Assessing the Importance of DMOs Websites in Marketing Local Destinations: a Case Study of Minia Governorate)

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ABSTRACT

Destination management organizations (DMOs) are increasingly using the internet as their primary marketing vehicle with the proliferation of online commerce. They are turning to online channels to address the introduction of new behaviors of individuals and visitors with the recent proliferation of the internet. As many potential travellers prefer to look up travel information online. Furthermore, travel information includes itinerary, event calendar, local transportation, hotels, language, currency and visa information. Moreover, customers are increasingly buying their airline tickets online rather than in person. In addition, due to the growing popularity of online transactions, DMOs are increasingly turning to the World Wide Web (WWW) as their primary marketing platform. As well as they are so committed to promoting and presenting their regions that they create official tourism or destination websites. The research is based upon a questionnaire survey distributed to the local population Minia Governorate, and the minia area was represented within the governorate's centres as a sample for data collection. Structural equation modeling is used to examine the relationships between the information Quality provided on the website, the usability of the website and the attitude towards it. The results indicate supporting the marketing of the local destinations through these websites and increasing community awareness of their significance and successful implementation.

1. Introduction

Tourism is rapidly changing, which means that tourism products and attractions are also changing. As a result, there is a growing desire for unique and unusual settings. Product variety is also necessary for tourism to thrive (Abbaspour & Hazarina, 2015). According to Abou-Shouk et al. (2016) tourism is a well-developed industry with growing global significance. Despite the challenges it has faced, tourism remains a thriving industry. Locals can benefit from tourists by diversifying and improving the health of their social lives (Belanche, Casaló, & Guinalu, 2012). Tourism, on the other hand, has some disadvantages, such as environmental concerns, social and physical endurance challenges, inflation, and so on (Bilgihan & Bujisic, 2014).

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One of the issues is that destination management involves multiple entities and necessitates a coordinated set of actions (Daz & Koutra, 2013). Residents, tourist employees, NGOs, and others, in addition to the collaborating governmental agencies, should actively participate in the management of the ideal location. According to the Australian Regional Tourism Network Guide (2012), maintaining successful destinations can provide economic and social benefits to a community. DMOs may hold the key to effective tourism destination management (Ha, 2012; Gupta, Bakshi, & Dogra, 2015; Li & Wang, 2021). According to Bhaidkar and Goswami (2017), Blogs and social media sites can provide travel-related information, but destination websites are the most authoritative sources of information because they formally represent the destination.

Therefore, DMOs should update destination websites to allow customers to review destination products, services, and experiences (López, Altamirano & Valarezo, 2016). Sorokina et al. (2022) asserted that DMO websites can help create a positive image of a place and even influence users' decisions to visit that place. These statements suggest that local authorities should focus more on improving existing travel destination websites. In this regard, this research tries to provide a method for measuring the quality of the target website from the website user's perspective. Local governments can use this tool to assess the performance of their target websites and show design opportunities in terms of how well they are viewed by their target consumers (Sanchez-Franco, Cepeda-Carrion, & Roldan, 2019; igalat-Signes et al., 2020; Bogren & Sörensson, 2021).

2. Literature Review

2.1 The importance of DMOs websites in marketing tourist destinations

Several scholars have highlighted the importance of tourism websites in promoting destinations (Trunfio, & Della Lucia, 2019; Romo et al., 2021; Constantoglou, 2020; Gretzel, 2022). According to Rita and António (2020), one of the main goals of official tourism websites is to serve as a marketing platform for destinations and their goods and services. Furthermore, Jones (2022) pointed out destination websites are "complex communication tools that operate at multiple levels, from destination management to destination promotion

and commercialization," some researchers have shown that commercial roles have been shown to be increasingly common (Chasovschi, 2019; Femenia-Serra & Gretzel, 2020; Mensah et al., 2022).

As a result, both the public and private sectors have explored the commercial viability of travel websites (Mareková et al., 2019). According to Jones (2022), a website has fully fulfilled its commercial obligations when users are able to buy online.

On the other hand, visitors from more technologically advanced countries were expected to engage in e-commerce (Femenia-Serra & Gretzel, 2020). Moreover, Komppula (2014) and Constantoglou (2020) added, booking on a destination's official website is one approach to converting a planned visit into an actual visit. This task also contributes to the growth of the local tourism business and the efficient maintenance of government and destination websites (Trunfio, & Della Lucia, 2019).

2.2 The importance of online marketing through DMO websites in influencing customer decisions

According to Alizadegan and Liu (2022), the best way to influence a virtual customer's decision-making process is to create and deliver the ideal online experience, including both the 4Ps of the traditional marketing mix and the more complex attributes (product, price, location, advertising). In addition, DMOs can use traditional physical marketing tools (Chong & Law, 2019; Foris et al., 2020). While it is important to understand how web technologies can be used as marketing and communication tools for tourists, much web research has focused on how marketers and tourism organizations use this medium (Lee et al., 2020).

Furthermore, little research has been done to find out what the target audience expects from these websites. It's true that the Internet is becoming more and more important for companies focused on customer service (Spinelli, 2021). According to (Mari & Zoroja, 2019; Nder & Berbekova, 2021), customers are much more likely to be satisfied and engaged when they have many interaction and purchasing channels.

On the other hand, Lee (2021) mentioned that perceived value impacts consumer satisfaction, retention, and loyalty, making it a key strategic concern for most businesses and, in turn, tourism

organizations. In addition, Understanding the marketing variables that positively impact when consumers use tourism websites can help tourism operators build a loyal customer base (Spinelli, 2021).

On the other hand, An, Choi, and Lee (2021) added that DMO websites and search engines serve as information sources. For international visitors planning a vacation in a particular country, knowledge of multiple locations within the country is essential (Zhang, Cheung & Law, 2018). According to Foris and colleagues (2020), governments must consider the amount, type, and quality of information that tourists want. This is true even though the internet has made all tour-related information instantly available (Vyas, 2019; Alba-Mara, Juan, & Dolores, 2020).

Furthermore, Qi, Law, and Buhalis (2017) mentioned that official and trustworthy websites are game changers when it comes to researching a location and organising a trip. In addition, DMO websites are the most effective avenue for obtaining visitors (Lee et al., 2020). Moreover, Yung et al. (2021) added, tourism is important to the economies of various countries. As, it increases the country's Gross Domestic Product while also creating jobs. Tourism enhances a country's balance of payments because it helps the country build up its foreign exchange reserves.

2.3 The significance of evaluating the quality of DMOs website

As the number of websites and the amount of money invested in them increases, evaluating the quality of each website has become an important task (Pino et al., 2019). In addition, organizations invest time and resources in developing and supporting quality websites (Brown et al., 2020). So, these websites should be a reliable source of information and communication for businesses and their customers (Choe & Kim, 2018). Sometimes they arrive with goods to provide valuable services to their customers (Naruetharadhol & Gebsombut, 2020). Furthermore, the website is an important way to connect with the customers, so it should clearly prove its organization's high standards.

On the other hand, a website like any information system should be evaluated through its construction and operation. This improves user satisfaction and perfects resource utilization (Wong, Leung, & Law, 2020).

2.4 Evaluating the use of DMOs Websites for tourism marketing

According to Pourabedin (2021), most governments view tourism as an important industry, except in developing countries where tourism is an important source of income. As Song and Wen (2021) added the government goes to great lengths to protect its reputation and ensure that tourism revenues continue to grow. His one of the Seven Wonders of the World and the presence of a World Heritage Site, low travel costs and good reputation all influence the decision of foreign travelers to visit the destination. These issues include the availability of electronic visas and the allocation of funds from the federal budget to the tourism sector (Zhao et al., 2021; Su et al., 2022).

As a result, the government wants to create a framework to attract investment to improve tourism activities. Moreover, besides funding, the government emphasized marketing, technological advancement, human resource development and infrastructure. The government prioritizes tourism promotion (Chong & Law, 2019; Wong, Leung, & Law, 2020).

On the other hand, DMOs are increasingly using websites as a strategic marketing strategy (Martínez-Sala, Monserrat-Gauchi, &Alemany-Martínez, 2020). Furthermore, Vyas (2019) added DMO websites can be used as a target for information retrieval and a marketing tool for tourist destinations. In addition, some researchers explained that DMO websites are competing fiercely, so they need to supply tools that tourists can use on their websites to plan their trips (Kim et al., 2017; Sun et al., 2017; Brown et al., 2019).

Moreover, websites are becoming an increasingly important part of destination management, and destination management organizations DMOs recognize their value (Molina et al., 2020). According to Zhang, Cheung and Law (2018), websites are one of the most effective ways as they can influence visitor decisions and it also help DMOs manage customer relationships and travel agencies to interact with the potential customer). Moreover, travel planning requires knowledge to determine destinations, hotels, restaurants, tours and activities (Ye, Wu, & Zheng, 2019; Jiajia & Huawen, 2021).

The DMO website encourages and provides a platform or online tool for peer-to-peer outreach,

relationship building, and community building. Customers can express both positive and negative opinions about tourism offers of DMO. Bad reviews can have a huge impact on a destination's reputation (Alizadegan & Liu, 2022). On the other hand, DMOs can ensure that messages placed on their website serve as effective marketing tools (Yung et al., 2021). As well as local images and stories uploaded to relevant websites may affect perception. DMOs use a variety of Internet platforms that are user and business friendly (Qi et al., 2017). Furthermore, media sharing site (YouTube), photo and photo sharing site (Instagram), review site (TripAdvisor) and social networking site (Facebook) are the main types of his websites in tourism (Alba-Mara & Dolores, 2020). However, little research has been done to figure out how a DMO uses its DMO website to promote destinations and communicate with potential tourists (Chong & Law, 2019; Borges & Costa, 2021).

3. Methodology

3.1 Conceptual framework and Study hypotheses

Based on the literature review of DMOs websites the conceptual framework of the current study has been developed. Figure (1) showed that independent variables which include; information quality, local food, usability and navigability have effect directly on the attitude towards websites. For that the current study tries to test the following hypothesis:

H1. The credibility of information quality is significantly affecting attitude towards websites

H2. The information of local food is significantly affecting attitude towards websites

H3. The usability and navigability are significantly affecting attitude towards websites

H4. The attitude towards website and destination is significantly affecting DMOs website marketing.

Figure (1) Study hypotheses
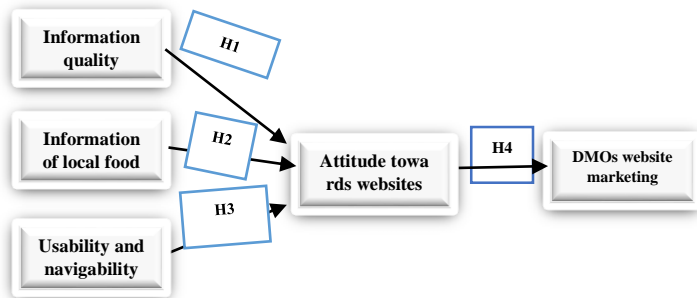
The deductive approach employing quantitative method was used in this study to test the hypothesized model. There are four constructs in the proposed research model Figure (1)

The constructs are measured using a questionnaire form directed to distribute to the local population Minia Governorate, and the MINIA area was represented within the governorate's centres as a sample for data collection. Statements used to measure the research constructs were developed from literature review as shown below Table 1. And a five-point Likert scale (1=strongly disagree to 5=strongly agree) was used to estimate the respondents' perceptions.

The characteristics of the websites can be categorised into four general factors, as shown below Table 1.

Table 1. Questionnaire Structure for the study

Indicator	Variables	Empirical Study
Information Quality	The information about the destination is adequate	(Vyas, 2019; Jabreel, Moreno & Huertas, 2017)
	Up-to-date information is provided in a timely manner	(Chong & Law, 2019; Molina et al., 2020)
	The information is accurate and trustworthy	(Kullada & Michelle Kurniadjie, 2021)
	The information is relevant to the audience	(Kim, Chung & Ahn, 2019)
	The website provides services that are customised for individual visitors	(Basera & Kuranga, 2019)
	The website offers useful information for visitors	(Kim et al., 2017)
	The information provided is appropriately detailed	(Tsai, 2017; Sun et al., 2017)
	The site provides an email address to visitors for the communication process	(Bonjisse & Morais, 2017)

Indicator	Variables	Empirical Study
Local Food	Information about famous local food	(Naruetharadhol & Gebsombut, 2020)
	There is a description of local food	(Lai, 2020; Hefny, 2020)
	Habits, traditions, and events related to local food are evident	(Brown et al., 2020; Pino et al., 2019)
	There are images of local food	(Choe & Kim, 2019; PROGANO, 2018)
	Where to eat local meals and contacts are indicated on the site	(Hwang et al., 2019; Choe & Kim, 2019)
Attitude Towards Website	The website provides an interesting storey about the destination	(Qi, Law, & Buhalis, 2017)
	The website is helpful for travel decisions	(Hefny, 2020)
	The website provides a good impression of the destination	(Halim et al., 2020)
	The website helps convince visitors to select the destination	(Chong & s, 2019)
Usability and Navigability	Browsing is easy, and the icons on the website are easy to understand	(Alba-María, Juan, & Dolores, 2020)
	The website is well organised for use	(Anna et al., 2020)
	Using a website is free of effort and the search tools are enabled and active	(Leung & Dickinger, 2019)
	Search engines are easily used to find websites	(Borges & Costa, 2021)
The Role of DMOs	The site encourages its	(Foris et al., 2020; Zhang,

Indicator	Variables	Empirical Study
	visitors to revisit the site	Cheung, & Law, 2018)
	Diversity of marketing activities and offers	(Arasli, Abdullahi, & Gunay, 2021)
	DMOs develop plans to promote and market tourist destinations	(An, Choi, & Lee, 2021)

3.2 The study population and sample

The study sample was collected from the Minia Governorate's local community, and minia area was represented within the governorate's centres as a sample for data collection, totaling 384forms. SPSS (Version, 23) software was used for analysis data as following Table 2.

Table 2. Study population

Sample	Population	Samples	Distributed	Collected
Minia	676181	384	1000	384

From the previous table, it is clear that the size of the study population (the study sample) was determined through the latest update made by the Central Agency for Public Mobilization and Statistics (2017). As, A total of 383 forms were collected from among the total forms that were distributed manually and electronically to the local community of the Minia Area in the Minia Governorate, and this is according to the latest update of the statistics of the Central Agency for Public Mobilization and Statistics for the year 2017, where the total population of the Minia Area was 676181 and the appropriate sample size is 384, which is a simple random sample ((Nangoy & Tumbuan, 2018).

The gathered data was coded and entered using SPSS. Frequencies, percentages, the averages, were all considered while producing descriptive statistics to assess the research hypotheses and to identify the general tend of the respondents. Furthermore, Chi-square test, the correlation coefficient to measure the extent of the correlation between the independent variables and the dependent variable and then interpret those results in order to accept or reject the hypotheses of the research.

Time delineation

This research adopted a cross-sectional design. A total of 384 questionnaires were distributed at

random to the population from December 2021 to August 2022.

4. Results and Discussion

4.1. Descriptive analyzes

The descriptive analyzes of the questionnaires that were distributed to the respondents inside the Minia Area.

Table 3. Evaluating the Transparency and Credibility of Information Quality

Construct/ Indicator	Mean	SD	Rank
Transparency and Credibility of Information Quality			
The information about destination is adequate	2.77	1.451	5
Up-to-date information is provided in a timely manner	2.78	1.386	4
The information is accurate and trusted and is relevant to audience	2.80	1.430	3
Website offers useful information for visitors	2.82	1.438	1
Information provided is appropriately detailed	2.76	1.369	6
The site provides an email to visitors for the communication process	2.82	1.413	2
General Mean	2.79		

According to the analysis of the previous Table.3 when asked the respondents about "Website offers useful information for visitors" it was found that the general average of their opinions fell into the disagree choice with 27.1% percent and its mean value is (2.82) and Std. Deviation (1.438). Followed by the respondents also strongly disagree when asked about "The site provides an email to visitors for the communication process" 23.4% percent and its mean value is (2.82) and Std. Deviation (1.413). And by asking them about "The information is accurate and trusted and is relevant to audience" it was found that the general average of their opinions fell into the disagree choice with25.0% percent and its mean value is (2.80) and Std. Deviation (1.430). When the respondents were asked about "Recent information is provided in a timely manner" it was found that the total average of their opinions fell into the disagree choice with 23.4% percent and its mean value is (2.78) and Std. Deviation (1.386). Also, 26.6% of the respondents replied strongly disagree when asked about "The

information about destination is adequate" with mean (2.77) and Std. Deviation (1.451), followed by the respondents disagree with the question "Information provided is appropriately detailed" 27.1% percent and its mean value is (2.76) and Std. Deviation (1.369).

The weighted mean average of Transparency and Credibility of Information Quality was 2.79 with Std. Deviation 1.286 which indicates that the tend of Transparency and Credibility of Information Quality is disagree as a general tend according to 5- point Likert scale as shown in the above table since 2.79 lie in the internal (2.60 – 3.39)

The overall average of the respondents' replies were neutral, as a result, this illustrates that visitors need more accurate information on the site as well as credibility and reliability of this information in order to make the decision to visit the tourist destination.

Table 4. Evaluating the information of local Food

Construct/ Indicator	Mean	SD	Rank
Local Food			
Information about famous local food	2.82	1.372	5
There is a description of local food	2.85	1.311	2
Habits, traditions, events related to local food are evident	2.91	1.362	1
There are images for local food	2.83	1.332	4
Where to eat local meals and contacts are indicated on the site	2.83	1.401	3
General Mean	2.84		

As can be seen in Table 4. When asked the respondents about "Habits, traditions, events related to local food are evident" it was found that the general average of their opinions fell into the disagree choice with 25.3% percent and its mean value is (2.91) and Std. Deviation (1.362). Followed by the respondents also answered disagree when asked about "There is a description of local food" with 26.8% percent and its mean value is (2.85) and Std. Deviation (1.311). And by asking them about "Where to eat local meals and contacts are indicated on the site" it was found that the general average of their opinions fell into the disagree choice with 25.3% percent and its mean value is (2.83) and Std. Deviation (1.401). When the respondents were asked about "There are images for local food" it was found that the total

average of their opinions fell into the neutral choice with 25.0% percent and its Mean value is (2.83) and Std. Deviation (1.332). On the other hand, 22.4% of the respondents answered strongly disagree when asked about "Information about famous local food" with mean (2.82) and Std. Deviation (1.372).

The weighted mean average of Local Food was 2.84 with Std. Deviation 1.219 which indicate that the tend of Local Food is neutral as a general tend according to 5- point Likert scale as shown in the previous table since 2.84 lie in the internal (2.60 – 3.39). It is clear to us by analyzing the results of the previous table that the overall rate of respondents' responses was neutral, and as a result, this suggests that tourists need more information about the local food that the tourist destination is famous for in order to satisfy their desires and decide to visit the destination.

Table 5. Evaluating the attitude towards website and destination

Construct/ Indicator	Mean	SD	Rank
Attitude towards Website and Destination			
The website provides interesting story about destination	2.77	1.398	3
The website is helpful for travel decisions	2.79	1.372	1
The website provides good impression about the destination	2.72	1.355	4
The website helps convince visitors to select the destination	2.78	1.406	2
General Mean	2.76		

As can be seen in Table 5. when asked the respondents about "The website is helpful for travel decisions" it was found that the general average of their opinions fell into the disagree choice with 27.3% percent and its mean value is (1.79) and Std. Deviation (1.372). Followed by the respondents also disagree when asked about "The website helps convince visitors to select the destination" with 28.1% percent and its mean value is (2.78) and Std. Deviation (1.406). And by asking them about "The website provides interesting story about destination" it was found that the general average of their opinions fell into the disagree choice with 25.3% percent and its mean value is (2.77) and Std. Deviation (1.398). When the respondents were asked about "The website

provides good impression about the destination" it was found that the total average of their opinions fell into the strongly disagree choice with 24.7% percent and its mean value is (2.72) and Std. Deviation (1.355).

The weighted mean average of Attitude towards Website and Destination was 2.76 with Std. Deviation 1.287 which indicates that the tend of Attitude towards Website and Destination is neutral as a general tend according to 5- point likert scale as shown in the previous table since 2.76 lie in the internal (2.60 – 3.39)

According to the results of the previous table, the overall response rate of the respondents was neutral, and as a result, we concluded that the visitor has a negative impression of the DMO website of Minia and destination.

Table 6. Evaluating the usability and navigability

Construct/ Indicator	Mean	SD	Rank
Usability and Navigability			
Browsing is easy and icons on the website are easy to understand	2.67	1.424	3
Website is well organized for use	2.66	1.460	4
using website is free of effort and the search tools are enabled and active	2.75	1.353	1
Search engines are used easily to find the website	2.71	1.419	2
General Mean	2.69		

According to the analysis of the table 6. when asked the respondents about "using website is free of effort and the search tools are enabled and active" it was found that the general average of their opinions fell into the disagree choice with 33.3% percent and its mean value is (2.75) and Std. Deviation (1.353). Followed by the respondents answered strongly disagree when asked about "Search engines are used easily to find the website" 26.0% percent and its mean value is (2.71) and Std. Deviation (1.419). And by asking them about "Browsing is easy and icons on the website are easy to understand" it was found that the general average of their opinions fell into the strongly disagree choice with 28.4% percent and its mean value is (2.67) and Std. Deviation (1.424). And by asking them about "Website is well organized for use" it was found that the general average of their opinions fell into the strongly disagree choice with 30.2% percent and its mean value is (2.66) and Std. Deviation (1.460).

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	578.683	7	82.669	554.096	.000b
	Residual	56.098	376	.149		
	Total	634.781	383			

a. Dependent Variable: ATT_mean
b. Predictors: (Constant), IQ_mean, LF_mean, UN_mean

The weighted mean average of Usability and Navigability was 2.69 with Std. Deviation 1.337 which indicate that the tend of Usability and Navigability is neutral as a general tend according to 5- point likert scale as shown in the above table since 2.69 lie in the internal (2.60 – 3.39)

The previous table's results show that the overall response rate of respondents is neutral, so as a result, we realised that the visitor is unsatisfied with the site's efficiency when browsing or accessing it.

Table 7. Evaluating the role of DMO

Construct/ Indicator	Mean	SD	Rank
The role of DMOs in marketing tourist destinations, improving marketing activities, and visiting tourist destinations			
The site encourages its visitors to revisit the site	3.00	1.437	1
Diversity of marketing activities and offers	2.98	1.383	2
DMOs develop plans to promote and market tourist destinations	2.94	1.442	3
General Mean	2.97		

- **The linear regression**

The linear regression coefficient was used to assess the previous hypotheses, and the results are shown in the tables below.

Regression 1

Table 8. Coefficient of determination (R square) between independent variables and the attitude towards website and destination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955a	.912	.910	.38626

a. Predictors: (Constant) IQ, LF ,UN

The dependent variable: ATT
The independent variables: IQ_mean, LF_mean, UN_mean

It is revealed from the table 8.that R square value is 0.912. This mean that the following variables: the independent variables (Information quality IQ_mean, Local food LF_mean, Usability and navigability UN_mean affect 91.2% of the dependent variable (the attitude towards website and destination ATT)

Table 9. Significance of Impact of (IQ_mean, LF_mean, UN_mean) on ATT using ANOVA

It was found from the table 9. of the analysis of variance analysis of the high significance of the F test where (F = 554.096, DF (7): P = .000 < 0.005), which confirms the high explanatory power of the multiple linear regression model from a statistical point of view, meaning that the previous independent variables (IQ-LF-UN) have a moral and real impact on the ATT.

The following table shows the values of the regression coefficients and the statistical significance tests for these coefficients. This table can be summarized as follows:

Table 10. Coefficients of regression between independent variables and the attitude towards website and destination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.926	.052		112.958	.000
	IQ_mean	-.111	.056	-.111	-1.981	.048
	LF_mean	-.185	.048	-.175	-3.878	.000
	UN_mean	-.160	.054	-.166	-2.969	.003

a. Dependent Variable: ATT_mean

From the above table 10. It presents the value explained by each independent variable (β). It is clear that IQ has a negative impact on ATT (and the negative impact here means that whenever there is a lack of information provided on the site, that is, it is insufficient and does not meet the visitors' needs, the more it has a negative impact on the visitor's attitude towards the site and destination), where the value of the beta coefficient) B = -0.111, p>0.05) with a significant level of 0.048 which is less than 0.05 and the third hypothesis is supported (H1: The credibility of information quality is significantly affecting attitude toward websites). Regarding LF, It is clear that LF has a negative impact on ATT as the value of the beta coefficient (B = -0.175, p>0.05) with a significant level of 0.000 which is less than 0.05 and the fourth hypothesis is supported (H2: The local food is significantly affecting attitude toward websites).

According to the value explained by the variable UN, it is clear that UN has a negative impact on ATT (and this negative effect means that whenever the visitor finds it difficult to use the site and browse inside it, this has a negative impact on his impression of the site or the tourist destination), as the value of the beta coefficient (B = -0.166, p<0.05) with a significant level of 0.003 which is less than 0.05 and the seventh hypothesis is supported (H3: The usability and navigability are significantly affecting attitude toward websites).
Regression 2
Table 11. Coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867ᵃ	.751	.750	.64166
a. Predictors: (Constant), ATT				

The dependent variable: DMO
The independent variables: ATT

From the table 11. it is revealed that R square value is 0.751 this mean that the following variable: the independent variables (the attitude towards website and destination ATT) affect 75.1% of the dependent variable (the DMOs website marketing)

Table 12. Significance of Impact of ATT on DMO using ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	472.715	1	472.715	1148.140	.000ᵇ
	Residual	156.866	381	.412		
	Total	629.581	382			
a. Dependent Variable: DMO						
b. Predictors: (Constant), ATT						

Table 13. Coefficients of regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.492	.089		61.928	.000
	ATT	-.864	.026	-.867	-33.884	.000
a. Dependent Variable: DMO						

It was found from the table 12. of the analysis of variance analysis of the high significance of the F

test where (F = 1148.140 DF (1): P = .000 < 0.005), which confirms the high explanatory power of the multiple linear regression model from a statistical point of view, meaning that the previous independent variable ATT has a moral and real impact on the DMOs website marketing.

It is clear from the table 13. that ATT has a negative impact on DMO (and this negative effect means that whenever the visitor finds it difficult to use the site and browse inside it, this has a negative impact on his impression of the site or the tourist destination), as the value of the beta coefficient (B = -0.867, p<0.05) with a significant level of 0.000 which is less than 0.05 and the seventh hypothesis is supported (H4: The attitude towards website and destination is significantly affecting DMOs website marketing).

5. Conclusion and Recommendations
This study is useful for destination management organisations who wish to do their best to improve tourism destinations in developing countries. Where the organisations could improve its policies, strategies and systems in terms of DMOs websites and assist both the internal and external stakeholders in understanding the DMOs websites situation of the country.
As a result of the previous research it can be seen that the majority of the respondents' answers to the questionnaires distributed to the Minia governorate fell into neutral, according to the results of the previous tables it was found the following:
1- It is clear from the analysis of the results of the respondents' answers that the information available on the DMO website in Minia is inaccurate and sufficient, as it was found that the information about the destination that visitors are looking for is insufficient and most of them do not meet the needs of visitors. The site also lacks information about the destination that encourages the visitor to make the decision to travel and visit the tourist destination, and the information provided is not detailed and up-to-date. It was also found that the site does not provide a special email to communicate with visitors and send a response to any questions and details related to the tourist trip.
2- lack of information available on the site about local food, as it became clear from the analysis of the results of the respondents' answers that the DMO website of Minia has some obstacles in

providing the necessary information to the public, as it does not provide an accurate description of the famous local food within the governorate, which includes the tourist destination to be visited, and does not provide information detailed about the customs, traditions and events related to the famous local food and places to eat them in the famous restaurants and hotels in the governorate, and the site is not supported by the various pictures of those food.

3- The negative attitude of the visitor towards tourist destinations, as it was found from the analysis of the results of the respondents' opinions that the site lacks presenting different and interesting stories about the tourist destination and the various tourist experiences by visitors who have travelled to the destination, which encourages the visitor who has never visited to take the decision to travel and visit the site, as it turned out that the site did not present the tourist plans that would attract visitors and give them an interesting and attractive image of the destination

4- The difficulty of browsing through the DMO website in Minia, where it was found through the results of analyzing the respondents' opinions that there is difficulty while browsing the site and that many of the icons that appear when browsing are not clear, On the other hand, the site is not well organized and easy to use, as the visitor makes a lot of effort during the use of search engines, in addition to the most search tools and many links are not active.

5- The weak role played by the bodies and authorities concerned with marketing and promoting tourist destinations in Minia, as it was found through the analysis of the results of the respondents' opinions that the site lacks the development of tourism plans that encourage the visitors who have not come to the destination, as well as encouraging those who have already visited to Back again, and the site did not present various marketing offers to promote the tourist activities and attractions in the governorate

Recommendations

This study has a number of recommendations to government and the destination management organisations. As the evaluation of DMO website is one of the most important topics to emphasis in promoting travel, improve travel-related activities, improve perception of the travel destination, and increase visitor satisfaction.

Recommendations to improve the reliability and quality of the information provided on the website

- The information available about the tourist destination should be sufficient and meet the needs of the visitor
- The information about the tourist destination should be updated periodically and regularly on the DMOs websites
- The information should be accurate, reliable and relevant to the public
- The website should provide useful and appropriately detailed information to visitors
- DMOs websites should provide an e-mail for visitors to facilitate the process of communicating with the visitor in the event that he makes a travel decision
- There should be credibility in the quality of the information provided on the site

Recommendations for displaying famous local food

- DMOs should provide various information on popular local food in the county
- It is necessary to have sufficient and detailed information about famous local food and the places where they are served
- It is necessary to display an album of pictures and menus for the various food that tourist destinations are famous for
- Customs, traditions, and events related to local food should be clear and known to visitors

Recommendations for improving the destination's mental image and leaving the visitor with a positive impression

- The DMO website should present interesting stories about the tourist experiences, as well as the reactions of the tourists, to be attractive to the visitor to encourage him to visit the tourist destination.
- The DMO website should provide sufficient and useful information to the visitor and help him make the decision to travel
- The DMO website should give a good impression to the visitor of the destination to encourage him to make the decision to travel
- The DMO website should contribute to persuading visitors to choose the tourist destination by providing offers, exciting stories and sufficient information to satisfy the visitors' desire to travel.
- DMOs should develop the site in a way that gives a good impression and a good mental

image of the visitor about the tourist destination and the presentation of the tourist attractions

Recommendations for the usability through search engines

- Browsing through the DMO website should be easy, and the icons on the site should be easy to understand for visitors
- The DMO website must be well organized for use
- The search tools must be active and effective, and browsing on the site must be easy and without much effort
- The DMO website should be easily accessible through search engines

Recommendations for DMOs on destination marketing

- DMOs should update their plans for the promotion and marketing of tourism destinations
- DMOs should find solutions for ease of using the site and navigation through search engines.
- DMOs should pay attention to developing effective plans for marketing tourist destinations through their websites
- The DMO website should encourage its visitors to return visit through a diversity in the activities and marketing offers presented on it
- The government should create a framework to attract investments to enhance tourism activities through budget allocation to the tourism sector and the e-Visa facility
- DMOs should be interested in displaying high quality photographs rather than displaying them as a hard copy of a brochure, furthermore, they must make sure that the messages on websites are useful marketing tools
- DMOs should pay attention to the aesthetic aspects of the site and the visual elements that interest the viewer, whether it is images, colors, or layout, all of which contribute to its attractiveness.
- DMO should search for interactive features that encourage viewers to respond, such as online trip planning or emailing a question.
- The DMOs websites should function as a reliable source of information and communication for businesses and their clients
- DMOs should monitor and capture changes occurring in the field of web communication as well as developing customized services in order

to meet the growing expectations and needs of tourists.
- DMOs need to be more dynamic and competitive because the constant innovation of hardware and software as well as the development of networks have made the tourism market increasingly demanding.

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