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**"The Effect of Electronic Word of Mouth on Tourist's
Purchasing Decision and Travel Agencies' Performance in
Egypt"**

A Thesis submitted in partial fulfillment of the requirements
for the degree of master
In
Tourism Studies

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Abstract (200 words)

The current study deals with the effect of the electronic word of mouth on both the tourist and travel agencies through studying several variables, which help travel agencies realize the importance of the electronic word of mouth and methods of dealing with, exploiting it for their own benefit and revealing the influence of the electronic word of mouth on all the stages of the tourist's purchasing decisions such as his choice and loyalty to the trademark.

In order to fulfill the research objectives, the study was divided into five chapters related to its theoretical and practical aspects. The first chapter deals with the independent variable of the study, which is the electronic word of mouth. The concept of the electronic word of mouth was highlighted by presenting the different cornerstones of that concept. The second chapter is an attempt to find the relation between the electronic word of mouth and the tourist's purchasing decision by finding out the traditional method of taking the purchasing decision and comparing that behavior to its occurring variables if internet is involved in order to reach a conclusion to the analysis of the stages of the tourist's purchasing decisions through the perspective of the effective influence of the electronic word of mouth. The third chapter is an attempt to find the relation between the electronic word of mouth and the performance of travel agencies, as the different factors which lead to the increase of the importance of using electronic word of mouth by exploiting the viral marketing strategies in marketing its services, in addition to finding out how would the travel agencies benefit from the electronic word of mouth in managing its relations with its customers online, and using it as an indicator to manage its online reputation were mentioned. In the fourth chapter, all these theoretical ideas of the study subject were applied in the field study, the framework of the field study was explained, and results were analyzed. Finally, in the fifth chapter, conclusion of the study and recommendation were discussed.

The result revealed that the tourist is careful to select tourist products or services with have a lot of online information. Moreover, the electronic word of mouth is considered a very valuable marketing opportunity. It has become a phenomenon or an inevitable choice for all tourist agencies due to the important role, which it plays in improving the communication process between the establishment and its customers. The study identified a number of recommendations, the most important of which was that travel agencies should care about the quality of the provided products or services due to the great importance of the electronic word of mouth for the tourist's purchasing decision and that they must aim at giving more support to their positive electronic word of mouth and accordingly to develop their activities and make use of its benefits such as gaining a competitive advantage over its competitors.