners to depend on the developed strategy outlines to use YouTube in marketing the Egyptian therapeutic tourism and hotels. This study has some limitations as it was designed for a small-scale sample of experts and was restricted to one tool of social media. Albeit that, YouTube is of paramount importance to share valuable contents through videos advertising. Therefore, further research may include all types of social media into account.

Further research will be needed to gain better image to develop a theory for the use of social media in E-marketing the therapeutic tourism and hotels or general tourism based in Egypt.

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