

Towards Memorable Tourism Experiences: Analysis of Trip-Advisor Users' Perceptions. The Case of Egypt

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Abstract

The development of the social media and online communities allowed tourists to interact, comment and share their reviews. Trip-Advisor has become a place where people record their travel experiences, holiday memories and even their complains. This study aims is to determine the most memorable dimensions that form tourism experiences extracted from TripAdvisor and explore how these tourists present their memorable tourism experience on TripAdvisor. The study employed the Netnography technique specially to investigate consumers on the virtual communities. A content analysis has been used to examine the data were collected from the narratives of the tourists who have visited Egypt on TripAdvisor. Through content analysis, results identified seven dimensions that form memorable tourism experiences (hedonism, novelty, refreshment, meaningfulness, involvement, knowledge and Social interaction & local culture). The findings of this study based on Netnography also revealed that local culture is the most memorable dimension and Knowledge was the least memorable dimension.

Keywords Memorable Tourism Experiences MTEs, Trip Advisor, Netnography.

1. Introduction

It is noticed now that tourism destinations compete with each other to offer a memorable tourism experience for the tourists and to have a competitive advantage in the tourism market. Tourism marketing have to analyze the dimensions of tourism experience to know how to enhance or even to create a positive one. Yu et al., (2019) highlighted that providing memorable tourism experiences (MTEs) for tourists reinforces the competitiveness and sustainability of the tourism destinations, affects the word-of-mouth and facilitates the revisit behavior intentions. According to Knobloch et al., (2014) that not every tourist experience generates memorable memories. Bosangit et al., (2015) indicated that the analysis of tourism experience has become one of the most interesting areas of study in tourism research. Their study confirmed that tourism experience has a direct effect on visitors' satisfaction and revisiting tourism destinations TripAdvisor is now one of the world's largest online travel communities that enables travelers to share their experiences (Lauritsen et al., 2019). Souza et al., (2019) referred to the richness of data available as tourist-generated content in various booking

platforms and specialized tourism websites, is increasingly being considered by tourism researchers. Tourist decision-making now is influenced by tourism online reviews, which are seen as a valuable information-based asset (Hlee et al., 2018). According to different studies, the dimensions of the tourist experience should be assessed and managed properly due to its importance in enhancing tourist's loyalty to destinations (Lee et al., 2012; Souza et al., 2019). Ritchie et al. (2011) considered that the analysis of the tourism experience is a necessary tool for destination marketing and branding. They confirmed that examining the different experiences of the tourists lead to understand the reasons for their satisfaction or dissatisfaction and could be a reason for increasing in the number of visitors to any destination. In this study, a qualitative approach is developed to identify the main dimensions of the memorable tourism experience from the TripAdvisor users' perspectives. The study aims to provide an empirical contribution within the field of memorable tourism experience and its dimensions. In addition, analyzing experiences and narratives on TripAdvisor could help in understanding of what makes a tourism experience more memorable for tourists. Therefore, the first purpose is to determine the most memorable dimensions that form tourism experiences extracted from TripAdvisor. Another purpose is to explore how tourists who visited Egypt present their memorable tourism experience on TripAdvisor.

2. Literature Review

Memorable tourism experiences

Larsen (2007, p.15) defined the tourist experience as the past personal travel related event which could enter long term memory. Whereas, Matovelle, & Baez, (2018)

considered the tourist experience is a process takes place in the mind of the tourist and starts before traveling, continues during the vacations at the destination and even extends after traveling. Visiting destinations and tourist attractions develop unforgettable memories can be positive or negative (Castellani et al., 2020). An experience becomes memorable when it "is selectively constructed from tourism experiences based on the individual's assessment of the experience" (Kim et al., 2012, p. 13). Kim, (2018, p. 857) referred to the Memorable tourism experiences (MTEs) as the positive tourism experiences that are memorized and recollected after the activity has finished. Kim, (2018) added that positive memorable tourism experiences (MTEs) are "positively remembered and recalled after the event has occurred" (Kim, 2018, p. 857).

The dimensions of Memorable tourism experiences (MTE)

Several studies measured the dimensions of the memorable tourism experience using qualitative or quantitative methods (Coelho et al., 2018). Pine and Gilmore (1999) defined four dimensions of tourism experiences (entertainment, esthetics, education, and escapism). Education and escapism describe the positive participation while entertainment and esthetics describe the negative participation. Paulauskaite et al. (2017) used Pine and Gilmore, (1999) model and their study suggested a framework based on aesthetics, educational and escape experience dimensions. Souza et al., (2019) considered Pine and Gilmore, (1999) and Schmitt's (1999) models not adequate to measure the tourism and hospitality experience. In addition to Pine and Gilmore (1999), Tung and Ritchie (2011) also proposed four dimensions such as affection, expectations, consequentiality and recollection. Coelho et al., (2018) also pointed out that memorable tourism experiences includes three dimensions

personal/psychological, relational, and environmental/cultural dimensions. Kim et al., (2019) employed a qualitative approach to explore the memorable travel experience and illustrated five dimensions. 1) social interaction with locals, (2) destination attractiveness, (3) excitement, (4) novelty, and (5) learning. Yu et al., (2019) determined seven dimensions for memorable tourism experiences. The dimensions are hedonism, refreshment, local culture, meaningfulness, knowledge, involvement and novelty. According to Akay, (2020) the rural tourism experiences dimensions consists of authentic (unique) experience, activity, local food & beverage, accommodation, local souvenir, testify wildlife rehabilitation, transportation and negative experience. However, the most widely model of MTEs dimensions was Kim and Ritchie (2014) who developed a cross-cultural study based on Kim et al., (2012). They suggested that Memorable tourism experience are composed of seven dimensions: Hedonism, Refreshment, Social interaction & local culture, Meaningfulness, Knowledge, Involvement, and Novelty. Trauer and Ryan, (2005) defined hedonic as seeking sensory pleasure. Mason and Paggiaro, (2012) considered **Hedonism** one of the critical dimensions of tourism experience and tourists could get positive emotions from hedonic tourism experience. Hedonism also is positively related to feelings of enjoyment and pleasure. **Refreshment** is the feeling of being refreshed (Howard et al., 1993). Boo and Jones, (2009) indicated to the importance of refreshment in travel experiences. Yu et al (2019) suggested that relaxation during travel experiences is a psychological need to escape from daily life. Lin et al., (2019) defined tourist **Social interaction** as the desire to get an emotional connection which affects his/her experience. Social interaction is

associated with positive emotions such as pleasure, excitement, and satisfaction (Ali et al., 2016). Tung and Ritchie (2011) found that **local culture** enrich memorable tourism experience. Previous studies indicated that experiencing local culture, local language and local food make traveling more memorable (Morgan and Xu, 2009). Kim et al., (2010) found that **Meaningfulness** forms positive memorable experiences and could bring out positive emotions. Ali et al., (2016) found that the more tourists have meaningful feelings during their trip, the more they satisfied. A meaningful travel experience is positively influence tourists' behavioral intentions. Kim and Ritchie, (2014) referred to the importance of **knowledge** as one of the push motivations to travel and many people visit destinations to understand their geography, history, language and culture. One of the main important of memorable tourism experiences is tourist **involvement** which is developed by tourist before, during and post the trip (Kim and Ritchie, 2014). However, tourism experiences change according to the tourists' level of involvement (Kim and Ritchie, 2014). Farber and Hall, (2007) defined **Novelty** as a psychological feeling of having a new, once-in-a-lifetime and a unique experience. Toyama and Yamada, (2012) indicated that novelty is related with satisfaction and has a positive impact on the tourists' delight emotions. Albaity and Melhem (2017) found that the more the novel experience exceeds tourists' expectations, the more the tourists will be satisfied.

Sharing Memorable tourism experience on Trip Advisor

People tend to reconnect with destinations experiences through photography, souvenirs and various forms of verbal and on/offline textual representations (Moscardo, 2010). Alapuranen study (2015) suggested that tourism experiences are aimed to begin on the

destination's website where the customers receive the first impression. The study added that the pre-experience phase could be formed by different social media channels where tourists could recollect their memories on these channels (Alapuranen, 2015). Sharing experiences on social networking sites and online travel communities however were positive or negative contribute in creating meaningful tourism experiences (Wang et al., 2012). Kang and Schuett (2013) defined sharing travel-experience on social media as the behaviors or the activities that revolving when a traveler publicizes tourism experiences to other members on social media networks. According to Kang and Schuett (2013) travelers share their experiences in many forms, stories, reviews and advices through texts, photos, audios and videos. Social media allows travelers the ability to share their personal tourism experiences. Websites such as "TripAdvisor" and "Lonely Planet" present the reviews of the travelers who visited different destinations, hotels, attractions and restaurants (Lin et al., 2018). TripAdvisor is designed as an online platform based on the users' contribution and the sharing of their personal experiences (Yoo et al., 2016). The website offers a reliable advice, helps travelers to plan their trips and take their travel destinations decisions based on other travelers' reviews (TripAdvisor,2019). TripAdvisor is available in 49 markets with 28 languages and contains 867 million travel reviews and opinions (TripAdvisor,2019). TripAdvisor acts as on-line travel agency and travel community at the same time (Merzlyakova, 2017). Gligorijevic, (2016) defined Trip Advisor as an anonymous review website relies on user generated content where tourism business and tourists exist and create more positive tourism experiences. Trip Advisor allows users to

upload photos with their reviews, to create forums permit to their users, to share opinions, experiences and advices to whom are interested (Bashar,2014). TripAdvisor claims to be the most popular travel platforms that enable consumers to share their travel experiences (Lauritsen et al., 2019). This leads to the necessity to understand how these experiences are conducted on this platform (Lauritsen et al., 2019). The reviews, photos and experiences are all accessible and public on the Trip advisor which allow both service providers and consumers to discuss*, clarify their views and fix any problems presented in the reviews (Lauritsen et al., 2019). Many tourism researches have used online reviews to examine tourists' experiences in different destinations (Sangkaew, & Zhu, 2020; Wu & Pearce, 2014). In-specific, several studies have used TripAdvisor reviews to analyze the dimensions of travel experiences (Lin et al., 2018; Souza et al., 2019).

3. Methodology

Most studies that discussed tourism experience used qualitative research methods and applied different data analysis techniques by collecting the recalled leisure experiences that include texts and pictures (Kim *et al.*, 2012; Ritchie and Hudson, 2009). The study adopted a qualitative approach based on the netnography technique which analyze the narratives of the users of online environments (Mkono, 2012). Netnography is "a novel adaptation of traditional ethnography for the Internet as a virtual fieldwork site" (Mkono, 2012, p. 255). Netnography is an effective tool in investigating Internet forums and social networking sites where consumers upload their reviews and discuss their experiences (Mkono, 2012). Netnography does not depend only on online texts such as comments, discussions and reviews but also many include pictures and videos in different marketing studies

(Luedicke, 2006). Netnography was tested and has gained an importance within the field of tourism research (Mkono, 2012; Wu & Pearce, 2014) Content analysis was also used in this study to analyze the text units and the photos from the selected comments and reviews (Mkono, 2016). The Netnography technique was used in this study, due to the richness of the user-generated content specialized blogs, chats and forums (Souza et al., 2019). Netnography was developed to understand the generated content posted by cybercommunity members and observe their participations (Mkono, 2012). One of the benefits of this technique is the passive non-participant observation. Netnography provides deep insights into consumers' stories and narratives and extracted information relevant to the research objectives (Mkono, 2012). Kozinets (2002) identified the following three steps to proceed the netnography technique analysis which begins with: **1-Entrée step:** which is related with selecting the suitable online communities to achieve the study's objectives (Kozinets, 2002). Kozinets, (2002) identified six standards to select the suitable online community for netnographic analysis: relevant, active, interactive, substantial, heterogeneous, and data rich. The study selected Trip Advisor due to its large number of users and the high traffic of postings. TripAdvisor members' regularly post content such as prices ratings, hotel facilities and destination attractions accompanied with photographs and videos (Mkono, 2012). In order to identify and understand the dimensions of the tourist experience of selected Egyptian destinations, the study examined the online reviews and photos on TripAdvisor about these destinations. **2-Data collection:** After selecting Trip Advisor to explore tourists' experiences by analyzing their reviews. The reviews were selected

from "things to do in Egypt" by TripAdvisor. The study chooses the Top Attractions in Egypt from the traveler favorites category which include (The Museum of Egyptian Antiquities, Khan AlKalili, Nile River, The Heavenly Cathedral, Pyramids of Giza, Coral Reefs, Ras Mohammed National Park and Ras Um Sid). The study also chooses from Tours and Tickets in Local Experiences) category in Egypt Recommended Experiences Egypt Dining Experiences Excursions & Day Trips The (in Egypt Nightlife Tea Tours & Coffee online comments were gathered in September including the reviews from August 2016 to November 2016. Considering 660 reviews written only in English from different countries. The reviews have been selected based only on the rich description of the positive experiences and the short reviews were neglected. All comments were filtered and the reviews with less than 70 words were excluded to ensure the richness of information. The data collection depends on identifying TripAdvisor reviews that have one or more occurrences of the dimensions and the sub-dimensions of memorable travel experiences. **3- Data analysis:** in this step, the study defined the type of analysis, the most representative dimensions derived from the theoretical framework of multi-dimensional of the memorable tourist experience and created the coding process. Different studies used thematic analysis, cluster analysis and grounded theory to analyze online narratives. In this study, Content analysis was carried out to interpret tourists' narratives and match them with the coding themes. Content analysis is a research tool used to determine the presence of certain words, themes, or concepts within qualitative data or texts (Souza et al., 2019). The study used the dimensions and the Sub-Dimensions illustrating the memorable travel experiences emerged from (Kim et al., 2012; Kim & Ritchie, 2014) to create the coding

pattern as showed in Table 1. The coding process involved integrating the themes derived from the multi-dimensional of the memorable tourist experience. The coding started with defining the themes related to every dimension of the seven dimensions of tourist experience. Thy study used a manual content analysis to match the online narratives with the seven dimensions of tourist experience according to the coding pattern and the defined themes. A list of key words of the detailed of the sub-dimensions of each dimension that form the memorable tourism experiences is searched on Trip Advisor and their frequency on the discussions. The study tried to select the online narratives that reflects the dimensions of memorable tourism experiences described by tourists.

Table 1 presents the coding process of the online narratives of Trip Advisor users

Dimensions	Sub-Dimensions
Refreshment	To enjoy freely Freedom Refreshing Liberating Revitalized
Involvement	I visited a place I enjoyed activities I was interested in tourism experience I really wanted to go
Hedonism	Having a new experience Indulged in the activities Enjoyment Exciting
Knowledge	Exploratory Knowledge & learn New culture
Novelty	Once-in-a-lifetime experience Unique Different from previous experiences Experienced something new
Meaningfulness	I did something meaningful I did something important Learned about myself
Social Interaction & Local culture	Good impressions about the local people Closely experienced the local culture Local people in a destination were friendly

To ensure reliability, the study used a passive approach to deal with tourists' narratives without interfering in their discussions or commenting on the reviews. The study also used the tourists' online narratives actual words in the coding process

4. Results:

As mentioned before the study used a manual coding pattern and a manual content analysis. Although different studies used qualitative computer-based analysis such as (Akay, 2020; Lin et al., 2018; Sangkaew & Zhu, 2020). The advantage of manual content analysis is the flexibility and the deep understanding of online narratives compared to computer-based analysis (Capriello et al., 2013; Souza et al., 2019).

Demographics and countries of origin: Most of the online narratives were written by males (57%) and the percentage of the females was (43%). Most of the narratives' writers did not mention their ages since many Trip Advisor users leave their personal information blank, however most of the ages were from 25-55 years old. The narratives' writers were from many different countries. The highest percentages were from U.S.A (14%), then United Kingdom (10%), United Arab Emirates (9 %), Greece (8%), South Africa (7.5%), Australia (7 %), Singapore (6.5 %), Canada (6 %), India (5.5 %), Georgia and Cyprus (5%), Spain (4.5%), Kuwait (4%), Indonesia (3.5%). Most of the reviews' writers have undertaken their trips as couples (47 %), a significant percentage traveled with their Family (26 %), others traveled with friends (19 %) and the least traveled Solo (8 %). The results which are illustrated in Table 3 examples of the notable narratives that are relavante to the seven identified dimensions of the memorable tourist experience. The study tried to determine the importance of each dimension by defining the frequency of each sub-

dimension which were extracted from online reviews. Out of the total 660 online narratives that were collected, only 393 codes were relatively related to the sub-dimensions. According to the counting process, the main dimension was the Social Interaction & Local culture with frequency (90) representing 23% of all the narratives and the sub-dimension with the highest frequency was (closely experienced the local culture). The second main dimension was Refreshment with frequency (66) representing 16.8 % of all the narratives and the sub-dimension with the highest frequency was (to enjoy freely). Meaningfulness was the third dimension with frequency (57) representing 14.5 % of all the narratives and

the sub-dimension with the highest frequency was (I did something meaningful). Involvement and Novelty had the same frequency (54) representing 13.7 % of all the narratives. The sub-dimension (I was interested in tourism experience) got the highest frequency in Involvement dimension while, (Once in a Lifetime) got the highest frequency in Novelty dimension. According to the results, Hedonism had a frequency (42) representing 10.7 % of all the narratives and the sub-dimension with the highest frequency was (Exciting). Knowledge had the less frequency (30) representing 7.6 % of all the narratives and the sub-dimension with the highest frequency was (New Culture).

Table 3: The Seven dimensions and the sub-dimensions illustrating the memorable travel experiences come out from the results and their frequencies

Dimensions /Sub-Dimensions Frequencies Examples of Narratives
Refreshment 66
To enjoy freely/21 The tour was excellent! I really enjoyed ourselves We enjoyed our time I will definitely come back to enjoy more of the sweet life here in Egypt! I really enjoyed this tour I enjoyed the experience
Freedom/15 We enjoyed with sense of freedom We felt complete freedom The sense of freedom and excitement is a must experience while in Egypt. We have enough freedom to explore things
Refreshing/9 A refreshing place to go Super amazing and refreshing place The Nile is refreshing
Liberating/15 Loved the place and this is liberating One of a kind experiences, soooooo liberating. Very liberating experience. And then you hit the mountain for climbing and this is truly liberating experience.
Revitalized/6 I was revitalized through this experience. It was a magical feeling and we all left revitalized
Involvement 54
I visited a place /9 I visited Egypt, very Classic and wonderful place

<p>I visited the major sightseeing spots I visited the three different houses of religion...church, synagogue and mosque.</p>
<p>I enjoyed activities /18 I would highly recommend these activities in Egypt. We have a lot of activities to do in the day. Yasser was a fantastic guide, with tons of local knowledge and historical facts. This is where you can find all the Egyptian activities mixed together. culture, arts, entertainment and good food. We booked lots of activities for having a better experience.</p>
<p>I was interested in tourism experience /21 I was interested in such Fantastic experience It was really such a Great experience It was an amazing experience One of the most epic and great experience of my life I really wanted to visit Old Cairo, Exceptional and out of world experience This was definitely a wonderful experience. A very memorable experience</p>
<p>I really wanted to go /6 I really wanted to go to St Catherine I really wanted to go to Egypt. It was an Excellent experience</p>
<p>Hedonism 42</p>
<p>Having a new experience /12 It was an amazing, new experience Great new experience in Egypt. It was really amazing holiday, this time I had a new experience A new and a nice example experience Prepare yourself for a brand-new experience.</p>
<p>Enjoyment /3 These sights we visited were really an experience and enhanced my enjoyment and appreciation of the place.</p>
<p>Exciting /27 Our experience was fun, exciting, and overall enjoyable. This is a very exciting, fun area I spend a lot of time there. very exciting fun filled day It was a very exciting experience I highly recommend it. It was an exciting and educational visit My experience was fun and exciting Beautiful scenery and exciting trip! The experience was Exciting & knowledgeable It was very exciting and wonderful.</p>
<p>Knowledge 30</p>
<p>Exploratory /3 Everyone agreed that half the fun of this exploratory trip was experiencing this unbelievable city, Cairo</p>
<p>Knowledge & learn/12 You will enjoy your time and learn a lot You want to learn more about everyday life in Egypt We did learn some new things I learned so much about Egypt</p>
<p>New Culture /15 Just enough culture & history This is really a good chance for experiencing the local culture. We enjoyed learning about the culture of Egypt I was passionate about ancient Egyptian culture It is fascinating to see and learn the culture of Egypt</p>

<p>Novelty 54</p> <p>Once in a Lifetime /30 Experience of a lifetime Once in a lifetime experience I wanted something memorable and once in a lifetime and this was it. The memories will hopefully last a lifetime As a whole it was an amazing once in a lifetime experience. Worth a visit once in a lifetime Truly a trip of a lifetime Egypt is an incredible once in a lifetime experience. A trip of a lifetime!</p>
<p>Unique /15 Unique religious history I enjoyed this unique experience This is one of the most unique experiences Absolutely fantastic, unique experience It's a unique place attracting everyone</p>
<p>Different from previous experiences /3 My experience in Egypt was completely different from all the other things</p>
<p>Experienced Something New /6 I personally learnt a lot of new things I knew a new wealth of information about Egypt</p>
<p>Meaningfulness 57</p> <p>I did something meaningful/39 Visiting Cairo made the experience much more enjoyable and meaningful It makes the visit so much more meaningful My trip to Egypt was more meaningful than I thought. This will be a more meaningful visit if you know the history What made the tour more meaningful and enjoyable A very impressive and meaningful journey Our visits to various places were meaningful The Step Pyramid has great historic value, it up close is extremely meaningful. This short journey so meaningful to us I found my journey was very meaningful and relaxing The sites are beautiful and meaningful and it is a must for everyone to see it at least once in their live time.</p>
<p>I did something important /6 The Step Pyramids is important to explore. I learned important things about the Egyptian museum</p>
<p>Learned about myself /12 I learned a lot about myself such as overcoming some fears and trusting myself and the mountains I am not only learned more about myself, but I was enchanted and spoiled with the plentiful history that grace the land of Egypt</p>
<p>Social Interaction & Local culture 90</p> <p>Good impressions about the local people /30 Plenty of local people offering help and Services But you get to meet the local people Great cafe in the Kahn El Khalili. a great spot to sit and watch local people You can interact with local people and try some of the local fare at meal time The local people are lovely Lovely people and lovely buildings The locals were extremely kind We had an opportunity to see the everyday life of the locals, Amazing</p>

Closely experienced the local culture /36

The smell of the local cuisine is impressive

All of the sites gave a good sense of the local culture

The local bazaars were spectacular

If you like to see real and local culture go for a walk in the market's narrow streets

Walking through the streets you will get the flavor of the local culture.

The market is good for walking around and experiencing the local culture

Local cafe with Turkish coffee. Great way to experience a bit of the local culture

With authentic Egyptian street food with mint tea eaten at sidewalk café, you could experience the local culture

Visiting the mosques was really a good chance for experiencing the local culture.

Local people in a destination were friendly /24

Generally found the local people very friendly

Very friendly local crowd and rather chatty

Nubian people are very modest and friendly

The local people were friendly and gracious.

5. Discussion

The first purpose of this study is to determine the most memorable dimensions that form tourism experiences extracted from TripAdvisor. The results confirmed that there are seven dimensions that form MTEs include hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge. These results were consistent with Kim et al., (2019) study that employed a qualitative approach to explore the memorable travel experience. The results indicated that the most frequently word was (Local) and the first main dimension that developed by the content analysis was **Social Interaction & Local culture**. The study explored how MTEs inspired tourist to understand the local culture, interact with local people and construct memorable experiences with the local community in the tourism destination. The online narratives showed that the sub-dimension of the experiential activities (Closely experienced the local culture) gave tourists the opportunity to engage with local people and was first to observe in the content analysis. The second sub-dimension to observe from the frequencies was (Good impressions about the local people) and the third was (Local people in a destination were friendly). These

results were consistent with previous studies such as Souza et al., (2019) study that the experience of social interaction with local is most frequently dimension in their analyzed online reviews. These results also were consistent with Kastenholz et al., (2018) study that confirmed host-guest interaction is the main dimension as particularly relevant in the rural tourism experience. Next, the results declared that the **Refreshment** stands out, as the second memorable dimension to form the memorable tourism experiences. The content analysis investigated the feeling of refreshment and the sense of freedom that created by the tourism experience. The study investigated tourist's seeking for relaxation during travel experiences and their need to escape from daily life. Refreshment was frequently confirmed in online narratives where the sub-dimension (To enjoy freely) the most frequent, then (freedom and Liberating) have the same frequencies, then (Refreshing) and lastly, (Revitalized). Castellani et al., (2020) study explored the dimensions of memorable tourism experiences and proved that refreshment gave tourists the opportunity to freely enjoy the experience. The study proved that **Meaningfulness** was the third memorable dimension. The study examined how MTEs induced tourists to engage actively in social activities and their seeking for

uniqueness and meaningful travel experiences. The online narratives showed that tourism experience enabled tourists to feel that they have done something meaningful or important. This was consistent with Castellani et al., (2020) study that proved that tourists who actively engaged in the social activities feel that they have done something important. The study declared that the sub-dimension that have been observed with the highest frequency was (I did something meaningful), then (Learned about myself) and lastly, (I did something important). **Involvement** and **Novelty** dimensions have the same frequency of codes by tourists who have been visited the Egyptian tourism destinations on TripAdvisor. For **Involvement**, the study investigated how MTEs develop involvement through active participation and how tourists are likely to have a memorable experience. The highest frequent sub-dimensions observed by tourists was (I was interested in tourism experience), then (I enjoyed activities), then (I visited a place) and finally (I really wanted to go). This means that the more the tourist is interested in the experience and enjoying the activities, the more getting involved in the experience, in terms of visiting a place. For **Novelty**, the study explored how MTEs inspired tourists to seek for a new experience and try something unique or new while traveling. The sub-dimensions with the highest frequency were (Once in a Lifetime) then (Unique) and this means that novelty was in terms of unique once in a lifetime experience. The last two sub-dimension were (Experienced Something New) and then (Different from previous experiences) and this means that tourists who experience novelty were looking for new experiences that they have not practiced before in previous trips. The content analysis revealed

that **Hedonism** was one of the less memorable dimensions of travel experience due to the low frequency of its narratives. The sub-dimensions with the highest frequency were (Exciting), then (Having a new experience) and (Enjoyment). This means that tourist's seeking for exciting while visiting Egypt was more than the pleasurable feelings in their experience. The content analysis revealed that **Knowledge** was the least relevant dimension due to the lowest frequency of narratives. The study explored how tourism experiences inspired tourists to learn new things, develop new skills and gain different knowledge. The sub-dimensions with the highest frequency were (New Culture) then (Knowledge & learn) and (Exploratory). This means that the educational experience was hardly observed by tourists specially in terms of knowledge and exploratory in their trip. This was consistent with Souza et al., (2019) study that confirmed the lower importance of the educational dimension since tourists' narratives related to educational experiences are not frequently observed.

The second purpose of the study focused on exploring how tourists who have been visited Egypt present their memorable tourism experience on TripAdvisor. **As for the first dimension Refreshment:** A narrative illustrated that "It is a nice place to enjoy your time freely". Another described that "One of a kind experiences, so liberating". Another explained that "A refreshing place to go to and have relaxing and quiet couple hours". The narratives also confirmed that "The sense of freedom and excitement is a must experience while in Egypt". One of the tourists described his experience, "And then you hit the mountain for climbing and this is truly liberating experience". Finally, a young woman, "It was a magical feeling and we all left revitalized". **For the second dimension Involvement:** One of the tourists expressed

his involvement “I visited Egypt last year with my family. The place is really awesome and it has got some of the really remarkable monuments”. Another supported the memorable experience and said “I was interested in going to Egypt, I was particularly interested in Egyptian history”. One of the narratives posted that “I really wanted to go to Cairo and really wish to stay longer”. A tourist described how was his experience as presented in next narrative “I really wanted to visit Old Cairo, Exceptional and out of world experience”. **Concerning the dimension of Hedonism:** One of the narratives expressed “What a new and great experience I had”. Another explained how her memorable travel experience was” It was really amazing holiday, this time I had a new experience”. Another supported the effect of Hedonism on tourism experience “Really recommended going there for relaxation and enjoyment”. An old lady in her narrative highlighted that “This is my 14th time to Egypt but quite frankly I feel the same enjoyment”. Onther narrative felt exciting during the trip and said: “I highly recommend it. It was an exciting and educational visit”. At last, one of the narratives confirmed that “Egypt is the most exciting place I have visited in my life, must visit for anyone”. **The fourth dimension Knowledge:** One of the tourists explained how tourism experiences inspired him to learn “You will enjoy your time and learn a lot”. Another added that” Everyone agreed that half the fun of this exploratory trip was experiencing this unbelievable city, Cairo”. One of the narratives described” In Luxor, there is so much to do and a lot of knowledge to learn”. Another explained” The knowledge and the history in Egypt are outstanding”. Finally, A tourist added “I learned lots of history and new culture in Egypt. **About the Novelty:** One of tourists demonstrated his

experience as “It is truly a unique destination and a unique experience” Another expressed “Absolutely fantastic, unique experience”. Another described “As a whole it was an amazing once in a lifetime experience. One of the narratives said “Worth a visit once in a lifetime”. A narrative stated that “The place has its own breeze, and it’s a different experience”. Another confirmed that “Visiting Aswan gives you a look at something new”. A young woman said that “In the Egyptian museum you could spend days and will always find something new”. Finally, a tourist described “Those who have visited Egypt a few times, there is always something new”. **For Meaningfulness:** One of the narratives expressed how meaningfulness made his travel experience memorable “Visiting Cairo made the experience much more enjoyable and meaningful”. The following narratives their meaningful experiences: “My trip to Egypt was more meaningful than I thought”, “I found my journey was very meaningful and relaxing” and “The sites are beautiful and meaningful and it is a must for everyone to see it at least once in their live time”. Another explained, “One of the important things in my life is visiting Great Sphinx”. Another confirmed that “To fully appreciate Sharm el Sheikh charm, you need at least a week to visit all the important sites”. Finally, A tourist illustrated” I am not only learned more about myself, but I was enchanted and spoiled with the plentiful history that grace the land of Egypt”. **Regarding Social Interaction & Local culture:** One of the users described the good impressions about the local people that made their trips memorable “Plenty of local people offering help and Services”. One of the narratives expressed “Experiencing great hospitality from the local Egyptians”. Some tourists recalled how closely experienced the local culture made their travel experiences memorable, for example, “The smell of the

local cuisine is impressive”, “the local bazaars were spectacular”, With authentic Egyptian street food with mint tea eaten at sidewalk café, you could experience the local culture” and “Visiting the mosques was really a good chance for experiencing the local culture”. Another explained that local people were friendly has a huge influential in shaping her memorable travel experience, “Very friendly local crowd and rather chatty”. One of the narratives described, “the locals were extremely kind”. Finally, a narrative stated that “The culture here is fascinating”.

6. Conclusions: An exploratory study was employed to examine the multi-dimensional of tourism experiences. Since TripAdvisor is one of the leading platforms that offer online reviews and enable travelers to share their positive or negative experiences. The study tries to navigate into this online travel community to identify the main dimensions of the memorable tourism experiences from trip advisor users' perspectives who visited Egypt. The study provides a deep insight into the most memorable tourism experiences created by tourists visited Egyptian tourism Destinations. The study confirmed that there are seven dimensions that form memorable tourism experiences. These dimensions are hedonism, novelty, social interaction & local culture, refreshment, meaningfulness, involvement and knowledge. The results revealed that social interaction & both local culture and refreshment were the most memorable and have the highest score, where knowledge was the less memorable and has the lowest score.

7. Theoretical Implications: The study contributes to the theoretical literature by understanding tourists' experiences within the context of the seven dimensions that construct the memorable tourism experiences

developed by (Kim et al., 2012; Kim & Ritchie, 2014). The study provides valuable insights and deep analysis of the online narratives on Trip Advisor as a source of e-WOM.

8. Managerial Implications: Developing memorable tourism experiences could increase visitor's satisfaction and ensure tourism destination competitiveness. Egyptian Tourism Authorities could more consider the Egyptian local culture as it revealed the most memorable dimension of the travel experience on Trip Advisor. Improving the quality of the local crafts, food and all the local artistry products could affect tourist satisfaction, recommendations and revisit intentions. Paying more attention to cultural activities such as festivals, local heritage centers and traditional cultural events that would form an appealing memorable travel experience. Tourism companies could involve in their itineraries more Egyptian local culture activities. The results also revealed that knowledge was the less memorable dimension of the travel experience on Trip Advisor. Tourism companies could design enjoyable tourism itineraries include attractive knowledge experiences to strengthen visitors' learning memorable experiences. Tourism businesses must pay attention to the reviews on Trip-Advisor to deal with the negative ones and manage their reputation. It is nowadays, and more than ever, for travel marketing manager to control their presence on social media and above all review sites where online reputations can be made.

9. Limitations and Future studies: The data were collected from only from the reviews that written in English and with less than 70 words. The study did not cover any negative experiences or examine its dimensions. The study focused on Egyptian tourist destinations to analyze memorable tourism experiences

dimensions and this may not be generalized to other destinations. Future studies must include any further dimensions might emerge. Moreover, future studies may explore the dimensions of the memorable tourism experiences for the same type of visitors and for the same destination. Future studies may also achieve more general results by integrating different qualitative and quantitative techniques in analyzing tourism experiences.

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