**Research Analysis: UI/UX in Tourism for Luxor and Aswan**

1. **Introduction**

Luxor and Aswan, two of Egypt’s most significant tourist destinations, attract visitors for their rich history, temples, and Nile cruises. Optimizing UI/UX in tourism platforms for these cities can enhance user engagement, improve booking rates, and increase visitor satisfaction.

1. **Industry and Market Analysis**

Tourism Growth: Luxor and Aswan see seasonal tourism spikes, particularly during winter.

**Target Audience:**

* International tourists (Europe, USA, Asia).
* Domestic travellers.
* Luxury travellers (cruises, 5-star hotels).
* Adventure seekers (hot air balloon rides, felucca sailing).

**Competitors**: Online platforms like TripAdvisor, Expedia, Booking and local tourism websites.

1. **TripAdvisor**

**Strengths**

* Large User Base
* It covers hotels, restaurants, attractions, and experiences worldwide.
* Real traveller reviews which enhance trust and credibility.
* Price comparison feature which helps users find the best deals from different booking sites.
* Available in multiple languages for global accessibility.
* Responsive design and a dedicated app for easy navigation.
* Community engagement in the form of Forums and Q&A sections allow travellers to exchange tips and know points of weaknesses

**Weaknesses**

* Fake Reviews & Bias as Businesses can manipulate ratings, leading to trust issues.
* Too many reviews and options can confuse users.
* It relies on third-party providers for reservations.
* Ads & Sponsored Listings place paid can reduce the authenticity of recommendations.
* Users sometimes struggle to resolve disputes or issues.
* Ranking systems may favour paid listings over genuine user preference.

1. **Expedia**

**Strengths**

* It provides an all-in-one platform for booking flights, hotels, car rentals, and vacation packages.
* Offers discounts, bundle deals, and reward programs to help users save money.
* The website and mobile app are easy to navigate, with clear search filters.
* Users can earn points on bookings and redeem them for discounts on future travel.
* It partners with thousands of hotels, airlines, and travel service providers worldwide.
* It provides 24/7 customer service
* Well-structured help center

**Weaknesses**

* Some users report difficulties in getting timely support, especially for refunds and cancellations.
* Depending on the hotel or airline policy, refunds and cancellations can be complicated
* Some customers report unexpected fees or price fluctuations at checkout
* Prices may vary significantly between different regions and time periods
* Changes to bookings often require contacting customer service rather than being done directly through the app.

### **Booking**

### **Strengths**

* Wide selection which offers a vast range of hotels, vacation rentals, flights, car rentals, and attractions worldwide
* Simple and easy to use platform with extensive search filters.
* No booking fees and some offer free cancellations
* Prices are clearly displayed, often with no hidden fees
* Verified reviews help users make informed decisions
* Frequent users get discounts and perks like free breakfast or room upgrades.
* **24/7 customer** service
* Available in multiple languages to assist travellers worldwide

### **Weaknesses**

* Some properties have strict refund policies, making cancellations difficult
* Prices may change frequently, sometimes even after booking
* Some users report slow or unhelpful responses for complaints and refunds
* Extra charges like resort fees or local taxes may not always be clear upfront Booking acts as a middleman, so resolving issues may depend on the hotel’s policy rather than Booking itself