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Assessing the Virtual E-tourism Websites Listed in TripAdvisor Based in Sharm El Sheikh

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Abstract

The aim of the research is to be Assessing the Virtual E-tourism Websites Listed in TripAdvisor Based in Sharm El Sheikh in the level and quality of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh, therefore the gap between the realty virtual tourist communities and tourists as users of these websites

The research derives its significance from the importance of the e-tourism industry and information technological development severe and continuously variable and is atypical in a brief time, where e-tourism contributes to an increase in electronic sales and marketing for the destinations, tourist programs and tourist services at a lower cost.

The research reached several results, the most important of which is shows the discussion of the research findings using TripAdvisor through the app or the website of respondents in terms Using TripAdvisor, the majority of the respondents were TripAdvisor website (75.8%). and website that you use the most to make your search about your trips in Sharm el sheikh of respondents in terms of Using TripAdvisor, the majority of the respondents were Tripadvisor.com (32.3%). the website or agent that you use the most to make your booking in Sharm el sheikh of respondents in terms of Using TripAdvisor, the majority of the respondents were Websites Listed in TripAdvisor (52.8%). This research recommended that Ministry of Tourism and Antiquities and Egyptian Travel Agents Association Should Research the possibility of register these websites and give them a type of licensees to make them under the umbrella of the Ministry and make their work officially and that will increase the income of the Ministry.

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1. Introduction

As known the internet has increased competition among traditional travel agencies significantly. Even if price plays only a secondary role in online services, (Pan, et. al., 2002; Reichheld & Schefter, 2000; Smith, 2002). The information efficiency of the Internet still poses a substantial threat. Though, traditional travel agencies, on the other hand, also provide services that basically consist of travel information such as flight details, hotel accommodation and tour itinerary; still, there is great diversity among travel agencies' that uses IT and the Web. Traditional travel agencies are motivated to offer their services online because they believe that being online is so important that if a tourist service does not be on the web, it may well be ignored by the millions of people who now have access to internet and expect every tourism service have a comprehensive presence on the web (WTO, 2000).

The main of this research is to evaluate the virtual e-tourism websites listed in TripAdvisor based in Sharm el Sheikh destination. Evaluating the virtual e-tourism websites is a complex concept to be measured. Therefore, using only one method will not capture all its components. So, it has been used two methods in this research to reach its objective.

The converge the tourism offers services through international information network (Internet) with the wishes of the masses of tourists who wish to accept this tourist services provided via the Internet. (Aly El Din, 2005).

The research also gaining importance of sales volume e-tourism. Growing dramatically when we know the volume of sales of e-tourism in the world will realize the importance of it. That is where the volume of sales of e-tourism in 2012 has achieved 374 billion USD advancing of 38.9% of the total sales of tourism in the world and is expected to achieve 408 billion dollars by 40.4% of the total sales of tourism in the world in 2013.

2. Research problem

The problem of research appears in the level and quality of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh, therefore the gap between the realty virtual tourist communities and tourists as users of these websites.

The E-tourism industry in Egypt work in an atmosphere of random flop and work in non-formal and standardized. Where e-tourism is part and parcel of international trade, which operates within the framework of the general agreement on liberalization of trade in services, (WTO, 2010) reported.

Moreover, the general agreement to liberalize trade in services is the real start to search for the legal requirements to boost tourism in general and e-tourism, and that the most important of the presence of Egyptian law for e-commerce come together with the efforts of the States diligent in providing financial resources and technical tourism companies to work on the activation pattern of e-tourism. (Abdel-Kader, 2010).

Consequently, the problem of the study is to understand the deficiencies in the level of virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh from the point of view of tourists. Also, deficiencies in the technical level from the point of view of experts.

3. Research Aims

- 1- Identify the current situation of the activity of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh.
- 2- Identifying and assess the usability deficiencies of the virtual e-tourism websites listed TripAdvisor at sharm el-Sheikh from the point of view of tourists.
- 3- Determining the technical deficiencies of the virtual e-tourism websites listed Tripadvisor at sharm el-Sheikh from the point of view of experts.
- 4- Setup recommendations and indicators that would help in finding effective solutions to the effects of the increase the quality of the virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh.

To achieve these aims, research attempts to achieve the following objectives:

- 1- Clarifying the concept of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh
- 2- Introducing current situation of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh.
- 3- Identifying the deficiencies in the level of virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh from the point of view of user's (tourists).
- 4- Reviewing the deficiencies in the technical level of virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh from the point of view of experts.

4. Research Significance

In the 1990s the convergence of e-mail, groupware systems, and the World Wide Web has given many people the experience of participating in groups where they have little or no face-to-face interaction (Cothrel & Williams, 1999). Kozinets (1999). estimated that by the year 2000 over 40 million people worldwide participated in 'virtual communities' of one type or another and prodigious growth in the quantity, interests, and influence of virtual communities is guaranteed. Measured by this momentum, it is clear that virtual communities will gain greater importance in the future.

Starting in 1997 virtual communities began to be depicted as central to models of commercial Internet development as well as to the future of narrow casting and mass customization in the wider world of marketing and advertising (Werry, 1999).

The research derives its significance from the importance of the e-tourism industry and information technological development severe and continuously variable and is atypical in a brief time. Where e-tourism contributes to an increase in electronic sales and marketing for the destinations, tourist programs and tourist services at a lower cost. Also, did not yet issued Egyptian e-commerce law.

Therefore, in this research we will try to assess the virtual tourist websites listed in TripAdvisor at Sharm el-Sheikh, or what is known as virtual tourist companies.

5. Literature Review

Wang (2002) found that a user-friendly interface, variety of information available on the website and an online reservation and booking feature (i.e., the

possibility of making reservation or paying by credit card directly on the website) increases customer satisfaction.

The assessment of websites is based mainly on the method of assessing, there assessing physical and technical of websites and there is also evaluation of the content, whether information, services, or products by the quality of the site's activity and ranked.

The Online services have grown increasingly sophisticated through technological advances in software that have brought consumers and suppliers closer at the expense of distribution channels for managing the increasing volume and quality of tourism traffic (Biederman, et. al., 2008).

Also, Wang find that travelers visit online tourism communities, thematic discussion, and chat forums, where they can communicate with other past, current, or potential travelers to specific destinations in search of tourism-related information. Tourists also visit tourism companies' websites and engage in direct communication with companies' customer-support personal to facilitate purchases, receive information about products and prices or resolve a problem (Wang et al., 2002).

At the same time Iliachenko see websites of tourism companies can, therefore, play an important role in initiating and maintaining the relationships with a potential tourist. It is also known that consumer behavior in an online environment may differ substantially from the one displayed in the physical world. Hence, it is vital for tourism practitioners to have sufficient knowledge about what consumers may seek on a tourism website and strive towards addressing consumer needs in an online marketplace (Iliachenko, 2006 b).

According to Gorham. et. al. (2008), online service is defined as the sale and purchase of products and services over the Internet. Major advantages that online services offer are its global reach and availability 24 hours a day, seven days a week and it is possible for the business to have only minimal staffing. This kind of global marketing and staffing 24 hours per day, seven days a week (24/7) would be prohibitively expensive for a traditional storefront. One of the primary advantages the Internet offers to travel consumer is the ability to make their own travel arrangements. Reservation can be made on supplier Web sites.

Although most Websites say their sites are safe, there is still a perception among consumers that this may not be the case. Hasan (2009) mentioned that some travel agencies have addressed these problems areas combining the traditional functions of a personalized, storefront business with the convenience and reach of e-commerce. Consumers who know a business exists as a physical store feel more confident turning to its Web site for making a purchase. In combination with a traditional travel agency operation he said, a Web site can be an attractive addition to a marketing plan.

Moreover, for their part, travel counsellors work hard to address consumers' concerns by providing the personal touch, expert advice, and professional service that are sometimes lacking in online transactions. Despite the surge in online bookings, there remain over 20,000 travel agencies in the United States. We will no doubt learn to exist with multiple distribution channels, including both traditional and new, he said.

On the other hand, Mancini (2006). also mentioned that online agencies operate almost exclusively through their Web sites, and they are concentrating on selling travel commodities such as air, lodging, and car rentals. They do sell experiential products such as cruises and tours, sometimes in conjunction with a toll-free phone number that enables customers to speak to a live travel agent who can explain the products and offer advice. A great marketing strength is that online services are not bound by geography. They can sell to people anywhere in the world.

There are many ways to assess determined according to the purpose of the evaluation, whether the purpose technical or analytical or research or marketing so from this point of view the researcher will try to evaluate the virtual e-tourism websites application on the sites that got listed at TripAdvisor in Sharm el-Sheikh, the largest travel website in the world, which offers travelers planning to get a perfect trip. And provides authoritative advice from real travelers and a wide variety of travel choices and planning features with seamless links to tools and simple booking.

It is known that the Internet is the most important innovation since the development of the printing press (Hoffman, 2000). There have been significant innovations, such as the railroad, electricity, the telephone, the automobile, the airplane, radio, and television, which had widespread impact on both business and everyday life (Barwise, Elberse, & Hammond, 2006). However, the Internet combines many of the features of existing media with new capabilities of interactivity and addressability; thus, it transforms not only the way individuals conduct their business with each other, but also the very essence of what it means to be a human being in society (Barwise et al., 2006). Nowadays, millions of people worldwide rely on the Internet for working, learning, socializing, entertainment, leisure, and shopping.

In 2010 International Telecommunications Union (ITU) found World population was 6.9 billion and the users of the internet was 30% and in 2013, World population was 7.1 billion and the users of the internet was 39%. in the same time, the people were not using the internet in 2005 was 84% and 2010 was 70% and in 2013 was 61%. And About users in the developing world in 2005, was 8% and in 2010 was 21% and in 2013 was 31%. and users in the developed world was in 2005 51% and 2010 67% and in 2013 was 77%.

This statistic represents an increase of 399% compared to year 2000. With the continuous growth in Internet penetration, demographic characteristics of online population are getting to resemble the general population. The average age of Internet users is rising in tandem with that of the general population and racial and ethnic characteristics are more closely mirroring those in the offline population (eMarketer, 2010). More interesting is the fact that over 90% of people between age of five and 17 use the Internet on a regular basis (Turban, King, McKay, Marshall, Lee, & Viehland, 2008). These younger people are more familiar with the Internet than other media such as radio and television. When they grow into the economically active population, the Internet will be the most influential medium in business.

5.1. Virtual travel agencies

A Web Service of a virtual travel agency, short: VTA, offers end-user services for searching and booking hotel and flight tickets. This Web Service is composed out of other Web Services, namely accommodation and transportation services that are provided and published by different companies and are registered with the VTA.

(Ringe, 2013) and Virtual travel agencies a specializes in offering planning sources and booking capabilities (Carey, 2012).

Additionally, argue that one of the factors that makes virtual experience even more successful is its novelty since people that have not yet been exposed to 3D product presentations may simply be curious to experience it. Despite the advantages, the mistaken idea that using 3D on the Web is far too expensive and too resource consuming greatly inhibited the proliferation of 3D applications in e-Commerce (Hurst, 2000). Nevertheless, recent developments prove that in the future 3D applications may be faster and cheaper to create than quality photographs (Ringe, 2013). Moreover, the broad availability of broadband Internet access supports this trend.

The main challenge for virtual agencies is their lack of visibility as they can get lost in the immensity of the web. This is especially worrying for them in that customers have access to a wide and varied tourist product offer at the simple click of a mouse, forcing them to invest in advertising to boost their image, or to develop partnerships with traffic-generating websites or with business-generating middlemen. (Hikkerova, 2010).

Increasing numbers of FITs (Free Independent Travelers) are turning to online travel agents (OTAs), companies that aggregate accommodations and transportation options and allow users to choose one or many components of their trip based on price or other incentives. Examples of OTAs include Booking.com, Expedia.ca, Hotwire.com, and Kayak.com. OTAs are gaining popularity with the travelling public; in 2012, they reported online sales of almost \$100 billion (Carey, Kang, & Zea, 2012) and almost triple that figure, upward of \$278 billion, in 2013 (The Economist, 2014).

In early 2015 Expedia purchased Travelocity for \$280 million, merging two of the world's largest travel websites. Expedia became the owner of Hotels.com, Hotwire, Egencia, and Travelocity brands, facing its major competition from Priceline (Alba, 2015).

Although VTAs (Virtual travel agencies) can provide lower-cost travel options to travelers and the freedom to plan and reserve when they choose, they have posed challenges for the tourism industry and travel services infrastructure. As evidenced by the merger of Expedia and Travelocity, most popular VTAs sites are owned by just a few companies, causing some concern over lack of competition between brands. (Carey, 2012).

Additionally, many VTAs charge accommodation providers and operators a commission to be listed in their inventory system. Commission-based services, as applied by Kayak, Expedia, Hotwire, Hotels.com, and others, can have an impact on smaller operators who cannot afford to pay commissions for multiple online inventories (Kang, 2012).

And Being excluded from listings can decrease the marketing reach of the product to potential travelers, which is a challenge when many service providers in the tourism industry are small or medium-sized businesses with budgets to match. (Zea, 2012).

Finally, governments are stepping in as they see virtual travel agencies as a barrier to collecting full tax revenues on accommodations and transportations sold in their jurisdictions. virtual travel agencies frequently charge taxes on the retail price of the component; however.

While the industry and communities struggle to keep up with the changing dynamics of travel sales, travellers are adapting to this new world order. One of these adaptations is the ever-increasing use of mobile devices for travel booking. The Expedia Future of Travel Report found that 49% of travellers from the millennial generation (which includes those born between 1980 and 1999) use mobile devices to book travel (Expedia Inc., 2014), and these numbers are expected to continue to increase. virtual travel agencies are reacting by developing personalized features for digital travellers and mobile user platforms (ETC Digital, 2014). With the number of smartphones users expected to reach 1.75 billion in 2014 (CWT Travel Management Institute, 2014) these agencies must adapt as demand dictates.

These “mega agencies” like Ebookers, Orbitz, Expedia and Voyages-sncf.com are all distributors who sell mainly by Internet and by phone. They offer a wide range of products, enabling customers to compare offers from different suppliers and so choose the best option. They also distribute tour operators’ products, sell their own packages (train or plane tickets, overnight stays, car hire deals, etc.), and offer customers the possibility to create their own trip (dynamic packages). The dynamic package is in fact a tailored product that offers product differentiation. Virtual travel agencies generally attract consumers through exclusive offers or lower prices than more traditional service providers. They follow the same business model as traditional agencies (selling suppliers’ products for a commission), using specific sales techniques and strategies (discounts or auction, for example). Some agencies also adopt the broker business model for certain products. This involves bulk buying like a wholesaler and then reselling as a retailer. Income from this activity is riskier (risk of significant loss if sales do not follow or if prices are lower than the full cost of the product) than income from the middleman activity where the agency gets sales commission. (Hikkerova, 2010).

5.2. Virtual Travel Communities

The notion of community has been at the heart of the Internet since its inception. For many years’ scientists have used the Internet to share data, collaborate on research, and exchange messages. Within the last few years, millions of computer users worldwide have begun to explore the Internet and engage in commercial online activities. Many have joined one or more of the online communities that have sprung up to serve consumer needs for communication, information, and entertainment. In the 1990s the convergence of e-mail, groupware systems, and the World Wide Web has given many people the experience of participating in groups where they have little or no face-to-face interaction (Cothrel & Williams, 1999).

However, for travel organizations including travel suppliers and intermediaries, establishing, and maintaining such communities offer both special opportunities and challenges. On the one hand such some community erases boundaries created by time and distance and makes it dramatically easier for people to obtain information, maintain connections, deepen relationships, and meet like-minded souls that they would otherwise never have met.

On the other hand, the successful operation of a virtual community depends largely on whether these organizations have a comprehensive understanding of the essence of a virtual community and how much they know their members in terms of who and what their fundamental needs are in the context of virtual communities. A basic understanding of the essence of a virtual community is a prerequisite for any organization operating a virtual community to be clear about their mission, purpose, and the right direction to take to achieve their goal. Understanding members and their needs is also essential in virtual community development since members are the pulse of any community and without them, there is no community (Preece, 2000).

Unfortunately, the phrase ‘virtual community’ has been widely used by different people to denote different things, and there is a substantial confusion over the definition of the term ‘virtual community’. Moreover, though there is extensive research on virtual communities, this research appears fragmented given the importance of the understanding of the members’ needs in virtual community development. The purpose of this study is to identify the theoretical foundation for the concept of a virtual community, providing clarifications of the core characteristics of virtual communities and the fundamental needs of community members. Perspectives of how to define and interpret virtual communities are discussed and issues related to the functions of virtual communities are explored from the member’s viewpoint. Implications are made to virtual communities in the travel industry from marketing and design perspectives.

5.3. TripAdvisor

TripAdvisor, Inc., by and through its subsidiaries, owns and operates a portfolio of leading online travel brands. TripAdvisor, the flagship brand, is the world’s largest travel site, and its mission is to help people around the world plan, book and experience the perfect trip. We accomplish this by, among other things, aggregating millions of travelers’ reviews and opinions about destinations, accommodations, activities and attractions, and restaurants worldwide, thereby creating the foundation for a unique platform that enables users to research and plan their travel experiences. Our platform also enables users to compare real-time pricing and availability for these experiences as well as to book hotels, flights, cruises, vacation rentals, tours, activities and attractions, and restaurants, on either a TripAdvisor site or app, or a travel partner site or app. (TripAdvisor, Inc., Annual Report 2020).

TripAdvisor is the biggest online community for travelers, not only can you book flights, hotels, car rentals, and get tickets for attractions here, but you also get an amazing breadth of reviews and tips from real travelers. The destination guides on TripAdvisor® are often much better (more up to-date and more detailed) than the expensive guidebooks in your bookstore. (Lee, 2011).

6. Research Methodology

This research is to evaluate the virtual e-tourism websites listed in TripAdvisor based in sharm el sheikh destination. Evaluating the virtual e-tourism websites is a complex concept to be measured. Therefore, using only one method will not capture all its components. So, it has been used two methods in this research to reach its objective.

To achieve the objectives and evaluate the hypotheses of this study, more than one method of data collections will be used in this study

6.1. The first method:

A questionnaire for tourists (users) already used the Virtual e-tourism websites listed in Tripadvisor based in sharm el sheikh.

6.2. The second method:

A questionnaire for managers of the top ten virtual e-tourism Websites listed TripAdvisor at Sharm el-Sheikh.

6.3. Firstly:

A questionnaire for tourists (users) method

This research focuses on evaluate and assessing the virtual e-tourism websites listed in TripAdvisor based in sharm el sheikh destination from the point of view of tourists (users) already visited Sharm el Shiekh and used these websites.

The research online questionnaire has been sent to tourists (respondents) that already used the Virtual e-tourism websites listed in Tripadvisor based in sharm el sheikh on (March 2021), through emails, databases that the owners and manager of these websites own it through years of work and also direct through social media channels.

The researcher used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample of four hundred (400) of tourists in Sharm El Sheikh. The statistical analysis of the responses was carried out via SPSS v22.

6.4. The questionnaire contains two sections as below:

- Section one for Personal Information's It consists of four questions first one about age range, second question about genders, the third questions for educational degree and the last one in this section was for nationalities.
- Section two was for Using TripAdvisor and it consists of six questions first one was about using Tripadvisor through the app or the website, second one was for using TripAdvisor.com to search for a trip for Egypt before, the third one was for using the TripAdvisor website to search for a trip for Sharm El Sheikh before, the fourth one was for which website that using the most to make search about trips in sharm el sheikh, the fifth one was about what the website or agent that the tourists using the most to make booking in sharm el sheikh, and the question number six was divided into several questions using multiple choice grid type of questions and it consists of ten questions from A to J to measure and assessing the Virtual E-tourism Websites Listed in TripAdvisor Based in Sharm El Sheikh from point of view of the tourists that used these websites and each question focus on assessing of a specific criterion and carefully selected from many questions criteria and after discussing it with a group of

experts, owners, managers, professors and also depending on my own experience in this field for many years.

6.5. The criteria for the ten questions were as below:

- A. Experience with Websites listed in TripAdvisor at Sharm el-Sheikh
- B. Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS
- C. Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh as a WEBSITE
- D. Using Websites listed in TripAdvisor at Sharm el-Sheikh
- E. Your TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL
- F. Risk when using Websites listed in TripAdvisor at Sharm el-Sheikh
- G. Please, state your overall agreement level with the following statements from your Usability experience of websites listed in TripAdvisor at Sharm el-Sheikh
- H. How confident are you that you can effectively do the following on websites listed in TripAdvisor at Sharm el-Sheikh?
- I. Identifying with people on TripAdvisor
- J. What would you do after visiting websites listed in TripAdvisor at Sharm el-Sheikh?

7. Data Collection

Data has been collected through questionnaires that were prepared in approach that is relevant to the situation so as to decrease invalid responses. They were distributed to tourists visited Sharm El Sheikh before and already used the websites listed in TripAdvisor.

7.1. Data Validity and Reliability

To validate the data collection instrument utilized in this study in terms of its readability, format, and ability to measure the study's constructs; the researcher distributed the questionnaire instrument to a number of tourists in Sharm El Sheikh. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researcher concerning the questionnaire instrument which adds to its validity.

7.2. Data Reliability

The reliability of an instrument is the degree of accuracy and consistency with that it measures whatever it is measuring (Ary et al., 2002). Before proceeding with further analysis, the reliability testing was led in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Consequently, this method determines reliability through examining the internal consistency of the research instrument.

Such as questions (items) in the questionnaire, which are normally presented. Cronbach's alpha coefficient measures this effect and ranges from 0 (no internal consistency) to 1 (maximum internal consistency) (Döckel, 2003). Reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations (Nunnally, 1978).

As depicted in table (1), the Cronbach's Alpha Reliability was computed for seven sections. The tests showed that the Reliability Coefficients for all the sections were equal 0.917 and Validity Coefficient for all the sections were equal 0.958 which indicates that the instrument is reliable for being used.

8. Results and Discussion

Table (1) Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient*
Experience with Websites listed in TripAdvisor at Sharm el-Sheikh	3	0.726	0.852
Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS	3	0.917	0.957
Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh as a WEBSITE	6	0.959	0.979
Using Websites listed in TripAdvisor at Sharm el-Sheikh	6	0.939	0.969
Your TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL	4	0.945	0.972
Risk when using Websites listed in TripAdvisor at Sharm el-Sheikh	4	0.918	0.985
Usability experience of websites listed in TripAdvisor at Sharm el-Sheikh	11	0.971	0.985
confident effectively of listed in TripAdvisor at Sharm el-Sheikh	5	0.942	0.971
Identifying with people on TripAdvisor	4	0.931	0.965
after visiting websites listed in TripAdvisor at Sharm el-Sheikh	5	0.920	0.959
Total	51	0.917	0.958

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study's constructs. Cronbach's Alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in Table (1) ranged from 0.726 to 0.971, and for total questionnaire items was (0.917), this indicate an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is

acceptable if it is more than (0.7). It is also evident that the validity coefficient is (95.80%) which means the reliability and validity of the study sample.

8.1. Demographic Characteristics of Respondents

Table (2) the demographic profile of the sample elements

Variable	Frequency	Percentage (%)
Gender		
Male	164	41
Female	236	59
age group		
16- 20 years old	44	11
21-29 years old	134	33.5
30-39 years old	120	30
40-49 years old	82	20.5
50-59 years old	16	4
60 or older	4	1
Education level		
High School	129	32.3
Bachelor Degree	226	56.5
Master Degree	19	4.8
PHD degree	26	6.5

As depicted in Table (2) shows the discussion of the research findings begins with a brief demographic profile of respondents in terms of gender, age, education level, the majority of the respondents were female (59%), rather than male respondents (41%). Of this sample, the age bracket of 21 to 29 had the greatest number of respondents (33.5%), followed by the age bracket of 30 to 39 years old (30%). and the majority of respondents had completed a bachelor's degree (56.5%).

Table (3) Nationality

		Frequency	Percent
Valid	Egyptian	2	.5
	British	108	27.0
	Belarusian	7	1.8
	American	1	.3
	Slovak	1	.3
	Saudi	33	8.3
	Emirate	17	4.3
	Russian	11	2.8
	Dutch	3	.8
	English	4	1.0
	Italian	13	3.3
	UK	1	.3
	Austrian	1	.3
	Serbian	6	1.5
	Swiss	2	.5
	German	66	16.5
	Iranian	91	22.8
	libyan-2 Norwegian	3	.8
	French	2	.5
	Polish	4	1.0
	Finnish	2	.5
	Pakistani	1	.3
	Spanish	2	.5
	Irish	1	.3
	Danish	1	.3
	Czech	3	.8
	Venezuelan	2	.5
	Jordanian	1	.3
	Kuwait	5	1.3
	Lebanese	1	.3
	Sudanese	1	.3
	Syrian	1	.3
Omani	1	.3	
Swedish	1	.3	
Portuguese	1	.3	
Total	400	100.0	

As depicted in Table (3) shows the discussion of the research findings begins with a brief demographic profile of respondents in terms of Nationality, the majority of the respondents were British (27%).

8.2. Second Section: Using TripAdvisor

Table (4) Do you use Tripadvisor through the app or the website

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tripadvisor app	97	24.3	24.3	24.3
Tripadvisor website	303	75.8	75.8	100.0
Total	400	100.0	100.0	

As depicted in Table (4) shows the discussion of the research findings using Tripadvisor through the app or the website of respondents in terms Using TripAdvisor, the majority of the respondents were Tripadvisor website (75.8%).

Table (5) Have you used TripAdvisor.com to search for a trip for Sharm El Sheikh before

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	386	96.5	96.5	96.5
No	14	3.5	3.5	100.0
Total	400	100.0	100.0	

As depicted in Table (5) shows the discussion of the research findings used TripAdvisor.com to search for a trip for Sharm El Sheikh before of respondents in terms of Using TripAdvisor, the majority of the respondents used TripAdvisor.com to search for a trip for Sharm El Sheikh (96.5%).

Table (6) which website that you use the most to make your search about your trips in sharm el sheikh?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tripadvisor.com	129	32.3	32.3	32.3
Booking.com	76	19.0	19.0	51.3
expedia.com	48	12.0	12.0	63.3
kayak.com	1	.3	.3	63.5
viator.com	92	23.0	23.0	86.5
Other	54	13.5	13.5	100.0
Total	400	100.0	100.0	

As depicted in Table (6) shows the discussion of the research findings begins with website that you use the most to make your search about your trips in sharm el sheikh of respondents in terms of Using TripAdvisor, the majority of the respondents were Tripadvisor.com (32.3%).

Table (7) What is the website or agent that you use the most to make your booking in sharm el sheikh?

	Frequency	Percent	Valid Percent	Cumulative Percent
Tripadvisor.com	51	12.8	12.8	12.8
Websites Listed in Tripadvisor	211	52.8	52.8	65.5
kayak.com	2	.5	.5	66.0
Valid viator.com	65	16.3	16.3	82.3
getyourguide.com	4	1.0	1.0	83.3
Your Travel Agency	20	5.0	5.0	88.3
Offices inside Resorts	18	4.5	4.5	92.8
Offices in Sharm El Sheikh	12	3.0	3.0	95.8
Other (Please specify)	17	4.3	4.3	100.0
Total	400	100.0	100.0	

As depicted in Table (7) shows the discussion of the research findings begins with the website or agent that you use the most to make your booking in sharm el sheikh of respondents in terms of Using TripAdvisor, the majority of the respondents were Websites Listed in Tripadvisor (52.8%).

Table (8) Experience with Websites listed in TripAdvisor at Sharm el-Sheikh

Variables	Over 10 times	7-9 times	4-6 times	1-3 times	Never	Mean	standard deviation	Rank	attitude
How often have you used Websites listed in TripAdvisor at Sharm el-Sheikh?	20.8	14	35.5	25.3	4.5	2.79	1.167	3	Moderate
How often have you booked a trip using Websites listed in TripAdvisor at Sharm el-Sheikh?	4.3	6.5	25.8	41.8	21.8	3.70	1.016	1	High
How often have you posted a review on Websites listed in TripAdvisor at Sharm el-Sheikh?	14.3	8.3	20	39.5	18	3.39	1.273	2	Moderate
Total Mean						3.29			Moderate

Table (8) presents the means and standard deviations of Experience with Websites listed in TripAdvisor at Sharm el-Sheikh, where the means ranged between (2.79- 3.70), compared with the total instrument mean for the domain (3.29) the item “How often have you booked a trip using Websites listed in TripAdvisor at Sharm el-Sheikh?” ranked first with a mean and standard deviation (mean=3.70, standard deviation = 1.016) compared with the total instrument mean and the standard

deviation. The item “How often have you used Websites listed in TripAdvisor at Sharm el-Sheikh?”, ranked last reached a mean (2.79) and the standard deviation was (1.167) compared with the mean and standard deviation of the total instrument.

Table (9) Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
Reviewers are likely to be reliable	2.3	15.5	40	34.3	8	3.30	0.904	1	Moderate
I can count on the reviewers to be sincere	2.3	19.3	38.3	32.3	7.8	3.24	0.927	2	Moderate
The reviewers can accurately describe their experience	3.3	22.5	34	31.8	8.5	3.20	0.988	3	Moderate
Total Mean						3.25			Moderate

The detailed examination of the results presented in Table (9) reveals the respondents’ responses pertaining to Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS. The average score resulted with a mean of 3.25. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS. The highest mean values for Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh REVIEWERS emerged for the item “Reviewers are likely to be reliable” (mean = 3.30, standard deviation =0.904), followed by “I can count on the reviewers to be sincere” (mean = 3.24, standard deviation =0.927), whereas, the lowest mean value for this construct is for the item “The reviewers can accurately describe their experience” (mean = 3.20, standard deviation =0.988) .

Table (10) Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh as a WEBSITE

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
I believe that the sites are sincere in helping me	2	18.3	32.5	36.8	10.5	3.36	0.962	1	Moderate
I do not doubt the integrity of the sites	3	19.5	38	30.3	9.3	3.23	0.967	3	Moderate
I believe the service given by the sites is done with their best judgement	3.3	22.8	32	33.5	8.5	3.21	0.995	4	Moderate
The sites are a competent information provider	4.8	17.8	34.8	32.8	10	3.26	1.016	2	Moderate
The sites really know what travelers want	3.8	12.8	35.5	28.8	10.3	3.20	1.014	6	Moderate
The sites are able to	5.3	21	30.8	33.3	9.8	3.21	1.049	5	Moderate

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
serve the readers well									
Total Mean						3.25			Moderate

Table (10) presents the means and standard deviations of Trustworthiness of websites listed in TripAdvisor at Sharm el-Sheikh as a WEBSITE, where the means ranged between (3.21- 3.36), compared with the total instrument mean for the domain (3.25) the item “I believe that the sites are sincere in helping me” ranked first with a mean and standard deviation (mean=3.36, standard deviation = 0.962) compared with the total instrument mean and the standard deviation. The item “The sites really know what travelers want”, ranked last reached a mean (3.20) and the standard deviation was (1.014) compared with the mean and standard deviation of the total instrument.

Table (11) Using Websites listed in TripAdvisor at Sharm el-Sheikh

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
On the websites listed in TripAdvisor at Sharm el-Sheikh everything is easy to use and understand	3.3	21.8	41	28	6	3.21	0.925	2	Moderate
I can find information easily on the websites listed in TripAdvisor at Sharm el-Sheikh	3.3	18.5	34.5	33.3	10.5	3.29	0.992	1	Moderate
Regular updates in websites listed in TripAdvisor at Sharm el-Sheikh mean that the information is fresh	4.3	24.5	30.8	30	10.5	3.18	1.051	3	Moderate
Aggregating the reviews into rankings of websites listed in TripAdvisor at Sharm el-Sheikh makes it easier to choose a trip	4.8	24.8	30.3	31	9.3	3.15	1.047	4	Moderate
I can personalize the websites listed in TripAdvisor at Sharm el-Sheikh for my needs	11	29.3	34	20.5	5.3	2.80	1.053	6	Moderate
I can easily compare different trips using the websites listed in TripAdvisor at Sharm el-Sheikh	6.3	24	28	32.5	9.3	3.15	1.080	5	Moderate
Total Mean						3.13			Moderate

Table (11) presents the means and standard deviations of Using Websites listed in TripAdvisor at Sharm el-Sheikh, where the means ranged between (2.80-3.29), compared with the total instrument mean for the domain (3.13) the item “I can find information easily on the websites listed in TripAdvisor at Sharm el-Sheikh” ranked first with a mean and standard deviation (mean=3.29, standard deviation = 0.992) compared with the total instrument mean and the standard deviation. The item “I can personalize the websites listed in TripAdvisor at Sharm el-Sheikh for my needs”, ranked last reached a mean (2.80) and the standard deviation was (1.053) compared with the mean and standard deviation of the total instrument.

Table (12) TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
I am comfortable relying on websites listed in TripAdvisor at Sharm el-Sheikh to meet its obligations	3.8	21.5	38.8	29.6	6.3	3.13	0.947	1	Moderate
I feel confident that I can rely on websites listed in TripAdvisor at Sharm el-Sheikh to do its part when I go there	6	22.8	35.3	29.5	6.5	3.08	1.009	2	Moderate
I feel that websites listed in TripAdvisor at Sharm el-Sheikh would act in a traveler’s best interest	7.3	26.5	33	26.3	7	2.99	1.049	4	Moderate
In general, websites listed in TripAdvisor at Sharm el-Sheikh is competent at helping travelers	4.8	24.8	36	27.8	6.8	3.07	0.991	3	Moderate
Total Mean						3.07			Moderate

The detailed examination of the results presented in Table (12) reveals the respondents’ responses pertaining to TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL. The average score resulted with a mean of 3.07. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL. The highest mean values for TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL emerged for the item “I feel confident that I can rely on websites listed in TripAdvisor at Sharm el-Sheikh to do its part when I go there” (mean = 3.08, standard deviation =1.009), followed by “In general, websites listed in TripAdvisor at Sharm el-Sheikh is competent at helping travelers” (mean = 3.07, standard deviation =0.991), whereas, the lowest mean value for this construct is for the item “I feel that websites listed in TripAdvisor at Sharm el-Sheikh would act in a traveler’s best interest” (mean = 2.99, standard deviation =1.049) .

Table (13) Risk when using Websites listed in TripAdvisor at Sharm el-Sheik

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
There is too much uncertainty in choosing a trip based on Websites listed in TripAdvisor at Sharm el-Sheikh	3.8	21.5	43	27.8	4	3.07	0.894	3	Moderate
Choosing a trip based on Websites listed in TripAdvisor at Sharm el-Sheikh is risky	4.5	23.8	38.3	26.8	6.8	3.08	0.976	2	Moderate
I feel safe choosing a trip based on Websites listed in TripAdvisor at Sharm el-Sheikh	6	26.5	35.8	25.8	6	2.99	1.002	4	Moderate
I always check trips from Websites listed in TripAdvisor at Sharm el-Sheikh against another website	6	22.8	33	29	9.3	3.13	1.055	1	Moderate
Total Mean						3.07			Moderate

The detailed examination of the results presented in Table (13) reveals the respondents' responses pertaining to TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL. The average score resulted with a mean of 3.07. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL. The highest mean values for TRUST in websites listed in TripAdvisor at Sharm el-Sheikh OVERALL emerged for the item "I feel confident that I can rely on websites listed in TripAdvisor at Sharm el-Sheikh to do its part when I go there" (mean = 3.08, standard deviation =1.009), followed by "In general, websites listed in TripAdvisor at Sharm el-Sheikh is competent at helping travelers" (mean = 3.07, standard deviation =0.991), whereas, the lowest mean value for this construct is for the item "I feel that websites listed in TripAdvisor at Sharm el-Sheikh would act in a traveler's best interest" (mean = 2.99, standard deviation =1.049).

Table (14) Usability experience of websites listed in TripAdvisor at Sharm el-Sheikh

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
This website provides the information necessary to make informed decisions.	2	17	43	26.3	11.5	3.28	0.947	2	Moderate
Information on this website is accurate.	2	23	31	31.3	12.8	3.30	1.023	1	Moderate
Information on this website is up to date.	4.3	20	35.3	28.8	11.8	3.24	1.036	3	Moderate
This website is an attractive website.	6	23.8	33.8	27.8	8.8	3.10	1.048	4	Moderate
I like the graphics on this website.	7	26.5	32	29	5.5	3.00	1.028	9	Moderate
It is easy to find what I am looking for on this website.	8.5	21	36	29	6.3	3.03	1.041	7	Moderate
This website provides a clear directory of trips and services.	6.8	26.5	31	28.3	6.8	3.03	1.047	8	Moderate
It is easy to move around on this website.	6.3	23.8	34.8	29	6.8	3.06	1.021	6	Moderate
This website offers a logical layout that is easy to follow.	8.3	22.8	32.8	28.5	6	3.03	1.050	10	Moderate
I will definitely book trips from this website in the near future.	8.3	26.5	32	30.3	7.5	2.98	1.075	11	Moderate
It is likely to spread positive word of mouth about this website.	7	24	31.3	25.8	10.3	3.10	1.095	5	Moderate
Total Mean						3.10			Moderate

Table (14) presents the means and standard deviations of Usability experience of websites listed in TripAdvisor at Sharm el-Sheikh, where the means ranged between (2.98- 3.30), compared with the total instrument mean for the domain (3.10) the item “Information on this website is accurate” ranked first with a mean and standard deviation (mean=3.30, standard deviation = 1.023) compared with the total instrument mean and the standard deviation. The item “I will definitely book trips from this website in the near future”, ranked last reached a mean (2.98) and the standard deviation was (1.075) compared with the mean and standard deviation of the total instrument.

Table (15) confident are you that you can effectively do the following on websites listed in TripAdvisor at Sharm el-Sheikh?

Variables	Not at all Confident	Not Confident	Somewhat Confident	Confident	Extremely Confident	Mean	standard deviation	Rank	Attitude
Exchange information about trips with other users	8.5	19.5	46.3	21.3	4.5	2.94	0.962	2	Moderate
Compare prices of a trips on different sites different websites listed in TripAdvisor at Sharm el-Sheikh	5.8	27.8	33.8	25.5	7.3	3.01	1.027	1	Moderate
Compare reviews of a trips of listed on different websites listed in TripAdvisor at Sharm el-Sheikh	7.8	27.8	35.8	22.8	6	2.92	1.025	3	Moderate
Identify if a review on the site is relevant to me	10	25.3	37	23	4.8	2.87	1.029	4	Moderate
Distinguish between honest and deceptive reviews	10	29.3	35.5	20.5	4.8	2.81	1.026	5	Moderate
Total Mean						2.91			Moderate

Table (15) presents the means and standard deviations of confident are you that you can effectively do the following on websites listed in TripAdvisor at Sharm el-Sheikh, where the means ranged between (2.81- 3.01), compared with the total instrument mean for the domain (2.91) the item “Compare prices of a trips on different sites different websites listed in TripAdvisor at Sharm el-Sheikh” ranked first with a mean and standard deviation (mean=3.01, standard deviation = 1.027) compared with the total instrument mean and the standard deviation. The item “Distinguish between honest and deceptive reviews”, ranked last reached a mean (2.81) and the standard deviation was (1.026) compared with the mean and standard deviation of the total instrument.

Table (16) Identifying with people on TripAdvisor

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
I feel a sense of community with people review at TripAdvisor for the websites listed in TripAdvisor at Sharm el-Sheikh	6.5	24	44.3	21.3	4	2.92	0.932	2	Moderate
I can interact with people who have successfully used the websites listed in TripAdvisor at Sharm el-Sheikh	6.8	29.8	36	23.5	4	2.88	0.975	3	Moderate
The most relevant reviews are written by people who are similar to me	9	26.3	40.8	20	4	2.84	0.979	4	Moderate
The reviews of websites listed in TripAdvisor at Sharm el-Sheikh clearly shows which reviews are most helpful	7.8	23.8	38	24.8	5.8	2.97	1.013	1	Moderate
Total Mean						2.90			Moderate

The detailed examination of the results presented in Table (16) reveals the respondents' responses pertaining to Identifying with people on TripAdvisor. The average score resulted with a mean of 2.90. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 2 indicating the agreeableness of the respondents on those items, as imperative Identifying with people on TripAdvisor. The highest mean values for Identifying with people on TripAdvisor emerged for the item "The reviews of websites listed in TripAdvisor at Sharm el-Sheikh clearly shows which reviews are most helpful" (mean = 2.97, standard deviation =1.013), followed by "I feel a sense of community with people review at TripAdvisor for the websites listed in TripAdvisor at Sharm el-Sheikh" (mean = 2.92, standard deviation =0.932), whereas, the lowest mean value for this construct is for the item "The most relevant reviews are written by people who are similar to me" (mean = 2.84, standard deviation =0.979) .

Table (17) What would you do after visiting websites listed in TripAdvisor at Sharm el-Sheikh?

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
I would book-mark the sites	9.5	22.5	37.3	26.8	4	2.93	1.015	5	Moderate
I would recommend the sites to a friend	2.5	15.8	35	32.8	4	3.40	0.994	1	High
I would book a trip after using the sites	7.5	22.3	33	27	10.3	3.10	1.093	2	Moderate
I would go to other communities to compare with the websites listed in TripAdvisor at Sharm el-Sheikh	7.8	22.3	37.8	23.8	8.5	3.03	1.054	4	Moderate
I would use websites listed in TripAdvisor at Sharm el-Sheikh again in the future	11.8	18.5	33.5	25.8	10.5	3.05	1.155	3	Moderate
Total Mean						3.10			Moderate

The detailed examination of the results presented in Table (17) reveals the respondents' responses pertaining to would you do after visiting websites listed in TripAdvisor at Sharm el-Sheikh. The average score resulted with a mean of 3.10. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative would you do after visiting websites listed in TripAdvisor at Sharm el-Sheikh. The highest mean values for would you do after visiting websites listed in TripAdvisor at Sharm el-Sheikh emerged for the item "I would recommend the sites to a friend" (mean = 3.40, standard deviation =0.994), followed by "I would book a trip after using the sites" (mean = 3.10, standard deviation =1.093), whereas, the lowest mean value for this construct is for the item "I would book-mark the sites" (mean = 2.93, standard deviation =1.015) .

9. Summary and Conclusion

This research aims to measure, assessing the virtual e-tourism websites listed in TripAdvisor based in sharm el sheikh destination based on the criteria of experience with websites, trustworthiness of websites reviewers, trustworthiness of it as a website, using these websites, over all trust of these websites, risk while using the websites, usability experience of it, confident effectively to interaction with these websites, identifying with people on TripAdvisor and what the tourists think they will do after visiting websites listed in TripAdvisor at Sharm el-Sheikh.

Also, this research analyzes the effects of the virtual e-tourism websites listed Tripadvisor at sharm el-Sheikh on the tourism industry in Egypt in general, Sharm el Shiekh as tourist destination in particular and the positive and negative effective of operations of these websites.

And this research aims to investigate the current position of the virtual e-tourism websites listed Tripadvisor at sharm el-Sheikh to know what should be used to benefit from the work of these websites and to determine the do's and don'ts.

Research every small and big regarding the work of these websites and the environment in which they operate as well as the extent of their commitment to the technical standards of the websites and the extent of trust in these websites and the experience of visitors and users of it to know all aspects of it from the reality of a thorough study that sheds light on this neglected topic, which is of great importance for the tourism industry in Egypt, Sharm El Sheikh and all other tourist destinations.

Different tests were applied, including reliability test, correlation test, and regression test. To get following results.

- 1- Identify the current situation of the activity of virtual e-tourism websites listed in TripAdvisor at Sharm el-Sheikh.
- 2- Identifying and assess the usability deficiencies of the virtual e-tourism websites listed TripAdvisor at sharm el-Sheikh from the point of view of tourists.
- 3- Determining the technical deficiencies of the virtual e-tourism websites listed Tripadvisor at sharm el-Sheikh from the point of view of experts.
- 4- Setup recommendations and indicators that would help in finding effective solutions to the effects of the increase the quality of the virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh.

10. Recommendations

- 1- There are huge numbers of tourists using Trip Advisor around the world, and a large percentage of tourists who visiting Sharm El Sheikh use it, and this was evident from the results of the questionnaire, and there are many from them who rely on the TripAdvisor website heavily to collect information about Sharm El Sheikh before make booking and during their stay also in Sharm El Sheikh to book activities, trips and other services that the websites listed in TripAdvisor at Sharm el-Sheikh provide it, which indicates the importance of this huge website and thus the importance of the websites listed in it for tourist activity in Egypt in general and Sharm El Sheikh in particular. Therefore, attention must be paid to the importance of the websites and find a formula to make the most of them.
- 2- In view of the various effects resulting from the operation of these websites and the resulting impact on Sharm el Shiekh as tourist destination, whether negative or positive, and this is evident from the reviews written by users of the TripAdvisor website regarding the evaluation of trips and services that are read by a large number of tourists, so focusing on raising the level of quality of providing and operation of trips and services that are booked through the websites listed in TripAdvisor at Sharm el-Sheikh, in order for this to result in more positive reviews, which will contribute to improving the image of Sharm El Sheikh as a tourist destination and will also increase reservations for trips, services and other activities.
- 3- Its recommended to propose to establish a specialized body for all the websites that work in the field of tourism in Egypt and to set standards and rules for working according to international standards and specifications befitting Egypt as an important tourist destination and Sharm El Sheikh as a popular tourist

destination and to maintain the rates of tourist flow and reservations made through the Internet for tourism services, excursions and other activities It takes place in Sharm el-Sheikh through these websites, where I believe that this is a very promising opportunity that must be exploited in the best way.

- 4- The owners and managers of virtual e-tourism websites listed TripAdvisor at Sharm el-Sheikh should develop the websites to make the users can personalize the websites for their needs.
- 5- Websites listed TripAdvisor at Sharm el-Sheikh should be more Informative, accurate Information's, up to date and improve it to make it more attractive and using high definitions graphics.
- 6- Websites listed TripAdvisor at Sharm el-Sheikh should have a mobile app version.
- 7- Owners and managers of Websites listed TripAdvisor at Sharm el-Sheikh should work on in websites to increase the trust and confidence by providing the latest security, payment methods and all technical software's.
- 8- Egyptian Travel Agents Association should be aware of rising of using Websites listed in TripAdvisor at Sharm el-Sheikh and the technologies that might facilitate improve this filed and therefore the satisfaction of their tourists.
- 9- Ministry of tourism and antiquities and Egyptian Travel Agents Association Should Research the possibility of register this website and give them a type of licensees to make them under the umbrella of the ministry and make their work officially and that will increase the income of the ministry.
- 10- Ministry of tourism and antiquities and Egyptian Travel Agents Association should contact the TripAdvisor and make a deal with them and with the websites listed in TripAdvisor at Sharm el-Sheikh and put the rules and the policy of works and that will be useful for Users (Tourists), Owners and managers Destination (Sharm El Sheikh) and other destinations in Egypt, The Industry (Tourism) and also the Suppliers of the trips and activities and Services.

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