Abstract

E-service quality has been found to be an important input to customer satisfaction in online environment. E-satisfaction in the tourism industry is a novel and a new area of research in Egypt. This study aims to; develop a new model for assessing tourists' satisfaction towards tourism services quality provided by the Egyptian travel agencies websites, explaining the relationship between the electronic tourism services quality and the electronic satisfaction of tourists, and also to understand the dimensions of e-tourism service quality and its impact on tourist’s satisfaction.

The study was conducted by surveying 170 forms of questionnaire for online tourists in Egypt. The Sample of the Study was the tourists who arranged and bought their tours for Egypt from the Egyptian travel agents websites. Simple Random Sample was used in choosing the sample of the study in Cairo, Hurgada and Sharm Elsheikh.