

Explicit about Impact of E-Marketing on Customer Perceived Quality in Tourism Establishments in Alexandria

English summary

Alexandria 2010 Capital of Arab Tourism, it is rich in various features of tourism such as cultural and entertainment events, conferences, festivals, exhibitions, and maritime tourism, in addition to other touristic outlines that help in attracting different classes of tourists. So most of marketing departments in different tourism establishments in Alexandria try to achieve its objectives using the internet in the provision of services and quality assurance to customers, In addition to the ability to search for different ways to help those establishments to achieve satisfaction from its customers. The study aims: to recognize customers' perception of tourism establishments in Alexandria and contribute providing a database and information that will help tourism establishments to adopt the concept of e-marketing in dealing with customers. The present study was a descriptive analytical study of 230 questionnaires on different Egyptian customers of tourism establishments in Alexandria, 200 only complete and valid for statistical analysis with a respondent rate of 87%. The study concluded: that the tourism establishments, which provide and improve different information to their customers and develop its e-marketing tools, can attract many of them to satisfy their different needs and also, there is a relationship between the availability of a database for marketing and e-marketing impact on tourism services. The study recommends: providing databases and marketing information to help customers meet their needs and assist them in making their decisions and there is a need for increasing the awareness of e-marketing concept between employees and customers and encouraging them to deal with internet and websites.

Key Words: E-Marketing, Tourism Establishments in Alexandria, E-Marketing and Service Quality.