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عنوان البحث باللغة الإنجليزية:

The Role of Facebook Influencers in Posting Negative Reviews in Crises Times: As Applied to Dahab and Hurghada.

الملخص باللغة الإنجليزية:

Many predatory fish have appeared over the past two years in various areas within the Red Sea and have claimed visitors' lives. As such, negative reviews have been posted about these ferocious fish attacking visitors in areas close to Hurghada and Dahab beaches. However, artificial intelligence websites used by the Ministry of Tourism and Antiquities revealed many negative reviews about the lack of safety and security in these two cities. As a result, many visitors who have benefited from tourism services in various tourist destinations have become eager to post such reviews, perhaps to try to give it a poor reputation in light of the current security tension over its fate in waging a war against the Zionist entity occupying the Palestinian territories. On the other hand, the opinions of these visitors who post these reviews may be influenced by their support for the widespread content of some Facebook influencers who display videos, which may be real or fake. As such, this paper seeks to explore the consequences of posting negative reviews. The moderating role of Facebook influencers' endorsements in the dissemination of these evaluations and their consequences will also be investigated. A simple random sample of 582 travelers who visited these two cities during the past two years was employed. Findings confirmed that posting negative reviews online had a positive impact on travel boycotts in these cities and the willingness to pay less to obtain travel tickets to these tourist destinations. Furthermore, high levels of Facebook influencer endorsement reduced the ability of potential travelers to post negative reviews of these two cities, which may make them less likely to travel boycott or be more willing to pay a premium for tickets to such destinations with distinct recreational areas. Accordingly, this study recommends the need to strengthen efforts to combat negative online reviews, whether through developing smart technologies supported by cybersecurity and blockchain to easily detect them or educating users about their danger.