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## **Marketing Touristic Destinations in Egypt through Travel and Tourism Influencers and its Relationship with Visit Intention: Field Study**

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### **Abstract**

The objective of this paper is to study the effectiveness of travel and tourism influencer's marketing of touristic destinations in Egypt across social media. The study utilizes the source credibility model. The study was performed on an available sample of 341 followers of travel and tourism influencers in Egypt. The study concluded that the influencers were viewed as credible in terms of three constituents of credibility which are trust, attractiveness and experience. Although followers revealed trust in influencer's genuine posts; they trusted sponsored posts by the influencer to a lesser extent. The study showed that influencers had a noticeable impact on their followers in term of growing their knowledge of the Egyptian touristic product. Moreover, clear intention to visit the destination recommended by the influencer was noticed. The assumption of an associative relation between researched followers' perception to influencer's credibility and intention to visit the destination, was proven to be valid.

**Keywords:** Influencer, Travel, tourism, social media, sponsored, visit intention.