

## **Categorizing the Success Factors of Hotels' Websites:**

### **The Case of Egyptian Hotels**

Gamal S. Khalifa

Faculty of Tourism and Hotels

Fayoum University, Egypt

[Gamalskhalifa@yahoo.com](mailto:Gamalskhalifa@yahoo.com)

Thousands of companies are increasingly realizing the tremendous capability of the World Wide Web as a selling channel and, consequently, integrating e-business into their business models. The use of Web service as selling channel is remarkably increasing worldwide. Therefore the majority of business across all industries, including hotels, adopts web service in order to satisfy their customers.

Similarly, hotels adopt this new environment to communicate directly with travellers and offer customers who are willing to search information and book an entire trip online. The E-service quality of a web site is recognized to be a key motivation of consumers' use of the company website, and one that leads to a positive attitude towards the site. Additionally, an effective website could potentially bring the world into the customers' home, and increase their loyalty to the enterprise

The evaluation of websites is one of many ways to benchmark hotels' websites against their competitors, and to determine their enhancement directions. The decision makers of e-marketing in hotels are continually learning about the factors that affect website and e-business success. This study aims to identify and categorize the factors that contribute to hotels' websites success in Egypt. The study is a descriptive, and exploratory in nature. It will help managers to keep their websites alive in order to attract customers and increase loyalty in the long-run.

The study is based on a questionnaire form directed to hotels' customers in Egypt to identify the factors that might affect the success of the hotels' websites. Factor analysis technique is used to categorize these factors which were originally incorporated in the WEBQUAL research model. The findings of the study could be useful to managers of the hotels who can identify the defect in their websites and take actions to correct these defects.

Key words: WEBQUAL, websites success, hotels, Egypt

### **SUBMISSION NO:**

### **RESULTS:** (Please tick one)

Accept

Accept subject to changes described below

Reject

X

---

Comments