Abstract

Different organizations face new challenges due to new international changes. Therefore, these organizations have to employ their resources to positively interact, analyze, understand and cope with these changes. This study highlights the importance of evaluating the electronic services offered by Egyptian travel agents from customers’ viewpoint. It explores the extent to which travel agents can use such services in the future to support their positions.

This study is useful to travel agents who need to address the environmental threats in the market, and support their survival affected by strong global competition and fast technological developments. These agents have to improve their electronic services, and enhance their competitive advantages. This study provides a model to those agents guided by customers’ responses and suggestions towards their electronic services.

This study aims to explore the frequent electronic features offered on Egyptian agents’ websites. In addition, it investigates the satisfaction level of customers towards the offered features on the websites of travel agents.

To achieve these aims, the study hypothesizes the following relationship:

- Quality of electronic services offered on travel agents’ websites is positively affecting the satisfaction level of customers.

To test these hypotheses, the study employs the quantitative approach to analyze the opinions of customers on the electronic services offered on travel agents’ websites. The study evaluates the electronic services provided by travel agents Category A in Greater Cairo. It uses a questionnaire form to collect data from customers. The questionnaire form was sent to 300 customers from different origins. The simple random sample was used to select the sample units (Arab and foreigners). With a response rate of 79%, 237 forms valid and free of missing data were collected for analysis purposes.
The main results of the study are:

- Respondents agree that the internet is permanent information channel for products and services; it interactively offers and disseminates products’ information online 24 hours a day.
- The main reasons of internet diffusion by travel agents are finding out information, comparing prices, and checking offers of other agents.
- The frequent services offered on agents’ websites are agent information, e-mail, physical address, fax and phone numbers, transportation, photo gallery, prices, and packages.
- Respondents agree that the informational content of websites is updated, and provides detailed information of customer services, offered packages, and ordering and delivery details.
- Customers agree that the websites are easy-to-use, they can navigate and search information easily and find what they are looking for.
- Respondents found that websites were creatively designed, texts are clear and readable, and the design is attractive.
- The website loading time is short, they can surf the website any time, navigate within, and achieve their targets.
- Respondents trust the websites and they are not worried their personal information can be used illegally. They believe that the information offered is accurate and services are delivered on time.
- They agree that the website is dynamic, it is easy to contact customer services, and it has many interactive tools.

Based on the findings of the study, the aforementioned hypothesis is supported. Additionally, the study has provided some suggestions to travel agents to improve their websites and support their competitive positions through a model to guide them in the evaluation process.