
THE ROLE OF EGYPTIAN TRAVEL AGENCIES' WEBSITES IN INCREASING TOURIST'S ONLINE TRUST

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ABSTRACT

Online trust is the base of relationship between customers and organizations such as travel agencies' websites. Many tourism companies now actively use internet sites as a key marketing and sales vehicle for their products and services. Online relationships in the tourism industry have become very important throughout the world, with online trust becoming one of the most important factors that makes e-business successful for travel agencies. The main objectives of this study are; identify the factors which may affect online represented by travel agencies website in Egypt. Moreover, explaining the performance of the Egyptian travel agencies to increase tourist's online trust. This study applied 6 interviews as a qualitative method with tourism experts, stakeholders and managers of tourism agencies websites in Egypt. The interviews were analyzed through content analysis. The results demonstrated that the Egyptian travel agents are constantly updating their websites. In addition, according to study results. 50% of Egyptian travel agents update their websites daily. The study recommends that government should control the online relations between the tourist and travel providers to protect the consumer from illegal practices in websites.

KEYWORDS: Egyptian travel agencies' websites; Online Trust; Interviews.

INTRODUCTION

AlOmari & AlOmari (2006) referred that trust building is a complicated issue in e-Business. Furthermore, Abdul Razak et al., (2014) noted that the benefits of online tourism services have been demonstrated, however,

customer requirements and the evaluation of tourism websites and their online services have not been sufficiently explored.

Trust lacking affected unsuccessful e-commerce significantly, lacking of trust affected many negative impacts, such as e-shoppers refused to buy (Winnie, 2014). Moreover, less confidence in involving in e-commerce (Pavlou, 2003). In addition, Chen et al., (2010) highlighted that e-consumers were unwilling to give their credit card number and personal information data to the retailers. This study is verified by achieving the following objectives:

1. Identifying the factors which may affected tourist's online trust represented in the Egyptian travel agencies website.
2. Determine performance of the Egyptian travel agencies which increase tourist's online trust.
3. Identifying the challenges that may face the Egyptian travel agencies to gain tourist's online trust.

HYPOTHESES OF THE STUDY

- **H1:** Egyptian travel agencies have a high quality performance in updating their websites which positively affects the tourist's online trust.
- **H2:** The website dimensions (e.g. Visual design, Navigation design, Information design, Security, Privacy and Reliability) are positively affecting tourist's online trust.

LIMITATION OF THE STUDY

The research focuses on travel agencies' website in Egypt. Moreover, the study closely focuses on the website characteristics dimensions which affect e-trust on travel agencies in Egypt. This study continued during the period from June 2016 to February 2018. The empirical study continued the period from February 2018 to June 2018.

LITERATURE REVIEW

Online Consumer trust has attracted increasing attentions of hospitality and tourism researchers (e.g. Kim et al., 2008; Colesca, 2009; Ganguly & Dash, 2009; Roca et al., 2009; Ahmed & Sayed, 2011). Consumer trust for an online environment is a critical element for the success of any and every type of organization, which is perfectly achieved via understanding its customers in the exact sense of what they want. Internet brings new challenges and opportunities to organizations. It can increase the amount of transactions, improve efficiency, enhance customer service, reduce cost, and provide transparency (AlOmari & AlOmari, 2006).

Organizations that adopt internet-based systems have a better chance to achieving a competitive advantage through the ability of customization of products and services (Ahmed & Sayed, 2011).

CONCEPT OF ONLINE TRUST

Generally, researchers have difficulties in the definition and operationalization of online trust concept (Colesca, 2009). Jarvenpaa et al., (1999) proposed that consumer's willingness to rely on the seller and take action in circumstances where such action makes the consumer vulnerable to the seller. Online trust defined as qualified reliance on the information that the customer gets from the website, so that they feel confident in doing transactions online with that site. It is really about getting consumers to feel confident, to trust doing business online (Thakur & Summey, 2003).

The level of trust will continue to grow with each successful positive online interaction. It can even become a competitive advantage. However, trust is not earned over night (Lamsal, 2001). Many of travel agencies have established their websites in Egypt. Tourists can choose the most suitable tourism services, and have the opportunity to design their inclusive tours by themselves without browsing between other websites of tourism services suppliers (Ezzat, 2013).

According to Mcknight et al. (2002) e-trust is a strategic factors that strongly influences consumer intentions to transact with websites, they laid emphasis on three behaviors that are critical to the realization of trust via website's strategic objectives: following advice offered by website, sharing personal information, and purchasing from website (Putela, 2016).

IMPORTANCE OF ONLINE TRUST

Trust is important to first time Internet users because they are unfamiliar with the purchasing process (Winnie, 2014). In view of this, online trust is important because it helps consumers to build appropriate favorable expectations of what to expect of the online website (Gefen et al., 2003). Trust should be a particularly critical factor in the online context in which the consumer does not have direct control over the actions of the vendor (Pavlou, 2003). Moriuchi & Takahashi, (2016) shaded that price does not rule the web, but trust does.

Winnie (2014) argued if an individual feels confident onto the website, he or she will definitely often navigate via the website always. This belief of trust motivates the satisfaction levels. Higher satisfaction gains a person's confidence to recommends the website to others consumers with positive

word-of-mouth. In addition, Santos & Daniel (2008) demonstrated that trust is a tool to bring the potential customer to evoke in website purchasing and spread positive word-of mouth to others.

One can assume that we do not need to interact with other people face to face that much, this is only partially true. The true part is that we do not need to interact with other people face to face that much, but the importance of trust still exists; if not between people then definitely between the electronic devices we use to interact with each other (AlOmari & AlOmari, 2006).

Therefore, understanding how online trust is created and maintained can lead to improved websites, sales revenues, profitability, and ultimately shareholder value (Shankar et al., 2002).

TRAVEL AGENCIES' WEBSITES

Tourism has long been one of most important components of the online commerce world; its impact has profoundly changed the structure of the industry (Xiang & Gretzel, 2010; Jadhav & Mundhe, 2011; Milanoa, Baggio, & Piattelli, 2011). Tourism industry is various; Information Systems (IS), for instance, have been among the pioneers of leading edge technology applications: Computer Reservation Systems (CRS) or Global Distribution Systems (GDS) have been among the first international inter-organizational systems. Tourism marketing systems typically represent the forefront of multimedia and virtual-reality applications (Werthner & Klein, 1999).

A travel website could be generally defined as "a website on the World Wide Web that is dedicated to travel"(Sensagent, 2008). The site may focus on travel reviews, trip fares, or a combination of both. Moreover, travel website provides many services, including individual airlines, hotels, bed and breakfasts, cruise lines, and automobile rental companies. Other travel-related service providers often maintain their own websites providing retail sales. Many websites with complex offerings include a search engine technology to look for bookings within a certain timeframe, service class, geographic location, or price range (Sensagent, 2008).

The World Wide Web deeply changes the production, distribution, and consumption of tourist products. Information and Communication Technology (ICT) is probably the strongest driving force for changes within the tourism industry (Werthner & Klein, 1999). Miguéns et.al., (2008) defined Social networks as online communities of people who share common interests and activities. These networks provide a user with

a collection of various interaction possibilities, ranging from a simple chat to multiple video conferences and from the exchange of plain email messages to the participation in blogs and discussion groups. Moreover, online social travel networking change the way tourists plan their trips. These websites allow users to interact and provide reviews on hotels or on tourist destinations. Some examples of these websites are Booking.com, TripAdvisor.com, Hotels.com, and Expedia.com, etc.

The best online travel websites should have a variety of travel plans, options, and packages for potential travelers want to look for basic reservations for flights, cruises, hotels, and rental cars. These websites must be easy to use and offer plenty of customization (Online-travel, 2015).

THE RELATIONSHIP BETWEEN E-SERVICES QUALITY AND ONLINE TRUST

E-service quality has BEEN defined extensively in the literature by many different authors. Based on (Bozorgi, 2007) definition, service quality focus on meeting the customer's needs and requirements, and how well the service delivered matches the customer's expectations. E-service quality could be broadly viewed as buyer's assessment of the extent to which the auctioneer facilitates efficient and effective purchasing and the seller facilitates responsive prompt delivery and high-quality service (Parasuraman et al., 2005).

Santos (2003) highlighted that e-service quality can be defined as the general evaluation and judgment of customers regarding the excellence and quality of services delivered in the virtual marketplace. Furthermore, online service quality is one of the most researched topics in the field of marketing due to its relationship with cost, satisfaction, retention and loyalty (Gounaris et al., 2010).

E-service quality is important for two reasons, It greatly influences customer's satisfactions and intentions to shop online, and it is critical in attracting potential customers (Ezzat, 2013). Therefore, Gera (2011) showed that e-service quality (e-SQ) is of most importance to companies that wish to e-service quality compete in the online space.

E-service quality can not only offer online commercial companies competitive advantage in the market place, but also involve costumers in the product development process, through quick feedback and enhancing customer relationship (Santos, 2003, p.236).

RESEARCH METHODOLOGY

This study used structured personal interviews with structured questionnaires as the most appropriate method of obtaining the primary data. Personal interviews were the best method of achieving the study's objectives since they are the most versatile and productive method of communication (Pappas, 2014). The schedule has been discussed and judged by four of experts of e-tourism and tourism professors as listed in table (1). The experts confirmed that the interview schedule could be used for this research.

Table 1: The list of judgments

No	Name	Position	Country
1	Dr.Hossam Darwish	-Assistant Secretary General For Training & E-Marketing and E-Tourism at Arab Tourism Organization. -Assistant Secretary General for the E-Tourism and Online Marketing at Jeddah, Saudi Arabia	Saudi Arabia
2	Dr. Yehia Mohammed Abu El Hassan	- The Tourism Expert and President of the International Organization for the Electronic Tourism Industry "IOETI". (previously) - Chairman of Memphis tours Egypt.	Egypt
3	Dr. Hossam Hazzaa	-Member of the Chamber of Tourism Companies and member of the Egyptian youth Businessmen Association at Cairo -Owner / Chairman / CEO at Egyptian Travel Makers Etm CLUB.	Egypt
4	Dr. Tarek abd El Azeem	Assistant Professor, Department of Tourism and Archaeology, collage of literatures, Hail university.	Saudi Arabia

Personal interviews were the best method of achieving the study's objectives since they are the most flexible and creative method of communication (Pappas, 2014). The researcher conducted six interviews with managers and Chief executive officers of tourism agencies websites. Table (2) shows the names, positions of these experts.

Table 2: The Interview Sample

Name	Position	Travel agencies website	Date of establishment	Period of Interview
Dr. Yehia Abu El Hassan	- The Tourism Expert and President of the International Organization for the Electronic Tourism Industry "IOETI".(previously) - Chairman of Memphis tours Egypt.	(Memphis tours) www.memphistours.com	1955	90 minutes
Dr. Hossam Hazzaa	- Member of EJB Egyptian junior business association. -Owner / CEO at Egyptian Travel Makers.	Egyptian Travel Makers www.egyptiantravelmakers.com	2010	60 minutes
Mr. Hendy Taha	-Tourism expert and General Manager at Select Egypt Travel - Day Tours.	Select Egypt Travel www.selectegypt.com www.selectegypttravel.com	2009	30 minutes
Mr. Moataz Ameen	-Tourism expert Co-founder and Managing Director at 2 Travel 2 Egypt.	2 Travel 2 Egypt.	2002	45 minutes
Eng.Mohamed Abd el Tawab	-IT expert and Chief executive officer at dlc.	dlc. www.dlctt.com	2004	15 minutes
Mr. Ahmed Saad	-CEO at Yalla Agazat	Yalla Agazat www.yallaagazat.com	2016	60 minutes

Six face to face interviews have been done with tourism experts and travel agencies managers. The interview schedule concludes two parts; part one aimed to collect information about travel agent in general and its websites, and the second part aimed to collect academic information from experts concerns the topic of online trust.

This study used content analysis as an unstructured technique to evaluate the performance of Egyptian travel agencies toward online tourist's trust. Qualitative research is more suitable when the need is great for unfolding what surrounds a phenomenon (Carson et al., 2001). Considerable number of studies used the interviews as a qualitative methods to gain insights into the phenomena being investigated (D'Alessandro et al., 2013;Czakoń & Czernek, 2016; Pappas, 2016).

- **Selection criteria for interviews:** we select six tourism experts who are representatives and senior management level for six Egyptian travel agent companies that own and operate travel websites. Experts have been selected according to their considerable knowledge about the research topic and as well travel agencies website operation experience.
- **Design of the interview schedule:** The instrument utilized for the expert interviews were structured schedule, consisting of totally 15 questions divided to two parts: The first part of the interview schedule introduces information about company as a model of an Egyptian travel agents' website. Furthermore, it contains questions about obstacles and challenges facing companies regarding their electronic performance. Moreover, it has questions about the role of the governmental offices in supporting the electronic tourism websites. Consequently the first part of the interview was divided to 4 sections by 11 questions. The second part of the interview consists of 4 questions. All of these questions are discussing the online trust and the performance of the Egyptian travel agencies to increase tourist's online trust. The research topics covered in the interview were the result of thorough literature review and considerations about how the gained theoretical knowledge could be combined with practical approaches.
- **Collecting data:** Some of interviews were conducted personally and others by telephone, the whole content of the interview was covered; flexibility during the interview was ensured. The interview took place from May to July 2018. It was audio recorded, which, referring to Dunn (2005, p.95) allows for a

natural conversational interview. The respondents provided very comprehensible answers and there was no lack of clarity.

- **Data Analysis:** After the collection of all opinions and the interview transcription, the results and findings were compared to the underlying theoretical knowledge as well as to each other.

Moreover, the research develops a new checklist for identifying the factors which may affect online represented by travel agencies website after adopting some changes on the attribute models of preview of literature (Kim et al., 2008; Colesca, 2009; Ganguly & Dash, 2009; Roca et al., 2009; Ahmed & Sayed, 2011).The checklist consists of 6 dimension, these dimensions are; visual design, Navigation design, information design, security, privacy, reliability and online trust. Table (3) shows the checklist of the current research attributes.

Table 3: Dimensions of the Study

Dimensions	Definition
Visual Design	Refers to the website deals with the beauty of the website. This includes the use of graphics, colors, photographs, various font types to improve the look and feel of the site.
Navigation Design	Refers to browsing the website with ease. That means easy to learn, easy to understand and fast to get information.
Information content	Means the extent to which a website is informative and is able to provide clear, complete and up-to-date information.
Security	Is the process to create rules and actions which protect consumer against attacks over the internet.
Privacy	Refers to the safety of the website and the protection of customer private personal information.
Reliability	Means the extent to which the website performs services as promised and the correct technical functioning of the website.

THE STUDY FINDINGS

According to interviews results all travel agents selected in the interview are constantly updating their websites. Experts No (1,4 and 6) were updating their websites every day. Moreover, manager No (2)

updates his website monthly. Manager No (2) updates his website every three months and only manager No (3) updates his website yearly. So, 50% of travel agents have updated their websites daily. Furthermore, all of the travel agents managers proposed that their travel agents' websites provide all of tourism services which pointed in this question (e.g., Registration, product selection, booking, electronic payment, print receipt and allows customers to evaluate the services provided).

Hence, the first hypothesis of this study was supported; because the results showed that all of travel agents in Egypt are constantly updating their websites. In addition, 50% of travel agents update their websites daily.

In addition, the manager's answers showed that the USA is the most popular market for purchasing tourism services via Egyptian travel agents websites with 66.6%. However, 33.3% of tourists purchasing tourism services via Egyptian travel agents websites are from Europe. Travel agents' managers No (1,2 and 3) illustrated that the segment between (41-50) is the most age segmentation which have enough confidence to complete booking their tourism services via Egyptian travel agents' websites. Travel agents managers No (4 and 5) answered that it is the segmentation between (31- 40) but Travel agent manager No (6) noted that it is the segmentation between (20- 30). So, about 50% of (41-50) segmentation of tourist has high trust to purchase via Egyptian travel agents websites according to the managers' answers. However, the (31-40) segments represent the second by 33.3%.

This result totally agreed with the statistics on [statista.com](https://www.statista.com). The statistic displays the results of a survey on the share of individuals in Great Britain who used the internet in order to make travel arrangements in 2018, by age and gender. The survey was conducted via interviews and gathered data from 1,800 households, providing a nationally representative sample of households in Great Britain. Households were sampled monthly and estimates are subject to sampling variability. Making travel arrangements online was most common among the 35 to 44 year old demographic, with 51 percent of individuals within this group having made travel arrangement purchases (e.g. transport tickets, car hire) online in 2017. The smallest proportion of people who did so was among people 65 years and older (Statista, 2018).

Obstacles and challenges facing travel agencies regarding their electronic performance

Travel agent's manager No (1) said "the man power gain and employs training is one of the most obstacles that face any travel agency beside

the rapid development in technological applications”. Travel agent’s manager No (2) referred that there is not any control of the government on the individual websites which represents a risk on customers and thus affect negatively the image of Egyptian travel websites. Travel agent’s manager No (3 & 4) added that hotels in Egypt gave a higher commission for international sites such as Booking.com and Tripadvisor.com than the Egyptian travel agency websites. Because these branded websites have a huge numbers of customers. Booking.com is now the most popular travel site worldwide, with more than 443m monthly visitors in May 2018 (Statista, 2018). Travel agent’s manager No (4) said “he growth of consumer experience and the difficulties of his desires are one of the most important obstacles”.

The authors concluded that the difficulty is that the online travel agents’ managers in Egypt don’t often have the same big budgets of the international online travel agents to improve their website’s user experience, tackle conversion rate optimization or create fancy mobile apps. And strict rate parity contracts prevent them from offering their products for cheaper on their own websites.

The role of the Governmental offices in supporting the electronic tourism websites

The travel agents’ managers asked to rate the government performance, represented in the Ministry of Communications and Information Technology and Ministry of Tourism and the support they provide to travel agencies to enhance their electronic performance. Some of managers agreed that there are no any kind of supports or encouraging from the Ministry of Communications and Information Technology.

Indeed they asked to rank the Ministry of Communications and Information Technology performance according to Likert scale from Excellent to very weak, 100% of the their answers were agreed with very weak. All of the six Travel agents managers confirmed that the travel agencies websites did not receive any support from the Ministry of Tourism. Furthermore, they asked to rank the Ministry of Tourism performance according to Likert scale from Excellent to very weak, 100% of the results of answers were very weak. Consequently this result of interviews shows the gap between the government and the travel agencies.

The managers mentioned that Ministry of Tourism has a lot to do and to support them, but actually it doesn’t help them by any way. They highlighted that the type of support such as introducing laws of e-tourism to control the relationship between the customer and the online

travel agents, helping tourism establishments and tourism suppliers in applying e-tourism and solving the problems and obstacles that face them. The managers added that both Ministry of Tourism and Ministry of Communications and Information Technology must co-operate and help Egyptian Travel Agents to achieve their activities and aims.

Factors affecting tourist's online trust represented on the Egyptian travel agencies website

All of the experts confirmed that the six dimensions of the study affect the online trust. Furthermore, the experts asked to rank the research model dimensions according to their effects on E-trust among the expert's experiences and their answers were as follows:

No 1: Security and Privacy are in the same grade followed by Reliability, Information design, Visual design and finally Navigation design.

No 2: Reliability at the first grade then Security, Privacy, Information design, Visual design and Navigation design.

No 3: Security and Privacy at the first grade then Reliability in the second followed by Information design, Visual design and Navigation design.

No 4: Security and Privacy are the most important in the first then Information design, Visual design, Navigation design and Reliability.

No 5: Security in the first Privacy, Information design, Visual design, Navigation design and Reliability.

No 6: Visual design, Navigation design then Security and Privacy are both in the third grade, Information design and Reliability.

It can be noticed that the security and privacy were ranked with four managers as the first dimension which can affect the online trust. Moreover, three of them ranked the navigation design as the last demission can affect online trust. So, travel agencies' website should pay more attention to increase the security and privacy on their websites to gain the customer online trust.

Hence, the second hypothesis was supported. The result showed that the website dimension (Visual design, Navigation design, Information design, Security, Privacy and Reliability) are positively impact tourist's online trust.

Indeed, the travel agent's managers determined other dimensions that can affect the online trust. No (1 and 6) confirmed that fast reply to

customer's questions on social media; quick feedback and online chats with human elements have a great effect on online trust among customers. No (1) has also agreed with No (3,4 and 5) in two points: of word of mouth and reviews of customers and brand awareness plus establishment date and agency's reputation has a great effect on tourist's online trust. No (3) added that the method of insurance on tourists and contract form have a strong effect on online trust. Manager No (2) mentioned payment security and clear information.

Egyptian Travel Agencies plan to increase customer's online trust

The Travel agent manager No (1) clarified that the agency applies tourist's insurance, this insurance explained on website wall to gain tourist online trust. The agency is seeking for a bank certificate concerning its dealings with the tourists. This certificate shows that there is not any dispute from the tourists through their deal with the agency. And he confirmed that they keep training employees continuously. The travel agents managers No (2, 3 and 4) agreed with the same plan of keeping their websites updating continuously to fulfill the tourists requirements and gaining the tourist's online trust. Moreover, the travel agent manager No (3) added the agency is trying to keep its reliability by providing policies and terms to protect tourist and payments security. Travel agent manager No (5) demonstrated that the agency works to win customer loyalty by providing a variety programs and offers to fulfill the tourist requirements. Travel agent manager No (6) determined that his agency looking for an international outgoing partner. The agency provides services such as the global websites.

SUMMARY AND DISCUSSIONS:

Trust between online electronic transaction parties is a key to the success of a business relation. The main aim of this study is to investigate the performance of Egyptian travel agencies to increase tourist's online trust. As well to identify the factors which have effect on tourist's online trust represented on the Egyptian travel agencies website. Furthermore, it highlights the challenges and obstacles that may face the Egyptian travel agencies to gain tourist's online trust.

This study used personal interviews with structured questionnaires as the most appropriate method of obtaining the primary data. Moreover, the researcher conducted 6 interviews with managers and Chief executive officers of Egyptian tourism agencies websites. Content analysis was used as an unstructured technique to investigate the performance of Egyptian travel agencies toward online tourist's trust.

Results of this study proposed that the six dimensions of the check list of the study (Visual design - Navigation design - Information design- Security - Privacy - Reliability) have positively impact on online tourist's trust. Furthermore the result showed that all of travel agents in Egypt are constantly updating their websites. In addition, 50% of travel agents update their websites daily. According to the interviews of this study all of Egyptian travel agents managers confirmed that their travel agents websites provide all of tourism services which pointed in this question (ex; Registration - product selection - booking - electronic payment - print receipt - allows customers to evaluate the services provided) Thus helps to gain the tourist's online trust.

The results have also demonstrated that the USA is the most popular market for punching tourism services via Egyptian travel agents websites with 66.6%. However, 33.3% who are punching tourism services via Egyptian travel agents websites are from Europe. Furthermore, it explained the age segmentation which has enough online trust to complete booking their tourism services via Egyptian travel agents websites, about 50% of (41-50) segmentation of tourist have a higher online trust to purchase via Egyptian travel agents websites. However, the (31-40) segmentation represents the second by 33.3%.

Success of Egyptian Travel Agents will increasingly depend on sensing and responding to rapidly changing customer needs, using ICTs for delivering the right product, at the right time, at the right price, for the right customer and to interact. Egyptian Travel Agents should customize and personalize the electronic tourism services to face the demographic differences of tourists and their changed needs and requirements. Egyptian Travel Agents should provide interactivity items such as a live chat through the website and the words using at the chat are easy to understand.

The most obstacles that faced the managers are the lowest prices offered by hotels for international websites. Moreover, there is not any control of the government on the individual websites which represents a risk on customers and thus affect negatively the image of Egyptian travel websites.

There is no source in Egypt for e-tourism statistics to know numbers of electronic tourists and their online behaviors; this is due to the lack of the Egyptian tourism statistics system in generally. Also, there are no legislation and laws of e-tourism in Egypt, and there is no license and

law for online travel agents and tourism websites in Egypt. So there are many tourism websites is worked in e-tourism without a license.

RECOMMENDATIONS

This study presents many recommendations for both travel agents and ministry of tourism to increase the trust degree of tourists for their websites. These recommendations can be presented as follow:

- Travel agencies should present training to their IT employee regularly to update their knowledge and awareness.
- Travel agencies should offer multiple payment methods such as PayPal.
- The tourist insurance is one of the most important steps to great tourist e-trust. It should be an organization to insure the tourist who books his trip through the Egyptian travel agencies website.
- The Partnerships between the travel agents and the international organizations affect positively tourist's online trust.
- Ministry of tourism should help tourism establishments and tourism suppliers in applying e-tourism and solving the problems and obstacles that face them.
- Ministry of tourism should be introduced a legislation and laws of e-tourism, online travel agents and tourism websites in Egypt.
- Both Ministry of tourism and Ministry of Communications and Information Technology must co-operate and help Egyptian Travel Agents to achieve their activities and aims.

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