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Evaluation of the Service Quality of One-Day Trips in South Sinai from a Tourist's Point of View

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Keywords

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Abstract

Quality of tourism services has a big role in the success of the trip in every destination. One day trips are one of the most important activities in the tourism industry. It is necessary to take care of the services of this such as: Transportation, Tour leader, Food and Beverage, Shopping, Security, fairness of price, and Nature & activities. This research aims to evaluate the service quality of one day trips in South Sinai from tourist's point of view, and tried to determine the problems which face tourists during the trip. To achieve the aims of this study, a quantitative approach depended on a questionnaire was directed to a sample of foreign and Egyptian tourists. The questionnaires were distributed among a random sample of tourists in (Sharm el-Sheikh, St. Catherin, and Dahab) 420 questionnaires were distributed, and 20 questionnaires were non valid to analysis. The results of the questionnaire were analyzed, means and standard deviation. The search results there are a good level about services quality of one day trip in Transportation, Tour leader, Security, Fairness of price and Nature and activities for foreign and Egyptian tourists. On the other hand, there are some problems that tourists face during a day trip such as: road crashes in South Sinai, the tour leader is the inability to solve some problems appropriately, the lack of variety of meals served during the trip. The ambulance isn't available at the trip site, and the trip time isn't enough for activities.

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1. Introduction

The importance of this research returned to focusing on Evaluation of the service quality of one-day trips in South Sinai from a tourist's point of view, and identifying obstacles that face tourists during these trips. The research presented some recommendations to overcome these obstacles to develop the trip. This assessing has a vital role in identifying the quality of these trips and how to improve them. This research aims at: Determining the extent to which tourists are Satisfied with the services quality offered during the one-day trip in South Sinai, Identifying the problems facing the tourists during one day trip to South Sinai, How to overcome the problems which face tourists in one-day trips in South Sinai, There are three questions for the research as follows: To what extend the tourists of one-day trips are satisfied with the quality services offered in South Sinai? , What are the problems facing the tourists during one-day trips in South Sinai? How to overcome the problems which face tourists in one-day trips in South Sinai? Through recommendations.

2. Literature Review

2.1. Concept and importance of service quality in tourism

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining and measuring it (Wisniewski, 2001). The discrepancy between client expectations and perceived service can be characterized as service quality (Shahin, 2004). Service quality can be defined as “How well a delivered service confirms to the client’s expectations”. Service providers often evaluate the service quality in order to improve their services, to quickly identify problems and to do better with further evaluation (Nargunde, 2016, p.2).The definition, elements, nature, and administration of service quality are still in use. This could be attributed to a variety of factors: First, the changing nature of the economy has influenced scholars, researchers, and organizations, resulting in diverse management methods and perspectives on services (Khalifa and Fawzy, 2017).

In the tourist sector, service quality refers to the consistent delivery of products and guest services that meet predetermined needs of clients. One of the primary issues facing tourism is providing quality service, which is a need for success in the competitive global tourism industry. There are various tools that measure and improve quality service, as well as mechanisms for quality recognition in the tourism industry (Moid, 2015).The quality includes assurance of safety and security as a basic factor. It also includes a professional approach to do things right all times and meet legitimate expectations of consumers. Quality in tourism services, like services in general need balance between customer perceptions and expectations (Bhatt, 2012).According to Jennings et al., (2009), tourism services quality remains a term, which includes a definitive meaning. That is not to say that research, managers, policy-makers, marketers and tourism industry providers have been prevented from using tourism service quality or trying to understand it.

Service quality becomes one of the most important factors for gaining a sustainable competitive advantage and customers confidence in the highly competitive marketplace and therefore service quality can give the hospitality and tourism industry a great chance to create competitive differentiation for organizations, it is the best tool for marketing managers to find and analyze information about customer needs, wants, and perceptions about services. This information will help managers to identify problems and make strategic plans in order to improve efficiency, profitability, and overall performance by high quality (Al-babneh, 2017).

Providing excellent quality service means to match the actual level of quality with the expectations of tourists. These expectations are built on the basis of the dimensions by which to judge the quality of the service. Quality means customer satisfaction, and therefore, the secret of success of any tourism industry in various countries around is diversity of tourism services (Lai et al., 2018).

2.2. Measuring service quality in tourism

There are several models of measuring service quality such as: the Gronroos models, the servqual model, Haywood-farmers model, the three-component model of Rust and Oliver, the p-c-p service attribute model, the Hierarchical model, FAIR model, the SERVPERF model (performance only model), but in tourism the most famous measure of service quality are SERVQUAL and SERVPERF. These models are two major service quality measurement scales (Gupta, 2004).

SERVQUAL is the most common model used for determining service quality and customer satisfaction in service industries. SERVPERF excludes consumer expectations and it used only the perceptions part of the SERVQUAL scale (Adil et al., 2013). there are use dimension of daily tour it is called DAILYSERV it is derived from a models servqual to Measuring service quality of one day trip.

2.3. Factors affecting service quality in tourism.

The quality of attractions services, exclusivity, and high value are the basis for tourists to re-visit the destination. Visitors' facilities in terms of access to tourist sites and attractions directly affect their satisfaction rate. Therefore, quality of service can be achieved through the provision of excellent services by competent human resources, which are supported by appropriate infrastructure or facilities capable of offering positive values (Khalaf, et al, 2020).

There are four factors which affecting service quality in tourism as follows:-

2.3.1. Destination

A destination is a location where a visitor stays at least one night and exhibits tourism items such as attractions, support services, and tourism resources, and having a well-known image. The quality of tourism destination is transversal and affects all types of product and service delivered in the destination. Tourism destinations should design their own national and local quality standards, the location should be easily accessible (Blazeska et al., 2015). Quality is a tool that makes the tourist satisfied with the destination environment (Hasonah, 2018). Holloway et al., (2012) explained that there are three core elements in a successful destination which attract tourists: attractions (historical, cultural, and natural), amenities and accessibility.

2.3.2 Accommodation

Accommodation is one of the basic needs for any tourism activity. Travelers and tourists need lodging for rest, while they are on a tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations. The most common of accommodation are hotels. The hotel is one of the most important purchase decisions for travelers where the motives of choice are built on certain features. In coastal cities, the hotel attributes and locations (offshore or on the beach) are important factors in choosing the hotel and the length of stay (Alanazeh et al., 2018).

2.3.3. Interactions

The quality of interaction between tourists and residents contributes to both tourists experience and perception of the visited destination. Moreover, acceptance and tolerance of tourists by residents effects on service quality (Armenski, et al., 2011).

2.3.4. Value

Perceived value has been found to have a direct positive impact on future behavioral intention. However, this impact may also be influenced by tourism experience. Because tourism experience is the result of the values perceived by tourists and it has been recognized as a powerful driver of future behavioral intention (Shen, 2016).

1.4 Tourism in South Sinai

South Sinai is one of the most important Governorates on the tourist map because it has variety of attractions. The total area of the Governorate reaches 31,272 km², representing about 3.1% of Egypt's total area. Most important tourist areas are concentrated in the Golden Triangle; Sharm El Sheikh, Nuweiba and Dahab, St. Catherine's Monastery (State Information Service, SIS, 2022).The number of tourists in 2010 reached 5,247,058 million. While the number of tourists 2018 reached 2,828,445 million in South Sinai governorate (Information Department at the Ministry of Tourism and Antiquities, 2021).

1.5 One day trips and optional tours definition

According to Dictionary of leisure, travel and tourism, (2006, p. 214), Optional is defined as "an adjective which means possible to add if the customer wants". According to Medlik (2003, p125). Optional tours can be done because guests have extra time which means daily activities have been completed either earlier than scheduled or it has been arranged as such. Moreover, the guests have requested for extra tour". According to Yu (2012), an optional tour depends on both the interest of the travellers and their willing to pay the extra change.

According to Jafari (2002), One-day trip, which include day trips and overnight excursions are the most popular optional tours. An optional tour is short pleasure trip or side trip, purchased extra by tourist during a tour. One day trips are an easy and cost-effective way to explore tourist attractions, and their design plays a crucial role in the success of a tourism destination (Leask, 2010).

According to Albayrak and Caber (2018), One day trips are sources of extra proceeds for tour operators and travel agencies in addition to their main operations. Moreover, they are important for local travel agencies that only offer one day trips services. In comparably to the wide coverage of studies on package tours, one day trips are as yet an area that has been ignored by academics.

One day trips are short trips lasting for less than 24 h that are organized by tour operators and travel agencies. In terms of duration, they can take half a day, full day, or a few hours (Wong and McKercher, 2017). The activities of one day trips are such as: diving, snorkeling, mountaineering, boating, ride camel, jeep, Camel riding, quad biking, snub a turtle, scuba diving, shopping, Safari, Golf tours, and sound & light (Manora travel, 2020).

1.6 Measuring service quality of one day trips

Despite the importance of the assessing service quality for a day trip, the existing literature does not, however, offer a reliable scale for identifying and measuring the main service dimensions of typical one day trips. According to Albayrak and caber (2018) a scale called DAILYSERV was proposed for measuring service quality of daily tours. It consists of 22 items and six dimensions, which are transportation, tour guide, food and beverage facility, shopping facility, stopover facility, and museums and sites. The factors of measuring service quality of one day trips are explained as follows:-

- **Transportation**

Transportation in its simple meaning is to carry passengers from one point to another. When transportation is considered from tourism frame, it simply refers to carrying tourists from their place of living to the place where the touristic products are introduced to them. The travel and tourism experience of tourists and the ideas about tourism products start and end with transportation. That is why it is impossible to consider tourism without transportation (Mammadov, 2012). The tourist transportation options are separated into three categories: air, water, and land. There are three types of tourists who require transportation. From the point of origin to the host country (destination) and return; transportation between host destinations, where tourists travel to more than one destination; and transportation within host destinations (Camilleri, 2018).

- **Tour leader**

A Tour Leader is a person who is in charge of the tour and manages the trip. They usually know the area and can speak in the language of local people. Tour leader serves the role of motivator and entertainer with the responsibility to elicit tourists' positive feelings and create a warm atmosphere during the tour. As the tour leader has knowledge about the destination, customers will rely on him/her and seek his/her advice on almost everything. Such a relationship entails trust and mutual agreement (Heung, 2007). A tour leader is recognized as a critical factor in the success of the travel and tourism industry. He is responsible for a group of tourists from the beginning to the end of the tour (Tenga and Tsai, 2020).

- **Food and beverage,**

Food and beverage are an important component of the tourism services, and it plays a key part in creating a memorable travel experience. The role and importance of food service in visitor satisfaction (Nield et al., 2000). Experienced tourists might be more willing to try different food alternatives compared to first time visitors (Ulker, 2017).

- **Shopping facility**

A tourist's shopping behavior is very different from his/her normal shopping activity. "They spend money on small foolish items because it is not an ordinary time" As a tourist, a person does not have to think about their job or any other obligations they have at home. The tourist also gains satisfaction from the shopping experience, separate from the purchase of the product (Lehew, 2007). Shopping is inherent to tourist behavior and is a growing component of the tourism value chain (UNWTO, 2014) the relationship between shopping and tourism can be understood in two ways—Tourist Shopping and Shopping Tourism. In the first case, shopping

constitutes an activity on the tourist's itinerary. In the latter, shopping constitutes the primary motive for travel (Lehto, et al, 2014).

- **Security**

Safety and security have always been in dispensable condition for travel and tourism. Safety and security issues gained a much bigger importance in the last two decades in tourism. Changes in the World during the last two decades were enormous. Due to terrorist acts, local wars, natural disasters and pandemics (Kôvári and Zimányi, 2010). Sense of security is the most significant quality destination factors for a destination. The sense of security contains security issues of the destination, which include not only local security situation but also security in form of health risk, safe natural conditions, crime rate among other factors. Concluded that safety and security represent a significant element in the evaluation of the competitiveness of the tourism destination (Zhou et al, 2015).

- **Fairness of price**

It refers to overall assessments made by consumers as to whether the price of product or service is really reasonable. It became an important issue for travel and accommodation because the increased promotion of destinations, it refers essential for tourist's assessment of price acceptability. Moreover, it impacts on tourist's satisfaction (Adhikari, 2019).

- **Nature and activities**

One of the main resources of tourism is the natural resources. The interest to the natural resources has been increasing rapidly in the last few years. Due to the fact that Nature-based tourism movement catches attention in tourism. Nature –based tourist's aims at rising awareness of protecting the nature and preventing the consuming of natural resources. Nature-based tourism could be described as a tourism type which contains a wide range of activities, as swimming, diving, hiking, campfire, picnic, taking photographs, learning, or spending time with families, etc... (Metin, 2019).

1.7 South Sinai Governorate

The South Sinai Governorate is considered as one of Egypt's most attractive tourist destinations. Allah bestows it with enticing natural beauty, including mountains, where it hosts all climatic, natural, land and maritime factors. This enhances all types of tourism, particularly the recreational tourism such as coastal tourism, diving, and water sports on the Gulf of Aqaba, in addition to therapeutic tourism and herbal therapy(Salem,2016). .

1.7.1 The Categories and Activities of One Day Trips in South Sinai

Tourists can be divided into two categories: tourists as visitors who spend the night in the visited place and excursionists as one-day Trip (Stetic, et al., 2011).According to the same previous authors, an excursion is defined as especially organized visit to place out of the tourist's temporary residence, usually organized by travel agencies with the purpose (besides profit) to get guests more closely familiarized with the environment in which they occasionally stay. An excursion program is a combination of two specific services that take less than 24 hours and do not include overnight stay or accommodation, while an excursionist is a consumer of an excursion programed, hence a one-day visitor to a place, but without overnight stay or accommodation in it (Albayrak and Caber, 2018).The types of one day trips such as : Diving, Snorkeling,

Safari, Mountaineering, Boating, Ride camel, jeep, Camel riding, quad biking, snub a turtle, scuba diving, shopping, Alf Leila Wa Leila show (Manora travel, 2020).

1.7.2 Some tourist attractions in South Sinai

There are many cities in South Sinai such as: Sharm El Sheikh, Dahab, St Catherine, Taba, Altor, Nuweiba and Ras Sadr. This study concentrated on three cities which were Sharm El Sheikh, Dahab and St Catherine as follows:

A- Sharm El Sheikh

Sharm El Sheikh is located on the Egyptian Red Sea coast, at the southern tip of the Sinai Peninsula. Sharm El-Sheikh's beautiful beaches and the desert activities make the city one of the most popular tourist destinations in the Middle East (Luxor and Folic, 2015).

Sharm El-Sheikh has an arid climate, generally warm and dry, although summer months can be humid. The best times to go to Sharm el-Sheikh, for swimming and diving, are the month of April, and from mid-October to mid-November. The summer, from mid-May to September, is actually quite hot. Sharm El Sheikh is the center of tourism action in Sinai Peninsula and it has the world top diving sites especially the underwater wonders of Ras Mohammed national park. The city has diving and shipwreck sites that attract both advanced and recreational divers from around the world to discover the marine life in the red sea (Salem, 2016).

Sharm El Sheikh is close destination to Europe where tourists can soak up sun, diving, snorkeling, sailing, wind and kite-surfing, sky diving. Sharm El-Sheikh provides many tourism activities such as biking, hiking, horse riding or simply driving to the Sinai desert, Snorkeling, Moses Mountain and camel trekking. The tourist can go on a camel ride to the Bedouin tents and enjoy a real Bedouin dinner and enjoy with the desert stars (South Sinai Governorate, 2020).

B- Saint Catherine

St. Catharine city is located at the heartland of south Sinai at a distance of 300 km from Ahmed Hamdi Tunnel. It is about 5130km² and it includes varied forms of tourism; religious, safari and mountaineering. It was established in 1988. St. Catherine region has been announced a natural reserve in 1988. It is characterized by the highest mountain tops in Egypt, where it became the attraction of tourists from all over the world as it has abundant natural wealth and cultural heritage. It has a natural habitat for several biological plants and animals (Amara, 2017).

Sinai is thus particularly rich in many religious monuments of interest and highly venerated. Most prominent of these monuments is of course the St. Catherine monastery and its smaller satellite monuments. All this richness gives the region a particular importance as a cultural heritage site of international value. In the activities of mountaineering to Saint Catherine. The tourist can enjoy with the eyes of Moses and Safari (South Sinai Governorate, 2020).

C- Dahab

Dahab is a small city which situated on the southeast coast of the Sinai Peninsula in Egypt. It located 90km from all the Rea Sea destinations. Dahab is village inhabited by the Bedouin community and takes its name from the golden sandy beaches found here. It is one of the Sinai most treasured diving destinations. The city located about 80km northeast of Sharm el sheikh. The name in Arabic language means gold in

English (Surour et al., 2003). Dahab attracts large numbers of tourists. It is world-renowned for its windsurfing, reliable winds provide superb flat-water conditions inside Dahab's became so popular over the last few years due to its mountains and colors of red, yellow, olive green and black (Sroa, 2018).

3. Methodology

The aim of the research is to evaluate the services quality of one day trips in South Sinai from tourist's point of view. Moreover, it explored any obstacles and challenges that face the tourists during one day trips. To achieve the aims of the study, a quantitative approach based on a questionnaire was developed and directed to Egyptian and foreign tourists who visited the South Sinai Governorate in Sharm el-Sheikh, St. Catherin, and Dahab 420 questionnaires were distributed, and 20 questionnaires were non valid to analysis. The questionnaire consisted of five parts: The first part included The First part: the favorite activities to tourists during the one day trips, the second part related assessing the overall satisfaction level of the trip (very poor, poor, neutral, good, Excellent), The Third part: The Third part: evaluation of overall satisfaction rate, The Fourth: Assessing the Service Quality of One Day Trips, and the Fifth part is about the problems which face tourists during the trip.

The three cities (Sharm El Sheikh, Saint Catherine and Dahab) were chosen in the current research according to several reasons as follows (South Sinai Governorate, 2020).

- Sharm el sheikh is considered one of the most famous tourist attractions, as it receives more than three million tourists from all over the world to enjoy diving and watching coral reefs. Moreover, it has a great importance in international conferences.
- Dahab has many wonderful and famous tourist places such as Nabq Nature Reserve, Abugalum protected area and more than thirty centers of diving.
- Saint Catherine is famous for religious tourism, safari and mountain climbing. Most of these activities are offered in one-day trips.

These cities of South Sinai governorate (Sharm el Sheikh, Saint Catherine, Dahab) received the largest share in this tourist movement because of its distinguished activities tourism, trips, and different types of tourism. Tourist trips played a major role in the tourism movement, especially the one-day trip.

2.2 Determining the Population and the Sample

The technique of sampling and determination of sample size have crucial role in survey-based research. Specific sampling techniques are used for specific research problems because one technique may not be appropriate for all problems. Similarly, if the sample size is inappropriate it may lead to erroneous conclusions. There are some sampling methods such as purposive random sampling, random sampling, stratified random sampling, systematic random sampling and quota sampling for specific research purposes (Singh and Masuku, 2014).

Population of the study was all of the Foreign and Egyptian tourists who visited a three important destinations Sharm el-Sheikh, St. Catherin, and Dahab. The

Collection of data is performed via random sample of these tourists. The size of the sample was determined as follows:

In 2020 there are no official statistics to numbers of tourists because of COVID 19. The novel corona virus is challenging the world. With no vaccine till November 2020 which led to stop of tourism movement. So the statistics of 2018 has been used to determine the sample size of this study. The number of tourists who visited South Sinai in 2018 was 2828445 tourists (Information Department at the Ministry of Tourism and Antiquities, 2021).

According to Thompson (2012), the size of the sample was determined by using Stefan thamboson formula.

$$n = \frac{N \times p(1 - p)}{\left[\frac{N - 1}{d^2 \div z^2} \right] + p(1 - p)}$$

This formula indicates **(N)**: The size of the population. **(Z)**: the standard score corresponding to the significance level, **(d)**: the error rate and equal. **(P)**: the percentage of characteristic and conservatism and equal. This equation was applied as follow:-

In applying this formula in the current research: **(N)**: The size of the population. 2828445, **(Z)**: the standard score corresponding to the significance level **(0.95)**, **(d)**: the error rate and equal to **(0.05)**, **(P)**: the percentage of characteristic and conservatism and equal to **(0.50)**. Therefore, the sample was 384 tourists.

2.3 Data collection

Collecting data was depended on questionnaires which distributed to Foreign and Egyptian tourists who visited the three cities in South Sinai governorate (Sharm el-Sheikh, St. Catherin, and Dahab).420 questionnaires were distributed, 20 questionnaires were non valid to analysis.

The questionnaires were distributed from June to December 2020. The responses were analyzed by SPSS version 24. In SPSS, reliability assessment was conducted to assess the internal consistency of the questionnaire. Frequencies and percentages were calculated for demographic characteristics of the respondents. Moreover, mean and standard deviation were calculated for the dimensions of the service quality of one day trips.

Findings and discussion

After analyzing the questionnaires, the following results were extracted:

The reliability and validity of the research

Table (1) shows the internal reliability of the items which was measured by the Cronbach’s alpha. The estimated value of Cronbach alpha for the items of the research was .963 which is higher than 0.7 and this indicated that the current study variables are reliable and there is internal consistency between them. The validity of the study indicated to the accuracy of the way that the research methodology was applied it is the table (1) show reliability statistics.

Table (1) the Reliability Statistics

Reliability Statistics	
Cornbrash's Alpha	Validity
.928	.963

The First part: Assessing the favorite activities to tourists during the one day trips

- Favorite Activities

According to table 2, the high percent of preferred activities in foreign tourists was diving (48.0%), followed by Mountaineering (42.4%), and then Safari (40.8%). As related to Egyptian tourists, the high percent of activities was safari (69.3%), then Snorkeling (57.3%), and Diving (56.7%). While the less common in foreign tourists is the Quad biking (19.2%), in Egyptian tourists is "Mountaineering" (35.3%).

Table (2) Favorite Activities to Tourists during the Trip

		\$q5 Frequencies of yes			
		The number	Foreign tourists	The number	Egyptian tourists
favorite activities	Diving	120	48.0%	85	56.7%
	Snorkeling	100	40.0%	86	57.3%
	Boating	97	38.8%	61	40.7%
	Safari	102	40.8%	104	69.3%
	Mountaineering	106	42.4%	53	35.3%
	Quad biking	48	19.2%	60	40.0%
	"Alf Leila wa Leila" show	105	42.2%	80	53.3%

The Second part: Demographic characteristics of respondents

- Nationality

According to table 3, the respondents identified their nationalities, 37, 5% of respondents are Egyptians tourists, and 5% were from the United States, 25% were from France, 10% were from Belgique, 11.25% were from England, 6.25% were from Germany and 5% were from Serbia.

- Age

Table 3 shows the age categories of the sample. The majority of foreign tourists (52.0%) were between 21- 40 years; large percent of Egyptian tourists (76.0%) were between 21- 40 years. While the less percentage of foreign tourists (6.8%) was more than 60 years.

- Gender

Table 3 shows the gender categories of the sample. As related to foreign tourists, males were 45.6% and 54.4% were females. While in Egyptian tourists, 38.0% were males and 62.0% were females. The large proportions of respondents were females.

- Monthly Income

In table 3, the respondents were asked about their average of monthly income. The Foreign tourists who has monthly income less than 1000\$ were 28.8%. Moreover, 55.2% had monthly income between 1000– 3000\$, and 16. % had more than 3000\$. In Foreign tourists from 1000– 3000\$, the less percentage of monthly income in foreigners was more than 3000 \$. The percent of monthly income in Egyptian tourists were 22.7% had monthly income less than 4000 LE, 42.7% Ranges from 4000– 6000 LE, and 34.7% had more than 6000 LE. The large proportion of monthly income in Egyptian tourists from 4000–6000LE. The less percentage of monthly income in Egyptian tourists was less than 4000LE. It is clear that income slice from

1000– 3000LE in foreign tourists, and (4000:6000) Egyptian tourists were the highest slice to go on the one day trips.

Table (3) shows: Nationality, Age, Gender, Monthly Income

Nationality				
	Freq.		%	
Egyptians	150		37, 5 %	
United states	20		5%	
Francis	100		25%	
Belgique	40		10%	
England	45		11,25%	
Germany	25		6.25%	
Serbia	20		5%	
Total	400		100%	
Age				
	The number	Percent of Foreign tourists	The number	Percent of Egyptian tourists
less than 21	52	20.8%	16	10.7%
from 21-40	130	52.0%	114	76.0%
from 41-60	51	20.4%	20	13.3%
more than 60	17	6.8%	-	0
Total	250	100.0%	100.0%	100.0%
Gender				
	The number	Percent	The number	Percent
male	120	45.6%	57	38.0%
female	130	54.4%	93	62.0%
Total	250	100.0%	150	100.0%
Monthly Income				
		Percent	Percent	
Less than 1000\$ ---- Less than 4000 LE		28.8%	22.7%	
From 1000 : 3000\$ --- 4000:6000 LE		55.2%	42.7%	
More than 3000 \$ --- more than 6000 LE		16.0%	34.7%	
Total		100.0%	100.0%	

The Third part: Evaluation of overall satisfaction rate

Table 4 shows the evaluation of overall satisfaction rate. It is clear that the satisfaction rate is good in foreign and Egyptian tourists.

Table (4) the Overall Satisfaction Rate

Evaluate your Overall Satisfaction Rate						
	Foreign tourists			Egyptian tourists		
	Mean	altitude	Std	Mean	altitude	Std
Very poor	3.99	good	.971	3.94	good	,929
Poor						
Neutral						
Good						
Excellent						

The Fourth part: Assessing the Service Quality of One Day Trips

The following part explains the assessing of services quality of one day trips in South Sinai governorate as follows:

- **Assessing the service quality of transportation**

Table 5 identifies the assessment of transportation dimension for foreign and Egyptian tourists. The results showed that the highest mean score was the item "Appearance of the driver was neat and clean", as a mean was 3.92. While the item "Tourist sites were easy to reach" was less common from items as a mean was 3.07 for foreign tourists.

As related to Egyptian tourists, the result showed that the highest mean score was the item "Driver was polite and respectful to tourists" as a mean 3.75. While the item "Tourist sites were easy to reach." was less common from items by a mean score 3.13.

The total means for foreign and Egyptian tourists, this dimension explained that the total attitude of respondents was agreed. This result agreed with Ge (2009) who explained that transportation is essential service element of tourism and linked to the development of tourism. The answers of respondents were neutral in the item of "Tourist sites were easy to reach" but according to Mammadov (2012) the travel and tourism experience of tourists and the ideas about tourism products start and end with transportation. That is why it is impossible to consider tourism without transportation, So The development of transportation, transportation vehicles, infrastructure in this sector speed up the development of tourism which lead to improving service quality.

Table (5) Assessing the Quality of Transportation

Transportation	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
Vehicle was clean.	1.016	3.78	Agree	.882	3.73	Agree
Vehicle was comfortable.	1.016	3.72	Agree	.790	3.67	Agree
Driver was polite and respectful to tourists.	1.091	3.88	Agree	.779	3.75	Agree
Appearance of the driver was neat and clean.	1.061	3.92	Agree	.762	3.64	Agree
Tourist sites were easy to reach.	.442	3.07	Neutral	.378	3.13	Neutral
Driver respected the traffic rules.	.700	3.28	Neutral	.586	3.29	Neutral
Total	.691	3.61	Agree	.455	3.54	Agree

- **Assessing the service quality of Tour leader**

Table 6 clarifies the dimension of tour leader. The highest mean score in foreign tourists: "He / She spoke fluently" as mean 4.06, while the highest mean in Egyptian tourists "He / She answered to the tourists' questions" as mean 3.97. While the less common items in Foreign and Egyptian tourists was "He / She solved the problems occurred". According to Heung (2008), a tour leader is recognized as a critical factor in the success of tourism industry. They help with general guidance around a city/village, and give information about the visited place on the bus, and serve the role of motivator and entertainer with the responsibility to elicit tourists' positive feelings and create a warm atmosphere during the trip. So, tour leader should try to solve the problems which face tourists during the trip.

Table (6) Assessing the Tour leader during the trip

Tour leader	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
He / She gave information about the tour.	1.042	3.95	Agree	.924	3.87	Agree
He / She spoke fluently.	.773	4.06	Agree	.734	3.93	Agree
He / She answered to the tourists' questions.	.945	4.04	Agree	.755	3.97	Agree
He / She was friendly and kindly.	.996	4.00	Agree	.885	3.85	Agree
He / She solved the problems occurred.	.529	3.10	Neutral	.507	3.23	Neutral
Total	.692	3.83	Agree	.573	3.77	Agree

• **Assessing the service quality of Food and Beverage facility**

Table 7 identifies the assessment of the Food and beverage facility dimension. The highest mean score was the item that "Facility was clean and tidy" by a mean score 3.22 in Foreign tourists. While the less common from items in food and beverage facility was " Variety of the meals was enough" this was clear by a mean score 2.14.as attitude disagree.

As related to Egyptian tourists, the highest mean score was the item that "Staff was polite and respectful with tourists" by a mean score 3.31. The less common from items was "Variety of the meals was enough" with a mean score 2.37.

This dimension explains that foreign and Egyptian tourists were disagreeing with the Variety of the meals and quality of meals. This result disagreed with Nield et al., (2000), Tóth and David, (2010),There illustrated that food service plays a key part in creating a memorable travel experience and achieving visitor satisfaction, and food it mean all necessary services and facilities to make the tourists feel comfortable in travelling.

Table (7) Assessing the Quality Food and Beverage facility

Food and beverage facility	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
Facility was clean and tidy	.598	3.22	Neutral	.711	3.27	Neutral
Variety of the meals was enough	.538	2.14	disagree	.832	2.37	disagree
Appearance of the staff was neat and clean	.462	3.12	Neutral	.741	3.26	Neutral
Staff was polite and respectful with tourists	.526	3.06	Neutral	.615	3.31	Neutral
Meals were of good quality	.655	2.19	disagree	.812	2.41	disagree
Total	.248	2.75	Neutral	.343	2.92	Neutral

• **Assessing the service quality of Shopping Facility**

Table8 identifies the assessment of the shopping facility dimension. The highest mean in Foreign and Egyptian tourists was" Stores were available every needing " by a mean score 3.84 for foreign tourists and 3.95 for Egyptian tourists. While the less common items in Foreign tourists were "Sellers were polite and respectful you" while Egyptian tourists were" Products were of good quality". This result disagreed with LeHew and Scarlett (2006) who clarified that tourists look for high-quality, well-designed products in shopping service. In addition, this result agreed with Barutcua, et al (2011) who explained that tourists were dissatisfied with sales person behaviors.

But according to Lehew (2007) who explained the tourist doesn't focus on the product as much as her focuses on the Shopping experience.

Table (8) Assessing the Quality of Shopping Facility

Shopping facility	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
Stores were available every needing	.974	3.84	Agree	.913	3.95	Agree
Products were of good quality	.538	3.18	Neutral	.523	3.23	Neutral
Seller spoke your language fluently	.574	3.23	Neutral	.523	3.90	Agree
Sellers were polite and respectful you	.531	3.16	Neutral	.554	3.27	Neutral
Total	.397	3.35	Neutral	.414	3.35	Neutral

- **Assessing the service quality of Security**

Table 9 identifies the assessment of security dimension, the highest mean was the item " You felt save during the tours" in foreigners and Egyptian tourists with the same mean score 4.01. This indicates the high rate of safety during the trip.

In Foreign and Egyptian tourists, the item was "you felt safe during domestic travel" with a mean score 3.98 and 3.86 for foreigner and Egyptian tourists respectively as attitude neutral. This result agreed with Ahmed, et al (2010) who showed that the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Moreover, this result agreed with Zhou et al (2015) who explained that sense of security is the most significant quality destination factors for a destination to service quality of trip.

Table (9) Assessing the Quality of Security

Security	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
You felt save during the tours	1.024	4.01	Agree	.760	4.01	Agree
You felt save during domestic travel.	.665	3.32	Neutral	.638	3.32	Neutral
Total	.695	3.66	Agree	.533	3.66	Agree

- **Assessing the service quality of Fairness of price**

Table 10 identifies the assessment of Fairness of price dimension. The Highest mean in foreign tourists was "You were satisfied with the prices of souvenir", and the fares of tour equitable with the value you have for foreign tourists as attitude agree, while attitude for Egyptian tourists is Neutral. Sianipar (2019) study clarified that price has a significant effect on purchasing decisions. If the price is appropriate and the quality is good, this leads to increase the demand for purchase.

Table (10) Assessing the Fairness of Price during the trip

Fairness of price	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
The fares of tour equitable with the value you have	1.088	3.94	Agree	1.017	3.16	Neutral
You were satisfied with the prices of souvenir.	1.030	3.98	Agree	.994	3.27	Neutral
Total	.911	4.01	Agree	.768	3.36	Neutral

• **Assessing the service quality of Nature & Activities**

Table 11 clarifies that the highest mean score related to foreign tourists in the dimension of Nature & Activities was the item "the nature was clean and attractive". The less common item is "the time covered all activities you plan" by a mean score as attitude disagrees addition to Egyptian tourists.

Egyptian tourists, the highest mean was the items "the nature was clean and attractive" by a mean score 4.05. The total mean of this dimension explains that respondents were agreed.

This is due to that South Sinai governorate has many protected areas such as Ras Mohamed, St Catherine, Nabq and Abugalum. These protected areas attract many tourists from all over the world. Moreover, the nature of south sinai governorate enhances all types of tourism, particularly the recreational tourism such as coastal tourism, diving, and water sports in addition to therapeutic (South Sinai governorate, 2020).

In addition, the foreign and Egyptian tourists were disagreed about "Medical services were available in case of emergencies (if need)". This result disagreed with Rahman (2019), who showed the Lack of medical services causes insecurity in trip, so an approach should be designed to improve the quality of service for medical care. In the event of any problem, it must be easy to reach the hospital in a timely manner.

Table (11) Assessing the Quality of Nature & Activities.

Nature & Activities	Foreign tourists			Egyptian tourists		
	Std	mean	attitude	Std	mean	attitude
The time covered all activities you plan	.497	2.15	disagree	.566	2.22	disagree
The activities were attractive and enjoyable	4.11	4.07	Agree	.755	3.92	Agree
Routs and tourist place were clean and tidy	.600	3.26	Neutral	.661	3.37	Neutral
Medical services were available in case of emergencies (if need)	.665	2.32	disagree	.638	2.32	disagree
The nature was clean and attractive	.895	4.15	Agree	.842	4.05	Agree
Weather was acceptable and nice.	1.005	4.08	Agree	.892	3.58	Agree
Total	.529	3.54	Agree	.440	3.43	Agree

From the previous tables, this table (12) was extracted, which shows the highest and lowest for mean to dimension.

Transportation			
Foreign tourists		Egyptian tourists	
Higher Mean	Lower Mean	Higher Mean	Lower Mean
Appearance of the driver was neat and clean.	Tourist sites were easy to reach.	Driver was polite and respectful to tourists.	Tourist sites were easy to reach.
Tour leader			
tourists Foreign		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
He / She spoke fluently.	He / She solved the problems occurred.	He / She answered to the tourists' questions	He / She solved the problems occurred.
Food and Beverage facility			
Foreign tourists		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
Facility was clean and tidy	Variety of the meals was enough	Staff was polite and respectful with tourists	Variety of the meals was enough
Shopping Facility			
Foreign tourists		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
Stores were available every needing	Sellers were polite and respectful you	Stores were available every needing	Products were of good quality
Security			
Foreign tourists		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
You felt save during the tours	You felt save during domestic travel	You felt save during the tours	You felt save during domestic travel
Fairness of Price			
Foreign tourists		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
You were satisfied with the prices of souvenir.	The fares of tour equitable with the value you have	You were satisfied with the prices of souvenir.	The fares of tour equitable with the value you have
Nature & Activities			
Egyptian tourists		Egyptian tourists	
higher Mean	Lower Mean	higher Mean	Lower Mean
The nature was clean and attractive	The time covered all activities you plan	The nature was clean and attractive	The time covered all activities you plan

The Fifth part: The problems facing tourists One Day Trips

- **The problems facing tourists during the trip**

The tourist determined some problems which facing them during the one day trips in South Sinai. These problems were:-

- 1- The trip time isn't enough for activities.
- 2- Some tourists face harassment during the trip.
- 3- Lack of variety of meals served during the trip
- 4- Some tourist sites isn't easy to reach

Conclusion

The one day trip plays a primary role in the tourism activities in South Sinai and considers an important source of travel agency income. It gives the tourists an image of the destination, thus it is vital to improve its quality. The study aimed to Evaluation of the service quality of one-day trips in South Sinai from a tourist's point of view through questionnaire form which was created through many dimensions (transportation, tour leader, food & beverage facility, shopping facility, security, the fairness of price, and nature & activities).

The finding of the study can be presented in the following:

There is a good level of the service quality of one-day trips in South Sinai for foreign and Egyptian tourists. As related to transportation, foreign and Egyptian tourists, the highest quality item was "Appearance of the driver was neat for foreign tourists as mean (3.92), while the items was "Driver was polite and respectful to tourists" for Egyptian tourists as mean (3.75), but the lowest quality item was Tourist sites were easy to reach, as mean (3.07) for foreign tourists, (m=3.14) for Egyptian tourists. As related to tour leader, highest quality items was for foreign tourists, He / She spoke fluently as mean (4.06), and Egyptian tourists was He / She answered to the tourists' questions was a highest quality item, while lowest quality item was He / She solved the problems occurred for foreign and Egyptian tourists. In Food and beverage services, a foreign tourist was a highest quality item "Facility was clean and tidy" as mean (3.22), and the items "Staff was polite and respectful with tourists" for Egyptian tourists as mean (3.31), the lowest quality item was "variety and quality of the meals". The Shopping was a highest quality item was "Stores were available every needing "as mean (3.84) for foreign tourists, and Egyptian tourists (m=3.95).but the lowest quality item was "Sellers were polite and respectful you"(m=3.16), and Products was of good quality (m=3.23) for foreign and Egyptian tourists straight. The highest quality item was the Security "they felt save during the tours" (m=4.01). The Fairness of price, for foreign and Egyptian tourists was satisfied about the item was "You were satisfied with the prices of souvenir". The Nature Activities, the highest quality items were for foreign and Egyptian tourists was "The nature was clean and attractive "as mean (m=4.15 /m=4.05) straight, but the lowest quality item was the time covered all activities you plan", and Medical services were available in case of emergencies (if need).

On the other hand, the problems which face tourists during the one day trip were such as: the trip time isn't enough for activities and the presence of harassment to some tourists during the trip. Furthermore, lack of variety of meals served during the trip, some tourist sites were not easy to reach, the quality of products during shopping were not good and medical service wasn't available at the trip location were also problems facing tourists during the trip.

Recommendations

From the finding of the field study, the following recommendations were presented:
Recommendations directed to Travel Agencies

They should prepare modern equipment to provide more convenient services and ensure continuity of saving passenger transportation to tourist sites. Conducting training programs for drivers on how to deal with tourists is important. The travel

agencies staffs must inform the customers about the time of meal services during the trip and travel agencies should conduct training for tour leaders on how to deal with the problems that facing tourists during the trip to improve the quality of service provided during the trip. Moreover, they should offer variety of food & beverage with high quality.

Recommendations directed to the Ministry of Tourism and antiquities.

It should cooperate with the Ministry of Aviation to reduce the price of internal flights. Moreover, it should cooperate with The Ministry of Environment to picturesque natural areas in South Sinai. It should establish a foreign illustration office on tourist places in South Sinai and broadcasting it on social media. It should create a tourist map that includes a brief description of South Sinai attractions and activities and place them in shopping centers. The promotional policy should be changed for the one-day trip due to Corona's conditions for the recovery of tourism, and it should be availability of a quick medical service such as an air ambulance.

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