



بسم الله الرحمن الرحيم

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Ain Shams University
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The Role of Online Media in Creating a Nation Branding for Egypt

A Thesis Submitted for the Fulfillment of the Requirements for the PhD Degree

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بسم الله الرحمن الرحيم

يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

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إلى أول من أمسك بيدي ودعمني واحتواني ..

إلى من وجهني بوافر من الحنان ..

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Abstract

Nation branding is a practice where the techniques and concepts of branding products or services are applied to nations for the purpose of promoting them to their key stakeholders and identifying them among their competitors. This study aims at understanding the role of online media in creating a nation branding for Egypt, building on the tourism dimension. The researcher uses content analysis to study the content of two governmental touristic online platforms, and uses the survey to identify the general perception of non Egyptians on Egypt's brand image and its perception as a touristic destination. The researcher also uses intensive interviews to identify the relation between the creation of a nation branding for Egypt and tourism as an industry. The study results showed that there is a relation between the content nature and appeal and Egypt's brand image. It also identified key visual and verbal content that is used on online platforms, and how it relates to the perception of non Egyptians of Egypt and the characteristics they look for when visiting a country for tourism. The study results also showed that the concepts of branding are not fully utilized in order to create a clear and consistent nation branding for Egypt. This study highlights the current role of online media in creating a nation branding for Egypt as a touristic destination, and stands upon the areas where development needs to be made.

Key words: online media, nation branding, nation branding dimensions, tourism, stakeholders

Table of Contents

Introduction.....	1
CHAPTER ONE: Methodological Framework.....	5
Introduction.....	6
Statement of the Research Problem.....	6
Significance of the Study	7
Scientific Importance.....	7
Practical Importance	7
Objectives of the Study.....	8
Primary Objectives	8
Secondary Objectives	8
Research Design.....	8
Research Methods.....	9
Content Analysis.....	9
Survey	10
Intensive Interviews	10
Research Questions.....	10
CONTENT ANALYSIS	10
SURVEY.....	11
INTENSIVE INTERVIEWS	11
Hypotheses.....	12
CONTENT ANALYSIS	12
SURVEY.....	12
Sampling	13
CONTENT ANALYSIS	13
Research Population	13
Sample.....	13
SURVEY.....	14
Research Population	14

Sample.....	14
INTENSIVE INTERVIEWS	14
Research Population	14
Sample.....	14
Instrumentation	15
CONTENT ANALYSIS	15
The Content Analysis Process	15
Coding.....	16
Units of Analysis	16
Coding Variables and Codebook Design.....	17
Coding Variables	17
Codebook Design.....	21
SURVEY.....	22
The Survey Process.....	22
Questionnaire Design and Measures	23
Sample Size and Characteristics	25
INTENSIVE INTERVIEWS	28
The Intensive Interviews Process	28
Intensive Interviews Design.....	28
Sample Size and Characteristics	29
Pilot	29
CONTENT ANALYSIS	29
SURVEY.....	29
INTENSIVE INTERVIEWS	30
Validity and Reliability.....	30
Validity	30
Content Validity.....	30
Face Validity.....	31
Reliability.....	31

Data Collection and Analysis	32
Research Variables	32
Research Limitations	33
Sample Size.....	33
Sample Profile.....	33
Time	33
Age of Data	34
Conclusion	34
CHAPTER TWO: Overview on Nation Branding, Tourism as a Dimension, and Online Media (Literature Review)	35
Introduction.....	36
Overview on Nation Branding.....	36
History and Evolution of Nation Branding.....	40
Concepts around the Definition of Nation Branding.....	45
Criticisms to the Concept of Nation Branding	49
Management of Nation Branding	50
Benefits of Nation Branding.....	52
Challenges and Opportunities for Nation Branding	53
Nation Branding Research.....	54
Previous Studies on Nation Branding.....	54
The Tourism Dimension of Nation Branding.....	59
Tourism and Destination Branding.....	61
Online Media and Nation Branding.....	63
The Practice of Nation Branding Globally	65
Egypt.....	68
Conclusion	74
CHAPTER THREE: Theoretical Framework	76
Introduction.....	77
THE NATION BRANDING THEORY	77

Overview on the Nation Branding Theory	77
History of the Nation Branding Theory.....	80
The Definition and Practice of Nation Branding.....	81
Stakeholders of Nation Branding.....	84
Management and Marketing of Nation Branding.....	87
Benefits and Challenges to Nation Branding	88
Criticisms to the Nation Branding Theory	89
The Application of the Nation Branding Theory onto This Study	91
THE CUSTOMER-BASED BRAND EQUITY MODEL	91
Overview on the Customer-Based Brand Equity Model	91
History of the Customer-Based Brand Equity Model	96
The Definition and Practice of the Customer-Based Brand Equity	96
Stakeholders of the Customer-Based Brand Equity	100
Management of the Customer-Based Brand Equity	101
Benefits and Challenges to the Customer-Based Brand Equity	102
Criticisms to the Customer-Based Brand Equity Model	104
The Application of the Customer-Based Brand Equity Model onto This Study	107
Conclusion	107
CHAPTER FOUR: Online Media as a Tourism Branding Tool (Content Analysis Results)	108
Introduction.....	109
SOCIAL MEDIA CONTENT ANALYSIS RESULTS.....	111
Content Frequency, Nature, Type, Language, and Appeal	111
Message Elements of the Content.....	117
Visual, Witten, and Verbal Content.....	120
Content Features	126
Interaction of Experience Egypt Facebook Page Visitors with the Content	127

Content Consistency and Synchronization	129
WEBSITE CONTENT ANALYSIS RESULTS	135
Content Frequency, Nature, Type, Language, and Appeal	135
Message Elements of the Content.....	139
Content Focus	140
Visual, Witten, and Verbal Content.....	141
Content Features	145
Conclusion	145
CHAPTER FIVE: Non Egyptians' Perception of Egypt as a Touristic Destination (Survey Results)	147
Introduction.....	148
Media Habits of Non Egyptians	149
Travel Experience of Non Egyptians.....	152
Association, Knowledge, and Perception of Non Egyptians of Egypt...	154
Egypt's Brand Image.....	162
Online Media and Brand Image.....	166
Online Media and the Tourism Dimension of Nation Branding	168
Conclusion	175
CHAPTER SIX: Tourism as a Nation Branding Dimension through the Eyes of Professionals (Intensive Interviews Results).....	176
Introduction.....	177
Tourism and Nation Branding	178
Tourism Stakeholders	184
Creating Perception of Egypt.....	187
Online Media and Tourism	190
Conclusion	192
CHAPTER SEVEN: Online Media Content between Objective and Execution (Hypotheses Testing).....	193
Introduction.....	194

CONTENT ANALYSIS HYPOTHESES TESTING.....	194
Content Nature, and Appeal.....	194
Nation Branding and Branding Elements	200
Visual Content	201
Written and Verbal Content.....	204
Content Branding Features	207
Content Synchronization and Consistency across Social Media.....	208
SURVEY HYPOTHESES TESTING	211
Brand Image, Knowledge, and Perception	211
Online Media, Brand Image, Perception, and Nation Branding.....	213
Travel Experience and Egypt's Brand Image, Knowledge, and Perception	224
Demographics and Egypt's Brand Image, Knowledge, Perception, and Online Media	229
Conclusion	234
CHAPTER EIGHT: Discussion, Conclusion, and Recommendations ..	236
DISCUSSION	237
Theme One: Egypt's Brand Image and Tourism	237
Theme Two: Egypt Nation Branding and Tourism Stakeholders	243
Theme Three: Egypt Nation Branding and Message Strategy and Elements.....	248
Theme Four: Egypt Nation Branding and Branding Techniques	253
Theme Five: Online Media and Egypt Nation Branding.....	256
CONCLUSION.....	262
RECOMMENDATIONS.....	263
Recommendations for Practitioners.....	263
Recommendations for Future Studies.....	265
References.....	266
List of Tables	288