



Assessing Tourism Services Quality and Its Effect on Egyptians Tourists Satisfaction in Hurghada

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ABSTRACT

In the world of business, customers are crucial. Companies must keep satisfying their customers to improve profitability and market share to survive in the competition. Companies need to find what their customers need, what they want, and what they value. Service quality has been the topic of many research studies during the last decades. In recent decades, authors found that the quality of services has a significant influence on customer satisfaction. The purpose of this paper is to assess the level of tourism service quality presented by travel agencies and its influence on tourist's satisfaction in Hurghada city. To achieve the aim of the research, quantitative approach based on a questionnaire was developed and directed to a sample of Egyptians tourists. The questionnaire was handled to 650 Egyptians tourists. Out of this number, 578 forms were available for analysis representing 88.9% response rate. The research indicated that Egyptians tourists are satisfied with accommodation and catering services quality then optional tours services quality. But they less satisfied with the arrival and departure times. After discussing the findings of the research, the research pointed to a conclusion and recommendation with respect to assess the tourism services quality in Hurghada city.

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1. Introduction

During the past decades, quality became the key to gaining competitive advantage. This emphasis on quality has made consumers more sophisticated and demanding. Service quality is the result of an evaluation process in which a consumer compares his or her expectation with the service received. When service received meets or exceeds customers' expectations, customers have a high perception of service quality. When service received falls short of customers' expectations, customers perceive service quality as low (Zhu, 2004). One of the most important

factors and antecedents of customer satisfaction is quality of services. Service Quality has a direct and strong effect on customer satisfaction (Ganguli and Roy, 2011).

Today, quality is a top priority for tourism industry since it has become essential for competing in today's global marketplace. For service firms, the challenge is even greater since service quality is largely based on consumers' perceptions of the delivery of service as well as its outcome. Thus, service quality is highly dependent upon the service delivery process. Unlike manufacturing, the "production" process in most services is quite visible to the consumer since he or she

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is often involved in the process. For this reason, service organizations must extend their quality efforts to improving the process as well as the outcome of the service (Meng et al., 2010).

Quality is a factor of increasing the competitiveness and of realizing the performances of the companies in the field of tourist services. Competitiveness and performance made the companies to be permanently concerned with the quality of the services they offered, so as to correspond to the customers. An important role for the development of the quality of services in tourism has the realization of the degree of understanding the importance of quality by the management, and the level of resources necessary to obtain quality. The modern concept of quality expresses the involvement in its realization of the entire personnel of the company, which implies the existence of a permanent preoccupation concerning training and improvement (Ionela and Miller, 2012). Therefore, the study tries to assess tourist satisfaction and the quality of travel agencies service in Hurghada city.

2. Theoretical background and hypothesis

2.1 Service Quality concept

The term "service concept" is first used by Sasser in 1978 to describe the bundle of elements packaged to be sold to the customer. The service concept has been conceptualized as the way in which the organization would like to have its services perceived by its customers and employees (Paulišić et al., 2016). The service concept is used to develop new services, being the central component in designing services and the overall process of developing new service offerings and it includes all the phases from the idea to the launch (Goldstein et al. 2002).

Kotler and Keller (2008, 402) defined service as "any action or performance that one party can offer to another, which in fact is intangible and does not result in ownership of anything. Its production may or may not be associated with the physical object". If totally intangible, they were exchanged directly from producer to user, could not be transported or stored, and were almost instantly perishable. Service products were often difficult to determine because they came into existence at the same time they were bought and consumed. They comprised intangible elements that were inseparable; they usually involved customer participation in some important way; they could not be sold in the sense of ownership transfer.

Ghobadian et al. (1994) declared that quality in a service organization is a measure of the extent to

which the service delivered meets the customer's expectations. The nature of most services is such that the customer is present in the delivery process. This means that the perception of quality is influenced not only by the "service outcome" but also by the "service process. Service quality has widely been discussed since 20th century and its idea is still relevant to help today organizations in creating differentiation and gaining competitive advantage in an era of borderless world and globalization (Ali et al. 2016 and Fotaki 2010).

In contemporary economy, service quality has received a considerable research attention in tourism literature. Substantial research has focused on the concepts of service quality associated with customer attitudes and satisfaction, and the measurement techniques of the service quality. Many academic literatures and books address variety of definitions and concepts about service quality and hypothesize a comparison of consumer expectations with performance (Uzunboylu, 2015). Parasuraman et al. (1985, p.42) defined service quality as "perceptions resulting from a comparison of consumer expectations with actual service performance".

Severt et al. (2006) stated that service quality is a tool for how well the customer expectations are matched by the delivered service level and it is known that if the customer expectations are higher than the perceived performance, then it could affect the customer satisfaction negatively (Parasuraman et al., 1985). In consonance with this, service quality be a bond that is created between the organization and its customers. Definitions of service quality in the literature focus primarily on meeting customers' needs and requirements and how well the delivered service meets customers' expectations (Petronella, 2012). The research aims to assess the level of tourism services which provided to tourists during their tour, and its effect on tourists' satisfaction in Hurghada city.

2.2. Research hypotheses

2.2.1. Tourism Services

According to World Tourism Organization tourism and travel-related services included services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services. One of the most crucial aspects of international tourism was the cross-border movement of consumers. This permitted even unskilled workers in remote areas to become services exporters for instance, by selling craft items,

performing in cultural shows, or working in a tourism lodge (UNWTO, 2020).

The service concept was an attempt to create a clear, agreed, shared and articulated concept of the nature of the service provided and received, in order to ensure that the essence of the service was delivered. In this way, the service concept was a shared view and was articulated in detail so operations could know what they have to deliver and how it had to be delivered, and the marketers could know what they are selling. This involved understanding customers' needs in the target market and arranging this with the organization's strategy and competitive intentions. Also, the success of services could be measured only after the purchase was made and the consumption took place (Paulišić et al., 2016). The tourism industry's major function is to serve travelers. Its success depends on the positive inter-relationships of all sectors. It is hoped that this synergy among tourism service providers will translate to a positive experience to the individual tourist (Camilleri, 2017). Basically, tourism services are three main sectors: Transportation Accommodation and hospitality, and Tourist Attractions.

2.2.1.1. Transportation

Tourism would not exist to the extent that it does today if tourists are not able to travel from one destination to another, in a quick and efficient manner. Transportation is what makes this possible. Transportation for tourism was essential element of the tourist product in row ways is the means to reach the destination and it is necessary as a means of movement at the destination (Camilleri, 2017). The research highlighted an overview about the different transport means that can enter the tourism product, either as part of a package tour or as self-organized tourism:

2.2.1.1.1. Air travel

The rapid growth in international tourism since the end of the Second World War has been closely allied the expansion of air travel services. Advances in aircraft technology have led to increases in aircraft capacity and the development of airplanes with a far greater flying range. These two factors, coupled with increased demand for air travel generally, have forced airlines to reduce prices and provide the stimulus for de growth of scheduled services and inclusive tours to medium and long-haul destinations (Youell, 1999). The International Air Transport Association classified air travel services into one of four categories:

Scheduled Services: International travelers represent travel between different countries Scheduled services are those that operate to a published timetable, on defined routes and under government license. These services must run regardless of passenger load and are used primarily by travelers (Youell, 1999; Camilleri, 2017).

Charter Flights: The charter flights are specifically organized by specialized airlines and according to specific contracts. The main difference between scheduled and chartered services is price. Charter services are generally cheaper than scheduled flights since their operations aim to fill as many seats as possible, often only offering the flight if they can be guaranteed a minimum number of passengers, known as the break-even load factor. Often this figure will be as high as 85 or 90 percent, after which the operator begins to make a profit on the flight (Youell, 1999; Camilleri, 2017).

Low-cost carriers: The concept of low-cost carriers was based on the idea of delivering low fares to induce demand. Therefore, it decreased the entertainment components including no inflight entertainment, no business-class seating, the use of a single type of aircraft (O'Connell and Williams, 2005; Camilleri, 2017).

Finally, the air taxi meets the typical requirements of business tourism over medium distances (800–1,000 km) and mainly involves small aircraft to reach airports located near the main industrial and financial centers.

H1: Airline transportation has a positive effect on tourist's satisfaction in Hurghada City.

2.2.1.1.2. Water-Transportation

There are many forms of water-transportation, including ocean cruises, ferries and hovercrafts, passenger cargo ships, river cruises, house boats and yacht charters. cruises are designed for pleasure, ferries provide a necessary means of water transport for both passengers (Camilleri, 2017).

2.2.1.1.3. Land Transportation

Travel on land gives a choice of travel by rail or road, with the latter offering travel by bus, coach (or car) and campervan. The rail transport has marked the historical development of tourism since the first railways were built to connect some large cities to nearby beaches (Candela and Figini, 2010; Camilleri, 2017).

H2: Ground transportation has a positive effect on tourist's satisfaction in Hurghada City.

2.2.1.2. Accommodation and Hospitality

Hospitality was the very essence of tourism, involving the consumption of food, drink and accommodation in an environment away from the normal home base. The very nature of hospitality involved hosting and hospitality, provided by a host and involving a guest. Sometimes simply referred to as hospitality, this sector provides leisure and business tourists with somewhere to stay and sustenance while travelling to or staying in their destinations (Youell, 1999; Page, 2011). From the organizational perspective, the hospitality firms can be classified as (Cooper, 2008)

- Organizations with complete or partial accommodation services, such as hotels, motels, guesthouses.
- Self-catering organizations, such as the apartments or rooms for rent.
- Supporting structures for the benefit of tourists who travel with caravan homes or motor homes, carrying their own accommodation with them.
- Accommodation inside a means of transport, such as cruise ships which are, by definition, traveling hotels.
- Other forms of accommodation, such as lodging in a health care facility.

H3: Accommodation and catering services has a positive effect on tourist's satisfaction in Hurghada City.

2.2.1.3 Tourist Attractions

Tourist attractions are regarded as a key component of the tourism market and an important element in the tourism system, for they stimulate interest in travelling to a destination and provide people visiting these sites with satisfaction. They are magnets which attract tourists to a region, while at the same time stimulating demand for other tourism services. It includes numerous examples of creating new attractions (Kruczek, 2002). The research proposes two classifications as follows:

Natural attractions: which are always site-specific and are identified in the so called destination's "gifts of nature": landscape, climate, waterfalls, natural parks, forests, etc.

Human-made attractions: that can be site-specific or events and are primarily identified with the cultural heritage (monuments, museums, archaeological sites, etc.) and the live performances (concerts, festivals, etc.).

2.3. Tourism Services Quality

Tourism is a highly competitive industry, and tourism enterprise sector can no longer compete based on cost alone. Quality is, therefore, a key element for the competitiveness of the tourism industry. It is also important for the sustainable tourism development of the industry and for creating and improving jobs. Therefore, promoting quality in tourism and tourist products is a priority in different tourism activities (Eraqi, 2006). Service quality is considered as a standard used to assess the effectiveness of a particular leisure service agency, including the tourism service sector. Therefore, the quality of service involved with tourism plays an important role in the process of delivery. Further, the quality of service influenced customers' image that influenced the process from expected quality to perceived quality (Prabaharan et al., 2008).

In tourism literature, quality had been associated with different meanings in a variety of contexts, in particular service delivery and quality; quality assurance, auditing, and control; and in product and market differentiation (Warden et al, 2003; Lennon and Harris, 2002). However, Jennings and Weiler (2006) advanced that 'service quality' covered a greater range of perspectives than just service quality. "Tourism Services Quality" is a term repeatedly used by destinations and organizations involved in tourism research, planning, policy, management, marketing and delivery. Its meaning is usually implicitly or tacitly assumed rather than defined (Jennings and Weiler, 2006).

Despite wide usage, Tourism Services Quality remained a term, which eluded a definitive meaning. That was not to say that researchers, planners, policymakers, managers, marketers and tourism industry providers have been deterred from using it or trying to understand it (Jennings et al., 2009). Cole and Scott (2004) investigated Tourism Services Quality with three multi-item scales: entertainment, education, and community benefits, which were the primary benefits offered by tourist attractions. Customer experience has been a central component of leisure and hospitality research (Scott et al, 2009), so tourism studies should incorporate perceived experience quality and focus on more experiential aspects.

2.4. Tourist Satisfaction

Now a day's service quality was related to customer satisfaction. Customer satisfaction is essential for achieving success of service firms like travel agencies. The quality of service has become an aspect of customer satisfaction. According to Tsoukatos and

Rand (2006) customer satisfaction was a key to long-term business success. To gain or protect market shares, organizations need to outperform competitors by offering high quality product or service to ensure satisfaction of customers. Magesh (2010) declared that satisfaction means a feeling of pleasure because one has something or has achieved something. It was an action of fulfilling a need, desire, demand, or expectation. Customers compared their expectations about a specific product or services and its actual benefits. Another author stated satisfaction as a person's feelings of pleasure or disappointment resulting from the comparison of product's perceived performance in reference to expectations (Kotler and Armstrong, 2010).

The tour from leaving home to destination, consists of a several elements, including infrastructural aspects, activity amenities, as well as service elements: transportation, hotel, restaurants, types of activity, number of activities, service level in general, specific activities, the nature/surroundings, travel party, food, etc. After the tour all these elements were viewed as possible influences on overall satisfaction (with the destination) and subsequently on the intention to re-visit and communicate via positive word of mouth. Overall tourist satisfaction with the visited destination was presented as "a state" which is affected by antecedents such as inner motivation for travelling, tourist behavior and satisfaction with trip-related elements (Roy et al, 2016).

According to Westbrook and Oliver (1991, p 84) customer satisfaction was defined as Subsequent evaluative opinion of choice relative to specific purchase. Instead of exploring cognitive outcomes, customer satisfaction was considered to be an effective measure of usefulness of a product or service availed by customers. Moreover, Kotler (2003, p61) added "satisfaction is the feeling of someone who described feeling happy or disappointed that the result of comparing the perceived performance of a product with the expected product performance. If performance fails to meet what is expected, then the customer will feel disappointed or dissatisfied. If the performance is able to meet what is expected, then the customer will feel satisfied. If the performance can exceed what is expected, then the customer will feel very satisfied".

Satisfaction was the evaluation of the performance of the overall services provided by the firm received by the customer. Satisfaction was an important factor to be considered by the customer in deciding whether to continue a purchase or otherwise. Satisfaction results

when performance exceeded the requirements. On the other hand, when the requirements exceeded the performance, dissatisfaction will result (Bitner, 1990; Roy et al, 2016). Customer satisfaction was a primary objective for any business (Ashraf et al, 2018).

2.5. Relationship Between Satisfaction and Quality in Tourism

Quality and satisfaction clearly impact the evaluation of tour by a consumer and any discussion without them would be incomplete. Service quality was notoriously difficult and elusive to define particularly when referring to tourism services (Jennings et al., 2009). A well-accepted view of quality was that it was a comparison between expectations and performance (Bowen and Clarke, 2002). Satisfaction remains an 'elusive, indistinct and ambiguous construct' (Yuksel and Yuksel, 2002: 53) and was often used incorrectly as a synonym for the term 'quality' by tourism researchers (Bowen, 2001).

In the world of business, customers are crucial. Companies must keep satisfying their customers to improve profitability and market share to survive in the competition. Companies need to find what their customers need, what they want, and what they value. In recent decades, scientists found that the quality of services has a significant influence on customer satisfaction and customer loyalty (Ramezani et al, 2012). Several studies have investigated the relationship between service quality and customer satisfaction. For example, Gounaris et al. (2003) revealed that service quality has significant impact and positive relationship with customer satisfaction in Greek retailing industry. A study conducted by Jay and Hsin (2007), which aimed to understand the relationship between service quality and customer satisfaction in various hotels in Murtinos. The study found that the image of the hotel affected by the existence of service and customer satisfaction that support for the favorite image created by the hotel through the improvement of service quality and customer satisfaction.

Al-Ababneh (2013) confirmed that tourism service quality directly impacted tourist satisfaction throughout destination accessibility, destination facilities, and destination attraction. Destination accessibility includes the cost, speed, and convenience of the public transport around the tourist destination. Accommodations, restaurants, Café, and transportation service can be categorized in destination facilities, which also includes other facilities in the tourist destination like retail shop and

souvenirs shop and other service like information service and tourist police. Attraction and environment of destination could motivate tourists to visit the place, especially places with modern and historic architecture, heritage, culture, art, and etc.

Tourist satisfaction was the key factor of successfulness in tourist industry and a key to long-term business success. To protect or gain market shares, organizations need to outperform competitors by offering high quality product or service to ensure satisfaction of customers. This was extremely important to clarify which dimensions affect the satisfaction in tourist industry. Also, consequences of tourists' satisfaction and dissatisfaction should be studied to provide adequate knowledge for decision makers in this sector (Sadeh et al, 2012). In tourism studies, customer satisfaction was the visitor's state of emotion after they are experiencing their tour (Baker and Crompton, 2000; Sanchez et al., 2006). Customer satisfaction was one the most areas being researched in many tourism studies due to its importance in determining the success and the continued existence of the tourism business (Gursoy et al., 2007). Destination holiday's customer satisfaction was the extent of overall enjoyment that the tourists feel, the result that the tour experience able to fulfil the tourists' desires, expectation, needs and wants from the tour (Chen and Tsai, 2007).

2.6. Hurghada City

Hurghada city is the capital of the Red Sea Governorate. It is one of the most important tourist destinations around the world. It is located on the Western Coast of the Red Sea (Red Sea Governorate, 2020). Spanning over 40 km of pristine coastline, Hurghada City has year-round sunshine, incredibly beautiful coral reefs and dozens of exciting attractions in a laid back, relaxed atmosphere. Even though it's known as a top-three diving destination on the planet, it still has something for everyone, even the non-divers: beach fun, extreme water sports, clubbing and golfing are only some of the options have to choose from (Egyptian Tourism Authority, 2020). Application as it was the most important tourist destination in Egypt according to Red Sea Governorate (2020). It is one of the most important tourist destinations around the world. it is the capital of the Red Sea Governorate. it contains a lot of natural and man-made attractions. As well as the State Information Services declared that Hurghada city was selected among the world's top 25 best tourist destinations in 2019.

3. Methodology

The purpose of the field work is to assess the level of tourism service quality and its influence on Egyptians tourist's satisfaction in Hurghada. Furthermore, the study tried to find the relationship between the quality of the tourism services and the overall satisfaction in the investigated city. To achieve the aim of the research, quantitative approach based on a questionnaire was developed and directed to a sample of Egyptians tourists. Hurghada city was chosen for the field work. The study used Three-Point Likert Scale because it is simple and easy for tourists. The data collecting by using three-point Likert scale is easy more than other types of scales. Moreover, tourists come to destinations for enjoying and spending their time, so tourists did not have enough time to waste in other types of Likert. Other types of Likert are suitable in applied science.

3.1 Designing the questionnaire.

To achieve the aim of research a questionnaire form was designed and handled to Egyptians tourists during 2020. The questionnaire contained 8 questions, dividing into three parts. The first part is about personal and the trip arrangements i.e. age, gender, income categories, education level and arranging the trip. This part consists of five statements. The second part concerns with evaluating the tourism services i.e. airline services, transportation facilities, optional tours and accommodation and catering. This part consists of four statements. The third part contains of one statement asking the tested tourists about their overall satisfaction level about the provided travel agency services during their tour.

3.2. The sample of the research and collecting data.

This questionnaire was distributed by two ways, hard forms handled to 250 Egyptians tourists. Out of these number 221 forms are valid to be analyzed (representing 88.4% response rate). These questionnaire forms were distributed from September 2020 to November 2020. The second way is online questionnaire on google drive available at (https://docs.google.com/forms/d/19TGuvqvzR95u0MPDryRMAaj_8Yju1e3ZB6wHuNC0Uw8/edit?usp=sharing) this questionnaire had been answered by 400 participate. Out of these number 357 forms are valid to be analyzed (representing 89.2% response rate). These questionnaire forms were available online from September 2020 to November 2020. The questionnaire was analyzed by SPSS version 18 by calculating frequencies, percentage, means and standard

deviation. Correlations between level of Egyptians tourist's satisfaction and some other items of the study are also tested.

4. Results and Discussion

The findings and discussion were extracted after analyzing the questionnaire directed to Egyptians tourists.

4.1. Data Validity

To validate the data collection instrument utilized in this study in terms of its readability, format, and ability to measure the study's constructs; the researcher distributed the questionnaire instrument to a number of Egyptians tourists. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the Egyptians tourists. Moreover, the Egyptians tourists showed interest and interacted with the researcher concerning the questionnaire instrument which adds to its validity.

4.2. Data Reliability

The reliability of an instrument was the degree of accuracy and consistency with that it measures whatever it is measuring. Before proceeding with further analysis, the reliability testing was led in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Consequently, this method determined reliability through examining the internal consistency of the research instrument such as questions (items) in the questionnaire, which were normally presented. Cronbach's alpha coefficient measures this effect and ranges from 0 (no internal consistency) to 1 (maximum internal consistency). Reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations (Döckel, 2003).

As depicted in table (1), the Cronbach's Alpha Reliability was computed for five sections. The tests showed that the Reliability Coefficients for all the sections were equal 0.936 and Validity Coefficient for all the sections were equal 0.967 which indicates that the instrument is reliable for being used.

Table 1

Cronbach's Alpha Value of Tourist's Sample

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient*
Air Transportation	7	.715	.846
Ground Transportation	11	.894	.945

Accommodation and catering	7	.805	.897
Optional Tours	7	.903	.950
Tourist satisfaction	4	.847	.920
Total	36	.936	.967

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study's constructs. Cronbach's Alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in table (1) ranged from 0.715 to 0.903, and for total questionnaire items was (0.936), this indicates an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is acceptable if it's more than (0.7). It is also evident that the validity coefficient is (96.7%) which means the reliability and validity of the research sample.

4.3. Personal Date and Travel Arrangements

Table (2) illustrated that the different variables of the study through five elements about the Gender, Age Group, Average Income, Educational Level and the trip arrangements.

Table 2

Personal Date and Travel Arrangements of the Egyptian Sample

Variable	Frequency	(%)
Gender		
Male	330	57.1
Female	248	42.9
Age Group		
Less than 25	152	26.3
Between 25 and 50	390	75.5
Over than 50	36	6.2
Average Income		
Less than 4000	263	45.5
From 4001 to 6000	227	39.3
From 6001 to 8000	70	12.1
Over 8000	18	3.1
Education level		
Average Education	114	19.7
Higher Education	355	61.4
Master/ PhD	109	18.9
Are your trip organized by a travel agency?		
Yes	578	87.5
No	72	12.5

Table (2) declared that fifty-seven percentages are males, whilst only forty-three are females. Middle age category from 25 to 50 category represents the highest percentage of Egyptian tourists (75%), The second level of the respondents which reaches (26%) from the sample size. The majority of the sample 45% their

income less than 4000, whereas (40%) of respondents their income from 4001-6000, while less percentage of the sample their average income over than 8000. A large percentage (61%) of the total sample is higher education, whilst (20%) of respondents is average education, the rest percentage (19%) is Master/ PhD. The tourists sample asked to if the sample organized their trip by a travel agency, the majority (88%) of the Egyptian tourist's sample organized their trip by a travel agency.

Table 3

Air Transportation Quality Assessment of Egyptians Tourists Sample.

Statement	Percentage				Mean	Std. Deviation
	Missing	DA	N	A		
The aircraft is not an old version.	83	0.3	8	8.7	2.49	.542
Temperature inside the aircraft is suitable.	83	0	7.6	9.3	2.55	.500
Lighting level inside the aircraft is good.	83	0.3	5.9	10.7	2.61	.530
Cleanliness and social distancing rules applied on aircraft.	83	0.3	8.7	8	2.45	.540
Travel Agency provides several services like (sending a boarding card, self-service kiosks, online reservation/ payment, edit/ canceling flight reservation).	83	0.7	5.2	11.1	2.61	.568
Safety and Security equipment's are available on aircraft.	83	0.3	3.8	12.8	2.73	.488
Boarding and Landing steps are smooth and easy.	83	0.3	4.2	12.5	2.71	.497

The means and standard deviations of air transportation quality are illustrated in Table (3). The means ranged between (2.73 and 2.45) compared with the total instrument mean for the domain (2.59). A great proportion (12.8 %) declared that "Safety and Security equipment's are available on aircraft" is satisfaction (M= 2.73, SD=.488). Whereas "Cleanliness and social distancing rules applied on aircraft." Reached the less mean (2.45) and the standard deviation was (0.540) compared with the mean and standard deviation of the total instrument.

Despite the current importance of ground transport to tourism, particularly for short and regional

4.4. Egyptians tourist's sample Assessment of Tourism services

In this part, the tested Egyptians tourists were asked to assess the air transportation quality which provided to them during their tours. There are several studies discussed the relation between airline quality and satisfaction (e.g. Namukasa, 2013; Alotaibi, 2014).

touring travels, there was comparatively little research undertaken about this mode of transport. Some types of road transport (e.g., cars, buses and coaches) feature as the most common means of transport used by tourists to both reach their destinations as well as while moving within a certain destination. In large part, this was a function of the size and scale of tourism worldwide (Lohmann and Duval, 2011). ground means of transport are required to provide accessibility within a certain destination (from the airport to the hotel, from the hotel to a tourist attraction etc., and in the case of a multiple destination trip, to link the various destinations within the trip.

Table 4

The Sample Assessment of Ground Transportation Quality

Statement	Percentage			Mean	Std. Deviation
	DA	N	A		
The vehicles are modern versions.	6.1	32.7	61.2	2.55	.607
The vehicles temperature is suitable.	6	35.5	58.5	2.52	.609
The vehicles are well ventilated.	6.3	39.4	54.3	2.48	.612
The vehicles are clean, smells good, and sterilization and disinfection are done the fullest.	6.1	39.6	54.3	2.48	.609
The seats numbers are appropriate for the number of tourists and social distancing rules are applied.	7.4	36.5	56.1	2.49	.632
The vehicles seats are comfortable.	5	39.8	55.2	2.50	.592
You feel safe when you leave your personal luggage in the vehicle.	5.5	35.2	59.3	2.54	.600

Arrival and departure times are accurate and applied according to your program.	8.3	36.3	55.4	2.47	.645
The driver is polite and courteous	4.7	34.8	60.5	2.56	.584
The tour leader is helpful, capable of solving problems and take interest to your safety	7.3	31.8	60.9	2.54	.628
The tour leader is a smart and trustful.	7.3	32.5	60.2	2.53	.629

Transport was an essential element in the tourism systems. As tourism cannot exist without transport, tourism strongly links to transportation. ground transport plays a vital role in tourism development (Le-Klähn, 2013). Eleven service dimensions were identified table (4). The respondents were asked about their evaluation of ground transportation quality. Tourists were most satisfied with driver was polite and courteous (mean=2.56, standard deviation = 0.584) compared with the total instrument mean and the standard deviation, the vehicles are modern versions (mean=2.55, standard deviation = 0.607) and the tour leader is helpful, capable of solving problems and take interest to your safety (mean=2.54, standard deviation = 0.628), where the means ranged between (2.56-2.47) compared with the total instrument mean for the domain (2.51). On the other hand, (arrival and departure times are accurate and applied according to your program) the lowest rate a mean (2.47) and

Table 5

The Tourist Sample Assessment of Accommodation and Catering Services Quality

Statement	Percentage			Mean	Std. Deviation
	DA	N	A		
The hotel public areas are clean and attractive	4.7	30.3	65	2.60	.577
The hotel provides modern equipment which is suitable for your stay and enjoyment	4.7	36.2	59.1	2.54	.585
The hotel staff is responsiveness, good treatment and capable of solving problems	3.5	35.5	61	2.58	.560
Hospitality steps are smooth and easy	4.2	38.9	56.9	2.53	.577
Safety and social distancing rules are applied between guests	7.3	38.4	54.3	2.47	.629
The food and beverage service are high quality, in terms of quantity and quality	5.5	42.3	52.2	2.47	.600
Hotel rooms are clean and quiet	3.5	34.8	61.7	2.58	.559

Table (5) reflects the means and standard deviations of (Accommodation and catering Services Quality), where the means ranged between (2.60– 2.47) compared with the total instrument mean for the domain (2.54). The hotel public areas are clean and attractive ranked first with a mean and standard deviation (Mean=2.60, standard deviation = .577) compared with the total instrument mean and the standard deviation.

the standard deviation was (0.645) compared with the mean and standard deviation of the total instrument.

Hotel industry was a highly competitive; service becomes one of the most important elements for gaining a sustainable competitive advantage in the marketplace. Consequently, the efforts of service managers and academic researchers were directed towards understanding how customers perceive the quality of service (Markovi and Raspor, 2010). Several authors used the performance-only approach to assess service quality in tourism and hospitality settings. Travelers’ perceptions of hotel attributes were measured in Hong Kong’s hotels (Choi and Chu 2001), hotels of Mauritius (Juwaheer 2004) and Malaysian hotels (Poon and Lock-Teng 2005). the study depended on performance only approach to evaluate the accommodation and catering quality.

Whereas, the food and beverage service are high quality, in terms of quantity and quality ranked last reached a mean (2.47) and the standard deviation was (.600) compared with the mean and standard deviation of the total instrument.

Optional Tours were one of the most important activities in the tourism industry and could provide substantial gains to tourists and tourism businesses as well as host communities. Travel agencies were

considered major actors in tourism industry development. They were considered as an intermediate channel between customers and service providers. They also promote the products presented by holiday suppliers like hotels, sightseeing operators, excursions, etc. They played an important role in offering optional excursion as it has an incredible energy which impact and direct tourist demand. They were not just mediators but also, they act an interface amongst supply and diverse segments of demand. Mancini (2012)

Table (6)

Tourists Sample Assessment of Optional Tours Quality

Statement	Percentage			Mean	Std. Deviation
	DA	N	A		
The travel agency uses modern and attractive ways to show and sell its optional tours (PowerPoint presentations, videos, pictograms).	9	39.6	51.4	2.42	.652
The travel agency provides optional tours that suitable the nature of the destination and your desires	6.7	36.5	56.7	2.50	.621
The travel agency implements the optional tours as had been announced and purchased	6.6	37.4	56	2.49	.618
The travel agency provides you with the information need about the trip and the staff responds to all your inquiries.	6.2	34.8	59	2.53	.612
You feel safe during implementing the optional tours.	5.2	35.3	59.5	2.54	.594
The tour leader does his fullest role, caring of your satisfaction and safety.	7.1	34.4	58.5	2.51	.626
The transfers to and from the optional tour's areas was accurate and smooth.	5.7	36.3	58	2.52	.604

Respondents were asked to evaluate optional tours quality which arranged to them during their tours. Table (6) reflects the means and standard deviations of (Optional tours quality), where the means ranged between (2.54 and 2.42) compared with the total instrument mean for the domain (2.50). Feeling safe during implementing the optional tours ranked first with a mean and standard deviation (Mean=2.54, standard deviation = .594) compared with the total instrument mean and the standard deviation. Wong and Lee (2012) stated that the tour leader is an ambassador who presented the destination in a way that makes visitors want to return and is a host who could create a comfortable environment for the guest. Her/his presentation can make or break a tour also asserted that the performance of the tour leaders can affect a tourist satisfaction, company's image, customer loyalty (Wang et al., 2002). The travel agency uses modern and attractive ways to show and sell its optional tours (PowerPoint presentations, videos, pictograms ranked last reached a mean (2.42) and the standard deviation

explained optional excursions as a short trip that was not included in the price of the tour. Tourists could purchase it during their trip and thus it increases the income of the tour providers. Optional excursions were added to increase the attractiveness of the accommodation product with the aim to attract guests in the first place and possibly induce them to stay longer and spend more. Excursions could also be the main appeal of the vacation where accommodation itself played a secondary role.

was (.652) compared with the mean and standard deviation of the total instrument.

4.5. The Overall Satisfaction Level of Egyptians Tourists Towards Their Trip in Hurghada.

Customer satisfaction was a closely related construct to service quality and has received substantial attention from researchers and industry practitioners alike. Tourist tour was the ultimate product that the industry sold and promoted to customers. The outcome of the tourism experience was highly dependent on the quality of tour operations offered to tourists and was represented and evaluated by “tangible” facilities/amenities and the “intangible” service encounters (Sirakaya et al., 2004). Therefore, customer satisfaction was a function of the perception of the totality of a consumption experience, which included the “what” and “how” aspects of services, and was influenced by factors such as social interactions, motivations, mood, preexisting and/or post attitudes, as well as special events (Baker and Crompton, 2000).).

Table 8

The Overall Satisfaction Level of the Sample

Service	Percentage				Mean	Std. Deviation
	Missing	DS	N	S		
Air Transportation	83	.7	6.9	9.4	2.43	.565
Ground Transportation	0	10.6	40.8	48.6	2.44	.669
Accommodation and catering	0	7.6	41.4	51	2.57	.631
Optional Tours	0	8.7	40.7	50.6	2.46	.646

Table (8) indicates the means and standard deviations of (The Overall Satisfaction Level of the Sample), where the means ranged between (2.57 – 2.43) compared with the total instrument mean for the domain (2.47). Accommodation and catering services ranked first with a mean and standard deviation (Mean=2.57, standard deviation = .631) compared with the total instrument mean and the standard deviation. Whereas Air Transportation services ranked last reached a mean (2.43) and the standard deviation was (.565) compared with the mean and standard deviation of the total instrument.

4.6. Pearson Correlation between Egyptian Tourists satisfaction and tourism services provided to them

This part illustrated the Correlations between the sample satisfaction and the tourism services which provided to them.

Table (9)

Correlation between Egyptians tourist's satisfaction and airline transportation quality

		Satisfaction	Airline
Satisfaction	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	112	80
Airline	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	80	98

** . Correlation is significant at the 0.01 level (2-tailed).

Table (9) illustrated that there is a positive and significant relationship between Egyptian tourist's satisfaction and airline transportation quality. The value of spearman correlation coefficient was (.638** - sig = 0.000). These results show that there is strong positive relation between Egyptians

tourist's satisfaction and airline transportation quality. This positive correlation indicates that as Egyptians tourist's satisfaction increases with interest of airline transportation quality.

Table (10)

Correlation between Egyptians tourist's satisfaction and ground services quality

		Satisfaction	Ground Services
Satisfaction	Pearson Correlation	1	.332**
	Sig. (2-tailed)		.000
	N	112	112
Ground Services	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	112	578

** . Correlation is significant at the 0.01 level (2-tailed).

As seen in the table (10), there is a positive and significant relationship between Egyptians tourist's satisfaction and ground services quality. The value of spearman correlation coefficient was (.732** - sig = 0.000). These results show that there is strong positive relation between Egyptians tourist's satisfaction and ground services quality. This positive correlation indicates that as Egyptian tourist's satisfaction increases with interest of ground services quality.

Table (11)

Correlation between Egyptians tourist's satisfaction and accommodation and catering services quality

		Satisfaction	Airline
Satisfaction	Pearson Correlation	1	.551**
	Sig. (2-tailed)		.000
	N	112	112
Airline	Pearson Correlation	.751**	1

	Sig. (2-tailed)	.000	
	N	112	578
**. Correlation is significant at the 0.01 level (2-tailed).			

Table (11) indicated that, there is a positive and significant relationship between Egyptians tourist's satisfaction and accommodation and catering services quality. The value of spearman correlation coefficient was (.751** - sig = 0.000). These results show that there is strong positive relation between Egyptian tourist's satisfaction and accommodation and catering services quality. This positive correlation indicates that as Egyptians tourist's satisfaction increases with interest accommodation and catering services quality.

Table 12

Correlation between Egyptians tourist's satisfaction and optional tours quality

		satisfaction	Optional Tours
Satisfaction	Pearson Correlation	1	.530**
	Sig. (2-tailed)		.000
	N	112	112
Optional Tours	Pearson Correlation	.620**	1
	Sig. (2-tailed)	.000	
	N	112	578
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in the table (12), there is a positive and significant relationship between Egyptians tourist's satisfaction and optional tours quality. The value of spearman correlation coefficient was (.620** - sig = 0.000). These results showed that there is strong positive relation between Egyptian tourist's satisfaction and optional tours quality. This positive correlation indicates that as Egyptians tourist's satisfaction increases with interest optional tours quality.

5. Conclusions

Service industry is one the most important sectors in today's economy. In this era of globalization people are seeking quality from what they get and firms are more in tune with their customers and trying to give best services in order to stay competitive in the challenging environment. Service quality is as an important tool in enabling organizations to differentiate themselves in a very challenging environment. This argument also holds

true in the tourism industry, where deregulations and intense competition are forcing the service providers to improve their service quality in order to satisfy their customers. The research aimed to assess the tourism service quality and its effect on tourist's satisfaction in Hurghada city. The research focuses on four tourism services: Airline Transportation, Ground Transportation, Accommodation and catering services, Optional Tours. After discussing the findings of the research, the conclusion was extracted. The research pointed to a number of conclusion with respect to assess the tourism services quality in Hurghada city. This conclusion can be presented in the following:

The study determined four tourism services effected on tourists satisfaction (Airline Transportation, Ground Transportation, Accommodation and catering services, Optional Tours). This study were different from the view of Geva and goldman's (1989) study identified four dimensions of tourist effect on satisfaction related to all-inclusive tours: instrumental aspects (hotels, meals, and local services), social activities (group members' relationships and entertainment), tour guide's performance, and personal experience. Della Corte et al. (2010) devised a complex scheme to assess the attractiveness of tourist destinations, termed the "Six A's", as follows: (i) Accessibility of the destination; (ii) Attractions, defined as the local sights that attract demand; (iii) Accommodation structures; (iv) Amenities, or the services available at the destination (restaurants, theaters, etc.); (v) Assemblage, or the activity of tour operators/local actors to generate complex offers; and (vi) Ancillary services, which include the activities of incoming agencies, local institutes, and supporting organizations. Among these factors, accessibility is stressed as the fundamental element that determines the destination's position in the market.

Transport remained a key element in tourism and the secret of its overwhelming success has been developments in new technologies that travelers (tourists) could move from one end of the globe to the other within a short period of time. In transport therefore, especially surface transport, road linkages and interconnections play very significant roles for time management in tourist's travel. Good roads also account for secure and safe travel which were all aspects that most tourists take into consideration when choosing a destination to spend

their holidays. this study applied on several cities in the red sea coast, in which some of the weaknesses that account for the unattractiveness of a destination are enumerated. Though the destination might be endowed with an abundance of attractions, it tried to create an awareness to the fact that infrastructural development through good roads.

Ground transportation remained a significant area for research but it still remains a niche subject despite its mainstream role in tourist movement and tourism researchers tend to follow the lead from the mainstream transportation areas. Tourism and ground transportation clearly have a crucial, symbiotic relationship. Tourism affects ground transportation in terms of passenger volume, transit modes, travel behaviors, transportation economy, access to new developments, etc.

The study's recommendations

- The Red Sea and South Sinai governorates should Pay attention to infrastructural development by providing good roads and other facilities.
- They should Develop their web sites to provide the information for tourists.
- They should Provide promotion programs about governorates.
- Provide training programs to workers in tourist field under the supervision of Ministry of Tourism and Antiquities to be a condition to take or continue in the job.

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