

## The Role of Electronic Marketing Practices in Improving Performance in Hurghada Hotels in Egypt

Hany Salah Sadek

Department of Hotel Studies, Higher Institute of Specific Studies - Heliopolis

### Abstract

The main purpose of this paper is to examine the relationship between applying electronic marketing practices and achieving high performance rates in Hurghada City in Egypt, as it is considered as one of major tourism destinations in Egypt. The research was conducted using a survey method. Questionnaire forms were distributed to hotel executives in addition to pre-planned interviews with hotel managers. Data were analyzed by using "Statistical Packages for Social Science" - SPSS software version 22. The research results show that five-star shain hotels use electronic marketing practices more effectively than independent hotels. Moreover, the e-marketing practices help the firms to achieve better business performance. The findings of this study states that the major benefits of applying e-marketing practices include: maintaining a relationship with hotel guests, growth of total revenues, and achieving hotel goals. In addition, there is a growing interest among Hurghada hotel guests in using the internet services as a source of tourism information.

**Keywords:** E-Marketing, Hotel Organizations, Performance Rate.

.....

### Introduction

E-Marketing enables hotels to build relations with customers and prospects through regular, low-cost personalized communication as increasing numbers of consumers use social media and research on mobile internet <sup>(1)</sup>. E-Marketing adoption and implementation by Egyptian tourism organizations can be a very important tool in solving the current problems associated with Egyptian tourism industry as a result of the political unrest not only in Egypt but also in the Middle East. The adoption and implementation of E-Marketing can help Egyptian tourism organizations in finding leverage points that can help them overcome current problems <sup>(2)</sup>. Hurghada is one of the best seaside destinations in Egypt <sup>(3)</sup>. There are more than 73 upper class hotels in Hurghada (24 Hotels, classified as five star category, with more than 11,791 rooms) and (49 Hotels, classified as four star category, with 19,447 rooms), which all offer distinguished services to their guests <sup>(4)</sup>.

Previous studies have highlighted the importance of applying electronic marketing in the hospitality industry (Salem et al., 2013) <sup>(5)</sup>, others mainly focused on the role and importance of websites to the marketing of a tourism destination <sup>(6)</sup>, besides covering topics related to the application of e-marketing in the hospitality industry <sup>(7)</sup> and its effect on the consumer behavior <sup>(8)</sup>.

### Research Objectives

The research objectives can be stated as: studying to what extent the internet marketing plays a significant role in hotels profitability, and clarifying the importance of internet marketing tools in increasing the guests' expectations of the products and services provided in hotels. This study investigated why the hospitality industry in the Egypt (Hurghada Destination) use e-marketing tools and how these firms effectively used these tools to reach out to consumers and increase sales volume.

According to previous researches and importance of this subject, this study is designed to prove the following hypothesis:

There is a significant relationship between applying electronic marketing practices and achieving high performance rates in hotel establishments.

**Literature Review**

**E- Marketing in the Hospitality Industry**

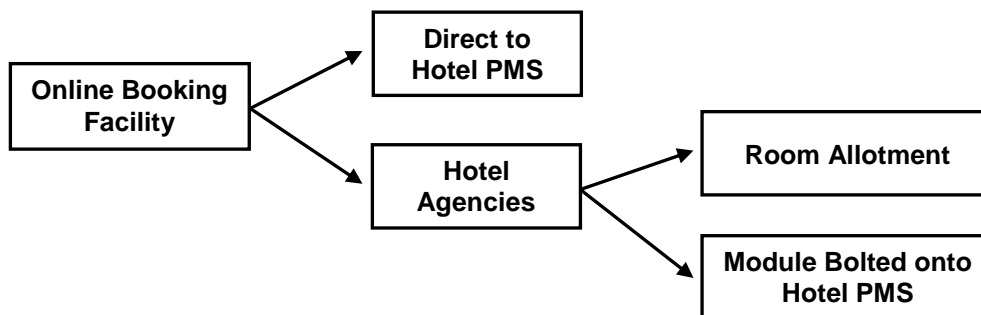
In 2014, tourism continued to be a key driver of the global economic recovery, and a vital contributor to job creation, poverty alleviation, environmental protection and multicultural peace. Egypt is among the first thirty countries in the world in terms of tourists' attractions and tourism diversity according to the annual classification of world tourism organization <sup>(10)</sup>.

Marketing shows its importance in every kind of tourist and hotel industry, since it presents itself as a tool that contributes to better management of hotel operations, also help in defining appropriate strategies for their development, with the main objective being better financial results. The advancement of technology in this era has changed the way many hospitality organizations conduct business; specifically, most hotel and travel companies are now using the internet to communicate, promote, and sell products and services to their guests <sup>(12)</sup>.

E-marketing expresses the functions of the internet as a tool for obtaining and sharing information as well as connecting to the market to support sales <sup>(13)</sup>. There are two reasons for building the concept of e-marketing around consumer experiences, first, it forces marketers to adopt the consumer's point of view, second, it forces managers to pay attention to all aspects of their digital brand's interactions with the consumer, from the design of the product or service to the marketing message, the sales and fulfilment processes, and the after-sales customer service effort <sup>(14)</sup>.

Small tourism organizations in Egypt use five basic e-marketing tools such as internet marketing, e-mail marketing, mobile marketing, intranet marketing and extranet marketing, as well as different e-marketing forms - Business to Business Marketing (B2B), Business to Consumer Marketing (B2C) and Business to Government Marketing (B2G) <sup>(15)</sup>.

A summary of online hotel booking possibilities:



**Figure (1) Possible Ways of Having Online Booking Facility**

Hotel establishments have various advantages by using e-marketing; these advantages include the following: Instead of preparing brochures, hotel establishments might perform promotions at their website; service might be provided for 7 days and 24 hours; an interactive communication might be made with potential customers without any international differences of time or language; a global customer profile might be formed; The questions to be posed, and information to be demanded, by customers might be responded soon; Sections of views and recommendations might be prepared, and positive and negative ideas about prices, services and products might be learned; The sector might be tracked and, when necessary, developments might be adapted soon; Innovations, changes and extra advantages regarding the development of products might be utilized; When necessary, all customers, partners and the press might be provided with information and promotion via internet, also using the video conference system; and the cost of online booking is low, and the commission paid to intermediaries' decreases, in addition, there might be online advertisements, promotions, cost-free products, software, and low-priced sales <sup>(17)</sup>. In this connection it is claimed <sup>(18)</sup> that "the internet has already become an important marketing and communication tool, and that hotel operations that lack a significant presence on the internet will lose some of their competitive edge".

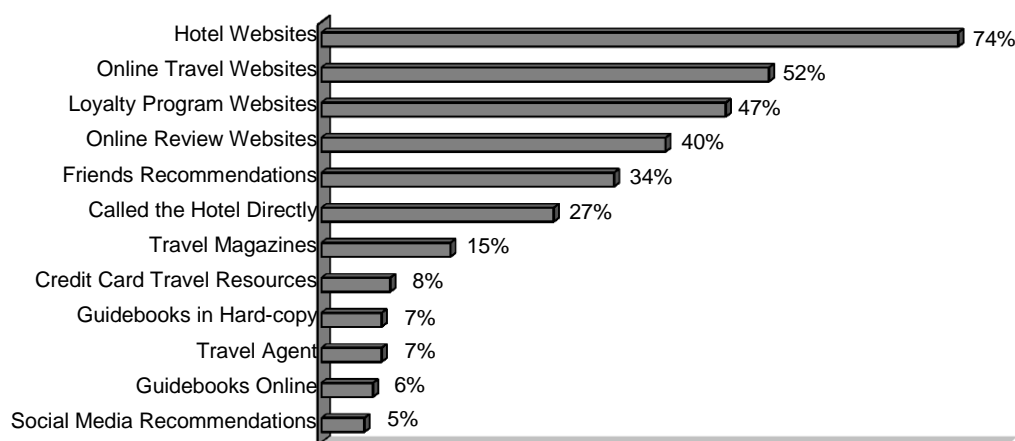
There are potential problems and limitations that the hotel industry must address, as follows: *Network limitations*: The visual impact of the Web site is important, but raises conflicts. Graphics and multimedia attributes require that the customer end has access to a high-specification personal computer. *Demographics*: Successful Web applications should demonstrate relevance to the customer base, web sites can be structured so that pages are targeted to specific online customer groups. These pages must be dynamic enough to keep pace with the ever-changing interests of such groups. *Culture*: It is important that the customer is comfortable with electronic shopping if people are going to book hotel rooms via the internet; Consumers have been reluctant to supply credit card details over the internet as they judge it to be risky and have a fear of breach of security<sup>(19)</sup>.

### Hotel Digital Marketing Strategy

Digital marketing for hotels is becoming increasingly complex, hotel managers need not only to service guests, manage rooms, availabilities and pricing, but now are also expected to compete for guests in new channels and digital communities that emerge every day. Hence, many hotel managers are asking themselves how they can expand their brand online while still having the time to run their business; the top five items in a hotel digital marketing strategy are<sup>(20)</sup>:

- Hotel website and booking engine are number one, and it is considered as the best opportunity to engage and sell to guests;
- Most of consumers are social travelers;
- Mobile consumers will demand optimized content;
- Innovate with marketing campaigns;
- Diversify online distribution channels.

A recent study<sup>(21)</sup> provides vital data concerning the trends in world's online travel and tourism market, as follows:



**Figure (2) Channels Used to Research and Evaluate Hotels<sup>(21)</sup>**

A successful e-marketing strategy should comprise a set of specific e-actions that help hoteliers reach their planned objectives; these e-actions can be grouped into the following five main sections: Search Engine Marketing; Social Media marketing; Mobile advertising; E-mail advertising and Display advertising<sup>(22)</sup>.

### Research Hypothesis

This study aims to examine the following hypothesis:

The relationship between electronic marketing practices and hotel performance criteria.

H<sub>0</sub>: There is no significant relationship between electronic marketing practices and hotel performance criteria.

H<sub>1</sub>: There is a significant relationship between electronic marketing practices and hotel performance criteria.

**Methodology**

Population & Sample Characteristics

The sample was selected by cluster sampling from hotel executives who are working at five and four star hotels in Hurghada, according to the total number of five star hotels (24 Hotels), and four star hotels (49 Hotels), the sample is equivalent to 10 hotels per every category, all 5-star hotels were chain-affiliated hotels, and operate a capacity of more than 200 rooms, this is illustrated by the following table <sup>\*(24)</sup>:

**Table (1) Hotels' Profile Characteristics**

Profile Characteristics	Selected Numbers	Hotel Affiliation		Number of Rooms	
		Chain	Independent	Up to 200 Rooms	More than 200 Rooms
5-Star Hotels (24 Hotels)	10	10	-	-	10
4-Star Hotels (49 Hotels)	10	6	4	5	5

\*Source: The Egyptian Hotel Guide, 2013.

Questionnaires were given to 60 hotel executives (marketing, sales and reservation) (30 forms per every category). A total of 55 questionnaires were returned giving a 91.6% response rate. The questionnaire forms were distributed during 13 - 20 February 2016.

Pretest and Pilot Study

To test the reliability of the pilot study, cronbach's alpha coefficients were calculated, coefficients greater than 0,7 were considered acceptable, indicating reasonable internal consistency and reliability <sup>(28)</sup>. The main results of the pilot study stated that the majority of the selected sample of hotel executives (91%) think that interaction with individual hotel guests tour operator, travel agencies, and airlines is the most followed marketing practice.

Data Analysis

The questionnaire form was composed of 20 questions in three parts. The first part concerns the hotel managers' background information and the nature of the position related to hotel marketing, the second part contains 12 variables concerning marketing practices adopted by hotels, and the third part has 8 variables describing the effect of adopting marketing practices on hotel performance. The return on capital employed "ROCE" was used as an effective indicator of profitability, and it is expressed as a percentage, complements the return on equity "ROE" ratio by adding a company's debt liabilities, or funded debt, to equity to reflect a company's total "capital employed". This measure narrows the focus to gain a better understanding of a company's ability to generate returns from its available capital base <sup>(29)</sup>.

The following tables, 3-4 are obtained from the statistical analysis of the data gathered during the study using the SPSS software:

**Table (2) Analysis of Respondents' Profiles**

Variables	Frequency	Percentage
-----------	-----------	------------

*Gender:*

Male	40	72.0
Female	15	28.0
<i>Age Category:</i>		
-30 years	5	9.0
30-35 years	29	53.0
+45 years	21	38.0
<i>Educational Level:</i>		
Bachelor	38	69.0
Diploma	12	22.0
Master	5	9.0
<i>Position:</i>		
Marketing and Sales Managers	20	36.0
Hotel Executives	28	51.0
Others	7	13.0
<i>Industry Experience:</i>		
From 5 - 10 years	35	64.0
From 10 - 15 years	11	20.0
More than 15 years	9	16.0
<i>Hotel Category:</i>		
5-Satr Hotel	28	51.0
4-Satr Hotel	27	49.0
<i>Hotel Rooms:</i>		
Up to 200 Rooms	12	22.0
More than 200 Rooms	43	78.0
<i>Hotel Affiliation:</i>		
Chain	45	82.0
Independent	10	18.0

---

It is shown stated from table (3) that most of the respondents are males (72%), most of them are between 30 and 35 years old (53%) and (38%) are more than 45 years. Most of the respondents had a Bachelor Degree (69%) and (22%) had an advanced diploma. Most of them are hotel executives (51%); (36%) are managers from Marketing and Sales Department and (13%) are e-marketing mangers and assistant general manager. Most of the respondents (64%) had experience from five to ten years in the field of hospitality marketing. The sample of hotel directors who work in 5-star hotels constitute 51% and 4-star hotels 49%. Most of hotels of more than 200 rooms constitute 78% and chain- affiliated, 82%, but others managed independently, 18%.

**Table (3) Analysis of Electronic Marketing Practices**

No.	Electronic Marketing Practices	PERCENTAGE					Return on Capital Employed	STANDARD DEVIATION
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1-	Electronic marketing is the best of other marketing tools.	3%	0%	13%	46%	38%	5.31	0.645
2-	E-marketing strategies intend to enrich guest perception.	1%	4%	22%	46%	27%	4.68	0.445
3-	Hotel marketing plan becomes more effective because of internet availability.	0%	4%	15%	30%	51%	5.71	0.678
4-	The hotel uses website optimization as an effective marketing tool.	0%	2%	25%	31%	42%	4.76	0.565
5-	The hotel uses website re-designs as an internet marketing tool.	0%	4%	34%	38%	24%	4.31	0.478
6-	The hotel uses search engine optimization as an effective marketing tool.	0%	13%	26%	39%	22%	4.21	0.665
7-	The hotel guest can make complete online e-booking process through hotel website.	0%	3%	24%	29%	44%	5.11	0.555
8-	Online guest purchasing decisions are based on hotel brand names and online price comparisons.	0%	6%	29%	26%	39%	4.99	0.887
9-	There are qualified and trained staff to control and follow-up online guests.	0%	0%	29%	49%	22%	4.54	0.856
10-	Internet electronic price (e-price) is taken into account among the factors	0%	6%	29%	39%	26%	4.43	0.453

	that reflect online guest needs.							
11-	Internet marketing tools increase positively the guests' expectations of hotel services.	0%	2%	29%	33%	36%	4.89	0.344
12-	The content of guests' e-word of mouth and social media tools promote hotel reputation.	0%	0%	29%	39%	32%	4.55	0.753

The analysis of respondent answers of ‘Electronic Marketing Practices’ is represented in the following points (Table4):

- The statement ‘Hotel marketing plan becomes more effective because of internet availability’ showed the highest ROCE score of 5.71 compared to other statements, 51% of the respondents strongly agree, (30%) of them agree, (15%) of them are neutral, and (4%) disagree.
- The statement ‘Electronic marketing is the best of other marketing tools’ scored the second ROCE score of 5.31, (38%) of the respondents strongly agree, (46%) of them agree, (13%) of them are neutral, and (3%) strongly disagree.
- The statement ‘The hotel guest can make complete online e-booking process through hotel website’ came the third with a ROCE score of 5.11, (44%) the respondents strongly agree, (29%) of them agree, (24%) of them are neutral, and (3%) disagree.
- The statement ‘Online guest purchasing decisions are based on hotel brand and online price comparisons’ showed the fourth ROCE score of 4.99 among other statements, (39%) of the respondents strongly agree, (26%) of them agree, (29%) are neutral, and (6%) disagree.
- The statement ‘Internet marketing tools increase positively the guests' expectations of hotel services’ came in the fifth order; ROCE score of 4.89, (36%) of the respondents strongly agree, (33%) agree, (29%) are neutral, and (2%) disagree.
- The statement ‘The hotel uses website optimization as an effective marketing tool’ scored the sixth, ROCE score is 4.76, (42%) of the respondents strongly agree, (31%) agree, (25%) are neutral, and (2%) disagree.
- The statement ‘E-marketing strategies intend to enrich guest perception’ scored the seventh with a ROCE score of 4.68, (27%) of the respondents strongly agree, (46%) agree, (22%) are neutral, (4%) disagree, and (1%) strongly disagree.
- The statement ‘The content of guests' e-word of mouth and social media tools promote hotel reputation’ scored the eighth ROCE of 4.55 among other statements, (32%) of the respondents strongly agree, (39%) of them agree, and (29%) of them neutral.
- The statement ‘There are qualified and trained staff to control and follow-up online guests’ came the ninth with a ROCE score of 4.54, (22%) of the respondents strongly agree, (49%) agree, and (29%) are neutral.
- The statement ‘Internet electronic price is taken into account among the factors that reflect online guest needs’ scored the tenth with a ROCE score of 4.43, (26%) of the respondents strongly agree, (39%) agree, (29%) are neutral, and (6%) disagree.
- The statement ‘The hotel uses website re-designs as an internet marketing tool in marketing plan’ came the eleventh with a ROCE score of 4.31, (24%) of the respondents strongly agree, (38%) of them agree, (34%) of them are neutral, and (4%) disagree.

- The statement ‘*The hotel uses search engine optimization as an effective marketing tool*’ came the twelfth with a ROCE score of 4.21, (22%) of the respondents strongly agree, (39%) of them agree, (26%) are neutral, and (13%) disagree.

**Table (4) Analysis of Hotel Performance Criteria**

No.	Hotel Performance Criteria	PERCENTAGE					ROCE Return on Capital Employed	STANDARD DEVIATION
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1-	Achieve hotel goals and aims.	0%	0%	15%	18%	67%	4.55	0.743
2-	New standard of hotel product.	0%	0%	3%	48%	49%	4.46	0.561
3-	Increasing of hotel market share.	0%	6%	2%	48%	44%	4.15	0.998
4-	Increasing of hotel sales volume.	0%	0%	6%	32%	62%	4.52	0.659
5-	Growth of total profit.	0%	8%	0%	14%	78%	4.63	0.878
6-	Growth in potential guests.	0%	0%	6%	33%	61%	4.51	0.659
7-	Maintain guest relations.	0%	0%	0%	34%	66%	4.66	0.482
8-	Improve marketing performance.	0%	0%	23%	18%	59%	4.32	0.867

The analysis of respondent answers of ‘Hotel Performance Criteria’ is represented in the following points:

- The statement ‘*Maintain guest relations*’ came first with a ROCE of 4.66, (66%) of the respondents strongly agree, and (34%) agree.
- The statement ‘*Growth of total profit*’ came second with a ROCE score of 4.63, (78%) of the respondents strongly agree, (14%) agree, and (8%) disagree.
- The statement ‘*Achieve hotel goals and aims*’ showed the third highest ROCE score of 4.55, (67%) of the respondents strongly agree, (18%) agree, and (15%) are neutral.
- The statement ‘*Increase hotel sales volume*’ was the fourth with a ROCE score of 4.52, (62%) of the respondents strongly agree, (32%) agree, and (6%) are neutral.
- The statement ‘*Growth in potential guests*’ scored the fifth with a ROCE score of 4.11, (61%) of the respondents strongly agree, (33%) agree, and (6%) are neutral.
- The statement ‘*New standard of hotel product*’ showed the sixth ROCE score of 4.46, (49%) of the respondents strongly agree, (48%) agree, and (3%) are neutral.
- The statement ‘*Improve marketing performance*’ showed the seventh ROCE score of 4.32, (59%) of the respondents strongly agree, (18%) agree, and (23%) are neutral.
- The statement ‘*Increase hotel market share*’ scored the eighth ROCE score of 4.15, (44%) of the respondents strongly agree, (48%) agree, (2%) are neutral, and (6%) disagree.



The above data analysis shows a positive relationship between electronic marketing practices and hotel performance criteria. (Positive value for the correlation coefficient). The marketing practices variables have a correlation with the hotel performance criteria. The value of the correlation coefficient (0.875) lies within the range from  $\pm 0.71$  to  $\pm 0.92$ . Thus, the relationship between applying electronic marketing practices and hotel performance criteria is high and significant (p-value 0.000 is less than alpha value 0.01).

It can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, so there is a significant positive relationship between applying electronic marketing practices and improving hotel performance rate.

### **Conclusions**

- According to the questionnaire forms distributed to hotel executives of the selected sample of five & four star hotels in Hurghada, the five-star hotels (especially chains) use electronic marketing practices more effectively than independent hotels.
- There is a significant relationship between electronic marketing practices and hotel performance criteria ; guest satisfaction with e-marketing services occurs when a guest finds his need in his experience of using the services, which is the result of the fulfilment of his expectations.
- The major benefits of applying e-marketing practices are: maintenance of the relationship with hotel guests, growth of total revenues, and achievement of hotel goals.
- Some guests are not ready for making online e-booking of hotel rooms (especially Egyptians and citizens from the Arab countries), The main reasons for that are lack of experience of online booking, need for advanced personal advice, lack of trust and confidence in e-payment means, language barrier and visa obtaining difficulties.
- There are many obstacles that prevent apply e-marketing practices in an appropriate way (especially in some independent four star hotels in the selected sample), such as the high cost of the e-marketing application and lack of e-marketing experts.

### **Recommendations**

Based on the findings of this study, a number of recommendations can be formulated as follow:

- Marketing and communication through the internet are essential in the hospitality industry to enhance customer purchasing decision.
- The website of a hotel plays an important role in influencing the decision making of a guest, so hotels need to improve the quality of their websites and update content continually, the best hotel websites help potential guests solve problems and make it easy for visitors to complete the travel planning process. So every hotel website should include the following parts <sup>(30)</sup>: clear instructions (navigation, contact info, and calls-to-action), visual content, social proof (testimonials and guest reviews), local insights and easily accessible (responsive design).
- Internet marketing action plan should be adopted by the Egyptian hotel marketing teams in order to enhance guest purchasing decisions.
- The internet plays an important role in enhancing guest value, improving guest satisfaction, and building guest loyalty. So for an effective electronic marketing program, hoteliers will need internet marketing staff to keep website current, fresh and appealing.
- The impact of e-marketing is very positive when the hotel web site is managed efficiently, and the e-marketing service remarkably to satisfies customers of the hospitality industry.

## References

1. Linton, I. (2016), "Six Benefits of Internet Marketing", Available at: <http://smallbusiness.chron.com/six-benefits-internet-marketing-31382.html>, Accessed on 23 February 2016.
2. El-Gohary, H. (2012 a), "Factors Affecting E-Marketing Adoption and Implementation in Tourism Firms: An Empirical Investigation of Egyptian Small Tourism organizations", *Tourism Management*, 33(5), pp. 1257.
3. Anonymous (2016), "Hurghada City; Capital of the Red Sea Riviera", Published by, Egyptian Tourism Authority, Available at: <http://ar.egypt.travel/city/index/hurghada-city>, Accessed on 25 February 2016.
4. Anonymous, (2013 a), "*The Egyptian Hotel Association Guide*", 33<sup>rd</sup> Edition, Egyptian Hotel Association, pp. 94-112.
5. Salem, L., El-Said, O. and Nabil, M., (2013), "Determinants and Effects of Applying Electronic Marketing in Alexandria Hotels : Current Status and Future Trends", *Tourism and Hospitality International Journal*, 2(2), 1-8.
6. Pitoska, E. (2013), "*E-tourism: The Use of Internet and Information and Communication Technologies in Tourism: The Case of Hotel Units in Peripheral Areas*", *Tourism in Southern and Eastern Europe*, pp. 335–344.
7. Ruzic, D.; Andric, B. and Ruzic, I., (2011), "Web 2.0 Promotion Techniques in Hospitality Industry", *International Journal of Management Cases*, 13, pp. 310–320.
8. Andric, B. and Ruzic, I., (2010), "Effect of e-Marketing on Consumer Behavior in Hospitality", *Tourism & Hospitality Management*, Conference Proceedings, p. 692–706.
9. Anonymous (2015), "World Internet Usage and Population Statistics - 2015", Available at: <http://www.internetworldstats.com/emarketing.htm>, Accessed on 15 February 2016.
10. Anonymous (2014), "UNTWO, Annual Report, 2014", Available at: <http://www2.unwto.org/ar/node/43177>, Accessed on 17 February 2016.
11. Pereira, L. and Almeida, P., (2014), "Marketing and Promotion in the Hotel Industry : A Case Study in Family Hotel and Hotel Group", *Tourism and Hospitality International Journal*, 2(1), 92-105.
12. Tan, A.; Tse, E. and Wong, C. (2009), "Hospitality Marketing", *School of Hotel and Tourism Management - The Chinese University of Hong Kong*, pp. 89-90.
13. Stokes, R. (2009), "*E-Marketing : The Essential Guide to Online Marketing*", 2<sup>nd</sup> Edition, Johannesburg : Quirk e-Marketing Ltd., pp.69-71.
14. Sumeet, P. (2015), "E-marketing A New Concept", Available at: [https://www.mitodesign.com/pedroguillon/phd\\_knowledge\\_center/pdf/emarketing.pdf](https://www.mitodesign.com/pedroguillon/phd_knowledge_center/pdf/emarketing.pdf), Accessed on 20 January 2016.
15. El-Gohary, H. (2012 b), "Factors Affecting E-Marketing Adoption and Implementation in Tourism Firms: An Empirical Investigation of Egyptian Small Tourism organizations", *Tourism Management*, 33(5), p. 1263.
16. Lim, W. (2006), "*The Role of the Internet in the Marketing of Independent Hotels in The Uk : Work-In-Progress*", Without Publisher, p.8.
17. Morkoc, D. and Atay, L., (2012), "Electronic Marketing Practices at Hotels in Turkey and a Survey with Four and Five Star Hotels", *An International Multidisciplinary Journal of Tourism*, 7(2), p. 183 - 201.

18. Van Hoof, H. and Combrink, T., (1998), "US Lodging Managers and the Internet", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 39, No. 2, pp. 46-54.
19. Gilbert, D., Powell-Perry, J. and Widijoso, S., (1999), "Approaches by Hotels to the Use of the Internet as a Relationship Marketing Tool", *Journal of Marketing Practice: Applied Marketing Science*, Vol. 5, Issue 1, pp. 21-38.
20. Anonymous, (2015), "Defining a Hotel Digital Marketing Strategy", Available at: <http://www.guestcentric.com/defining-a-hotel-digital-marketing-strategy/>, Accessed on 10 February 2016.
21. Hawk Partners, LLC, (2012), "Hotel Channel Usage Study - Study Highlights and Implication for Marketers", Available at: <http://www.hawkpartners.com>, Accessed on 23 January 2016.
22. Derouiche, M. (2014), "E-Marketing in the Hospitality Industry", Available at: <https://www.digitaldoughnut.com/articles/2014/august/e-marketing-in-the-hospitality-industry>, Accessed on 20 February 2016.
23. Creswell, J. (2003), "*Research Design : Qualitative, Quantitative and Mixed Methods Approaches*", 2<sup>nd</sup> Edition, Thousand Oaks, CA: SAGE Publications, p.59.
24. Anonymous, (2013 b), "*The Egyptian Hotel Association Guide*", 33<sup>rd</sup> Edition, Egyptian Hotel Association, pp. 94-112.
25. Van Teijlingen, E. and Hundley, V. (2001), "The Importance of Pilot Studies", *Social Research Update* 35(1), 1-4.
26. Cooper, D. and Schindler, P. (2006), "Business Research Methods: Empirical Investigation", *Journal of Service Research*, Vol. 1, No. 2, pp. 108-128.
27. Saunders, M., Levis, P. and Thornhill, A., (2000), "*Research Methods for Business Students*", 2<sup>nd</sup> Edition, Financial Times, Prentice Hall, p.82.
28. Hair, J., Black, W.; Babin, B.; Anderson R. and Tatham, R., (2006), "*Multivariate Data Analysis*", 6<sup>th</sup> Edition, Pearson Prentice Hall, Upper Saddle River: New Jersey, pp. 89- 91.
29. AL Taher, M. (2003), "Profits Distribution Policy and its Impact on the Market Stock Price - An Applied Study on A Sample of Commercial Banks at Amman Security Exchange", *Beit Lahem University Magazine*, *Beit Lahem*, Issue 22.
30. Abel, J. (2014), "The 5 Most Important Features of a Hotel Website", Available at: <http://www.mannixmarketing.com/blog/hotels-website-important-features/>, Accessed on 19 February 2016.

دور ممارسات التسويق الإلكتروني في تحسين الأداء في المنشآت الفندقية بمدينة الغردقة في مصر

هاني صلاح صادق

مدرس بقسم الدراسات الفندقية

المعهد العالي للدراسات النوعية بمصر الجديدة

الملخص

يشكل التسويق الإلكتروني بوجه عام الركيزة الأساسية التي تسهم في خلق وتعزيز الطلب على المنشآت الفندقية، إذ لا بد من توظيف أدوات التسويق الإلكتروني في عرض الخدمات والمعلومات التي تقدم للسائح باستخدام الطرق التكنولوجية والإلكترونية الحديثة، إذ يحقق التسويق الإلكتروني كفاءة تسويقية ملموسة إلى جانب قلة تكلفته مقارنة بتسويق الخدمات الفندقية بالوسائل التقليدية التي تتطلب تكلفة عالية لاسيما في ظل التغييرات المستمرة في البيانات السياحية المختلفة. تتناول هذه الدراسة دور ممارسات التسويق الإلكتروني في تحسين معدلات الأداء بالمنشآت

الفندقية بمدينة الغردقة بجمهورية مصر العربية، وذلك من خلال التطبيق على عينة من المنشآت الفندقية فئة الخمس والأربع نجوم بمدينة الغردقة. هدفت هذه الدراسة إلى توضيح العلاقة بين تطبيق سياسات التسويق الإلكتروني في المنشآت الفندقية موضع الدراسة وتحقيق معدلات أداء مرتفع. تم الجانب العملي باستخدام استمارة استقصاء وزعت على عينة ممثلة من موظفي الإدارة العليا للمنشآت الفندقية (مدراء التسويق والمبيعات – مدراء الحجز – مدراء المنشآت الفندقية). وتمثلت أهم النتائج في وجود علاقة معنوية ذات دلالة إحصائية بين تطبيق سياسات التسويق الإلكتروني في المنشآت الفندقية وتحقيق معدلات أداء مرتفع ومن ثم تعظيم معدلات الأرباح والحصول على رضا العملاء عن الخدمات الفندقية المقدمة، كما خلصت الدراسة لبعض التوصيات التي تسهم في تفعيل ممارسات التسويق الإلكتروني لتعظيم معدلات الأرباح بوجه عام.

**الكلمات الدالة:** التسويق الإلكتروني - المنشآت الفندقية - معدلات الأداء.