Impact of Hotel Web Accessibility for Customers with Disabilities on Their Purchasing Decisions

Mostafa M. M. Hussein[1]   **Khlloud Hossam[2]**   **Ahmed Rady[3]**

[1]Lecturer at Hotel Management Department, Faculty of Tourism and Hotels, Minia University, Egypt.

[2]Hotel Management Department, Faculty of Tourism and Hotels, Minia University, Egypt.

[3]Associate Professor at Hotel Management Department, Faculty of Tourism and Hotels, Minia university, Egypt

ARTICLE INFO

Abstract

More than one billion people around the world have some kind of disability. The main concern of web accessibility was the persons with disabilities, who represent a significant portion of any market. They might have difficulty accessing web content and thus sharing the benefits of rich information exchange. This research aimed to explore the impact of hotel web accessibility for customers with disabilities on their purchasing decisions. A quantitative approach was adopted in this research and a web-based questionnaire for a sample of expected customers and in-house guests with disabilities (106 participants). They were in four, and five-star hotels located in Red Sea province (Hurghada, Marsa Alam, and Safaga) and South Sinai province (Sharm El Sheikh). The research data were analyzed using descriptive statistics, one sample T-test, and linear regression coefficients. The results revealed that there was a lack of Egyptian hotels' web accessibility. The findings of the research indicated that perceivability (β = 0.959, Sig. = 0.000), operability (β = 0.900, Sig. = 0.000), understandability (β = 0.725, Sig. = 0.000), and robustability (β = 0.818, Sig. = 0.000) in web accessibility assessment criteria influenced significantly purchasing decisions. This research provided valuable recommendations to enhance web accessibility and purchasing decisions for customers with disabilities in Egyptian hotels.

1. Introduction

Customers with disabilities comprised a sizeable and growing proportion of the marketplace (Williams et al., 2007). More than one billion people in the world have lived with some form of disability (World Health Organization, 2011). This constituted about 15% of the world's population and represented a significant potential market for the tourism industry (Popiel, 2014). This number has been constantly increased and the percentage of disability was about 30% if it included pregnant women, elderly people, and families with young children and the others who had temporary disabilities (Khalil and Fathy, 2017). Sambhanthan and Good (2012) declared that accessible toweb was a website which anyone has been able to access it, regardless of economic, geographic or physical circumstances. Sambhanthan and Good (2013) added that web accessibility could be defined as the ease of access to websites for people with disabilities which from different geographic regions or having different internet

connections. Williams et al. (2007) asserted that web accessibility has needed to be considered for all groups in society. With web accessibility anyone could visit any website and gain a full and complete understanding of the information contained there, and have full and complete ability to interact with the website. In order to maintain and increase their online presence and competitiveness in the marketplace, hotel companies must evaluate and improve their website performance (Zafiropoulos and Vrana, 2006). Because the formal websites of premises contained general data, additional data, advertisements, honors, and databases, big premises' websites must be well-designed and managed (Akincilar and Dagdeviren, 2014). According to Zsarnoczky (2018), accessible tourism covered a variety of customers. They had different access needs which were not always visible such as impairment, illness, injury, age, stature, foreign language proficiency, or culture. The significance of this research emerged from 30% of the population will have access needs at some point in their lives. The majority of people had a disability at some stage of life (Darcy & Dickson, 2009). People with disabilities and the elderly became more active and wanted to enjoy their leisure time. Travel was frequently their primary activity (United Nations World Tourism Organization (UNWTO), 2016). Tourism and disability were rarely studied by scholars despite of its importance (Burnett & Baker, 2001, Darcy, 2002).

2. Literature Review

2.1. Internet and Web Technology
Xiong (2008) mentioned that the web could be usable by anyone regardless of disabilities and barriers. On the other side, the internet could provide people with disabilities exciting opportunities, while at the same time giving independence and freedom. McLellan (2011) and Web Accessibility in Mind (WebAIM) (2020) agreed that the use of the web has spread rapidly into most areas of society and daily life; it provided people with disabilities with unique access to information and engagement. With the internet, disabled people could do more things themselves, without having to rely on others.

2.2. Customers with Disabilities (CWD) on Web
World Health Organization (WHO) (2011) informed that disability was a complex, dynamic, multidimensional, and contested status. Poria et al. (2011) stated that disability is the result of an interaction between impairment, limitation of activity, and restriction of participation in a particular environment. WHO (2019) reported that disability was an umbrella which cover impairments, activity limitations, and participation restrictions. Moreover, more than two billion people with spouses; children, and caregivers of people with disabilities were directly affected by disability. According to the Egyptian State Information Service (SIS) (2020) the number of people with disabilities in Egypt was around 10.7 % of the total population in 2019.

Buhalis and Michopoulou (2011) agreed with Buhalis and O'Connor (2005) that the size of the disabled market in Europe, about 127.5 million potential accessibility beneficiaries, divided into seven population segments: people with mobility, vision, hearing, speech, mental, intellectual, and hidden disabilities. Open Doors Organization (2020) in its fourth nationwide study on the travel patterns and spending of American adults with disabilities report focused on the period between 2018 and 2019 when travel was still booming. During those two years, 27 million people took 81 million trips and spent $58.7 billion on their travel, up from $34.6 billion in the previous study in 2015. Air travel spending increased to $11 billion in 2016, up from $9 billion in 2015.

WebAIM (2020) classified types of disabilities to four types that might cause difficulties when viewing a website as follows:

- **The Visual Impairments**, which included low vision, color blindness, and blindness.
- **The Auditory Impairment**, which this involved deafness and hard of hearing.
- **The Cognitive Impairment**, which comprised learning disabilities, distractibility, and inability to remember or focus on large amounts of information.
- **The Motor Impairment**, which included inability to use a mouse, slow response time, limited fine motor control.

2.3 Accessibility Technologies

United Nations World Tourism Organization (UNWTO) (2016, P.1) defined accessibility as "a central element of any responsible and sustainable tourism policy. It is both a human rights imperative and an exceptional business opportunity. Above all we must come to appreciate that Accessible Tourism does not only benefit persons with disabilities or special needs; it benefits us all". Mankoff et al. (2005), Segarra-Faggioni (2017) and Saleem (2018) agreed that accessibility meant making the content of web was available to everyone, regardless of any disabilities or barriers. Foley (2003) stated that accessibility had the following specific characteristics : easy to reach or join, could be recognized or interpreted without the expertise of specialists, could be quickly accessed, used or learned, not impossible to converse or touch.

Lazar et al. (2004) noted that there was a significant number of users of the web with various types of disabilities such as vision, hearing, motor, and cognitive impairments. Bailey (2011), Henry (2018), and the World Wide Web consortium (W3C) (2020) mentioned that there were two approaches for interacting with the Web:

- Assistive Technologies (AT): They were software and hardware that help CWD to use the web. These included screen readers that read aloud web pages for people who cannot read the text, screen magnifiers for people with some types of low vision. They also involved voice recognition software and selection switches for people who cannot use a keyboard or mouse.
- **Adaptive Strategies**: They were techniques that CWD used to improve interaction with the web, such as increasing text size, reducing mouse speed, and turning on captions. Adaptive strategies comprised techniques with standard software, with mainstream web browsers, and with assistive technologies.

Slatin and Rush (2003) claimed that websites' information could be accessed directly or through assistive technologies; moreover, an accessible website was sufficiently flexible to be used by all of these assistive technologies.

2.4 Web Accessibility

Zeng (2004) described web accessibility as the degree to which a website has been available to the widest possible number of users, meaning that the more people could access a website, the more accessible the website was. Sliwa (2006) mentioned that web accessibility was a website design approach designed to accommodate the use of the site using different browsers and settings especially needed by visually impaired people and visitors with other disabilities, including motor control, learning difficulties, and deaf users. Lazar et al. (2004) noted that there were a number of guidelines and tools that web designers could use to make an accessible websites to CWD. These guidelines included the Web Content Accessibility guidelines (WCAG) developed by the World Wide Web Consortium, the US government's Section 508 Initiative, Americans with Disabilities Act (ADA), Australians with Disabilities Act and the National Institute on Ageing Guidelines (NIA). Mills et al. (2008) informed that

an accessible website should ensure that all of its pages were usable by everyone who has visited it.

The World Wide Web Consortium (W3C) was an international community where member organizations, a full-time staff, and the public worked together to set and improve web standards. In 1999, the Web Accessibility Initiative (WAI), a project by the W3C has developed a set of universal guidelines for web development titled Web Content Accessibility Guidelines (WCAG) 1.0 and the updated WCAG 2.0 requirements. These guidelines were widely accepted around the world as the conclusive guidelines on creating an accessible website. The WAI approach to web accessibility focused on three concepts: (a) the content accessibility of websites to perceive, understand, and use customers with disabilities; (b) making web browsers and media players usable and operable through assistive technologies for customers with disabilities and (c) web tools and technologies to support the production of accessible web content and sites to an effective usage for customers with disabilities (Akgül and Vatansever, 2016; W3C, 2020).

Bradbard and Peters (2010); Ferri and Favalli (2018) indicated that WCAG 2.0 was built around four principles (Perceivable, Operable, Understandable, and Robust) for making web content accessible for all: (1) Content must be available to users in a format they could perceive with at least one of their senses (i.e., sight, hearing, touch). (2) Content must be presented in a way users could interact with or operate on it with either standard or adaptive devices. (3) Content must be presented in a way users could understand or comprehend. (4) Content must be presented using technologies and interfaces robust enough to allow for disability access, whether natively or in alternative technologies and interfaces. The four principles also contain a total of twelve (12) guidelines, which was displayed in table 4. Under each guideline, there were a varying number of success criteria. These criteria were designed so they could be tested by a computer program or a human tester.

2.5 Customers with Disabilities' Purchasing Decisions

The internet provided new opportunities for searching, products, and services evaluating information. This was followed by the new, easy, and time-saving way of purchasing those (Pereira et al., 2016). A good design of information was good for business as well. Many studies have revealed that the accessibility and ease of use of websites could have a decisive effect on conversion rates in terms of navigating content, finding and reading the information, i.e. more customers making an inquiry or purchasing (UNWTO, 2016). Sheth et al. (2004) noted that the internet had an impact on customer decision-making at all three stages of the purchasing process: pre-purchasing, purchasing, and post-purchasing. Rong-Da Liang and Lim (2011) declared that there was something to note that online purchasing behavior research was relatively limited; although rapid technological development has provided new and convenient tools through which consumers could purchasing tourism and hospitality products. Kagan and Bekkerman (2018) referred that anticipating customers' purchasing decisions has been regarded as a cornerstone of research in numerous management studies, and marketing researchers have developed various models to predict purchasing decisions.

According to a study of Navarro et al. (2014) in its CWD's interview, one of the customer responses was that the hotel's web page should include information on accessibility since to save time for their reservations and help them to make more efficient purchasing decisions. Jacoby et al. (1994) declared that decision making was a mental or cognitive process that led to select a course of action from a set of alternatives. Reason (1990) noted that each decision-making procedure resulted in a final decision. Edgman-Levitan and Cleary (1996) added that

the information, alternatives, values, and preferences available at decision time were used to make the decision. Recent research on human factors and consumer behavior has been highlighted the importance of providing consumers with information to assist them in making informed decisions.

3. The Research Aims

The aim of this research was to explore the impact of hotel web accessibility for customers with disabilities on their purchasing decisions. To achieve this aim, this research focused on four objectives as follows:

1. Identify the impact of perceivability in web accessibility assessment criteria on customers with disabilities' purchasing decisions.
2. Detect the impact of operability in web accessibility assessment criteria on customers with disabilities' purchasing decisions.
3. Reveal the impact of understandability in web accessibility assessment criteria on customers with disabilities' purchasing decisions.
4. Determine the impact of robustability in web accessibility assessment criteria on customers with disabilities' purchasing decisions.

4. Research Hypotheses

H1: Perceivability in web accessibility principles has not significant impact on customers with disabilities' purchasing decisions.

H2: Operability in web accessibility principles has not significant impact on customers with disabilities' purchasing decisions.

H3: Understandability in web accessibility principles has not significant impact on customers with disabilities' purchasing decisions.

H4: Robustability in web accessibility principles has not significant impact on customers with disabilities' purchasing decisions.(See figure 1)
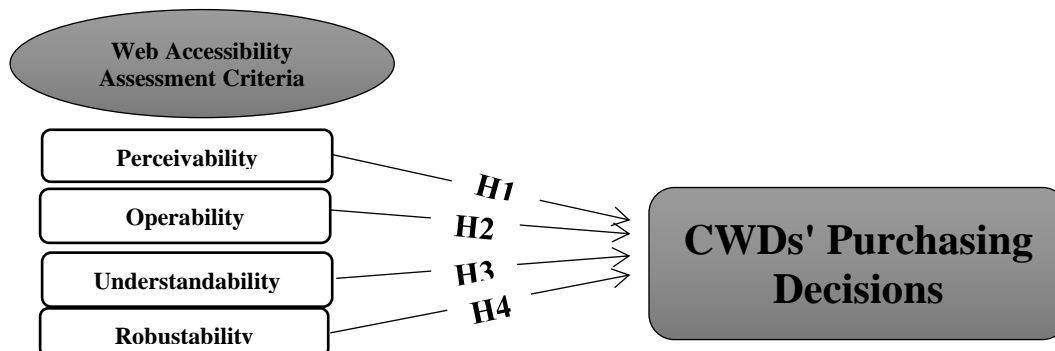

Figure 1: Research conceptual Model
Source: Developed by the Researchers

5. Methodology

The research adopted the quantitative approach by using a web-based questionnaire for a sample of expected customers and in-house guests with disabilities (106 participants). They were in four and five-star hotels. The researchers were chosen for these categories because they have their websites and have the capabilities to provide the necessary needs for the research sample (CWDs). The hotels were located in the Red Sea province (Hurghada, Marsa Alam, and Safaga) and the South Sinai province (Sharm El Sheikh). These previously mentioned regions were chosen because they attract visitors from all over the world because they are the most important tourist attractions in Egypt due to their incredible natural beauty (Egyptian Tourism Authority, 2020). The questionnaire was divided into four main parts. Part

one was about personal data of the respondents (gender, age, type of disability, and nationality). Part two was about hotel data (hotel grade, hotel regions, and how often does CWD visit a hotel website before visiting the hotel in Egypt). Part three was designed to gather CWD disagreement or agreement levels about web accessibility assessment criteria after visiting the hotel website. It was designed based on Web Content Accessibility Guidelines (WCAG) 2.0 requirements as shown in table 5. It consisted of eighteen statements that were measured by the five-point Likert scale ranging from 1=strongly disagree to 5=strongly agree. Part four was directed to CWD to know the extension of disagreement or agreement about purchasing decisions after visiting the hotel website. This part was designed based on the purchasing decisions scale (Naeem and Sami, 2020) study. The researchers adopted some modifications on some items to be appropriate to the CWD questionnaire respondents and the nature of the research. This part involved seven statements that were measured by the five-point Likert scale as mentioned above. These statements were shown in table 7.

The current research used the purposive sampling method as a sampling technique to collect data from the representative sample because they were a part of the touristic community, which has its own features, and also due to the specific nature of the study sample. Neuman (2014) indicated that purposive sampling is a nonrandom sample. Through it, the researchers could depend on a lot of methods to find all probable cases of a highly specific and difficult-to-reach. Purposive sampling allows the researcher to make decisions about which elements will best enable him or her to answer the research questions and meet the study objectives. The research depended on G*Power program version 3 to detect the appropriate sample size. Cohen (2013) revealed that the correlations between the following four variables are used in statistical power analysis: sample size (N), significance level (α), effect size (F^2), and statistical power (1 - β). Faul et al (2007) and Cohen (2013) agreed that the correlations between any three of them lead to the detection of the fourth missing variable in statistical models. The researchers calculated the sample size three times by detecting the effect size (F^2) as a small, medium, and large. The minimum required sample size was calculated as follows: when the effect size F^2=.02 (small), the sample size was 403; when F^2=0.15 (medium), the sample size was 82; and when the F^2=0.35 (large) the sample size was 37. Regarding the above results from the G*Power program for the appropriate sample size and in line with critical issues related to cost and time. The researchers adopted the medium effect size (F^2=0.15) to determine the sample size, which was appropriate for the study population. Therefore, the minimum sample size was 82. Out of 700 online questionnaires were distributed on the research population, only 106 forms were returned. All of them were valid forms.

5.1 Validity of the Research

The questionnaire was validated by using the peer review technique by discussing and reviewing the research method with a panel of experts in the hospitality management field. In addition, the research performed face validity to ensure the data collection instrument validity. Through this method, each research objective was matched with its hypothesis. Also, factor analysis was used to improve the strength of components (See tables No. 4 and 6).

5.2 Reliability of the Research

Table 1: Reliability Analysis

The Axes	No. of statements	Alpha Coefficient
Perceivability of web accessibility assessment criteria.	5	0.922
Operability of web accessibility assessment criteria.	5	0.854
Understandability of web accessibility assessment criteria.	3	0.790

Rubostability of web accessibility assessment criteria.	5	0.849
Customers with disabilities' purchasing decisions	7	0.982
The Overall Cronbach's Alpha	**25**	**0.879**

The reliability of the questionnaire was ensured by using Cronbach's Alpha test. The Cronbach's Alpha coefficient was calculated and reached 0.879 for all scale items. As shown in table 1, it referred to overall items were good. Gliem and Gliem (2003) pointed out that Cronbach's α level of more than 0.8 was good for reliability. Additionally, Cronbach's α level more than 0.7 is suitable for reliability (Rady et al., 2021).

6. Results and discussions

Table 2: The Sample Characteristics

Variable	Response	Frequency	Percent	Rank
Gender	Male	65	61.3	1
	Female	41	38.7	2
	Total	**106**	**100**	**-**
Age	Less than 20 years	7	6.6	4
	More than 20 - 40 years	60	56.6	1
	More than 40 - 60 years	24	22.6	2
	Over 60 years	15	14.2	3
	Total	**106**	**100**	**-**
Type of Disability	Visual Disability	22	20.8	3
	Auditory Disability	39	36.8	1
	Physical Disability	17	16.0	4
	Cognitive Disability	28	26.4	2
	Total	**106**	**100**	**-**
Nationality	Egyptians	20	18.9	2
	Arabs	10	9.4	3
	Foreigners	76	71.7	1
	Total	**106**	**100**	**-**

According to gender, the results in table 2 showed that the percentage of males (61.3%) was more than females (38.7%) in the investigated sample. It was observed from Table 2, the respondents' ages ranged from less than 20 to over 60years old. The majority of the respondents were between 20 and 40 years old (56.6%), followed by 40 - 60 years old (22.6%), then over 60 years old (14.2%), and less than 20 years (6.6%). It showed the variety of the respondents' ages in the investigated sample. According to respondents' types of disabilities, the majority of the respondents had an auditory disability (36.8%), followed by a cognitive disability (26.4%), while 20.8% of respondents had a visual disability, and 16% of them had a physical disability. According to the respondents' nationalities, 71.7% were Foreigners, 18.9% were Egyptians, and 9.4% were Arabs. It displayed that the research sample included the majority of the respondents' nationalities that visited Red Sea and Sharm El Sheikh.

6.1 The Hotel Data

Table 3: The Hotel Data Statistics

Variable	Response	Frequency	Percent	Rank
Hotel Region	Sharm El Sheikh	31	29.2	**2**
	Hurghada	41	38.7	**1**
	Marsa Alam	22	20.8	**3**
	Safaga	12	11.3	**4**
	Total	**106**	**100**	**-**
Hotel Grade	Four Star	45	42.5	**2**
	Five Star	61	57.5	**1**
	Total	**106**	**100**	**-**
How often do CWD visit a hotel website before visiting the hotel in	Never	1	0.9	**5**
	Rarely	12	11.3	**4**

Egypt?	Sometimes	31	29.2	**2**
	Often	26	24.5	**3**
	Always	36	34.0	**1**
	Total	**106**	**100**	**-**

As shown in table 3, according to hotel region, approximately 38.7% of the respondents have visited Hurghada hotels' websites, 29.2% of them have visited Sharm El Sheikh hotels' websites, followed by 20.8% of them have visited Marsa Alam hotels' websites, while just 11.3% of the respondents have visited Safaga hotels' websites. Thus, the researchers involved all of hotels' regions to be represented in the survey. In line with hotel grades, more than half of the participants (57.5%) visited five-star hotels' websites, while 42.5% of them visited four-star hotels' websites. It referred to the representation of all hotel grades in the research. With regard to the frequency of visiting the hotels' websites before visiting the hotels' websites before visiting the hotels, more than one-third (34%) of the respondents have always accessed a hotel website before visiting the hotel, 29.2% of them have sometimes accessed a hotel website before visiting the hotel, followed by 24.5% of the respondents have often accessed a hotel website before visiting the hotel. Furthermore, 11.3% of the respondents have rarely accessed a hotel website before visiting the hotel, and only 0.9% of the respondents have not accessed a hotel website before visiting the hotel. It referred that 87.7 % of the respondents visited the hotels' websites continuously before visiting the hotels.

6.2 Web Accessibility Assessment Criteria

Table 4: Factor Analysis of the Web Accessibility

Statements	Loading
Perceivability (Information and Interface Components)	
1. The website provides text alternatives for any non-text content such as large print, speech, symbols, or simpler language.	0.75
2. The website provides audio as an alternative to web content.	0.83
3. The website provides video as an alternative to web content (e.g., the sign language version of a web page).	0.85
4. The website provides content in different ways such as spoken aloud, simpler layout, etc.	0.88
5. The website provides easy visual and audio content.	0.82
Operability (Interface Components and Navigation)	
6. The website provides all functionality available from a keyboard.	0. 86
7. The website provides enough time to read and use the content.	0. 76
8. The website provides content that causes seizures or physical reactions such as repeated flashes.	0.73
9. The website provides ways to navigate and find content.	0.86
10. The website provides an easy way to operate functionality through various inputs beyond keyboard.	0.76
Understandability (Information and Operation of Interface)	
11. The website provides readable text content.	0.79
12. The website provides understandable text content.	0.76
13. The website provides pages that appear and operate in predictable ways.	0.71
Robustability (Dependable or Reliable)	
14. Website content is compatible with a variety of browsers such as (Firefox, Google Chrome, etc.).	0.83
15. Website content is compatible with a variety of assistive technologies such as (screen readers, captions, transcripts, etc.).	0.72
16. Website content is compatible with a variety of media players.	0.78
17. Website content is compatible with a variety of mobile applications.	0.92
18. Website content is compatible with a variety of electronic devices	0.90
Sums of Squared Loadings	**0.81**

According to table 4, Rady and Atia (2019) noted that a suitable level of loading value was (0.6) for the variables. Factor analysis declared that all eighteen statements were responsible

for changes in the variable of web accessibility assessment criteria after visited the hotel website with a percentage of 81%.

Table (5): Statistics for the Web Accessibility

Web Accessibility Assessment Criteria	Mean*	SD	Sig.	Rank
Perceivability (Information and Interface Components)				
1. The website provides text alternatives for any non-text content such as large print, speech, symbols, or simpler language.	2.91	1.24	0.00	**4**
2. The website provides audio as an alternative to web content.	3.05	1.29	0.00	**2**
3. The website provides video as an alternative to web content (e.g., the sign language version of a web page).	2.85	1.25	0.00	**5**
4. The website provides content in different ways such as spoken aloud, simpler layout, etc.	2.92	1.23	0.00	**3**
5. The website provides easy visual and audio content.	3.21	1.27	0.00	**1**
Overall	**2.99**	**1.26**	**0.00**	**-**
Operability (Interface Components and Navigation)				
6. The website provides all functionality available from a keyboard.	2.77	1.11	0.00	**3**
7. The website provides enough time to read and use the content.	3.19	1.21	0.00	**1**
8. The website provides content that causes seizures or physical reactions such as repeated flashes.	2.34	1.08	0.00	**5**
9. The website provides ways to navigate and find content.	2.78	1.24	0.00	**2**
10. The website provides an easy way to operate functionality through various inputs beyond keyboard.	2.75	1.22	0.00	**4**
Overall	**2.77**	**1.17**	**0.00**	**-**
Understandability (Information and Operation of Interface)				
11. The website provides readable text content.	3.26	1.27	0.00	**1**
12. The website provides understandable text content.	3.22	1.31	0.00	**2**
13. The website provides pages that appear and operate in predictable ways.	2.60	1.14	0.00	**3**
Overall	**3.02**	**1.24**	**0.00**	**-**
Robustability (Dependable or Reliable)				
14. Website content is compatible with a variety of browsers such as (Firefox, Google Chrome, etc.).	2.51	1.24	0.00	**5**
15. Website content is compatible with a variety of assistive technologies such as (screen readers, captions, transcripts, etc.).	3.17	1.08	0.00	**1**
16. Website content is compatible with a variety of media players.	2.81	1.07	0.00	**4**
17. Website content is compatible with a variety of mobile applications.	2.88	1.12	0.00	**2**
18. Website content is compatible with a variety of electronic devices.	2.86	1.13	0.00	**3**
Overall	**2.85**	**1.13**	**0.00**	**-**

*Mean of web accessibility assessment criteria after visiting the hotels' websites. SD = Standard Deviation and Sig. = significance degree of one-sample T-Test.

Table 5 indicated that in the variable of "Perceivability", the first assessment criterion was "The website provides easy visual and audio content", (M= 3.21, SD= 1.27). This result was consistent with Bradbard and Peters (2010); Ferri and Favalli (2018) who stated that content must be made available to users in a format they could perceive with at least one of their senses (i.e., sight, hearing, touch). On the other hand, the last assessment criterion was "The website provides video as an alternative to web content (e.g., the sign   language version of a web page)", (M= 2.85, SD= 1.25). The overall (M= 2.99, SD= 1.26). The researchers argued that this result may be due to the websites being more interested in providing audio and visual content such as images, information, and audio files than providing videos as one of the important content for customers with disabilities.

According to the variable of "Operability", the first assessment criterion was "the website provides enough time to read and use the content", (M= 3.19, SD= 1.22). The current result agreed with Mills et al. (2008) that an accessible website should ensure that all of its pages

were usable by everyone who has visited it. On the other hand, the last assessment criterion was "The website provides content that causes seizures or physical reactions such as repeated flashes", (M= 2.34, SD= 1.08). The overall (M= 2.77, SD= 1.17).

The tabulated data also illustrated that in the variable of "Understandability", the first assessment criterion was "The website provides readable text content", (M= 3.17, SD= 1.08). The previous result conformed to Bradbard and Peters (2010); Ferri and Favalli (2018) who indicated that content must be presented in a way user could understand or comprehend. The researchers noted that it was clear from the previous result that the hotel websites in the research sample paid more attention to providing readable content for customers with disabilities. While, the last assessment criterion was "The website provides pages that appear and operate in predictable ways", (M= 2.60, SD= 1.14). The overall (M= 3.02, SD= 1.24). The researchers noted that it was important to note that providing pages that appear to the customers with disabilities and were managed in predictable ways was a negative thing because it has annoy him if it appeared and therefore must be taken into account when designing. This meant that the lack of it was a sign of good website design.

Referring to the variable of "Robustability", the first assessment criterion was "Website content is compatible with a variety of assistive technologies such as (screen readers, captions, transcripts, etc.)", (M= 3.17, SD= 1.08). This result agreed with Slatin and Rush (2003) who found that the websites' information could be accessed directly or through assistive technologies. Moreover, an accessible website was sufficiently flexible to be used by all of these assistive technologies. On the other hand, the last assessment criterion was "Website content is compatible with a variety of browsers such as (Firefox, Google Chrome, etc.)", (M= 2.51, SD= 1.24). The previous result conformed to Akgül and Vatansever (2016); W3C (2020) who revealed that making web browsers and media players usable and operable through assistive technologies for customers with disabilities. The overall (M= 2.85, SD= 1.13). Based on the previous results, the researchers stated that the hotel websites in the research sample were more concerned to the content directly or through the assistive technologies, but they were not concerned with the compatibility of the website's content with different web browsers, and there was a lack in this point.

The p-value of the one-sample T-test was (0.00) of all variables. It indicated that there were significant differences between means of perceivability, operability, understandability, and robustability principles and the test value "4". This value was selected because it was a suitable value that referred to a degree of "agreement". In other words, respondents' responses of all statements were less than the test value; this result meant that (perceivability, operability, understandability, and robustability) in web accessibility assessment criteria after visiting the hotel website were less than the standard level. This meant that there was a lack of providing web accessibility standards for websites for customers with disabilities.

6.3 Purchasing Decisions after Visiting the Hotel Website

Table 6: Factor Analysis of Purchasing Decisions

Statements	Loading
1. My overall satisfaction level with this hotel website is great.	0.89
2. I am pleased with this hotel website.	0.93
3. Overall, this hotel website has met my expectations.	0.92
4. I feel emotionally attached to this hotel website.	0.85
5. It would be very difficult for me to not to stay in the current hotel.	0.84
6. I will purchasing the same services of this hotel in the future.	0.93
7. I will buy this hotel's services than other hotels.	0. 94
Sums of Squared Loadings	**0.90**

Factor analysis shown in table 6 declared that all seven statements were loaded on one factor and explained 90% of changes in the underlying variable of the study. In other words, the previous seven statements were responsible for changing in the variable of purchasing decisions after visiting the hotel website with a percentage of 90%.

Table 7: Statistics for Purchasing Decisions

Purchasing Decisions after Visiting the	Mean*	SD	Sig.	Rank
1. My overall satisfaction level with this hotel website is great.	3.08	1.27	0.00	**2**
2. I am pleased with this hotel website.	3.12	1.31	0.00	**1**
3. Overall, this hotel website has met my expectations.	3.06	1.34	0.00	**3**
4. I feel emotionally attached to this hotel website.	3.08	1.33	0.00	**2**
5. It would be very difficult for me to not to stay in the current hotel.	2.93	1.23	0.00	**6**
6. I will purchasing the same services of this hotel in the future.	3.00	1.24	0.00	**4**
7. I will buy this hotel's services than other hotels.	2.95	1.25	0.00	**5**
Overall	**3.03**	**1.22**	**0.00**	**-**

*Mean of Purchasing Decisions after Visiting the Hotel Website. SD = Standard Deviation and Sig. = significance degree of one-sample T-Test.

\
The tabulated data in table 7 involved that there were seven statements with regard to purchasing decisions after visiting the hotel website. The first one according to participants' responses was "I am pleased with this hotel website", (M= 3.12, SD= 1.31). There were two statements were ranked as the second statements. The first one was a "My overall satisfaction level with this hotel website is great" (M= 3.08, SD= 1.27). This result agreed with Domínguez et al. (2018) that offering accessible tourism services gave rise to a number of competitive advantages and increased the customers' satisfaction. The second statement in same rank was "I feel emotionally attached to this hotel website", (M= 3.08, SD= 1.27). On the other side, "It would be very difficult for me to not to stay in the current hotel" was ranked as last statement (M= 2.93, SD= 1.23). The overall (M= 3.03, SD= 1.22). The p-value of the one-sample T-test was (0.00) which indicated that there were significant differences between purchasing decisions after visiting the hotel website and the test value 4, this value was selected because it was a suitable value that referred to a degree of "agreement". In other words, respondents' responses of all statements were less than the test value; this result meant that purchasing decisions after visiting the hotel website were less than the standard level.

6.4 Test of Research Hypotheses
The researchers adopted the linear regression coefficients for testing the hypotheses as follows:

Table 8: Linear Regression Coefficients.

Dependent Variable		Independent Variable
		Perceivability in Web Accessibility Assessment Criteria
Customers with Disabilities' Purchasing Decisions	R	0 .866
	R^2	0.750
	Sig.	0.000
	Constant	0.168
	β	0.959

Table 8 showed that there was a strong significant correlation between perceivability in web accessibility assessment criteria and customers with disabilities' purchasing decisions (R=0.866). R^2 referred to the determination coefficient (0.750). Moreover, Sig. value was (0.00) (less than (0.05)) suggesting that, the null hypothesis of the research was not accepted. On the other hand, there was a significant impact of the perceivability in web accessibility assessment criteria (independent variable) on customers with disabilities' purchasing decisions (dependent variable). Furthermore, the statistical constant (α) has equaled 0.168 with a

significance level of less than 5%, whereas (β) has equaled 0.959, with a significance level of less than 1%. From the previous result, the following equation was suggested:

Customers with Disabilities' Purchasing Decisions = 0.168 + (0.959 * Perceivability in Web Accessibility Assessment Criteria)

Hence, the first hypothesis was supported. There was a significant impact of the perceivability in web accessibility assessment criteria on customers with disabilities' purchasing decisions (See figure 2).

Table 9: Linear Regression Coefficients.

Dependent Variable		Independent Variable
		Operability in Web Accessibility Assessment Criteria
Customers with Disabilities' Purchasing Decisions	R	0 .690
	R^2	0.476
	Sig.	0.000
	Constant	0.542
	β	0.900

From table (9), there was a strong significant correlation between operability in web accessibility assessment criteria and customers with disabilities' purchasing decisions (R=0.690). R^2 referred to as the determination coefficient (0.476). The Sig. value was (0.00) (less than (0.05)) suggesting that, the null hypothesis of the research was not accepted. Moreover, the statistical constant (α) has equaled 0.542 with a significance level of less than 5%, whereas (β) has equaled 0.900, with a significance level of less than 1%. The previous result suggested the following equation:

Customers with Disabilities' Purchasing Decisions = 0.542 + (0.983 * Operability in Web Accessibility Assessment Criteria)

This result proved that the second hypothesis was accepted. Operability in web accessibility assessment criteria has a significant positive impact on customers with disabilities' purchasing decisions (See figure 2).

Table 10: Linear Regression Coefficients

Dependent Variable		Independent Variable
		Understandability in Web Accessibility Assessment Criteria
Customers with Disabilities' Purchasing Decisions	R	0 .622
	R^2	0.386
	Sig.	0.000
	Constant	0.838
	β	0.725

Table 10 revealed that there was a strong significant correlation between understandability in web accessibility assessment criteria and customers with disabilities' purchasing decisions (R=0.622). R^2 was 0.386. The Sig. value was (0.00) (less than (0.05)) suggesting that, the null hypothesis of the research was not accepted. Moreover, the statistical constant (α) has equaled 0.838 with a significance level of less than 5%, whereas (β) has equaled 0.725, with a significance level of less than 1%. The previous result suggested the following equation:

Customers with Disabilities' Purchasing Decisions = 0. 838 + (0.725 * Understandability in Web   Accessibility Assessment Criteria)

Hence, the third hypothesis was supported. Understandability in web accessibility assessment criteria has a significant positive impact on customers with disabilities' purchasing decisions (See figure 2).
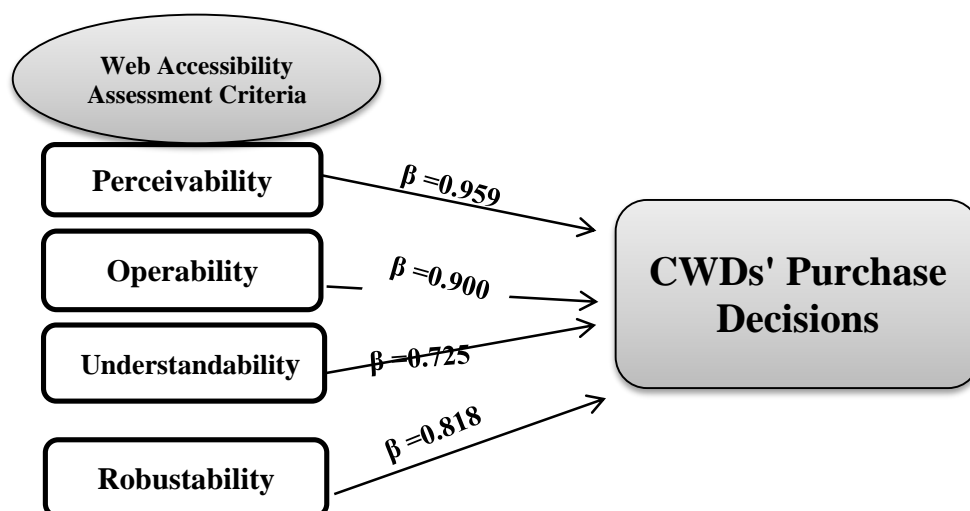
Table 11: Linear Regression Coefficients

Dependent Variable		Independent Variable
		Robustability in Web Accessibility Assessment Criteria
Customers with Disabilities' Purchasing Decisions	R	0 .601
	R^2	0.361
	Sig.	0.000
	Constant	0.704
	β	0.818

Table 11 illustrated that there was a strong significant correlation between robustability in web accessibility assessment criteria and customers with disabilities' purchasing decisions (R=0.601) and (R^2 = 0.361)). Sig. value was (0.00) (less than (0.05)) suggesting that, the null hypothesis of the research was not accepted. Moreover, the statistical constant (α) has equaled 0.704 with a significance level of less than 5%, whereas (β) has equaled 0. 818, with a significance level of less than 1%. From the previous result, the following equation was suggested:

Customers with Disabilities' Purchasing Decisions = 0.704 + (0.818 * Robustability in Web Accessibility Assessment Criteria)

Hence, the fourth hypothesis was supported. Robustability in web accessibility assessment criteria has a significant positive impact on customers with disabilities' purchasing decisions (See figure 2).

Figure 2: The Empirical Research Model.

7. Conclusion and Recommendations

The research adopted the quantitative approach using a web-based questionnaire survey for a sample of expected and in-house customers with disabilities (106 participants) in four, and five-star hotels located in the common coastal cities, such as Red Sea province (Hurghada, Marsa Alam, and Safaga) and South Sinai province (Sharm El Sheikh). A five-dimensional Likert scale was applied to gather customers with disabilities' disagreement or agreement level about web accessibility assessment criteria after visiting the hotel website and its impact on purchasing decisions after visiting the hotel website. Concerning the web accessibility assessment criteria (perceivability, operability, understandability, and robustability), the attitude of participants' responses ranged from disagree to neutral with its statements. This meant that there was a lack of Egyptian hotels web accessibility. According to purchasing decisions participants' responses attitudes, also ranged from disagreeing to neutral. This meant that purchasing decisions were affected by the presence of web accessibility. The findings of

the research indicated that perceivability, operability, understandability, and robustability in web accessibility assessment criteria influenced significantly purchasing decisions.

This research suggested some recommendations. Egyptian hotels were encouraged to develop customers with disabilities web content to conform to their needs because of the importance of this trendy and distinguishable market. The Egyptian hotels should be provided at affordable or reasonable prices to customers with disabilities to encourage them to choose Egypt as a preferred destination and take suitable purchasing decisions. Egyptian hotels are recommended to promote accessible tourism as a part of an integrated tourism package. Web developers or web designers in hotels should aware of the accessible technology standards and assistive technologies used by customers with disabilities and apply them to the hotel website. The hotels should not depend on customers with disabilities' opinions only but, they also had to test the website with an online automated accessibility tool to find and fix the accessibility problems as a plan of website development. Hotels are advised to follow and apply the technique for WCAG success criteria which provides complete guidance for designers and evaluators to perfect web accessibility and this would help Hotels to gain from this potential market opportunity.

Reference

Akgül, Y., & Vatansever, K. (2016). Web Accessibility Evaluation of Government Websites for People with Disabilities in Turkey. *Journal of Advanced Management Science*, *4*(3). 201-210.

Akincilar, A., & Dagdeviren, M. (2013). A Hybrid Multi-Criteria Decision Making Model to Evaluate Hotel Websites. *International Journal of Hospitality Management*, 36 (2014). 263-271.

Bailey, N. (2011). Assistive Technology, Accommodations, and the Americans with Disabilities Act. {on line available from} https://digitalcommons.ilr.cornell.edu/edicollect/1301/. Retrieved on {1 October 2020}.

Bradbard, D. A., & Peters, C. (2010). Web Accessibility Theory and Practice: An Introduction for University Faculty. {on line available from} https://eric.ed.gov/?id=EJ904073. Retrieved on {9 January 2021}.

Buhalis, D., & Michopoulou, E. (2011). Information-Enabled Tourism Destination Marketing: Addressing the Accessibility Market. *Current Issues in Tourism*, 14(2), 145-168.

Buhalis, D., & O'Connor, P. (2005). Information Communication Technology Revolutionizing Tourism. *Tourism Recreation Research*, 30(3), 7-16.

Cohen, J. (2013). Statistical power analysis for the behavioral sciences. Routledge. {on line available from} https://doi.org/10.4324/9780203771587. Retrieved on {10 February 2022}.

Domínguez Vila, T., Alén González, E., & Darcy, S. (2018). Website Accessibility in the Tourism Industry: An Analysis of Official National Tourism Organization Websites Around the World. *Disability and rehabilitation*, *40*(24), 2895-2906.

Edgman-Levitan, S., & Cleary, P. D. (1996). What Information Do Consumers Want and Need: What Do we Know about How they Judge Quality and Accountability. *Improving the Medicare Market: Adding Choice and Protection*. {on line available from} https://www.ncbi.nlm.nih.gov/books/NBK233028/. Retrieved on {4 September 2021}.

Egyptian Tourism Authority. (2020). {on line available from} http:// Egypt. Travel regions. Retrieved on {20 December 2021}.

Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G* Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior research methods*, *39*(2), 175-191.

Ferri, D., & Favalli, S. (2018). Web Accessibility for People with Disabilities in the European Union: Paving the Road to Social Inclusion. *Societies*, 8(2), 40.

Foley, A. (2003). Integrating Accessible Design into the Educational Web Design Process. Meridian: *A Middle School Computer Technologies Journal*, 6(1).

Gliem, J. A., & Gliem, R. R. (2003). *Calculating, Interpretations and Reporting Cronbach's Alpha Reliability Coefficient for Likert Type Scales*. Conference proceedings of the Midwest Research- To Practice Conference in Audit, Continuing and Community Education.

Henry, Sh. L. (2018). Components of Web Accessibility. W3C. {on line available from} https://www.w3.org/WAI/fundamentals/components/. Retrieved on {3 November 2020}.

Jacoby, J., Jaccard, J. J., Currim, I., Kuss, A., Ansari, A., & Troutman, T. (1994). Tracing the Impact of Item-by-Item Information Accessing on Uncertainty Reduction. *Journal of Consumer Research*, 21(2), 291-303. Kagan, S., & Bekkerman, R. (2018). Predicting Purchasing Behavior of Website Audiences. *International Journal of Electronic Commerce*, 22(4), 510-539.

Khalil, N., I., Fathy, E., A. (2017). Assessing the Accessibility of Disabled Guests' Facilities for Enhancing Accessible Tourism: Case Study of Five- Star Hotels' Websites in Alexandria. *International Journal of Heritage, Tourism and Hospitality*, 11 (3/2), 195-207.

Lazar, J., Dudley-Sponaugle, A., & Greenidge, K. D. (2004). Improving Web Accessibility: A Study of Webmaster Perceptions. *Computers in Human Behavior*, 20(2), 269-288.

Mankoff, J., Fait, H., & Tran, T. (2005). *Is Your Web Page Accessible? A Comparative Study of Methods for Assessing Web Page Accessibility for the Blind*. Conference Proceedings of the SIGCHI Conference on Human Factors in Computing Systems, 41-50.

McLellan, P. (2011). *Web Accessibility*. Master Research Thesis of Arts in IT Leadership, the College of St. Scholastica, Duluth, Minnesota. {on Line available from} https://search.proquest.com/openview/. Retrieved on {14 February 2020}.

Mills, J. E., Han, J. H., & Clay, J. M. (2008). Accessibility of Hospitality and Tourism Websites: A Challenge for Visually Impaired Persons. *Cornell Hospitality Quarterly*, 49(1), 28-41.

Naeem, M., & Sami, A. (2020). Product Brand Loyalty and Purchasing Decision. *International Journal of Entrepreneurial Research*, 3(3), 76-87.

Navarro, S., Andreu, L., & Cervera, A. (2014). Value Co-Creation among Hotels and Disabled Customers: An Exploratory Study. *Journal Of Business Research*, 67(5), 813-818.

Neuman, D. (2014). Qualitative research in educational communications and technology: A brief introduction to principles and procedures. *Journal of Computing in Higher Education*, *26*(1), 69-86.

Open Doors Organization (2020). 2020 Market Study Report. {on line available from} https://opendoorsnfp.org/market-studies/2020-market-study/. Retrieved on {10 June 2021}.

Pereira, H. G., de Fátima Salgueiro, M., & Rita, P. (2016). Online Purchasing Determinants of Loyalty: The Mediating Effect of Satisfaction in Tourism. *Journal of Retailing and Consumer Services*, *30*, 279-291.

Popiel, M. (2014). Paving the Way to Accessible Tourism on the Example of Krakow. *European Journal of Tourism, Hospitality and Recreation Special Issue*, 55-71.

Poria, Y., Reichel, A., & Brandt, Y. (2011). Dimensions of Hotel Experience of People with Disabilities: An Exploratory Study. *International Journal of Contemporary Hospitality Management*, 23 (5) 571-591.

Rady, A., & Atia, M. A. (2019). Health Affairs in Universities' Cafeterias: A Case Study of Minia University. *International Journal of Heritage, Tourism and Hospitality*, *13*(2), 314-324.

Rady, A., Sotohy, T. H., & Ammar, A. S. (2021). Employment of the Ancient Egyptian Feast Foods in Egyptian Hotel Menus and Its Impact on Promoting Food Tourism. Journal of Association of Arab Universities for Tourism and Hospitality (JAAUTH), 20 (4), 231-250.

Reason, J. (1990). *Human Error*. Cambridge University Press. {on line available from} https://psycnet.apa.org/record/1991-97559-000. Retrieved on {1 September 2021}.

Rong-Da Liang, A., & Lim, W. M. (2011). Exploring The Online Buying Behavior of Specialty Food Shoppers. *International Journal of Hospitality Management*, *30*(4), 855-865.

Saleem, M. (2018). Arabic Web Accessibility Guidelines: Understanding and Use by Web Developers in Kuwait. *In Proceedings of the Internet of Accessible Things,* 1-2.

Sambhanthan, A., & Good, A. (2012). Implications for Improving Accessibility to E-Commerce Websites in Developing Countries: A Study of Hotel Websites. *International Journal of Knowledge-Based Organizations (IJKBO)*, 2(2), 1-20.

Sambhanthan, A., & Good, A. (2013). Critical Success Factors for Positive User Experience in Hotel Websites: Applying Herzberg's Two Factor Theory for User Experience Modeling. *International Journal of E-Services and Mobile Applications (IJESMA)*, 5(1), 1-25.

Segarra-Faggioni, V., & Campoverde, J. (2017). Evaluation of The Web Accessibility of University Web Portal: Case Study: Universidad Tecnica Particular de Loja. In *Proceedings of the 2017 9th International Conference on Education Technology and Computers,* 203-206.

Sheth, J. N., Mittal, B., Newman, B. I., & Sheth, J. N. (2004). Customer behavior: A Managerial Perspective. Mason, Ohio: Thomson/South-Western. {on line available from} https://www.nku.edu/~mittal/cusbeh.doc. Retrieved on {20 August 2021}.

Slatin, J. M., & Rush, S. (2003). Maximum Accessibility: Making Your Web Site More Usable for Everyone. Addison-Wesley Professional. {on line available from} https://books.google.com.eg/books?hl=en&lr=&id=TN3LOpk-TIwC&o. Retrieved on {16 June 2021}.

Sliwa, C. (2006). Accessibility Issue Comes to A Head. {on line available from} https://books.google.com.eg/books?hl=en&lr=&id=TN3LOpk-TIwC&o. Retrieved on {16 June 2021}.

The Egyptian State Information Service (SIS) (2020). Persons with Special Needs (Intro). {on line available from} https://www.sis.gov.eg/Story/142863/persons-with-special-needs-(intro)?lang=en-us. Retrieved on {22 September 2020}.

The World Wide Web Consortium (W3C) (2020). {on line available from} https://www.w3.org/. Retrieved on {18 February 2020}.

United Nations World Tourism Organization (UNWTO) (2016). *Manual on Accessible Tourism for All: Principles, Tools and Best Practices – Module I: Accessible Tourism –*

Definition and Context, Madrid. {on line available from} https://www.e-unwto.org/doi/pdf/10.18111/9789284418077. Retrieved on {10 August 2020}.

United Nations World Tourism Organization (UNWTO). (2016). Recommendations on Accessible information in Tourism, UNWTO, Madrid. {on line available from} http://cf.cdn.unwto.org/sites/all/files/docpdf/accesibilidad2016webennuevoaccesible.pdf . Retrieved on {20 November 2019}.

Web Accessibility in Mind (WebAIM) (2020). Constructing a POUR Website. {on line available from} https://webaim.org/articles/pour/. Retrieved on {10 August 2020}.

Williams, R., Rattray, R. & Grimes, A. (2007). Online Accessibility and Information Needs of Disabled Tourists: A Three Country Hotel Sector Analysis. *Journal of Electronic Commerce Research*, 8 (2) 59–73.

Williams, R., Rattray, R., & Grimes, A. (2007). Meeting the On-Line Needs of Disabled Tourists: An Assessment of UK-Based Hotel Websites. International Journal of Tourism Research, 8(1): 59.

World Health Organization (2019). Disabilities. {on line available from} https://www.who.int/topics/disabilities/en/. Retrieved on {14 August 2020}.

World Health Organization (WHO) (2011). World Report on Disability. {on line available from}: http://www.who.int/disabilities/world_report/2011/chapter1.pdf. Retrieved on {20 February 2020}.

World Wide Web Consortium (W3C) (2020). Introduction to Understanding WCAG 2.0. {on line available from} https://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html. Retrieved on {30 August 2020}.

Xiong, L. (2008). *Web Accessibility Study of U. S. Based Hospitality Websites. Master thesis of Science in Hospitality Information Management, University of Delaware.* United States. {on line available from} https://www.proquest.com/openview/bbd7e8980803412329a6990cc257c10e/1?pq-origsite=gscholar&cbl=18750. Retrieved on {24 June 2021}.

Zafiropoulos, C., Vrana, V., & Paschaloudis, D. (2006). The Internet Practices of Hotel Companies: An Analysis from Greece. *International Journal of Contemporary Hospitality Management*. {on line available from} https://doi.org/10.1108/09596110610646709. Retrieved on {18 March 2021}.

Zeng, X. (2004). *Evaluation and Enhancement of Web Content Accessibility for Persons with Disabilities* (Doctoral dissertation, University of Pittsburgh). United States. {on line available from} http://d-scholarship.pitt.edu/id/eprint/7311. Retrieved on {31 August 2020}.

Zsarnoczky, M. (2018). The Future Challenge of Accessible Tourism in The European Union. *VADYBA Journal of Management*, 33(2), 39-43.

تأثير إتاحة الوصول لمواقع الفنادق الإلكترونية للعملاء متحدى الإعاقة على قرارات شرائهم

ملخص البحث	معلومات المقال

يعاني أكثر من مليار شخص حول العالم من نوع أو أكثر من أنواع الإعاقة. لقد كان الأشخاص متحدى الإعاقةهم الركيزة الأساسية لدراسة إتاحة الوصول للمواقع الإلكترونية، والذين يمثلون جزءًا كبيرًا من أي سوق، والذين قد يجدوا صعوبة في الوصول إلى محتوى المواقع الإلكترونية. يهدف هذا البحث إلى استكشاف تأثير إتاحة الوصول لمواقع الفنادق الإلكترونية للعملاء متحدى الإعاقة على قرارات الشراء الخاصة بهم. تم اعتماد المنهج الكمي في هذا البحث وتم كذلك إجراء استبيان على شبكة الإنترنت لعينة من العملاء المتوقعين ونزلاء الفنادق الحاليين من العملاء متحدى الإعاقة (١٠٦ مشاركًا). تم إجراء البحث بفنادق الأربع والخمس نجوم والتى تقع في محافظة البحر الأحمر متمثلة فى مناطق (الغردقة ، مرسى علم ، سفاجا) ومحافظة جنوب سيناء متمثلة فى (شرم الشيخ). تم تحليل بيانات البحث باستخدام مقاييس الإحصاء الوصفي واختبارات T ومعادلات الانحدار الخطي. أظهرت النتائج أن هناك ضعفا في إتاحة الوصول للمواقع الالكترونية للفنادق المصرية. كذلك أشارت نتائج البحث إلى أن الإدراك (β = 0.959،0.000 = .Sig) ، قابلية التشغيل (β = 0.900 ، β = 0.000 = .Sig) ، قابلية الفهم (β = 0.725، β = 0.000 = .Sig) ، والقوة (β = 0.818، β = 0.000 = .Sig) في معايير تقيم إتاحة الوصول للمواقع الإلكترونية للفنادق كان لها أثرا كبيرا على قرارات الشراء. قدم هذا البحث مجموعة من التوصيات اللازمة لتعزيز إتاحة الوصول للمواقع الإلكترونية وقرارات الشراء للعملاء متحدى الإعاقة في الفنادق المصرية.