



البحث الرابع - بحث مشترك

عنوان البحث	The service quality provided in Egyptian tourism agencies impact on tourist satisfaction
المشاركون	تأثير جودة الخدمات المقدمة في شركات ووكالات السفر والسياحة المصرية على رضا السائح أشرف محمود السيد محمد عبد العزيز (قسم الدراسات السياحية) أ.د. سوزان بكرى حسن (قسم الدراسات السياحية) د. سالى خليل (قسم الدراسات السياحية) د. رغبة محمد بدر الدين ابو العز (قسم الدراسات السياحية)
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Abstract

The quality of tourism services and facilities provided by Egyptian tourism companies affects the increase or scarcity of tourist flows. Therefore, the study aims to measure the impact of the quality of tourism services provided by Egyptian tourism companies on tourist satisfaction and to assess the extent of his satisfaction with those provided services. A satisfied tourist tends to pass on his positive experiences to other people, in addition to the desire to repurchase and repeat his visit. To achieve the objectives of the study and to test the hypotheses, the quantitative method was used to test the study model by identifying the models that already exist in the previous literature. The field study relied on distributing questionnaire forms to a random sample of tourists in several tourist areas in the governorates of Cairo, Giza, Luxor, Aswan, Sharm El-Sheikh and Hurghada, and their number reached (192) tourists to get their opinions on the study variables. The study reached several results, the most important of which is that the achievement of tourist satisfaction verifies the quality of the tourist services provided to the tourists with the elements proposed in the study, as the tourist's satisfaction is an important and effective element for the survival and growth of Egyptian tourism companies. Therefore, it is important to coordinate between the Egyptian Ministry of Tourism and Egyptian tourism companies to provide training programs for workers in Egyptian tourism companies, which aims to raise their awareness of the importance of the quality and importance of tourism services and how to present them in a way that achieves tourist satisfaction and ensures visits repeat and repurchase intention and recommend others.