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## Exploring the Elements That Create Appeal to Touristic Websites and Social Media

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### Abstract

The objective of this study is to explore factors which influence traveler's evaluations of touristic website and social media. Facebook, Twitter, YouTube, and other social platforms allows tourists to easily share and depend on word-of-mouth, opinions, recommendations, and suggestions during raveling. Further, social media provides guidance regarding various destinations, accommodations, restaurants, and attractions. A qualitative research was conducted. According to the qualitative analysis, the respondents in this study consider social media appealing because the information provided allows travelers to plan their trips without worry due to the reliance of other travelers' reviews. The website's virtual existence, available published content variety, and social networking make the social media to be appealed. This paper provides useful information which is needed for the promotion of tourism services through the usage of social media. It offers practical help to tourism planners and marketers in Egypt to understand the concept of social media desirability.

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