IT as a Strategic Tool for Tourism and Hotels Industry:Recommendations for Travel Agents in Egypt

Abstract:

Information technology (IT) and tourism are two of the most dynamic drivers of our global economy. All operations of an organization have to be re-examined in the light of the IT applications. IT provides tourism companies with several types of opportunities to conduct their business but also alters the rules of competition within the tourism industry by causing several threats.

The research aims to investigate the strategicrole of IT for tourism organizations from the point of view of Egyptian travel agents' managers. It also seeks to identify tourism activities in which IT applications can be applied.

Based on a survey was conducted in 2008 among 500 travel agent managers who were chosen by using proportionate stratified random sample method.By using SPSS program, correlation, regression and descriptiveanalysis was conducted among variables which include IT, competitive advantage, strategic threats and control variables.

To achieve the objectives of the research, seven hypotheses have been tested. The results provided us with the possibility to draw a picture of the strategic use of IT, the ability of travel agents to gain competitive advantages and the formulation of recommendations for them to overcome strategic threats that may occur as a result of IT applications in Egyptian tourism sector as a whole.