

The role of E-marketing in strengthening the hotels Competitiveness At three-star Hotels in Cairo: Exploratory Study

Abstract

Today, e-marketing is one of the excellence tools for service institutions to provide their services and products on the latest information technology and communication through their websites on the international information network (internet) to meet the needs, wants and desires of their customers, despite the diversity of these institutions in service and price level offered, but all those institutions involved in completing their purchasing and selling process of services and products through the internet. So, the importance of this study refers to the role of e-marketing in the hotels sector to achieve its objectives through the use of the internet in dealing with their customers, in addition to using the various methods to increase their customers' satisfaction. So, the main aim of the study focuses on assessing the relationship between e-marketing & competitive advantages at three-star hotels in Cairo. And identify the challenges and obstacles that prevent e-marketing adoption at hotels field of the study.

The researchers used descriptive analytical Approach, to achieve the study goals. Study data is abstracted from different sources like journals, periodicals, internet and data from questionnaire with hotel managers. Data collected was analyzed by SPSS "statistical package for social science" version 16. The researchers determined three star hotels in Cairo which counted up to 45 hotels according to Egyptian Hotel Guide (2012) to be study population.

The results show significant correlation & effect relationship between e-marketing & competitive advantages due to their resources & dimensions. So it leads us to conclude that competitive advantages get their achieving principles from e-marketing resources. Finally, the research provided some recommendations & suggestions.

Key words: E-Marketing, Competitive Advantages, Hotels, Egypt.