

**Marketing Department** إدارة التسويق

### **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/pijt h.2023.256371.1007

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	Digital Clienteling		was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.  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.  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.		
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	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	2023	https://dx.doi.org/10.21608/ mkaf.2023.299783

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			managerial and policy implications for decision-makers in addition to suggesting new horizons for further research.		
4	The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies	Digitization in the field of tourism and hospitality	The continuous development of information technology has fundamentally revolutionized our communication patterns and behavior through the Internet, establishing a digital medium in which information is consumed and disseminated. In this context, most tourism researches focus on the role of UGC in directing the decision of visitors in determining the tourist destination that could be visited or the service provider that could be selected.  This research aimed at measuring the impact of user-generated content on the digital transformation of Egyptian travel agencies as well as investigating how UGC can stimulate the digital transformation of tourism and travel services.  For this purpose, the researchers used the deductive approach and quantitative method. Semi-structured questionnaires were distributed to a sample of 278 managers out of 1008 travel agencies, in addition to a sample of internet users including social media users, using a simple random sampling technique.  Moreover, researchers analyzed the literature regarding the fast-paced ecommerce environment to understand the complicated behaviour of consumer which shows that consumers are rapidly changing and that is what they also expect from the mediums they are dealing with. Findings of the study have indicated that User-generated content has a weak positive effect on the digital transformation of Egyptian travel agencies. Implications for practice were suggested to support the digital transformation of Egyptian travel agencies based on user-generated content.	2020	https://doi.org/10.21608/ijht h.2020.106168

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