

Research Paper

Investigating the Success Factors of Hotel Websites: The Case of Egyptian Hotels

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Abstract: The use of web as a marketing channel is on the rise rapidly worldwide. The majority of businesses across all industries including hotels, adopt web usage in order to satisfy their customers. Hotels adopt this new environment to communicate directly with travellers and offer customers who are willing to search for information the opportunity to book accommodation online. The study used a questionnaire to collect data from 311 hotel customers about their perceptions on Egyptian hotel websites. It employed structural equation modelling, an advanced multivariate technique to measure the dimensions of e-service quality of hotel websites and their effect on website competitiveness. The study's findings can help hotel marketing managers address defects in their websites and support their business competitiveness.

Key words: Website success, hotels, e-service quality, competitiveness, Egypt

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Introduction

Many industries have made efforts to develop their Internet services and enhance their websites, particularly in the hospitality industry, in which the internet is a part of their marketing strategy to effectively communicate with their prospective visitors (Diaz & Koutra, 2013; Sigala, 2003; Yang & Lin, 2014). Additionally, high-quality websites are a critical component in tourism enterprises because today's tourists are increasingly searching online for information on tourism and accommodation and buying tourism-related products and services via the internet (Bieger & Laesser, 2004; Dickinger & Stangl, 2013).

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