



Publications Template

#	Research Title	Field	Abstract	Year of Publication	Publishing Link "URL"
1	Determinants of e-business usage by travel agencies in developing countries: a decision tree approach	Digitization in the field of tourism and hospitality	This study sought to investigate the determinants of post-adoption e-business usage (EBU) by Egyptian travel agencies. The study adopted an integrative model blending two theoretical perspectives; the diffusion of innovation theory and the technology-organisation-environment framework. Besides, the study used the decision tree (DT) method for data analysis and structured questionnaires to collect data from 320 agencies. The results revealed that only 37.4% of travel agencies are using e-business. Relative advantage was the most influential variable on EBU. Organisation size was the least influential variable. When interacting together, the most influential sets of variables on EBU were relative advantage, technological competence, and costs. The study provided important theoretical, managerial, and policy implications for researchers, managers, and decision-makers.	2023	https://doi.org/10.1504/IJT P.2023.129173
2	Beyond Passive Observance: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised	Digitization in the field of tourism and hospitality	This study investigates the impact of hyper-personalisation through digital clienteling on the online booking intentions and behaviours of domestic tourists, employing an integrated model of the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA). Conducted through a quantitative methodology, the study gathered responses from 326 participants through a structured questionnaire. The participants were randomly chosen from various Egyptian Facebook travel groups, specifically targeting individuals with prior experience in online booking for domestic vacations. The analysis of the gathered data	2023	https://doi.org/10.21608/pijth.2023.256371.1007



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إدارة التسويق

	Digital Clienteling		<p>was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.</p> <p>The findings reveal a satisfactory fit for the model, with significant relationships between attitude, subjective norms, perceived ease of use, perceived usefulness, and online booking intention and behaviour. The demographic analysis highlights a prevalence of educated and younger participants, suggesting that hyper-personalised digital clienteling may appeal more to this demographic.</p> <p>Practical implications suggest targeted marketing efforts and optimised digital platforms to enhance the user experience. Theoretical implications contribute to the advancement of technology adoption models, providing insights into tourists' decision-making processes. The study's originality lies in its focus on the Egyptian context and domestic tourism market, enriching the literature on technology adoption in developing countries.</p>		
3	Examining the Adoption Barriers of Big Data Applications from the Perspective of Tourism Authorities in Egypt	Digitization in the field of tourism and hospitality	<p>The focus of this study is on the application challenges of big data (BD) in tourism for one of the developing countries and how to utilise technology to improve the decision-making process. Specifically, the authors aimed to investigate the adoption barriers of BD applications by the tourism authorities in Egypt, evaluate the extent to which the Egyptian DMO members are familiar with BD techniques and applications, and analyse how the usage of BD applications impacts the quality of their decisions. A qualitative method was used for data analysis, with semi-structured interviews to collect data. The findings showed that the adoption of BD is hindered by five key factors: data accessibility, organisational, financial, human, and technological factors. That's why BD applications are not yet effectively exploited by the Egyptian tourism authorities. The study provided important</p>	2023	https://dx.doi.org/10.21608/mkaf.2023.299783



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