



عنوان البحث باللغة الإنجليزية:

The Impact of Customer Engagement on the Performance of Egyptian Tourism Companies: A Customer Perspective

الملخص باللغة الإنجليزية:

Customer Engagement is a relatively new concept in marketing and business relationships, and interest in this concept has increased in the past few years. This interest was evident through the intensity of conferences and seminars that were concerned with this concept. Customer Engagement is very important to the dynamic and highly changing business environment; Where customer Engagement is a basic strategic advantage, and this concept plays a major role in raising the level of organizational performance and sales growth, as well as it is considered a unique competitive advantage and affects the profitability of the company. The research aims to: Determine the importance of the role of customer engagement in improving and developing products and services, Determine the obstacles to customer engagement in tourism companies, Identify the effect of applying customer engagement within Egyptian tourism companies on performance. The field study relied on the analytical descriptive approach through the questionnaire for a sample of local customers of Egyptian tourism companies, Category A, in the Cairo region, and it was distributed to all items in the sample consisting of (384), or 273 questionnaires, with a rate of (71%). The results of the research confirmed that the application of the Egyptian tourism companies to customer engagement may improve the performance of the company, and these results are reflected in the expected profit performance of the customer. The research recommends the need to look at the importance of customer engagement from the financial perspective of the company's profitability, and the presence of a department specialized in customer engagement responsible for dealing with customers, encouraging them, how to involve them, and knowing the role that must be played.