

Analyses of Factors Influencing Travel Consumers' Satisfaction and Loyalty as Revealed by Online Communication Platform: A Case Study of TripAdvisor

Nawal Morsi Zaki¹ Nermeen Abuzied²

¹High Institute of tourism and hotels (EGOTH) ²Suez Canal University

Abstract

The continuing evolution of on-line platforms, which are now at the heart of modern commerce, has had a considerable impact on the tourism and hospitality business. On-line platforms are often less capital intensive than the business that they intermediate – allowing them to achieve significant market power in short periods of time. A concentration of tourism market power is rarely beneficial for travel consumers. The widespread public use of TripAdvisor has effectively positioned itself as a new breed of moderate Travel Agencies and hotels by launching its Instant Booking service recently. It has generated a number of conditions a key marketing opportunity – that have been game-changers – in both beneficial and detrimental ways – to tourism and hospitality business. As a result, many travel agencies and hotels in the 21st century have had to make considerable adaptations to remain solvent and relevant.

This study extends the body of knowledge on the influence of perceived quality service (PQS) and perceived price (P) on post-purchase perceptions, satisfaction, intention behavior and loyalty of travel consumers, by enriching its content in the area of tourism and hospitality. Moreover, understanding how online tourists' reviews – as powerful source of information - affecting online travel agencies and hotel booking decisions. The purpose of this study is to investigate how TripAdvisor assessment in travel agencies and hotels in Egypt that contributes to satisfaction and loyalty from the consumer perspective, considering the online dimension of recommendations. This research study applies research method that a quantitative approach directly enriches the research study with different viewpoints from online tourists' reviews (as stakeholders) and provides a better understanding of study problems. Findings revealed significant inter-relationships are obtained in TripAdvisor use perception, satisfaction with both the travel agency and the hotel, dimensions of loyalty in travel services and the mediating effect of positive online tourist intention to recommend the travel agency and hotel is confirmed.

Research limitations/implications – Future research can replicate these interrelationships in other travel services and employ multidimensional scales to measure online tourist attitudes and behavior.

Keywords: Travel Consume ;Service Quality ;Price ;Value; Satisfaction ; Purchase Intention; TripAdvisor ; Online Tourists' Reviews ; Tourism and Hospitality Business ; Egypt

Introduction

Over the last decades , tourism have experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the globe (Van, 2015). The contribution of tourism to economic well-being depends on the quality of services and products and the revenues of the tourism offer. Tourism is a leading industry, responsible for a significant proportion of world production, trade, employment, and investments. With over 1.2 billion tourists travelling internationally in 2016, six billion travelling domestically and hundreds of millions working in the sector, tourism has become an undisputed vehicle of advancing the global economy, representing 10.3% of the world's General Domestic Product(GDP), 30% of services exports and one in every eleven jobs.

United Nations World Tourism Organizations (UNWTO) forecasts international tourist arrivals to reach 1.8 billion by 2030, with an average of 43 million additional arrivals entering the

tourism market each year (UNWTO, 2017). Due to those demanding international tourists' inflows, there is an increased competition and constant evolution of new technology. Now travel consumers are not ready to pay more than service and products is worth.

In recent years, the rise of new technologies like the broadband electronic communities increased the numbers of consumer-generated media platforms, (e.g. Al-Hakim .2009and Treem, 2012), leading to E-communications be transformed into various types of E- communities and virtual networks (Alamro, 2011and Yen, 2015). In the tourism and hospitality industries, highlight the importance of online social media networking sites has increased in shaping competition among established firms of tourism sector and tourist destinations, as on-line retailers such as, Booking.com, Expedia, Trivago, and TripAdvisor (Ayeh and Law 2013).`

TripAdvisor is an online travel info-mediary tool that has become the world's Evaluation of Tourists (customers) (e.g. Asgarpour, 2015 and Adomavicius, 2013). Thus, In the field of info-mediaries in tourism and hospitality business, and in the presence on the online social media network platform (e.g. Silva, 2015 and Yen, 2015).

TripAdvisor is considered an online travel info-mediary site that has become the world's Evaluation of tourists (as customers) and a critical success factor for competition in the tourism and hospitality services industries (I.e. Phillips, 2015and Cabi, 2011). In 2015, most interested community about travel, with more than five million registered users who visit TripAdvisor platform thirty million times per month on average (Banerjee and Chua, 2016).

A wealth of opinions and information for travel consumers on travel services' providers, such as: travel agencies (TAs), accommodations, airlines, restaurants etc.- are often articulated in the form of on-line tourist 'reviews (Vermeulen ,2009 and Hasmal ,2012).). According to Ye (2009) , three quarters of travel consumers have considered 'online tourist' reviews as an information source when planning their vacations and trips. Although experience travel services perfectly match the nature of the tourism and hospitality industries, the issue of the influence of online tourist' generated reviews on the performance of tourism and hospitality businesses has been overlooked by research studies (e.g. Mackiewicz, ,2009 and Miguéns ,2008).

Furthermore, TripAdvisor content with its online tourists' reviews presence is a strategic necessity for tourism business , such as : online travel agencies and online Airlines - and for hospitality business such as : hotels ,resorts , cruises- and is no longer a rare resource that these established firms can leverage to increase rates (Prices) of their travel services and their Values (V) (Ye , 2014 and Trusov, 2011).

From a resource - based perspective , the usage of online social media networking features can shake up long-lasting reputations through online tourists' reviews posted by unmonitored influential their decision making or can even damage the brand image of the service providers entity(Ayeh ,2013) given the viral power of TripAdvisor (Telofski, 2011), leading to an undesired negative effect (e.g. Aladwania , 2007 and Adner ,2010) .

TripAdvisor has progressively added features typical of on-line social media communities to their intermediation platforms, where travel consumers can compare prices (p) and online tourist' revies for travel agencies, hotels and tourist destinations (e.g. Banerjeem and Chua ,2016).

In highly fragmented industries, such as tourism and hospitality, E-Business in TripAdvisor can be a Value- exceed mechanism for large,(Babin, B.J. & Harris, E.G. 2011), medium and small tourism businesses that can exceed the number of tourism process for Online Travel Agencies (OTAs) profitability and can increase hotels' capacity to exceed profitability and revenues (eg Baker , 2009 and Pesonen, 2013).

This occurs because E-Business changes tourism sector attractiveness by impact on the horizontal and vertical forces of competition in the tourism and hospitality industries Becerra,(e.g.Santaló ,2013 and Kim,2014)..

In highly fragmented industries , such as tourism and hospitality , the E-Business in TripAdvisor content can be a Add Value that can flourish the mechanism for medium and small tourism businesses and can exceed the number of tourism process of Online Travel Agencies (OTAs) profitability and can increase hotels' capacity to exceed profitability (e.g. Becerra and Silva, R. 2013).

This occurs because E-Business changes tourism sector attractiveness by impact on the horizontal and vertical forces of competition in the tourism and hospitality industries.

Specifically, TripAdvisor platform has contributed to intermediating traditional travel agencies from the market relationship between hotels and customers and has favored the rise of a more concentrated share of (OTAs) with great tourism market power(e.g. Berezina, 2012 and Kim,2013)..

Satisfaction behavior, retention behavior, and loyalty have been proven to be a strategic weapons for the tourism marketers of tourism business to attract and satisfy traveler consumers (i.e. Kim, , 2014 and Kwark, Y. 2014). Online travel agencies face intense competition, and thus have a great need to evaluate the e-service quality of their websites to succeed or even just to survive.

Accordingly, in E-Business scenario, tourists have a stronger bargaining power with online travel agencies (OTAs) and hotels thanks to the greater transparency about perceived price and Services quality levels (SQL) that add Value (V) to tourism business and to the greater availability of substitute services and products (i.e. Routledge, 2012and Dellarocas,2003).

Despite the important role played by TripAdvisor in reshaping the structure of Egypt' tourism sector, the Egyptian tourism and hospitality industries is not yet completely clear whether and how established firms in tourism business – such as: (OTAs) and hotels can capture Egypt's Economic Value (EV) brought by their greater visibility on is online info-mediary platform (Aral, 2013) .

For this reasons, the study focus on managing E- business in TripAdvisor platform featureffectively and developing greater TripAdvisor visibility in Egypt's tourism sector that may gaining revenues in tourism market. This study can be particularly important in the Egyptian tourism and hospitality industries where the supply is highly fragmented and profit are based greatly on Egypt (as tourist destination) attraction of international tourist inflows.

In addition developing on online social networking platform or through social media features might provide Travel Agencies and hotels in Egypt with opportunities for tourism market growth in segments in which they have a limited market presence. This can be particularly important in tourism sector, where the supply is highly fragmented and profits are based greatly on the attraction of international tourist arrivals. (Telofski, 2010). Using 1500 online guest' reviews covering 180 star-rated hotels and 500 online tourist' reviews covering 290 travel agencies in Egypt – as a tourist destination – from the period January 2016 till January 2017.

The study investigates the influence of on-line tourist reviews and source features upon travel consumers decisions and satisfactions in tourism business. It investigates how TripAdvisor can be an assessment in Egypt's tourism sector .It also focus on online travel agencies (OTAs) and hotels contributions to travel consumer (tourist) satisfaction and their loyalty from the travel consumer perspective, considering the online tourist ' reviews dimension of comments and recommendations .

Based on this information, three new variables were created to analyze the influence of Price (p) on tourists' perceptions of Service Quality (PSQ) and Perceived Value Added (PV) of travel agencies and hotels in Egypt. It develop a methodology to conducted its analysis with the goal of assessing the moderating effect of Online Travel Agencies (OTAs) , hotels and Egypt - as a tourist destination where positioning between their on- line visibility and profitability. .

Considering the limitations still present in the literature on online tourist reviews and TripAdvisor assessment in tourism and hospitality (Sparks, 2011, and Schegg, 2015), the novelty of this work study is that it research studies the inter- relationships between TripAdvisor , satisfaction behaviour ,purchase retention behavior and loyalty in travel services of online travel agencies and hotels with particular attention paid to positive online tourist' reviews behaviour .

Theoretical Background

The Tourism And Hotel Business In Egypt' Tourism Sector

The tourism sector supports tourism business by offering an uncommon luxury services at affordable prices (Candela ,2012). Over time, an ever increasing number of tourism destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned. As an internationally traded service, inbound tourism has become one of the world's major trade categories. The overall export income generated by inbound tourism, including passenger transport, exceeded US\$ 3 trillion in 2016, or close to US\$ Five billion a day (World Bank, 2017).-

Tourism exports account for as much as 45 % of the world's exports of commercial services and 9 % of overall exports of services and products (UNWT, 2017). Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products (OCED, 2016) .

For Egypt ,the tourism and hospitality industries is considered one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for sustainable development that has a great contribution to the economic growth (WTCC,2017). Two revolutions in early 2011and 2013, and a series of high-profile airline disasters, beginning with the downing of Metro –jet 7K9268 in Sharm |El-Sheikh in October 2015, have shattered a tourism industry that made up 11.4 % of Egypt's General Domestic Product (GDP) in 2015 (Egyptian Central Bank ,2016) .

A slow drip of turmoil has ensured that any gains the industry made since the shock of 2011 have been reversed: figures released by Egypt's official statistics agency, the Central Public Mobilization and statistics Agency (CAPMAS), showed that tourist numbers in July of the year 2011 were down 41.9%, compared to the same period in 2015 (CAPMAS ,2016). Critics say that until Egypt is truly transparent about the reasons behind the Metro-jet crash, as well as the crash of Egypt Air flight 804 in May 2015, tourists won't return with confidence (ILO, 2015).

Over the las three years, the tourism sector has undergone significant changes. There is an increasing of sustainable development within the tourism market space, with several domestic and international investments signing deals and targeting fast expansion over the next few years (American Chamber of Commerce, 2016).

Although foreign visitors arrivals have held relatively well in the face of recent challenge ,declining to Egypt reached 9.9 million in 2016 , generating a total of USD 7.2 billion in revenues. Travel receipts constituted the fifth largest provider of foreign currency. The total number of international visitor nights reached 97.3 million in 2016.

About 83% of inbound tourists came from Europe, followed by 45 % from Western European countries and 38 % from Eastern European countries. Tourists from Arab countries account for 27 % of international arrivals. Hotels and food and beverages services account for 1.8 % of total investment in the fiscal year 2015/16, of which 79 % came from the tourism private sector. Tourism contributes 19% of the direct taxes on services and 4.5 % of the total direct sales tax to the national budget (OECD, 2017).

For the continuity of its contribution, the Egyptian government and the stakeholders of Egypt's tourism sector try to find ways to satisfy travel consumers and become loyal ones. **Travel Consumers' Satisfaction in Tourism and Hospitality Business**

Zeithaml (2013) defined consumer satisfaction as an emotional post consumption evaluative verdict concerning a service or products. Davis (2008) defined consumer satisfaction in tourism business as a travel consumer response to the evaluation of the perceived difference between expectations and final result after consumption. Allen, (2002) defined consumer satisfaction as an overall evaluation after purchase. All the definitions of travel consumer satisfaction have described satisfaction as a process, and they recognized that satisfaction was the final step of a psychological process (Law, 2011 and Treem, 2012).

According to Solomon (2009), in travel services of tourism and hospitality business, tourists are more likely to be contended if their expectations are fulfilled. If the tourists' expectations are exceeded, that may increase their level of satisfaction. This kind of travel consumer satisfaction is requisite for his loyalty (Vermeulen, 2009).

Elements for Travel Consumers' Satisfaction

- Perceived Value (PV) And Purchase Intention In Tourism And Hotel Business

Perceived Value (PV) is a result from the travel consumers' pre-purchase perception. Expectation, evaluation during the transaction (e.g. Ye, 2014 and Ritala, 2011). Pesonen (2013), defined Perceived Value (PV) in tourism and hospitality business as the tourist's (customer's) overall assessment of the utility of a service or a product based on his perceptions, of what is received and what is given. In the tourism and hospitality service literature, expectation is defined as wants or desires of travel consumers and what a service provider should offer rather than would offer (e.g., Duchessi, 2004 and Al-Sabbahy, 2004). Schegg (2015), Defines tourist (customer) perceived value (PV) from pre-purchase, transaction, and post purchase aspect that (purchase intention it is a tourist's perceived preference for an evaluation of those service or product attributes, consequences and performances arising from the use that facilitate achieving tourist goals and purposes in use process. Cui (2009), define Perceived Value (PV) as the results or benefits travel consumer receive in relation to total expenses (costs) which include the price (P) paid plus other expenses associated with the purchase and then lead to purchase intention. The benefits include travel consumer's desired value (V) (Zubac, 2009). Zhu (2010) view Perceived Value (PV) in tourism market as the perceived worth in money (cash) units of the set of economic, social, technical, service and products benefits received by a firm in tourism business to exchange for the price paid for a service or products, taking into consideration the available offerings and rates (Prices).

Loyalty Behavior in Tourism and Hotel Business

Loyalty behavior is defined as a deeply commitment to re-buy a preferred service or product that will lead to repeat the same-brand purchasing despite situational influences. Moreover, the tourism marketing strategies have the potential to cause the switching behavior of the travel

consumer (client) (I.e. Baines, 2013 and Brynjolfsson,2010). According to (Ali , 2011) , loyal customer(tourist) in tourism and hospitality is a tourist who intends to repurchase from the same service or product provider, to keep an optimistic behavior or attitude towards the established firm, and to willingly refer the service or the products to others.

Perceived Value (PV) And Travel Consumer's Satisfaction and Loyalty

The Measurement of tourist satisfaction without fulfilment of his perceived value (PV) cannot really meet the expectations. It means offering real value to tourists should be one of the most important goals of a firm in tourism business (e.g. Mohsin 2012, and Cabi. ,2011)..

Thus, delivering superior value to tourists is building the established firms' competitive advantage in tourism business (Aladwania and Palvia, 2007).Therefore, by offering more value to the tourists, long-term inter-relationship gained which is the result of tourist loyalty. In fact, the keys to success in tourism business are the ability to understand what constitutes value in the minds of tourists and the ability to continually deliver that value better than other competitors in business practices (i.e. Kim ,2012and Kaplan ,2010) . A study by Ritsumeikan Journal of Asia Pacific Studies (2009) , show that travel consumer identify value in different ways:

-What the travel consumer wants from a service or products Low price? Quality/price correlation.

-What the tourist (as customer) gives up in inter-relation to what he / she gets?

According to Pynnonen (2011) tourist satisfaction and tourism retention have been a prominent topics for investigation in tourism business for many years that some research studies suggested that satisfied travel consumers are willing to purchase more services or products, purchase more often (purchase intention), spend more, recommend to others and are less Price (p) sensitive. However, a few research studies have been conducted related to this inter- relationship in luxury, medium and small firms in tourism business. (e.g. Ye, 2009 and Xiang,2009) .

Moreover, no study work has been found that has attempted to conceptualize the inter-relationship between above mentioned factors in the tourism business especially online Travel Agencies (OTAs).In the current case, travel consumer satisfaction is expressed by the score of the rating posted on the virtual platform TripAdvisor and the decision to recommended –or not- to revisit Egypt (as a tourist destination) .

Finally, as a conclusion, service quality and price are main antecedents of tourist Perceived Value (PV) as a complementary for acquiring obtaining his satisfaction.

-Components of Value Added (VA) In Tourism And Hotel Business

-The basic components of tourists' Value are Service Quality (SQ) and Price (P).

Regarding to basic components of tourist Value , Moliner (2007) ,formed those components into the Value (v) Cube .The cube suggests that firms in tourism business can increase their Value Added (VA) by increasing or meeting travel consumer' expectations of these various dimensions. The Value Cube applies to in tourism business as service-producing firms that offer intangible services that cannot inventory their outputs, have high tourist contact, and are labor-intensive (i.e. Baron, 2010 and Kim, 2012).

A firm's Value (v) proposition is a strategy about how it expects to deliver Value (V) to tourists (customers) along the Value (V) Cube's basic dimensions. In tourism business (such as: travel agencies and hotels, etc.), established firms that offer a unique Value proposition will be successful. These firms offer an imaginative combination of different service benefits at low Prices (P) that win and retain travel consumer Ye, 2011).

The most successful established firms offer radically superior Value Added (VA) that is based upon quantum leaps in services or products quality at the lowest prices (Madu, 2002).

In tourism business practices, firms can increase Value Added (VA) using one or more of the following strategies:

- As first strategy, firm can decrease the denominator by reducing Prices (p) leaving services or products benefits constant.
- As the second strategy, firms can enlarge the numerator by increasing any services or products benefits constant, leaving Prices (p) constant.
- Or they can implement the both strategies, and then improve the service or product benefits and lower Prices (p) simultaneously (Adner, 2010) .

According to prior statements, tourists (as customers) make purchasing decisions in terms of satisfied needs and expectations about Service quality (SQ), and Prices (p) . Thus Service Quality (SQ) , and Price (P) as basic Value (V) ingredients are emphasized in all of the various statements (Zeithaml , 2003).

In addition, as tourist (customer) loyalty can be defined as the personal identification felt by the tourist-as client- in regard to the performance of a service(s), and how this feeling drives the tourist 's behavior.

Therefore, it can be concluded that, travel consumer satisfaction and loyalty is closely inter-related to performance which is having the right service (s), at the right price (p).

Online Service Quality (OSQ) in Tourism and Hotel Business

Sparks (2011) referred to Service Quality (SQ) as the customer's overall impression of the relative inferiority and superiority of the company and its services or products. Tourists (Customers) will assess Service Quality (SQ) by comparing services they received with their desired services (Sue Loroz, 2005). Hence, Service Quality (SQ) plays an important role in adding Value (v) to the overall travel services experience (Ye, 2014). For example during the last decade, the tourism and hospitality industries have become one of the most important players of economies worldwide (Chen, 2008). These critical industries have many service institutions and infrastructures in its category among which the most important infrastructures is hotels and travel agencies (Chen, 2015). In this sense, tourist satisfaction is a definite need for Service (s) improvement and therefore, s activities are a special kind of inter-relationship between service providers and tourists (as customers).

In this inter-relationship, the established firms in tourism business understands the needs and interests of the tourists (customers), and gives satisfaction in order that they improve their needs and feel comfortable. The tourism and hospitality industries simply cannot survive without delivering satisfied quality services (Qs).

Vermeulen (2009), reported similar influence of Service Quality (SQ) in tourism business which were improving tourist convenience; improving service provider's image; ensuring tourist security; generating traffic linking to profitability and revenues , saving costs and expenses , higher tourism market share and growth ; establishing a competitive edge, tourist demand and economic growth (e.g. Baier,2008and Ali, S.2013) .

Moreover, Service Quality (SQ) in tourism business has been shown to influence tourist purchase intentions, and is used by some firms to strategically position themselves in the tourism marketplace. Additionally , Service Quality (SQ) is an important factor to established firms in tourism and hotel business because which influences purchase intention , increase revenues

levels, reduce expenses and costs, and increase tourism market share and enhance profitability level which are some of the ultimate target of each company.

Online Service Quality (OSQ) is considered one of the significant factors of tourist loyalty which play a role as a Value (V) component in order to gain tourist loyalty and profitability (Tourism Journal of Asia Pacific Studies, 2015). In addition to the prior general definitions of Online Service Quality (OSQ), some definitions are based on E-business in tourism practices that point of views discussed as follows : Service quality is considered to be one of the key determinants of online retailer success.

Xiang (2010), defined Online Service Quality (OSQ) as the extent to which a Web Site facilitates efficient and effective shopping, purchase, and delivery of services or products. Online services perceive (OSQ) convenience and the benefits and of obtaining information about Service directly from E-Tourism sites rather than through an off-line store (ie Treem 2012 and Brewer,2010)

The reduction in time needed to research service costs and service related information has also been identified as a key benefit of E-Tourism shopping (Clemons, 2006).

Being able to search quickly for information about a product or service increases tourist satisfaction and improves tourist intentions to revisit the same tourist destination and repurchase the same service.

Customer /tourist perceptions of convenience directly affect perceptions of service quality and satisfaction in E-Tourism shopping. In the tourism and hospitality business. In theoretical models building by Phillips (2015) – and on the basis of findings from empirical research studies in several sectors- they identified five critical dimensions that travel consumer use as criteria in judging Service Quality (SQ):

-Reliability: The ability to perform the promised service dependably and accurately

-Responsiveness: Willingness to help travel consumer and provide prompt service

-Assurance: courtesy and Knowledge of clients and their ability to inspire confidence and trust.

-Empathy: individualized attention and caring the firm in tourism business provides its travel consumers.

-Tangibles: Appearance of physical facilities, personnel, equipment, and Communication materials out the five Service Quality (SQ) dimensions.

Reliability has generally surfaced as the most critical dimension, based on both direct measures of relative importance and importance weights derived from regression analyses. Therefore, providing reliable service (S) is the core element of service quality (SQ) (Baier, 2008).

However, case studies and anecdotal evidence strongly suggest that achieving sustainable competitive advantage in the tourism marketplace will be very difficult with just superior services (S) and reasonable prices (P) ; regardless of whether a established firms 's core offerings are services or products , superior Service Quality (SQ) is essential for excellent tourism market performance on an enduring basis (Neirotti ,2016)..

Moreover, the greater competitive leverage that service quality (SQ) offers is also relevant in the context of perceived value (PV) and customer /tourist loyalty since these are important determinants of tourism market performance.

In conclusion, offering superior tourist (as customer) service has the greatest effect on customer /tourist satisfaction and loyalty. Thus, the importance and effect of service quality (SQ) as one of the major value (V) components is emphasized and confirmed as it is mentioned in above.

-Perceived Prices (P) In Tourism And Hotel Business

From the travel consumer's perspective, perceived Price (P) is what is given up or sacrificed to obtain services or products.

Defining Price (P) as a sacrifice is consistent with conceptualizations by other pricing researchers (i.e., Chen, 2014 and HXiao, 2000).

Price (P) also is described as the amount of money charged for a service or products; the sum of the Values (V) that tourists (customers) exchange for the benefits of having or using services or products.

Hoboken (2011), distinguished between objectives monetary price (the actual price of a product or service and perceived price (the price as encoded by the travel Consumer). Objective monetary price is frequently not the price encoded by travel consumers (i.e., Dou 2008 and Lee 2012).

Some travel consumers may notice that the exact price (P) but others may encode and remember the price (P) only as Expensive Price or Cheap Price.

Studies reveal that travel consumers do not always know or remember actual Prices of an item or service. Instead, they encode prices in ways that are meaningful to them (I.e. Jannah, 2010 and Routledge, 2012).

For tourists, the Perceived Price (P), which includes effort, time: and search expenses and costs, it is more meaningful than the actual monetary price (P) of a products or service.

The tourist usually judges price (P) and service quality (SQ) based on the concept of equity and generates tourist satisfaction or dissatisfaction level based on that concept (HaYoon, 2007 and Pesonen, 2013).

As an example in the tourism and hospitality literature, price (P) has been used as a strategic element (variable) in positioning travel agencies, hotels and tourist destinations (i.e. Zhu and Sun, 2012).

Examined economic and marketing strategies approaches to pricing function which had been adopted, enhanced and developed a model that identified maximum and minimum price (P) thresholds. It has proposed that tourists' price perceptions were important in developing a price range for positioning the tourism business and tourist destination, and tactical price decisions made within this range would not negatively influence brand image of them .

Vermeulen, 2009), suggested that a tourist's perception of monetary price (P) is derived from the interaction of the objective –actual- price and the customer/tourist's reference price (P) .

In the present study perceived price (P) is cited as being a key variable(element) in assessing service quality (SQ), service value (SV), Value Added and tourist intention to revisit Egypt (as tourist destination), but it has considered perceived price (PV) as a relevant intermediary variable in the Price, Service Quality (SQ) and Value Added (AV) interrelationship . For that reason, the study utilize the perceived price (PV) rather than the objective price in order to investigate the price, quality, and value inter-relationship.

The Interrelationship Between Price (p) ,Perceived Quality(PQ)
And Perceived Value (PV) In Tourism and Hotel Business

Most research studies confirm the existence of an inter-relationship between Price (P) and post-purchase perceptions of Services Quality (SQ) as well as Perceived Value (PV) in an offline environment, from different perspectives. Oh (2003) indicates that asymmetric effects between positive (gain) and negative (loss) price (P) deviations can be found in customers' judgments of quality (Q) and value (V) , although this is not the case for overall Price perceptions. Cui (2009) establish a new pricing model, implying that optimal Price (P) is positively related to Perceived Quality(PQ) .

Looking at the online context in E-business, most studies focus on E-commerce (e.g. Ali, 2011 and Baran,2008)For instance, Garcia and Iglesias (2010) were the first ones to investigate the inter-relationship among perceived value (PV), satisfaction, and Perceived Price(PP) tolerance in a business-to-business framework. Lu and Feng (2009) confirm that price (p) has a moderate effect on the inter-relationship between word of mouth value (WOMV) and sales.

Li (2010) , quantify the price (P) effects in travel consumer reviews for different formats of review systems using actual tourism market prices and online travel consumer rating data. In the field of tourism and hospitality, the present study use surveys to that investigate these inter-relationships; and has concentrated on online tourist reviews that have posted by tourists (customers) . However, the abundance of online tourist reviews provides a new study forum for investigating the inter-relationship between price (P) and perceived quality (PQ) and value (V) , which has previously tended to be studied offline or in other fields. Accordingly, the objectives of this study is to present a conceptual framework and empirical evidence to enable a better understanding of the impact of price (p) on perceived quality (PQ) and value (V) in the online context of tourism and hotel business. And it also present a conceptual framework and empirical evidence to enable a better understanding and analyzing the inter-relationship sequence tourist (customer) perception of TripAdvisor Use – Level of satisfaction with general level of satisfaction with both the travel agency and hotels, loyalty dimensions – intention to return , willingness and ability to pay a higher price (P) and positive online tourist reviews intention or recommendations .

In the inter-relationship , the moderate effects is also studied by the mediate effect of online tourist reviews intention between satisfaction with TripAdvisor and general intention recommended the online travel agencies (OTAs) or the hotels

Online Tourists ' Reviews

Online customers reviews can be defined as peer-generated service or product evaluations posted on established firm on third-party websites (e.g. Pantelidis, 2010and Ryu, 2010).

At present, online tourists' reviews provide information and comments not just about the service providers in tourism business, but also aspects of the post – consumption experience, such as Service Quality (SQ), Perceived Value (PV) for Price (P), and overall evaluation (eg,Chen, 2008 and Coker,2012).

Online tourists' reviews provided by tourists (customers) have become a major source of information on Service Quality (SQ) for both travel consumers and tourism marketers (e.g. Cheungand ,2008 and Chen ,2015).

More travel consumer now browse online tourists' reviews before making purchase decisions (pre-purchase). As such, online tourists' reviews play an important role in travel consumer decision-making processes. In the current study in tourism business, these reviews are considered as a useful tool for investigating online tourists' perceptions, Service Quality (SQ), Perceived Value (PV) and Perceived Price (P) .

TripAdvisor As A Case Study

Since Its launch in the year of 2000, TripAdvisor has contributed globally and significantly to the growth and of the sustainable tourism marketplace.

As the global 's largest travel review website with over 390 million online customers ' reviews , comments and opinions from tourists around the world, and with more than 6.9 million businesses and properties in 139,000 tourist destinations,

TripAdvisor is an online info-mediation platform on which travel consumer can compare objective prices(P) and online customers' reviews on airlines, travel agencies, accommodations, restaurants and other service providers .

The Added Value (AV) created essentially lies in the reduction of search costs for tourists (customers) and in the sustainable development of tourism market transparency (Kietzmann, 2011),.

Through TripAdvisor, travel consumers can book travel services, such as: rooms, tickets and tours ,etc. – on several Online Travel Agencies (OTA) .

The intermediation commissions (fees) applied by TripAdvisor and (OTAs) can amount up to 35% of Room Objective Price (HSMAI, 2012).

Info-mediation can thus add economic Value (V) in the transaction between a travel consumer and a service provider (hotel, travel agency) .

This Value (V) is shared among the parts involved in the settlement transaction: the travel consumer and the service provider (hotel), first, and then all the distributors (online travel agency and TripAdvisor).

The study aims to empower TripAdvisor's ability and function to increase Egypt' tourism market transparency and highlight the opportunity that travel consumers have to connect with tourists (customers) with similar travel experience , interests , needs and knowledge sharing on Egypt (as tourist destination) .

This function could find on the use of some online social media functionalities such as on-line social networking.

The way through which TripAdvisor allows online tourists' reviews to share travel experiences and knowledge is based on the principle that tourist can post online reviews, comments and prices (P) on tourist destination, service provider (eg Masiero ,2014and Chan,2013) ,such as : (OTAs), accommodation or other tourism and hotel service) , an attraction and can add films, photos, videos, travel maps of their previous trips or take part in discussion forums (Miguéns, , 2008).

Online tourists' reviews or any other content need to be registered, or they may directly log into the platform through their identities on the most diffused on social networks, such as Twitter and Facebook.

The online social networking features provided by TripAdvisor are based on the Traveler Network, a platform that allows travel consumers to see where tourists have been and obtain touristic advice on itineraries and tourism destinations. Travel consumers can thus connect with other members of their online social networks and share travel stories and experience, search tourist destinations and find information on attractions that tourists have already visited Travel consumers on the platform can also connect with tourists outside their online social networks who have visited or are re-visiting the same tourist destination.

In this way, travel costumer can more easily find tourists who share similar travel preferences and interests, needs.

This set of functionalities reflects another typical facet of online social media: tourists may disclose elements(variables) of their social identity – like age, name, ,gender, education ,professional, country and region , and they also consciously or unconsciously self-disclose subjective information, such as likes and dislikes about tourist destinations, (OTAs) , accommodations , restaurants and other service provides (Kaplan , 2010).

TripAdvisor has effectively positioned itself as a new breed of online travel agencies (OTAs) by launching its Instant Booking Service (IBS) recently.

This service allows hotels to directly display their prices (rates) and its availability on TripAdvisor content via a feed from their Booking Engine System (BES) , such as Book Assist (BA) .

Travel consumers on TripAdvisor can then see both (OTAs) rates and those direct-from-hotel prices (room rates) to make travel consumers booking choice.

The travel consumer never leaves the TripAdvisor content when booking directly with online travel agency. That captive approach of trying to keep him on one site for all was originally driven by this study on tourism business.

Not to be outdone, Google has now also expanded its Book on Google feature (now in Egypt) in a change of strategy from their previous Google travel service providers finder and online travel agencies and hotels Ads approach.

Firms in tourism business and a tourist destination should be optimizing and managing their TripAdvisor listing because:

- 1- It is free E- Tourism marketing, which the most trusted form of advertising;
- 2- It is a free tool for travel consumers to rate and online review ravel providers to build interrelationships with tourists (as online reviews) and travel consumers.
- 3- It is a free, high-quality inbound link into the website, which helps tourism business to be found in search engine results by established firm' potential travel consumer.
- 4- It offers transparency for the tourism and hospitality business that TripAdvisor is popular as it is an unbiased platform in which travel consumer can use in their decision-making process, and;
- 5- It gives the tourism and hospitality businesses and indication about the Service Quality (SQ) of their service or products which is a great way to collect information for ongoing improvements to their business management.

Research Methodology

A quantitative research study based on technique of multiple analysis and using a correspondence survey methods. The correspondence analysis is an appropriate technique for this study that's collecting the evidence is a Web content analysis of Egypt' forum web TripAdvisor.com.

In this study the results and inferences from the two stages are presented individually. It examines this idea held by some tourism managers by analyzing the tourists (as customer) comments posted on one of the world's most popular tourism customer review websites – TripAdvisor.

In this empirical study, the development of measurement scales which reflect the meanings of constructs of interest is the crucial various dimensions of the whole research study. It empirically testifying the influence upon tourists' online purchase intentions. It was then compiled based on the measurement scales derived from test, and data were collected from an onsite survey as well as structured questioners.

Proposed Model (ML) and Hypotheses On Online Travel Agencies In Egypt

Satisfaction continues to be one of the most serious topics in the our literature review and there is extensive empirical evidence in Online Travel Agencies (OTAs) .

However, applied research studies into TripAdvisor assessment is still scanty (Liu, 2006), especially when analyzing the degree of TripAdvisor content use from the travel consumer (client) perspective .

There are also few research studies on tourist behaviour and online tourist' reviews (e.g. Litvin, 2001 and Bartholomew, 2011).

Considering the importance of the use of TripAdvisor in (OTAs) and the new purchase context of travel services of online travel agencies (OTAs) , this study attempted to further progress in the literature review by analyzing the impact of perceived TripAdvisor use on tourist satisfaction and the dimensions of his loyalty (Zeithaml, 2003). Thus, the theoretical objective is concentrated on studying the inter-relationships between TripAdvisor site, tourist (as customer) satisfaction and tourist loyalty.

Empirically, following the majority of research studies that analyze the effect of satisfaction on tourist loyalty (Ekinçi,2005) .

The study take an behavioral approach to examine the dimensions of tourists loyalty, measuring their return intention, his ability to pay more and positive online tourist review to his intentions.

Some studies of tourism businesses show that the degree of online social network use contributes to the level of tourist satisfaction and its consequences.

For example, (Chatterjee, P. , 2001) develops a conceptual framework, proposing that travel services based on online network sites help to delight and surprise travel consumers and improve his satisfaction and loyalty.

In their empirical study it found a positive, significant interrelationship between intensity of TripAdvisor site use and tourist satisfaction, return intention and positive reviews intention.

Offering the Wi-Fi-service free of charge positively influences satisfaction and improves the evaluations placed by travel consumer on social networks about their experiences in travel provider. Therefore, TripAdvisor platform as technological application improves tourist satisfaction and their online recommendations. There are a strong relationships between TripAdvisor application and tourist satisfaction. Consequently, TripAdvisor in (OTAs) acquire a key role in travel consumer satisfaction and loyalty. Therefore, this study assume that tourist Customers who perceived greater online tourists reviews in (OTAs) , will be more satisfied with TripAdvisor , thereby enhancing their overall satisfaction with transactions with (OTAs)

Furthermore, if this study assume that tourists (customers) positively Value(v) the use of TripAdvisor site in their tourism experience, we consider that that travel consumers who are satisfied with the (OTAs) will also tend to make recommendations using this site . Therefore, satisfaction with TripAdvisor content will not only effect travel consumer satisfaction with the (OTAS) but will also encourage positive online tourist reviews through it .

Therefore, Hypotheses are:

H1: Greater tourist /customer perception of TripAdvisor site use by (OTAs) leads to greater tourist satisfaction with its content.

H2: Greater travel consumer satisfaction with TripAdvisor site leads to greater over all tourists satisfaction with (OTA).

H3: Greater travel consumer satisfaction with leads to greater positive intention and return intention.

In relation to the consequences of tourist satisfaction with tourism services (service Quality), intention, return intention, intention to make reviews, comments and positive recommendations and well ability to pay more are considered to be expressions of tourist (customer) loyalty. The literature review on tourism service business contains empirical evidence for the close interrelationship between Tourist/customer satisfaction and his behaviour and his intentions. The study by Chen (2007), on online travel agencies (OTAs) and the another study by (e.g. Asgarpour, and Hamid ,2015) on tourist destinations show that tourist satisfaction positively

affects his intention to positive comments and recommendations and repeat the purchase of travel service ,pay more or return. Lee (2007) also conclude that tourist satisfaction influences comments and recommendations for a tourist destination. In the tourism industry, Smith (2005) show that tourist who experience positive emotions are less resistant to repeat the transaction of purchase or paying more in future visits . Leonardi (2012) shows that tourist emotional satisfaction directly affect his intention to recommend the online travel agency and willingness to pay more. More recently, Maduh (2002) report that travel consumer satisfaction with on-line reservation systems for tourism service business favors tourist' intentions to positive recommendations. Treem (2012) confirm the positive effect of tourist satisfaction with a (OTA) on his loyalty Furthermore, given that the relationship between tourist satisfaction and online tourist reviews takes the form of an inverted (H) , as the high level of satisfaction in tourists increases, the more online tourist reviews comments they make (Adner ,2010). Finally, satisfaction with the (OTA) affects loyalty in the form of tourist intention to return, purchase and recommend.

According to this empirical evidence, we consider that tourism satisfaction with (OTA) will have a positive effect on the different dimensions of loyalty, that is, on return and positive online reviews intentions and on ability and willingness to pay more.

Therefore;

H4: Greater tourist satisfaction with (OTA) leads to greater tourist intention to repurchase the travel service and return.

H5: Greater overall tourist satisfaction with (OTA) leads to greater ability and willingness to pay more.

H6: Greater overall tourist satisfaction with (OTA) leads to greater positive online tourist reviews intention.

Finally, we assume the existence of a relationship between traditional word-of-mouth and e-word-of-mouth. In the conceptualization of word-of-mouth (Table I), some definitions mention the oral or personal nature of the communication (Aral, 2013). However, the common thread in the definitions is that word-of-mouth is a communication between consumers, that is, a communication unrelated to the commercial interest inherent in promotion or advertising strategies or formal complaints directed at firms (Masiero, 2014). With the development of the technologies, e-word-of-mouth behaviour has acquired a leading role in consumer behaviour. This virtual dimension has been reflected in some of the most recent definitions of word-of-mouth which indicate that communication is made through any medium - e.g. personally, by telephone or by e-mail (Gronflaten,2009).

Therefore, given that travel consumers can speak and make recommendations about a service travel using different means of contact, online tourist reviews can be as regarded with a specific way of engaging in tourist behaviour. Thus, tourist who use the other on-line network site to make recommendations may be more ability to recommend through TripAdvisor.

Transferring this reflection to the inter-relationship between elements (variables), we assume that tourists' intentions to broadcast their positive comments of experiences through TripAdvisor favor their intentions to make positive recommendations.

Therefore;

H7: Greater positive tourist intention leads to greater positive online tourist reviews intention.

Methodology

To test the proposed inter-relationships, this study carried out quantitative research study using the semi-structured individual interview method.

To validate results from the analysis of online forums about their evaluations of travel agencies and to collect their settlement evaluations of the following factors (variables) :

TripAdvisor site use perception in these establishment firms, TripAdvisor satisfaction, tourists satisfaction with (OTA) , positive online tourist reviews , reviews intention, tourist intention to return and repurchase online travel service and ability and willingness to pay a higher rate (price) (Table 1).

Table 1. Measurements Scales of International Tourists According To Variables

Variables	Descriptive
TripAdvisor site use perception	In relation to its competitors, are this Online travel agency (OTA)is always creative ?In relation to its competitors, are this (OTA) is invested in online social network?In relation to its competitors, are this Online travel agency (OTA) is advanced and own the latest version with sites ?In relation to its competitors, are this Online travel agency (OTA taking into account tourist’ opinions to coordinate and develop TripAdvisor application contact in order to improve the travel service and satisfy travel consumer needs?
TripAdvisor satisfaction	In general, are you satisfied with of (OTA) in TripAdvisor booking process ?In general, what is your overall level of satisfaction with this (OTA)
Positive online tourist’ intention	I intend to tell others on TripAdvisor about the positive aspects of this (OTA) /I intend to recommend this (OTA)to others through TripAdvisor / will make positive online comments about this (OTA)to others/I will make positive oral comments about this (OTA) to others.
Positive tourist ’reviews	I will encourage my family, relative, and friends to purchase travel service by this (OTA)/I will recommend this (OTA) to others who ask for advice
Positive tourist’ intention	I will consider this (OTA) as the first choice for travel services. I am willing to pay more than in other (OTAs) for the benefits I receive
Return Intention	

The study measured a scale which using five-point (Likert) scales. The scale for perception TripAdvisor site use is based on the scale used in (Trusov, 2011).

Data collection and measurement scales to test the proposed interrelationships, the present study carried out quantitative research study using the direct individual interview method.

To measure tourist satisfaction double item scales were used: Satisfaction with TripAdvisor (Bergkvist, (2009), was adopted from (Ad Hoc.Scale) and tourist satisfaction with (OTAs) was measured with a same single item scale (ie Xiao 2009 and Chua,2000).

The structured scales for tourist return intention, ability and willing to repurchase se the travel service and pay more came from Kim (2002) , and a positive online tourist reviews intention come from Zeithaml (2003) .

Following the attitudinal approach of most of the studies that relate tourist satisfaction with online customer reviews in travel services (e.g.Berenguer, 2011and Xiang and Gretzel,,2010) and, in particular, in the tourism business of tourism industry (e.g. Ekinci 2008 and Gong,2015), positive online reviews intentions were measured by the degree to which tourists are willing to comment recommend positively , speak well and encourage other .

Greater Travel agencies were chosen from Cairo, the Capital of Egypt, because they are considered benchmarks in E- business practices for Egypt’ tourism industry and because of higher category (TA) are likely to invest more in information technological (IT) applications.

The process of Egypt forums observations on tourists’ reviews on TripAdvisor lasted for around a year from January 2016 to January 2017. The travel agencies analyzed were those rated up TripAdvisor page site was accessed on from January of the year 2017 till January 2017. We obtained most the posted Online Reviews for 290 travel agency.

Using also panel data, 500 tourist’ reviews on TripAdvisor (one of the most popular and largest online community for travel consumers) 396 valid reviews were obtained.

Sample Distribution of questionnaire (gender, age, job, and type of trip are shown in Table 2 .

Table 2. Sample Distribution

%		
Gender		
Man		55.3%
Woman		44.3%
Age		
Less Than	< 35 years	27.5 %
Type of trip		
	Holidays	50.3%
	Business	40.7%
	Others	10%

Analysis and Evaluating of measurement scale (reliability and validity)

Scale dimensionality was examined and evaluating using exploratory factor analysis with (maximum likelihood –ML) method of estimation and evaluation and vari-max rotation. This primary study discovered that the elements loaded on the corresponding exploratory dimension. The element (factor) of satisfaction with TripAdvisor comprised as first single measurement item. The corresponding exploratory dimension was conducted by estimating a – first order – measurement model that is using Robust (ML) (Table 3)

Table 3. Assessment of Online Travel Agencies (Descriptive statistics, reliability indices and correlation)

Variables	Average	S D	Cronbach's α	Composite Ratability	AVE
TripAdvisor Participation	3.53	.67	.85	0.90	0.70
TripAdvisor satisfaction	3.59	.59	.81	0,93	0.71
Online tourist intention	4.71	1.37	.97	0.91	0.87
Positive tourist reviews	3.21	..71	.87	0.78	0.77
Tourist intention	3.75	.87	.93	0.85	0.79
Return Intention	3.73	.83	.90	0.89	0.73

Noticing with caution the single significance of the overall contrast as of the size of the sample, the statistics indicate that the model of Robust (ML) re-presents adequate Single Fit Quality (SFQ) :

- $\chi^2_{Sat-Bt.} = 673.09$ (g.l.1/475) = 1/4173.91
 (Price –Value less than 0.01);(RMSEA) = 1/4 0.071 ;(CFI)=1/40.971 ; (BB-NFI) = 1/40.959 ;
 (BB-NNFI)= 1/40.915 ; (GFI) = 1/40.937; (AGFI) = 1/40.798) .

The measurement of the dimensions was constructed , depending on three indicators Cronbach's α , composed reliability , with its minimum holder of 0.6 (Anderson and Gerbing,1988) and, Average Variance Extracted of variables (AVE) , for each single one of the scales , whose the Value (V) must be over 0.5 (D. Powers, Y. Xie, 2000).

To complete the description of the scales, these indexes shown in Table 3, that are acceptable for all the elements (factors) ; and Table 3 also shows the Average Values (AV) for the dimensions and the correlation © between them.

The Single Scale validity is conducted that: Content Validity(CV) , because the significant scales making up the items (variables) were created on the basis of the present literature review ; Convergent Validity (CV) , by confirming that all the Standardized Coefficients and (SD) are Weight 0.7 and are significant at 99 % (t-statistic Weight 3.57) (R.A. Ping Jr, (2004)); and Discriminant Validity, as the Linear Correlation (L C) between each item of scales is less than the Square Root (SR) of (AVE) , (Table 3). This validity has been evaluate in depth with the (χ^2) Difference Test (DT) between estimation of the recent model for dimensions , restricting Correlations © between each item of constructs to the variable (unit) and the model for diminsions following the indications in Anderson and Gerbing (1988).

The Statistical Value (SV) $\chi^2_{1, 673.09}$ (g.l.1/431) is significant at 99%per (Price /Value P-V1/4 0.000) and so it can state that each scale measures considering as a different dimension.

Study Results

After checking the (Reliability and Validity) of the proposed single scales, we focused on verify the hypotheses by estimating a measurement model that is using Robust (ML) .

The results are reflected the standardized loads and (t.St) Values (V) . Single Fit quality (SFT) , analyzed with different measurements of Fit Quality is considered acceptable. The Standard

coefficients estimated between the (ML) model dimensions suggested that there are significant causal interrelationships in the proposed theoretical review sequence.

The interrelation between perception of TripAdvisor site use and satisfaction with TripAdvisor site is significant at 99 per cent (0.873** ; t-St: 3.17). Therefore, It can state that travel consumer perception of the (OTAs)'s use of TripAdvisor directly and positively affect tourist satisfaction (customer) TripAdvisor ,and so ; Hypothesis (H1) is accepted.

Similarly, there is significant effect of satisfaction with TripAdvisor on tourist satisfaction with (OTAs) (0.837**; t-St: 3.07) and on tourist intention to recommend (OTAs) positively for tourist online reviews (0.851**; t-St: 3.15), thereby confirming Hypothesis (H2) and Hypothesis (H3). That is, increased tourist satisfaction with the hotel's use of technologies leads to more online recommendations for the hotel. Global satisfaction with the stay at (OTAs) positively and significantly affect intention to repeat the experience (0.930**; tSt:0.77);

Willingness and ability to pay more (0.937**; t-St: 9.17) and positive word-of-mouth intention (0.951**; t-St: 9.96), and hypothesis (H4) is accepted .And also the both hypothesis (H5) and (H6) is accepted.

These serious results also confirm hypothesis (H7) , because tourist intention to recommend (OTAs) online significantly increases the tourist intention to recommend it in general (0.157 **; t-St: 3.79). Therefore, tourist satisfaction with travel agencies' use of TripAdvisor has a significant indirect affect through on-line comments and recommendation on general .

Thus the results suggest that TripAdvisor site related to entertainment that has a positive relationship with satisfaction with (OTAs) and application that allow these established firms to be online presence

The study confirms that perceived treat (risk) and the compatibility of (OTAs) reservation systems significantly impact on travel consumer satisfaction.

Finally, in other tourism business contexts such as hotels, we conducted that the perception of TripAdvisor helps to improve travel consumer satisfaction with its contents. According to these results, we confirm that travel consumers are increasingly more demanding in the terms (OTAs) establishments.

These findings suggest that travel consumers increasingly to online tourist reviews communication both in the process of choosing Egypt (as a tourist destination) with the aim of reducing purchase threat (risk) , and in their behaviour after their experience in order to prevent possible errors.

Empirical Model and Hypotheses on Hotels in Egypt

This study seeks to extend current knowledge by integrating attributes of online tourist's reviews to identify the influence of price on the Perceived Service Quality, Perceived Value and Value Added.

The data used in this empirical study were obtained from international tourists as guests of different hotels, in the official website of TripAdvisor (tripadvisor.com) in Egypt as a tourist destination. We collect data for this study in January 2016 to January 2017, we selected all the available hotels in Egypt (as a tourist destination) at the time of data collection, 182 star-rated hotels in Egypt had been registered TripAdvisor. Come, including 30 there star, 38 four star and 114 five star hotels. We obtained most the posted Online Reviews for each hotel, making a total of 1500 tourists. However, not all the data were available to analyzing due to missing values. We excluded Online Reviews that did not show Price per Room for one night. As result of 1500 Online guest Reviewers were eliminated, resulting in a final data covering of 180 Star – Rated

Hotels. We collected the following data for each review as it appeared on Trip Advisor, Price Per for one night, Service Quality Rating, Perceived Value, Value Added, numbers of rooms, location, Cleanliness, sleep quality, star rating, trip type and ranking within the list of hotels in Egypt.

Table 4. Descriptive of the Study Case According to Variables

Variables	Descriptive
Reviewer ID comment	Reviewer's ID comment - or his/ her experience in hotels
Comment data price	The data when Tourist- Reviewer posted the comment the price that reviewer paid for one night in a hotel in Hurghada
Overall rating perceived value	Tourist Reviewer's overall evaluation of the hotel - the overall reviewer rating of perceived value from his / her experience in accommodation
Sleep Quality	The overall Tourist Reviewer rating of Sleep Quality
Location	The overall Tourist Reviewer rating of location
Cleanliness	The overall Tourist Reviewer rating of cleanliness
Service	The overall Tourist Reviewer rating of Service
Star Rating	The Star Rating of a hotel
Rank of the hotels	The rank given by Trip Advisor as popularity Index
Trip Type	Trips For business or leisure(couple, solo, with family and with friends)

Correlation and Regression Analyses

Descriptive statistics of the variables and the correlations among the three dimensions are shown in Table 4. The correlation analysis showed that there was a significant interrelationship between the random three variables at the 0.01 level.

A regression test was conducted to examine the influence of Perceived Price on the Service Quality and Perceived Value in online tourist reviews and also to identify the impacts of online tourist reviews upon online tourist intentions. This study adopted the tolerance Value Added(VA) to measure multicollinearity, and the results are presented in Table 5. Hair et al. (2010) suggested that the larger the tolerance Value Added is the higher possibility that a variable will be predicted by other independent variables.

As the cut-off points for the tolerance Value Added vary according to different studies, this followed previous work in tourism (Kim, 2014) and set a value of 0.10 as the threshold. It is shown that all tolerance values Added obtained are well above 0.10, demonstrating no significant multicollinearity among the independent variables.

We developed the following Regression Model to test the hypotheses. The definition of Perceived Value suggests that it can be considered as a function of Service Quality and Price, from the narrow perspective in terms of Quality, different prices may induce different quality standards. In the previous models, value rating and quality rating represent a specific reviewer's rating of the service quality and value of a given hotel in an online review. Price identifies the room rate paid by the travel consumer (Wooldridge (2009) .

The variable other factors includes ratings for a given hotel, including the Star Rating, usually from one-to five-star, the type of trip taken by customers / tourists as posted in their online review, and the ranking of establishment among all hotels in Egypt, which represents a popularity index, as a control variable.

We test hypothesis one, in Regression Equation, which investigates the influence of price on tourist' Value Ratings and Value Added (VA) .In line with previous business, rooms, location, sleep quality, cleanliness, and service are the components of quality before using Regression Models to verify Hypothesis two.

On TripAdvisor perceived service quality is determined by five components, namely room, location, cleanliness, sleep quality, and service. Determine the quality effect of perceived quality. The focus is mainly on the following questions:

1-Does price affect customers' / tourists' ratings of perceived quality and value added for Hotels?

2- How do hotel star rating and the purpose of travel-business or leisure-moderate the influence of price on perceived quality and value?

Data were fed to the computer and analyzed using (SPSS) software package version 20.0. Qualitative data were described using number and percent.

Quantitative data were described using mean, standard deviation. Significance of the obtained results was judged at the 5% level .

The used tests were Student t-test for normally distributed quantitative variables, to compare between two studied groups. Pearson coefficient to correlate between two normally distributed quantitative variables. Linear Model Regression to detect the most independent/ affecting factor for quality rating and value added.

Table 5. Distribution of the studied cases according to different parameters (n=182)

Variables	No.	%
Star rating of hotel		
3.0	30	16.5
4.0	38	20.9
5.0	114	62.6
Min. – Max.	3.0 – 5.0	
Mean ± SD.	4.46 ± 0.76	
Rank of hotel		
3.5 (Good)	30	16.5
4 (Very Good)	38	20.9
4.5 (Excellent)	114	62.6
Min. – Max.	3.50 – 4.50	
Mean ± SD.	4.23 ± 0.38	
Trip type		
Business	300	30.4
Leisure (Couple, SOLO, With family, With friends).	680	69.6
Price\day		
Min. – Max.	600.0 – 5600.0	
Mean ± SD.	2524.03 ± 1463.58	

Table (5) showed that distribution of the studies cases according to (star rating of hotel, rank of hotel, trip type and price per one night). The table showed the highest number of hotels was one hundred fourteen five star hotels with 62.6% and the lowest number of hotels was thirty three star hotels with 16.5% .The rank of hotels ranging between(3.5)-(4.5) . Excellent or Good – the highest number of hotels had Excellent with 62.6% while the lowest number of hotels had Good with 16.5% .

The trip type for business represent 31% while the trip type for leisure which including (couple, solo, with family and with friends) represent 69% .The price per one night ranging from 600-5600 L.E.

Table 6. Distribution of the studied cases according to different parameters- hotels (n=182)

Score Parameter	1		2		3		4		5		Mean SD.	±
	No.	%	No.	%	No.	%	No.	%	No.	%		
Quality Rating	10	5.5	14	7.7	28	15.4	46	25.3	84	46.2	3.99	± 1.19
Value	10	5.5	4	2.2	29	15.9	58	31.9	81	44.5	4.08	± 1.09
Room	8	4.4	6	3.3	30	16.5	56	30.8	82	45.1	4.09	± 1.07
Location	4	2.2	5	2.7	9	4.9	55	30.2	109	59.9	4.43	± 0.88
Cleanliness	10	5.5	6	3.3	22	12.1	52	28.6	92	50.5	4.15	± 1.11
Sleep quality	5	2.7	6	3.3	20	11.0	61	33.5	90	49.5	4.24	± 0.97
Service	7	3.8	16	8.8	24	13.2	37	20.3	98	53.8	4.12	± 1.17

Table (6) showed that distribution of the case study according to different parameters (n=182) hotels. The highest mean score for location was 4.43 and the lowest mean score for quality rating was 3.99.

Table 7. Linear regression for the parameters that affecting value

	B	t	Sig.
Rank of the hotel	-0.043	-0.362	0.718
Quality Rating	0.423	5.899*	<0.001*
Room	0.088	1.214	0.226
Location	0.027	0.480	0.632
Clean line	0.081	1.400	0.163
Sleep quality	0.0001	0.454	0.651
Service	0.092	1.723	0.087
Price/day	0.265	4.030*	<0.001*
$R^2 = 0.834$, $F = 108.857^*$, $P < 0.001^*$			

Value (V) = 0.219 + (Rank of the hotel x -0.043) + (Overall Rating x 0.423) + (Room x 0.088) + (Location x 0.027) + (Cleanliness x 0.081) + (Sleep quality x 0.0001) + (Service x 0.092) + (Price/day x 0.265)

Table (8) showed that Linear Regression for the parameters that affecting Value Added. The results of the regression analysis indicates a good fit where F= 108.857 with R2 = 0.834

The Coefficient of Price is positive and significant where B = 0.265 at p <0.001

The results also showed that the one components of Perceived Value play a significant and determinative role in the Tourist reviewer's perception of Quality Rating for a given hotel

B = 0.423 at p <0.001).

Table 8. Linear Regression for the Parameters that affecting Quality Rating

	B	t	Sig.
Rank of the hotel	0.018	0.158	0.874
Value	0.396	5.899*	<0.001*
Room	0.0005	1.447	0.150
Location	0.082	1.540	0.125
Clean line	0.094	1.681	0.095
Sleep quality	0.015	0.230	0.819
Service	0.217	4.376*	<0.001*
Price Per Day	0.328	4.996*	<0.001*
$R^2 = 0.871$, $F = 146.034^*$, $P < 0.001^*$			

Quality Rating =

$$0.644 + (\text{Rank of the hotel} \times 0.018) + (\text{Value} \times 0.396) \\ + (\text{Room} \times 0.0005) + (\text{Location} \times 0.082) + (\text{Cleanliness} \times 0.094) \\ + (\text{Sleep quality} \times 0.015) + (\text{Service} \times 0.217) + (\text{Price/day} \times 0.328)$$

Table (4) showed that Linear Regression for the parameters that affecting Service Quality

The results of the Regression analysis indicates a good fit where

$$F = 146.034 \text{ with } R^2 = 0.871$$

The Coefficient of Price is positive and significant where

$$B = 0.328 \text{ at } p < 0.001$$

The results also showed that the two components of perceived value play significant and determinative role in the tourist reviewer's perception of both Value Added and Service Quality for a given hotel where

$B = 0.396$ and 0.217 at $p < 0.001$) respectively.

Table 9. Correlation between price and different parameters

Parameter	Price (day)	
	r	p
Star rating	0.709*	<0.001*
Rank of all the hotels in Beijing	0.709*	<0.001*
Overall rating perceived value	0.488*	<0.001*
Value Rating	0.461*	<0.001*
Room	0.484*	<0.001*
Location	0.430*	<0.001*
Cleanliness	0.415*	<0.001*
Sleep quality	0.456*	<0.001*
Service	0.355*	<0.001*

r: Pearson coefficient *: Statistically significant at $p \leq 0.05$

There is positive significant correlation between price and all different parameters where

$r = 0.709, 0.709, 0.488, 0.461, 0.484, 0.430, 0.415, 0.456$ and 0.355 at $p < 0.001$ respectively

Table 10. Relation between trip type, price and value in each group

		Trip type		t	p
		Business	Leisure		
Star rating=3	Price (day)	(n = 8)	(n = 22)	2.292*	0.036*
	Min. – Max.	600.0 – 850.0	634.0 – 888.0		
	Mean ± SD.	717.5 ± 74.98	794.14 ± 95.55		

	Value	(n = 8)	(n = 22)	0.660	0.515
	Min. – Max.	1.0 – 5.0	1.0 – 5.0		
	Mean ± SD.	3.38 ± 1.30	3.77 ± 1.51		
Star rating=4	Price (day)	(n = 7)	(n = 31)	9.183*	<0.001*
	Min. – Max.	888.0 – 1070.0	950.0 – 2000.0		
	Mean ± SD.	989.7 ± 66.59	1637.7 ± 367.02		
	Value	(n = 7)	(n = 31)	4.522*	<0.001*
	Min. – Max.	1.0 – 4.0	1.0 – 5.0		
	Mean ± SD.	2.86 ± 1.07	4.48 ± 0.81		
Star rating=5	Price (day)	(n = 39)	(n = 75)	0.974	0.332
	Min. – Max.	2000.0 – 5600.0	2000.0 – 5600.0		
	Mean ± SD.	3160.7 ± 1198.7	3402.6 ± 1285.7		
	Value	(n = 39)	(n = 75)	0.165	0.869
	Min. – Max.	1.0 – 5.0	1.0 – 5.0		
	Mean ± SD.	4.13 ± 0.95	4.16 ± 0.99		

t, p: t and p values for Student t-test for comparing between the two groups

*: Statistically significant at $p \leq 0.05$.

Table (10) showed that the relation between trip type with price and value in each group where for three star rating the trip type leisure was significant in related to price where Mean = 794.14 ± 95.55 . For the four star rating the trip type leisure was significant in related to price where Mean = 1637.7 ± 367.02 . While the trip type for both leisure and business were non-significant in related to price in five star rating.

Results of hotel Assessment

This empirical study sought to extend our understanding of the influence of Price on post-purchase perceptions using data drawn from online tourist reviews on a given hotel. A regression analysis was then conducted to examine the interrelationship between the three attributes and respondents' online intentions (Table 7). It can be seen that except for positive online reviews, all other attributes have significant positive interrelationships with intentions ($R^2 = 0.322$). Similar to the results obtained from research conducted in traditional business Environments, where in table (3), the results of the regression analysis indicates a good fit Where $f = 108.857$ with $R^2 = 0.834$. The coefficient of price is positive and significant where , $B = 0.265$ at $p < 0.001$. The results also showed that the one components of perceived value play a Significant and determinative role in the tourist reviewer's perception of Service Quality Rating for a given hotel $B = 0.423$ at $p < 0.001$) and this support the first hypothesis, also in table (4) , the results of the Regression analysis indicates a good fit where $f = 146.034$ with $R^2 = 0.871$. The Coefficient of Price is positive and significant where $B = 0.328$ at $p < 0.001$.

This support the second hypothecs, The results also showed that the two components of perceived value play a Significant and determinative role in the tourist reviewer's perception of both Value Added and Service Quality for a given hotel respectively. $B = 0.396$ and 0.217 at $p < 0.001$

The interrelations of the three factors were considered, and the R² (0.312) was significant at the 0.01 level ($F = 17.531$). This means that 33 % of the variance in online hotel intentions could be explained by the independent variables. Of these variables, positive online reviews are the most important in terms of explaining power, as it has the highest regression coefficient. Based on the results of the regression analysis, the three hypotheses are supported.

Conclusion and Recommendations

TripAdvisor is an essential key element tool; that it can accelerate travel services' commercial efforts and also it enables managers in tourism and hospitality business (travel agencies and hotels, etc.) to know and evaluate their travel consumers' needs and interests and interact with them. Although academics and practical leader in tourism and hospitality business who interest in online tourist reviews have to concentrate on the opportunities (force) and privileges of virtual interacting among travel consumers and tourists. It also necessary to consider the risks (threats) and problems it may present the established firm' (travel agency or hotel) image .this study also has an important academic and practical implications . In the literature review on TripAdvisor in tourism sector, the study focuses on examining the opportunities and privileges/advantages and/or threats of developing TripAdvisor Use from the tourism and hospitality business perspective. Few recent studies have already focuses on travel services providers (e.g. Online Travel Agency and hotels) that received good on-line recommendations and comments that have more process reservation (Bulchandetal., 2011; Sparks, 2011).

Therefore, this research study contributes to the recent and still scanty research study line aimed at studying TripAdvisor assassinating from the travel consumer perspectives that focused on business in the tourism and hospitality business. Although online travel review is not a traditional subject in the tourism marketing strategy literature, this study tends to explore its significant virtual dimensions more deeply. This is considered relatively new field of research study with its serious conceptual and important empirical deficiencies that is can attract many academic, leaders and managerial attention in tourism and hospitality. The research findings presents the study interpretation of various insights of primary stakeholders (tourists) and demonstrates that influences of online tourist' reviews on travel consumer' actions depend, including Perceived Service Quality (OSQ), Perceived Value (PV) , and perceived Price (P) These features play identical roles in manipulating travel consumer intentions and decisions. Online tourist' reviews are a useful information source for most travel consumer to generate their intentions and make trip decisions to a specific tourist destination (Yoo, 2008). Also, This study demonstrates the interrelationship between perceived price (P) , perceived Quality Services (QS) and Value Added (V) , that adding a more specific dimension of online tourists reviews .

The study outputs was collected from tourists (primary stakeholders).Gathering data process based trough different stages;1the first one a discourse and qualitative content analysis of online tourists reviews on TripAdvisor .com to validate factors which affect tourists reviews about online travel agencies (OTA), hotels and Egypt (as tourist destination);2 the second stage involved semi-interviews with international tourists in Cairo Airport, Egypt to recognize their opinions ,comments and recommendations on travel service in Egypt' travel agencies.

Previous studies mostly investigated features of either information channel or review itself and rarely had a more comprehensive perspective of TripAdvisor (e.g. Coker ,2012) Seeking

the opinions and recommendations of others online . For these reasons, this study extends the existing knowledge by unfolding the effects of the specific dimensions of both online tourist reviews' content and the source in TripAdvisor site.

Specifically, the current results are consistent with previous findings that positively effect is more important than other features in predicting travel consumers' intentions.

This finding extends previous studies has suggested that travel consumers are cognitive misers, as they tend to rely on heuristic cues like easy-to-process graphic information (e.g. numerical or star ratings) to make evaluations or decision Ye (2014) . So, established firm' mangers in tourism business should allocate more resources in managing the valence of online tourist reviews, which could lead to increases in bookings and sales practices

In Ye (2009) study, experience travel services in tourism providers (eg.travel agency and hotels are dominated by intangible attributes and behaviors that cannot be known until purchasing process , and for which performance evaluations can be verified only by sensory experience or action In tourism and hospitality business practices .

In Egypt –as a tourist destination , online travel agencies face intense competition, and thus have a great need to evaluate the e-service quality in TripAdvisor to succeed or even just to survive. In examining the influence of TripAdvisor adoption by (OTAS) on tourist satisfaction and their loyalty, incorporating the serous presence of the emerging phenomenon of online tourists 'reviews. These results show that tourists' perception of the use (OTAs) on TripAdvisor site, positively contributes to tourists' satisfaction from the site and encourages tourists (customers) to engage in online reviews.

Satisfaction with TripAdvisor enhances the level of general satisfaction with (OTAs), which increases ability and willingness to pay more for travel services in tourism business, tourist intention to return and to comment and recommend. Moreover, this study has valuable practical implications for mangers in hotels and travel agencies .It has valuable practical implications for travel agencies mangers and hotel managers, where those mangers may benefit from handling tourists (customers) complaints more strategically and dealing effectively with recovery of perceived service quality (PSQ), Value Added (V) and price (P), as at least 10% to 15 % of dissatisfied customers choose to complain.

Tourists 'perception of Quality (Q) plays a more important role in the evaluation than price (P) alone which implies that is quality service (QS) ,that determines the competitiveness of firms. Thus, managers in tourism business should pay attention to improving service quality (SQ) in order to obtain and retain better value ratings. In addition to tourist's review valence, comprehensiveness significantly influences tourist's satisfaction and travel consumers' online intentions. Moreover , Online tourists reviews about travel services and tourist destination is a variable that depends on tourist satisfaction with TripAdvisor and in turn is an antecedent of tourist intention to commented and recommend the online Travel Agency (OTA) . In addition, this study illustrates the positive influence of price (p) of online tourists' reviews on intentions. Therefore , Tourists(customers) who positively Perceived Value (PV) of TripAdvisor Use during their staying in Egypt (as a tourist destination) are more likely to post their experience in TripAdvisor and will tend to improve more loyalty behaviors. Thus, positive online reviews, one of the dimensions of loyalty, is not only affected by satisfaction but also by on-line comments and recommendation behaviour. From the essential perspective, the findings of the study indicate that the TripAdvisor can be a key element for enhancing satisfaction , and developing loyalty and can be used as a marketing strategy (Trimi, 2008; Minghetti, 2003).In this regard, Online Travel Agencies(OTAs) that are sensitized to tourists satisfaction must not

only develop their technological applications in TripAdvisor and also must improve their use facilitating promotion access to TripAdvisor. To avoid high fees in investment and determine the high level of technology adoption in TripAdvisor, note should be taken of travel consumers profiles, needs, and interests, type of their desired positioning.

This study results in (OTAs), suggested that when tourists are satisfied with the travel agencies in TripAdvisor content, they make well online assessments reviews thereby favoring comments and recommendations in general. Therefore, tourism managers of travel agencies must be aware that travel consumers that are increasingly receiving influences from TripAdvisor dedicated to the sale of travel service or discussion of tourists' experiences. The results of hotel stated that Egypt' hotels in Egypt with higher star ratings would receive more online bookings. While it is acknowledged that travel consumers rely on categorical information because it is simple and easy to understand, this study found that comprehensiveness has high predictive power of their booking intentions. A possible explanation for this is the fact that in virtual communities, the mere presence of arguments and anonymity on E-Tourism lead travel consumer to require more cues to judge information based on the rigor of arguments.

Furthermore, this study found a positive inter-relation between usefulness of online tourists' reviews and online purchase intentions. As mentioned above, travel consumers are currently in an information overloading situation. Therefore, TripAdvisor and firms' (e.g. travel agencies and hotels) own Web sites, need to invest resources in enabling Web site tourists diagnose the usefulness of available online reviews. For example, peer-rating systems can be installed for customers/ customers to vote on those reviews they think useful, making filter relevant opinions more efficiently. In addition to features of online tourist reviews, this study also found a positive relationship between online reviewer expertise and travel consumer's booking intentions in both tourism and hospitality business. This is consistent with previous studies discussing effects of source expertise upon tourists' perceptions (Tan, 2008). In the tourism and hospitality industry, this expertise includes good reputation, greater entity knowledge and good credit record, all of which are typical features of opinion leadership. Opinion leaders are tourists (primary stakeholders) who can influence the opinions, comments, recommendations and behaviors of others positively and frequently. Although the motives for opinion leadership are still mysterious, a substantial body of the study confirms its importance in various fields such as tourism and hospitality.

The study shows that the star rating of a hotel, the availability of online travel agency (OTAs) and Hence, online tourist reviews usually imply that a high price relates to high service quality (SQ) and added Value (V) of such travel services or providers. An entity (e.g. Travel Agency or Hotel) with high ratings for both quality and value should be an ideal place for tourists to stay. In terms of perceived value (PV). Tourism managers should maintain equilibrium between price (P) and service quality. However, price has a positive and significant effect on perceived quality for three and four star hotels, and all types of travel agencies partially due to travel consumers. While price has a non-significant impact on perceived quality for five star hotels, it would appear that customers perceive a higher price as implying better-quality service. Finally, these results suggest that trip type moderates the impact of price on perceived quality. Price does not play a significant role for business customers but does for leisure travelers. One of the reasons why leisure travelers attach more importance to the impact of price (P) on perceived quality (PQS) is because they require comfort on leisure trips and tend to believe a higher price will reflect a better-quality experience. However, business tourists do not think perceived quality is directly linked to price. Therefore, managers in tourism business should pay

attention to the differences between these two groups in order to provide a better service and hence obtain better on-line evaluations.

Limitations and Implications and Future Research Directions

Some limitations of this study may provide directions and inspire future studies in this field of tourism and hospitality. To advance in the study of TripAdvisor Use and its influences on loyalty behavior, this study explores different lines of research study. One of the major findings is that the inter-relationships among features of online tourist reviews, which were discussed in other similar studies, were not considered. As such, future studies look at this in their efforts. Additionally, future researches could investigate firms' online practices and offline tourism marketing strategies and compare their effectiveness.

It is suggested that travel consumers often make offline decisions based on online information in the context of movies (Lee et al., 2009). However, Zhu (2010) study of information products (such as: books and movies) showed that off-line promotions may reduce the efficacy of on-line reviews. Additionally, the tourism industry, tourists rely on both online and offline modes for information (Gronflaten, 2009). As such, it would be worthwhile for tourism scholars and practitioners to empirically examine different information channels to optimize their promotional efforts and adjust the resources allocation accordingly.

While the current study focused on travel agencies and hotels only, the results may be applicable to other tourism market segments. Furthermore, future studies could compare the impact of online tourists' reviews across different tourism and hospitality related sectors. It would therefore be important to focus on the inter-relations analyzed for greater coverage in tourism and hospitality practices and in other tourism business contexts to detect any differences. As regards online tourists' reviews, they may have a greater influence on products or services that are more likely to be purchased online (such as flight tickets) than on those sold mainly offline (such as entrance tickets for scenic spots).

For example, it is reasonable to suggest that this study could be applied in airlines, cruise holidays in restaurants resorts, etc., with important opportunities for new innovations based on creative technologies. Furthermore, it would be important to use significant multi-dimensional scales to measure online tourist reviews. Therefore, future studies could develop tourist online reviews scales and that would provide researches on new interrelations between behaviors, satisfaction, and intentions or other dimensions of loyalty behavior

Finally, TripAdvisor that travel consumers may use to provide assessments of their tourism experiences (Litvin , 2008) could also be considered as essential tool in marketing strategies (Lorenzo , 2011). Steps for tourism and hospitality business to increase leverage the influence of TripAdvisor: Make a good first impression TripAdvisor influences 15 % of international travel trips and 9 % of domestic travel trips (WTCC, 2017). To capitalize on this reach it's important to ensure that all of the information on business TripAdvisor page is complete and up to date.

-Content Drive to Increase tourism and hospitality Business Volume - Every tourist represents a new chance to collect a review. Each new review adds fresh content to your TripAdvisor page and your tourism destination, presenting a new opportunity to appeal to future travel consumers. TripAdvisor has Available the tourism and hospitality business to encourage tourists to leave reviews can have a big impact on the business profit and reputation,

Management Responses not only show other potential customers / tourists that you care about guest feedback, they also provide a platform to communicate improvements in tourism and hospitality business may have made as result.

- Influence on travel planning: Travel consumers rely on the millions of online reviews and trips on TripAdvisor to help them feel confidence in their decisions when planning and booking their travel trips . TripAdvisor content influenced 15 % of international trips and almost 9% of all domestic travel worldwide.
- More Trips And Longer Vacations: According to the findings, in 2016 there were 33 million extra trips and 397 million additional tourism nights directly generated by TripAdvisor. The study has determined that this additional travel would not have occurred were it not for the content, features and tools available through TripAdvisor.
- Increased Spend On Travel Trip: The study found that content on TripAdvisor sites directly influenced \$597 billion of global travel spend in 2016. This includes \$64 billion of additional travel spend which was directly generated by the site's content and functionality and wouldn't have occurred without it.
- Impact on travel and tourism jobs: The study has been able to identify that the increased travel activity influenced by TripAdvisor has helped to sustain 2.3 million jobs worldwide, including over 1100,000 jobs within the tourism sector that were directly created by TripAdvisor.
- Driving Interest to Tourism Destination: Through analyzing TripAdvisor data, travel trends and economic activity, the study established a link between TripAdvisor content and tourism destination choices. The findings illustrate that the number of trips taken to a particular tourism destination increases as content such as photos, reviews, listings and information for that tourism destination on TripAdvisor increases.
- Improved Tourism and Hospitality Standard: Increased travel trips leads to increased content shared on TripAdvisor. That content helps other travel consumers planning trips and also provides businesses with valuable feedback to improve service Quality and in turn attract more customers/tourists. Furthermore, businesses that provide thoughtful Management Responses to the reviews and feedback they receive also perform better on the Web Site. The study has linked this virtuous cycle of TripAdvisor content to improved standards in the tourism and hospitality industries.
- Levels The Playing Field: The study found that TripAdvisor content gives travel consumer the confidence to choose a property based solely on reviews, ratings and photos from tourists – as customers. This trend particularly benefits non-branded tourism businesses, enabling smaller, independent businesses to compete on more equal footing with larger brands.

References

- Aaker, Kuma (2011). Strategic market management: global perspectives. Marketing research. 10th ed. India: Wiley. 701 p.
- Alamro, Rowle,(2011). Antecedents of brand preference for mobile telecommunications services. Journal of Product and Brand Management, 20(6):475-486.
- Al-Eisa, Alhemoud ,(2009) Using a multiple-attribute approach for measuring Customer satisfaction with retail banking services in Kuwait. International Journal of Bank Marketing, 27(4):294-314.

- Allen, D.R., Wilburn, M.(2002). Linking customer and employee satisfaction to the bottom line: a comprehensive guide to establishing the impact of customer and employee satisfaction on critical tourism and hospitality business outcomes.
- Abdullah .(2011). Coolest brand overall . www.Crackberry.com, (access: 21 January 2017).
- American Chamber of Commerce in Egypt. (2016), Tourism Sector Developments in Egypt, Business Studies and Analysis Centre ,
- Ayeh,,Law (2013) ,Do we believe in Trip Advisor?Examining Credibility perceptions and online travelers' attitude toward using user-generated Content, Journal of Travel Research, Vol. 52 No. 4, pp. 437-452.
- Arora, Mahankale,(2013). Marketing research. New Delhi, India: PHI Learning Private Limited. PP. 264 .
- Arussy, (2005). Passionate and profitable: why customer strategies fail and ten steps to do them right. Hoboken, N.J.: Wiley. PP. 204.
- Amblee, Bui, (2007), the impact of electronic-word-of-mouth on digital Microproducts: an empirical investigation of Amazon shorts, in Österle P23-32.
- Asgarpour,Asgari (2015). Efficiency or Inefficiency of Customer Satisfaction as One of the Main Antecedents of Customer Loyalty in Tourism and Hospitality Industries .Advanced Science Letters, 21(6): PP.1842-1844
- Adner.,Kapoor,(2010). Value creation in innovation ecosystems: How the structure of technological interdependence affects firm performance in new technology Generations. Strategic Management Journal, <http://dx.doi.org/10.1002/smj>. (Date of access: 14 January ,2017).
- Adomavicius,,Zhang,(2013). Do recommender systems Manipulate consumer preferences, A study of anchoring effects. Information Systems Research, 24(4), PP.956–975.
- Ailawadi , Keller ,(2004). Understanding retail branding: conceptual insights and research priorities. Journal of Retailing, 80(4):33-342.
- Ali, ,Ndubisi, (2011). The effects of respect and rapport on relationship quality perception of customers of small business organizations. Asia Pacific Journal of Marketing and Logistics, 23(2):135-151
- Aladwania,, Palvia,(2007). Developing and validating an instrument for measuring User-perceived web quality. Information & Management, Vol. 39 No. 6, pp. 467-76.
- Al-Hakim, L. , Memmola,(2009). Business web strategy: design, alignment and application. Hershey: Information Science Reference. 382 p.
- Anandan, (2009). Product management. 2nd Ed. New Delhi: Tata McGraw-Hill. P.253.
- Aral, S., Dellarocas, Godes, D. (2013). Introduction to the special issue-social media p87.
- Al-Sabbahy, M. Riley (2004). An investigation of perceived value dimensions: Implications for tourism and hospitality research., Journal of Travel Research, 42(3):pp226- 234.
- Baker, Crompton, (2000). Quality, satisfaction and behavioral intentions. Annals of Tourism Research, 27(3), 785–804.
- Baker, T.L., Cronin, J.J. Jr. , Hopkins, C.D.(2009). The impact of involvement on key service relationships. Journal of Services Marketing, 23(2):115-124.
- Babin, B.J. , Harris, E.G(. 2011). Cb2: Student edition. Belmont, Calif.: Wadsworth Cengage Learning. Pp.340
- Bach, B. (2007). An investigation into the relevance of guerrilla marketing to small and Medium sized enterprises. Minchin: GRIN Verlag.p 55 .

- Baier, C. (2008). The alignment performance link in purchasing and supply management: Performance implications of fit between business strategy, purchase strategy, and Purchasing practices. Stuttgart . 231.
- Bailey, Pearson (1983), Development of a tool for measuring and analyzing computer user satisfaction, *Management Science*, Vol. 29 No. 5, pp. 530-545.
- Baines, (2013) .Essentials of marketing. Oxford: Oxford University Press. 413 p.
- Balachandran, S. (2004),. Customer-driven services management. 2nd Ed. New Delhi, India: Sage. 316 p
- Bansal, Voyer (2000), Word-of-mouth processes within a services purchase Decision context, *Journal of Service Research*, Vol. 3 No. 2, pp. 166-177
- Baron, S., Conway, T, Warnaby, G.(2010). Relationship marketing: a consumer experience approach. London: Sage. 216 p.
- Bartholomew, D., Knott, M. , Moustaki, I.(2011). Latent variable models and factor analysis Unified approach. 3rd ed. Hoboken, N.J.: Wiley. 296 p.
- Bateson, J.E.G. (1995). Managing services marketing: texts and readings. 3rd ed. Orlando, Flo: Dryden Press. 680 p.
- Beal, V. (2010). The difference between a cell phone, smart phone and PDA. www.webopedia.com (Date of access: 15 Feb. 2016).
- Becerra, M., Santaló, J., , Silva, R. (2013). Being better vs. being different: differentiation, competition, and pricing strategies in the Spanish hotel industry. *Tourism Management*, 34, 71–79.
- Becerra-Fernandez, I. , Sabherwal, R.(2010),. Knowledge management: systems and processes. New York: M.E. Sharpe. 352 p.
- Beckendorff, P., Moscardo, G., Pendergast, D., eds. (2010),. *Tourism and Generation Y: their expectations and experiences*. P. 47-57.
- Beijing, China. Derbaix, C., and M. T. Pham (1991), Affective Reactions to Consumption Situations: A Pilot Investigation. *Journal of Economic Psychology*, 12(2): 325-355.
- Benko, C. & Weisberg, A. (2007). Mass career customization: aligning the workplace with today's non-traditional workforce.
- Berezina, K., Cobanoglu, C., Miller, C. and Kwansa, F.A. (2012), The impact of information security breach on hotel guest perceptions and travel agencies clients of service quality, satisfaction, revisit intentions and word-of-mouth , *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 7, pp. 991-1010.
- Bergkvist, L. and Rossiter, J.R. (2009), Tailor-made single-item measures of doubly concrete constructs”, *International Journal of Advertising*, Vol. 28 No. 4, pp. 607-621.
- Berndt, A. ,Brink, A. (2004). Customer relationship management and customer service. Cape Town: Juta. 204 p.
- Bickart, B. and Schindler, R.M. (2001), “Internet forums as influential sources of consumer information”, *Journal of Interactive Marketing*, Vol. 15 No. 3, pp. 31-40.
- Biswas, D., Biswas, A. and Das, N. (2000), “The different effects of celebrity and expert endorsements on consumer risk perceptions. The role of consumer knowledge, perceived congruency, and product technology orientation”, *Journal of Advertising*, Vol. 35 No. 2, pp. 17-31.

- Bloch, P.H., Black, W.C. and Lichtenstein, D. (1989), "Involvement with the equipment component of sports: links to recreational commitment", *Leisure Sciences*, Vol. 11 No. 3, pp. 187-200.
- Bolton, G. E., Katok, E., Ockenfels, A. (2004). How effective are electronic reputation mechanisms? An experimental investigation. *Management Science*, 50(11), 1587–1602.
- Bone,(1995), Word-of-mouth effects on short-term and long-term product judgments, *Journal of Business Research*, Vol. 32 No. 3, pp. 213-223.
- Boston, Mass,(2004.) Harvard Business School Press. 230 p. Bennett, R., Rundle-Thiele, S. Customer satisfaction should not be the only goal. *Journal of Services Marketing*, 18(7):514-523.
- Bari,.(2008),. Marketing research. 4th Ed. New Delhi: Tata McGraw-Hill. 579 p.
- Bowman, Narayandas, (2001),,Managing customer-initiated contacts with manufacturers: the impact on share of category requirements and word-of-mouth behavior", *Journal of Marketing Research*, Vol. 38 No. 3, pp. 281-297.
- Brewer, Mayer (2010).Evaluating Stability of the Performance-satisfaction Relationship across Selected Lodging Market Segments *International Journal of Contemporary Hospitality Management*, 22(7): 953-974
- Brown, T, Barry. (2005),Spreading the word: investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context", *Journal of the Academy of Marketing Science*, Vol. 33 No. 2, pp. 123-138.
- Brynjolfsson , Hu (2010). Research commentary-long tails vs. superstars: the effect of information technology on product variety and sales concentration patterns. *Information Systems Research*, 21(4), 736–747.
- Buhalis, , Law, (2008): Progress in information technology and tourism management: 20 years on and 10 years after the Internet – The state of e-Tourism research. *Tourism Management*, Volume 29 Number 4 pp. 609-623.
- Buhalis,., Jun,. (2011): E-tourism: Contemporary Tourism Reviews. Good fellow Publishers Limited 2011, Wood Eaton, Oxford. Pp. 205-224..
- Buhalis ,Figini,. (2012). The economics of tourism destinations. Springer. Retrieved from http://link.springer.com/chapter/10.1007/978-3-642-20874-4_4(Accessed 42 Jan 2017)/
- . Lorenzo, X. Zheng (2013), *Information and Communication Technologies in Tourism: proceedings of the International Conference in Innsbruck*. Austria: Springer Berlin Heidelberg.
- Cabi., Cairncross, (2011). Small accommodation providers and UGC web sites: perceptions and practices. *International Journal of Contemporary Hospitality Management*, 23(1), 26–43.
- Callan, (1998). Attribution analysis of customers' hotel selection criteria by UK grading scheme categories. *Journal of Travel Research*, 36(3), 20–34.
- Chan, (2013),Gap analysis of tourism marketin, *International Journal of tourism and Hospitality Management*, Vol. 25 No. 7, pp. 1017-1048.
- Charlett, D., Garland, . (1995), "How damaging is negative word of mouth?" *Marketing Bulletin*, Vol. 6 No. 1, pp. 42-50.
- Chatterjee, P. (2001), online reviews: do consumers use them , *Advances in Consumer Research* , Association for Consumer Research, pp. 129-133.
- Chen, Tsai, D. (2007), How destination image and evaluative factors affect behavioral intentions,*Tourism Management*, Vol. 28 No. 8, pp. 1115-1q122.

- Chen, Dhanasobhon (2008), All reviews are not created equal: the disaggregate impact of reviews and reviewers at Amazon.com (accessed 25 July 2016).
- Chen , Xie, (2009), Online consumer reviews: word-of-mouth as a new element of the marketing communication mix”, *Management Science*, Vol. 23 No. 2, pp. 218-240.
- Chen., Wang, Z. (2015). Service cooperation and marketing strategies of infomediary and online retailer with eWOM effect. *Information Technology and Management*, 1–10.
- Chua, A. Y. (2016), *Management*, 53, 125–131. Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- Cheung, C.M., Lee, M.K. Rabjohn, N. (2008), the impact of electronic word-of-mouth: the adoption of online opinions in online customer communities, *Internet Research*, Vol. 18 No. 3, pp. 229-247.
- Chevalier, J.A. Mayzlin, D. (2003), The effect of word of mouth on sales: online book reviews, *Journal of Tourism Marketing Research*, Vol. 43 No. 3, pp. 345-354
- Clemons, E.K., Hitt, L.M. (2006), When online reviews meet hyper differentiation: a study of Online travel agencies ”, *Journal of Management Information Systems*, Vol. 23 No. 2, pp. 149-171.
- Coker, B.L.S. (2012). Seeking the opinions of others online: Evidence of evaluation overshoot. *Journal of Economic Psychology*, 22, 1033-1042.
- Cristobal, E., Flavián, C., Guinalú, M.(2007). Perceived e-service quality (PeSQ): Measurement validation and effects on consumer satisfaction and web site loyalty. *Managing Service Quality*, Vol. 17 Iss: 3 pp. 317-340.
- Cui, L., H. Hou (2009). A Study of Perceived Quality and Price. Paper presented at the ICVE : Proceedings of the 2nd International Conference on Value Engineering and Value Management .p96.
- Duchessi, Crafting customer value: the art and science, Purdue University Press, (2004).
- D. Powers, Y. Xie, (2000) *J Statistical Methods for Categorical Data Analysis* (Academic Press, London. Steenkamp, *Methods* 1(2), 130–149
- Davis, A., Khazanchi, D. (2008), “An empirical study of online word of mouth as a predictor for multi-product category e-commerce sales”, *Electronic Markets*, Vol. 18 No. 2, pp. 130-141.
- Davis, F.D. (1989), “Perceived usefulness, perceived ease of use, and user acceptance of information technology”. *MIS Quarterly*, Vol. 13 No. 3, pp. 318-340.
- Dellarocas,. (2003). The Digitization of word of mouth: promise and challenges of online feedback mechanisms. *Management Science*, 49(10), 1407–1424. <http://dx.doi.org/10.1287/mnsc>.(accessed in 3feb 2016)
- Dellarocas, Narayan, R. (2010). Are consumers more likely to contribute online reviews for hit or niche products? *Journal of Management Information Systems*, 27(2), 127–158.
- Dhar, Chang, E. A. (2009). Does chatter matter? The impact of user-generated content on music sales. *Journal of Interactive Marketing*, 23(4), 300–307.
- Dickinger, A. (2011), The trustworthiness of online channels for experience-and goal-directed search tasks”, *Journal of Travel Research*, Vol. 50 No. 4, pp. 378-391.
- Dou, X., Lee, J.Y. (2012), “Does source matter? Examining source effects in online product reviews”, *Computer in Human Behavior*, Vol. 28 No. 5, pp. 1555-1563.
- Duan, W., Whinston, A.B. (2008), The dynamics of online word-of-mouth and product sales – an empirical investigation of the movie industry, *Journal of Retailing*, Vol. 84 No. 2, pp. 233-242.

- East, R.;Lomax, .(2008). measuring the impact of positive and negative word of mouth on brand purchase probability. *Int. J. Market. Res.* 2008, 25, 215–224.
- Ekinci, Y. (2008). An Investigation of the Determinants of Customer Satisfaction.” *Tourism Analysis*, 8(2-4): 197-203.
- Egyptian Central Bank (2016). Ministry of Finance, Egypt Response to the Global Crises, Macroeconomic Policy (4) .Unit, Cairo, Egypt .p86-88.
- Federalberghi. (2009). Internet – turismo. Più valore per il cliente Alberghiera Giovanni Colombo. *Financial Times*, 2014. Trip Advisor defends anti-fraud measures amid Italian probe. Retrieved from <http://www.ft.com/cms/s/0/2006d41e-e0da-11e3-a934->
- Godes, D., Mayzlin, D. (2004), Using online conversations to study word-of-mouth communication, *Marketing Science*, Vol. 23 No. 4, pp. 545-560.
- Gong, J.,Telang, R. (2015). Substitution or promotion? The impact of price discounts on cross-channel sales of digital movies. *Journal of Retailing*, 91(2), 343–357.
- HSMIAI. (2012). Distribution channel analysis: a guide for hotels. The Hospitality Sales & Marketing Association International (HSMIAI) Foundation. Inversini, A., &
- Goodman, E. (2007), “Destination services: tourist media and networked places”, School of Information Report 2007-004, Berkeley, CA, available at: <http://eholarship.org/uc/item/0919c6sv#page-2> (accessed 17 November 2016).
- Gremler, D.D., Brown, S.W. (2001), “Generating positive word-of-mouth communication through customer-employee relationships”, *International Journal of Service Industry Management*, Vol. 12 No. 1, pp. 44-59.
- Gretzel, Yoo, K.H. (2008), Use and impact of online travel reviews/ in O’Connor, P. ,Höpken, W. and Gretzel, U. (Eds), *Information and Communication Technologies in Tourism 2008 Proceedings of the International Conference in Innsbruck*, Springer-Verlag Wien, Vienna, pp. 35-46.
- Gronflaten, O. (2009), “Predicting travelers’ choice of information sources and information channels in OTAs, *Journal of Travel Research*, Vol. 48 No. 2, pp. 230-244
- Guillet, B. D., Law R. (2010). “Analyzing Hotel Star Ratings on Third-party Distribution Websites.” *International Journal of Contemporary Hospitality Management*, 22(6): 797-813.
- Guillet, B.D. ,Law, R. (2011), “Analyzing hotel star ratings on third-party distribution websites”, *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 6, pp. 797-813.
- HaYoon, Y. Choi, M. (2007), “Determinants of adoption of mobile games under mobile broadband wireless access environment”, *Information and Management*, Vol. 44 No. 3, pp. 276-286.
- Hair, J.F,Anderson, R.E. . (2010), *Multivariate Data Analysis*, Prentice Hall, Upper Saddle River, NJ .pp78-89.
- Hoboken, N.J. 2011. *Implementing value pricing: a radical business model for professional firms*. Hoboken, N.J.: Wiley. 365 p.
- Hsieh, Y.C.J. (2012), Hotel companies’ environmental policies and practices: a content analysis of their web pages, *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 1, pp. 97-121.
- Hung, K. and Petrick, J.F. (2010), *Developing a measurement scale for constraints to cruising*”, *Annals of Tourism Research*, Vol. 37 No. 1, pp. 206-222.

- HXiao, W. Chua (2000) , A flexible quality of service model for mobile ad-hoc networks. In Proceedings of IEEE VTC.p234-342*
- International Labour Organization (2015)Action Plans for Marketing and Promotion and Egypt's tourism sector Conditions Improvement in (10) .the Egyptian Tourism Sector, ILO, Cairo.
- Information and Communication Technologies in Tourism 2013: proceedings of the International Conference in Innsbruck. Austria: Springer Berlin Heidelberg. Jamrozny, Jannach, D., Karakaya, Z.andJuwig, (2012). Recommending hotels based on multi-dimensional tourist ratings. E-Tourism Present and Future Perceived Services and Applications: proceedings of ENTER 2012, pages 320-331, Helsingborg, Sweden Jang, S., Prasad, A., Ratchford, B.T. (2012). How consumers use product reviews in the purchase decision process. *Marketing Letter*, 23, 825-838.
- Jindal, N. , Liu, B. (2008), "Opinion spam and analysis", *WSDM 2008 Proceedings of the 2008 International Conference on Web Search and Data Mining in New York*, ACM, New York, NY, pp. 219-230.
- Kent. Babbie, E. (2013) . *The practice of social research*. 13th ed. Belmont, Calif.: Wadsworth Cengage Learning. P.608
- K. W. (2015). Traveler Acceptance of an App-Based Mobile Tour Guide. *Journal of Hospitality and Tourism Research*, 39(3): 401-432.
- Li, X., L. M. Hitt (2010). Price effects in online product reviews: an analytical model and empirical analysis. *MIS quarterly*, 34(4):809-831.
- Kaplan, A. M.,Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68
- Kardon, B. (2007), They're saying nasty things, *Marketing News*, Vol. 41 No. 20, p. 30.
- Kasavana, M.; Nusair, K.; Teodosic, K.(2010)Online social networking: Redefining the human web. *J. Hosp. Maag. Tourism*.p 68–82.
- Kehurst, G. (2009), User generated content: the use of blogs for tourism organizations and tourism consumer, *Service Business* , Vol. 3 No. 1, pp. 51-61.
- Kim, Jang , (2013) Price placebo effect in hedonic consumption. *International Journal of Hospitality Management* .306-315.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., and Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251.
- Kim, H. and Kim, W.G. (2005), The relationship between brand equity and firms' performance in luxury hotels and chain restaurants", *Tourism Management*, Vol. 26 No. 4, pp. 549-560.
- Kim, Y.S. (2009) .Business vs. leisure travelers: Their responses to negative word-of-mouth. *JAAB* 2009, 15, 70–76. 40.
- Kim, E. E. K., A. S. Mattila, and S. Baloglu (2011). "Effects of Gender and Expertise on Consumers' Motivation to Read Online Hotel Reviews." *Cornell Hospitality Quarterly*, 52(4): 399-406.
- Kim, G., Kwon, O. (2012). Investigating the value of socio-materialism in conceptualizing IT capability of a firm. *Journal of Management Information Systems*, 29(3), 327–3
- Kim, Y. ,Chung (2014). Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival. *Journal of Culinary Science and Technology*, 13(2): 133-158.

- Kwark, Y., Raghunathan, S. (2014). Online product reviews: implications for retailers and competing manufacturers. *Information Systems Research*, 25(1), 93–110.
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: a literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3–22
- Lee, J., Park, D. and Han, I. (2008), The effect of negative online consumer reviews on product attitude: an information processing view, *Electronic Commerce Research and Applications*, Vol. 7 No. 3, pp. 341-352.
- Leonardi, P. M. (2012). Social media use in organizations: Exploring the affordances of visibility, editability, persistence and association. *Communication Yearbook*, 36, 143–189.
- L.S. (2001), The destination attribute management model: an empirical application to Bintan, Indonesia, *Tourism Management*, Vol. 22 No. 5, pp. 481-492.
- Liu, B., Hu, M., Cheng, J. (2005). Opinion observer: analyzing and comparing opinions on the web. In *Proceedings of the 14th international conference on World Wide Web* (pp. 342–351).
- Liu, Y. (2006), Word of mouth for movies: its dynamics and impact on box office revenue, *Journal of Marketing*, Vol. 70 No. 3, pp. 74-89
- Lockyer, T. (2002). “Business guests’ Accommodation Selection: The View from Both Sides. *International Journal of Contemporary Hospitality Management*, 14(6): 294-300.
- M.A. Moliner et al. (2007) Relationship quality with a travel agency: The influence of the postpurchase perceived value of a tourism package, *Tourism and Hospitality Research* 7 194-211.
- Mackiewicz, J. (2009). Assertions of Expertise in Online Product Reviews.” *Journal of Business and Technical Communication*, 24(1): 3-28. Moe, W., and M.
- Madu, C.N. (2002), “Dimensions of e-quality”, *International Journal of Quality & Reliability Management*, Vol. 19 No. 3, pp. 246-258.
- Masiero, L. (2014). Selling travel services online: the use of social media and online travel agents(OTAs). *International Journal of Contemporary Hospitality Management*, 26(2), 272–292.
- Miguéns, J., Baggio, Costa, C. (2008). Social media and tourism destinations: Trip Advisor case study. *Advances in Tourism Research*, 26–28. Mohsin, A., & Lockyer, T. (2012), “The impact of message framing and issue involvement in tourism and hospitality”, *Journal of Marketing Research*, Vol. 27 No. 3, pp. 361-367.
- Mohsin, A., and T. Lockyer (2010). Customer Perceptions of Service Quality in Luxury Hotels in New Delhi, India: An Exploratory Study. *International Journal of Contemporary Hospitality Management*, 22(2):160-173.
- Moliner, M. A., J. Sánchez, R. M. Rodríguez, and L. Callarisa (2007). Relationship Quality with a Travel Agency: The Influence of the Post purchase Perceived Value of a Tourism package.” *Tourism and Hospitality Research*, 7(3-4): 194-211.
- Neirotti, P., & Raguseo, E. (2016). On the contingent value of IT-based capabilities for the competitive advantage of SMEs: mechanisms and empirical evidence. *Information & Management* (in press).
- OECD (2016), Egypt, in *OECD Tourism Trends and Policies 2016*, OECD Publishing, Paris. DOI: <http://dx.doi.org/10.1787/tour-2016-47-en>
- Oguchi, T., N. Okamoto, M. Shimizu, and K. Matsushima (2004). Factors Predictive of Consumers’ Satisfaction with Hotels through Analysis of Internet Evaluations on a Travel

- Website. In: Proceedings of the Asia Pacific Tourism Association 10th Annual Conference .p. 1126-1130).
- Pesonen, J. (2013). Examining perceptions of the importance of travel websites' value-added services: age, gender, and travel motivations. In C. Lorenzo, & X. Zheng (Eds.)
- Phillips, P., Zigan, K., Silva, M. M. S., and Reiner, J., Natter, M., and Klapper, D. (2015). Decomposing the effects of online customer reviews on brand, price, and product attributes. *International Journal of Research in Marketing* ,p,87-98
- RMacCallum, M.W. Browne, H.M. (1996) Power analysis and determination of sample size for covariance structure modeling. *Psychol. Methods* 1(2), 130–149
- R.A. Ping Jr, (2004) On assuring valid measures for theoretical models using survey data. *J. Bus. Res.* 57, 125–141
- Rust, K.N. Lemon, V.A. Zeithaml, (2004) Return on marketing: using customer equity to focus marketing strategy, *Journal of Marketing* 109-127.
- Ritchie, J. B., Crouch, G. I. (2003). The competitive destination: a sustainable tourism perspective. Pp78-89
- Routledge. Ögüt, Onur Tas (2012). The influence of internet customer reviews on the online sales and prices in hotel industry. *The Service Industries Journal*, 32(2), 197–214
- Schegg, R. (2015). The interactive effects of online reviews on the determinants of Swiss hotel performance: a neural network analysis. *Tourism Management*, 50, 130–141.
- Silva, R. (2015). Multimarket contact, differentiation: and prices of chain hotels. *Tourism Management*, 48, 305–31
- Smith, D., Menon, S., Sivakumar, K. (2005). Online peer and editorial recommendations, trust, and choice in virtual markets. *Journal of Interactive Marketing*, 19(3), 15–37.
- Sparks, B.A., Browning, V. (2011). Schegg, R. (2015). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32, 1310-1323.
- Vermeulen, Seegers, D. (2009). Tried and tested: the impact of online hotel reviews on consumer consideration. *Tourism Management*, 30, 123-127.
- Sun, M. (2012). How does the variance of product ratings matter? *Management Science*, 58(4), 696–707.
- Telofski, R. (2011). Insidious competition: the battle for meaning and the corporate image. P.65-77
- Toh, R. S., Raven, P., DeKay, F. (2011). Selling rooms: hotels vs. third-party websites. *Cornell Hospitality Quarterly*, 52(2), pp. 181–189.
- Tourism Journal of Asia Pacific Studies, (2015), a Study on Supply Chain Practices With Reference To Tourism Industry, *International Journal of Tourism Marketing, Management Research*, Vol 3 Issue, p231.
- Trusov, (2011). The Value of Social Dynamics in Online Product Ratings Forums.” *Journal of Marketing Research*, pp. 48(3): 444–456.
- Treem, J. W., & Leonardi, P. M. (2012). Social media use in organizations: Exploring the affordances of visibility, editability, persistence and association. *Communication Yearbook*, 36, 143–189.
- Van Alstyne, M. (2015). Global village of tourism business ? Modeling and measuring the integration of E-tourism communities. *Tourism Management* ,pp. 851–899
- Vermeulen, I. E., Seegers, D. (2009). Tried and tested: the impact of online tourist reviews on consumer consideration. *Tourism Management*, 30(1), 123–127.

- WTTC. (2016). Italy country report, UNWTO highlights. Italian Institute of Statistics, Confcommercio.
- Vermeulen, I. E., Seegers, D. (2009). Tried and tested: the impact of online hotel reviews on customer loyalty. *Tourism Management*, 30(1), 123–127.
- WTTC. (2012). Italy country report, UNWTO 2012 highlights. Italian Institute of Statistics, Confcommercio.
- Xiang, Z. Gretzel, U. (2010), “Role of social media in online travel information search”, *Tourism Management*, Vol. 31 No. 2, pp. 179-188.
- United nations world tourism organization (UNWTO) world Tourism Barometer , Vol. 7 no.3 pp,23,October 2017.
- World Bank, Egypt and Global Economic Crisis: A Preliminary Assessment of Macroeconomic policy(13) .pact and Response,www,wb.com (accessed, June 16, 2017)
- Ye, Q., Law, R., Gu, B. (2009). The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, pp28(1), 180–182.
- Ye, Q., Law, R., Gu, B., Chen, W. (2011). The influence of user-generated content on traveler behavior: an empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human Behavior*,pp 27(2), 634–639.
- Ye, Q., Li, H., Wang, Z., Law, R. (2014). The influence of hotel price on perceived service quality and value in E-tourism an empirical investigation based on online traveler reviews. *Journal of Hospitality and Tourism Research*, 38(1), 23–39.
- Yen, C.-L. A., Tang, C.-H. H. (2015). Hotel attribute performance, eWOM motivations, and media choice. *International Journal of Hospitality Management*, pp46, 79–88.
- Zeithaml VA, Bitner MJ.(2003) .Integrated customer focus across the firm. 3rd ed. S.I.:New York: McGraw-Hill. 29.
- Zhu, F., Zhang, X. (2010). Impact of online consumer reviews on sales: the moderating role of product and consumer characteristics. *Journal of Marketing*, pp74(2), 133.
- Zubac, A.; Hubbard, G.; Johanson, L., W. (2009). The RBV and value creation: a managerial perspective. *European Business Review*,pp 22(5): 515-538.