الملخص باللغة الإنجليزية:

Virtual tourism has become due to Corona virus crisis, after stopping the full resemblance to the sector tourism and travel in the world, to create a virtual promotional environment for tourist destinations within the framework of the so-called tourism Virtualization via the Internet such as virtual reality technology and augmented reality technology, which is one of the most recent technologies that are used to contribute to the marketing and promotion of tourist destinations. From the above, this study aims to examine the impact of virtual tourism on tourism engagement. To analyze the data, the structural equation modeling method using partial least squares using SmartPLS V.3 software is used. The research sample is tourists who visited virtual tourist destinations in Egypt, numbering 400 individuals, Data were collected using a 23-item questionnaire. The results of this study prove that virtual tourism affects tourism engagement in that it has an effect on the enthusiasm, attention, and absorption of tourists and has no effect on the interaction and identity of tourists. The Ministry of Tourism and Antiquities and tourism companies should work to provide applications for virtual tourism that seek to improve tourists' engagement in activities related to the tourist destination, increase their interaction and achieve their identity.