



Alexandria University
Faculty of Tourism and Hotels
Tourism Studies Department



Faculty of Tourism and Hotels

**Assess the Impact of Tourism Data Quality on Participation Effectiveness of
Travel Agencies in Decision Making for Tourism Planning in Egypt**

A Thesis Submitted in Partial Fulfilment of the Requirements of the
University of Alexandria
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ABSTRACT (200 WORDS)

The aim of this study is to assess the impact of tourism data quality on participation effectiveness of travel agencies in decision making for tourism planning in Egypt, in addition to discuss ways to improve the participation effectiveness of the Egyptian travel agencies in tourism planning. This study is divided into two major parts: **The first section (The Theoretical Framework)**, discussed the role of tourism data quality in supporting the decision-making within the tourism industry. **The second section (An Applied Framework)**, dealt with the characteristics of tourism data in Egypt, the role of travel agencies in supporting tourism development and participating in decision-making.

It was concluded that:

- The quality of tourism data has a significant impact on the effectiveness of participation of travel agencies in decision-making for tourism in Egypt.
- Statistical awareness of the managers of travel agencies has a significant impact on the effectiveness of their participation in decision-making.
- There is no an effective participation of travel agencies in the decision-making for tourism sector.

The most important recommendations made by this study are:

- Urge Ministry of Tourism to establish a sophisticated and unified system for the management of tourism data and decision support.
- Involve the qualified human resources of the Egyptian travel agencies in the decision-making for tourism and feeding the databases.
- Urge the managers of travel agencies to develop the statistical awareness of all employees under their leadership, through the provision of training courses and workshops on a regular and continuous basis.