

Tourism Service quality in Egyptian Museum: MUSEQUAL Model Implementation

Abstract:

Quality is a vital and important requirement in all business sectors, so as to heightened international competition. The application of quality concepts in many of the activities and service industries, including tourism services, where the quality of tourism services represent the backbone of the development of this industry and the ruling element to stay in the local market and global market, particularly in light of the fierce competition between destinations and institutions tourism industry. Key to success which tourism and hospitality organizations seeking to achieve in the provision of services appropriately to meet the demands and needs of the diverse and continuously growing client and even exceed their expectations and to work to stay in the local and international alike market, but face competition at work and access to a higher level of profitability.

This research aims to assess the quality of tourism and hospitality services provided in a tourism sector which museums application to the Egyptian Museum, and measure the impact of perceived quality on customer satisfaction dimensions. I have been collecting study data using a questionnaire designed by Emily Allen 2001 (model (MUSEQUAL after making some adjustments in accordance with the nature of the Egyptian Museum.

The sampling method was used where possible to collect a pair of 429 valid questionnaires for analysis, ie 85.6% of the sample of 500 visitors to the Egyptian Museum guestrooms members, where distributed 500 form prior to the visit and 500 form after the visit. It was the use of statistical analysis software SPSS 16 for data analysis.

On the search results it is clear that the Egyptian Museum was able to achieve 80% of the expectations of tourists, which means that there is room to improve performance.

The study also showed the positive impact of the quality of tourism services and hospitality perceived the satisfaction of tourists and then repeat visit