



## An evaluation of the quality of the service provided in Alexandria bus terminal for domestic tourists

Nehal Mohamed Abdelzaher Eltayeb\*

Cairo Higher Institute for Tourism and Hotels, Egypt.

### KEYWORDS

Transportation  
Tourism,  
Service quality  
Bus terminal

### ABSTRACT

Transportation is often associated with leisure travel, encompassing numerous domestic and international destinations. The existence of scheduled bus services in “Alexandria Bus Terminal” encourages tourists to head to Alexandria for Vacations as it allows them to head directly to their destination without dealing with the hassle of road ramps and traffic while driving. The major concern of travellers is safety and the level of service provided throughout their travel. This research aims to evaluate the current situation of Alexandria Bus Terminal. A field visit is conducted to evaluate and document the quality of service provided at the Alexandria Bus Terminal. An observational research method discovered the key obstacles that could be overcome. The study results showed that the bus terminal needs many improvements regarding safety and security, information, environment, and allied facilities. Suggestions are presented to improve the quality of service provided for domestic tourists regarding the scheduled bus terminal.

©2022 Faculty of Tourism and Hotels, Fayoum University. All rights reserved.

### 1. Introduction

Service is an activity or sequence of activities that create an indirect physical interaction between a human and another human or a machine, leading to customer satisfaction. (Sinambela, 2011). Le-Klähn (2015) stated that visitor-users of public transportation in the dissertation refer to the visitors and tourists who use public transportation for travelling to destinations. Muñoz (2008) clarified that stakeholders would have negative sentiments about the bus service if stakeholder expectations were high and the service delivery fails to match those expectations. To ensure that tourists have pleasant thoughts about transportation service and create a positive attitude. It is vital to provide a service that meets their expectations (Thompson, 2004; Hall, 2019).

Tourists may get discouraged from using bus services due to a lack of information (Thompson, 2004) Furthermore, the operator, who may not be oriented toward tourist consumers, could be the source of the lack of information. For instance, by encouraging the download of a bus service application onto a smartphone and giving real-time bus information through that application (Guiver, 2013). As a result, tourists must be catered to and adequately served in order to share great experiences. It is, nevertheless, a challenging effort to provide a public transportation service that is appealing to all stakeholders (Sakai, 2013). The quality of the host country's bus service must satisfy the tourists' requirements. No research appears to have focused specifically on domestic visitors, tourists and their perceptions following the

\* Contact Nehal Eltayeb at: [nehaleltayeb@gmail.com](mailto:nehaleltayeb@gmail.com)

adoption of a bus reform aimed at encouraging a modal shift from private vehicle use towards public bus use by increasing bus station service quality. Previously, tourism and transportation research has mostly focused on how tourists get to sites where leisure activities will take place, as well as how satisfied they are with the mode of transportation utilised to arrive at those destinations (Hensher, 2010)

Most studies concentrated on safety, security, information, environment, and allied facilities. These elements are highlighted in the previous research; to date, similar problems persist. In addition, there is minimal focus on information, customer care and environmental impact. In addition, studies on the use of public transportation by disabled people in this literature are absent. None mentioned the needs of disabled people. (Zainol, 2016). In this study, the bus station service in Alexandria is used to explore the quality of service provided in the bus terminal. This assessment focuses on the bus station as a method of public transportation service that serves a diverse population, including visitors. (Bajada, 2017).

## 2. Literature Review

### 2.1. Tourism and Transportation

Transportation is an essential motive force of the tourism industry; it is far a precondition for travel because it allows mobility and the motion of travellers from their vicinity of origin (i.e., their domestic area) to their vacation spot and back (Snegar & Džidić, 2019).

“Alexandria Bus Terminal” is a recently created bus terminal and taxi stop that serves as the primary departure and arrival point for travellers who travel by land to and from Alexandria. The governor of Alexandria “Mohamed Elsherief” stressed the continuation of removing all infringements and violations inside and outside the new position and issuing records and immediate fines for all violators whether they are shop owners or occupancy officials. He also stated that “this is the land port of Alexandria, not a market or a parking lot, and my mission is to make it a facade worthy of the city’s status.” (Elsherif, 2020)

The various modes of transportation impact tourism in the following ways: (UNWTO, 2019)

- Air travel accounts for 58% of international tourist trips

- Road transportation accounts for 37% of trips.
- Rail travel comprises 2% of trips.
- Sea transportation accounts for 4% of trips.

Coach transport and its relation to tourism can be significant in some cases, as the destinations may encounter regular visits from coaches bringing substantial numbers of tourists; without these bus terminals in some cases, visitor traffic at these destinations could at best, be reliant upon pass-through traffic using the personal mode of transport. (Tourism Scotland, 2003; Duval, 2007). Word-of-mouth is central to attracting tourists to a country or location where tourism plays a major economic role (Bajada, 2017). Guiver (2013) showed that Individual mode selection is influenced by transportation system characteristics such as usable routes, trip total time, different forms of travel charges, and public transportation system efficiency. Mokonyama and Venter (2013) added that other considerations, including the value of time, safety, and comfort requirements, influence visitors' decisions.

### 2.2. Transportation Service Quality

Tourism transportation has a significant impact on the environment, either directly or indirectly, through energy consumption, fossil fuels, the materials used to obtain modes or means of transportation, terminals, space consumption, pollution with global warming implications, acid rain, ozone layer depletion, ecosystem disruption due to traffic jams, or sound pollution. (Ștefănică, 2017). A study by Eboli & Mazzulla (2007) shows that improving the quality of service characteristics will likely increase the number of bus customers. The main service quality characteristics used as indicators of the service level are namely: ‘availability, accessibility’ (Paulley et al., 2006), One way to attract public-to-public transport is to improve the quality of service of public transport which will encourage them to use the bus services (De Ona, et al., 2015)

Tourist loyalty is influenced by variables such as approachable and competent employees, as well as thorough information, both online and offline. It encourages travellers to return to the same mode of transportation once they are satisfied (Rahmiati et al., 2017). Isdarmanto (2017) explained that infrastructure or transportation accessibility, tour guide services, and tourist attractions such as merchandise and lodging are all included in the Tourism Service Quality category moreover,

Accessibility, terminal facilities, airports, ports, and other modes of transit are all part of accessibility. Warbung (2021) shows accessibility as "access to information where facilities must be easily discovered to tourists. Furthermore, as the final point of the trip, there must be a terminal at the tourist attraction. Rahmiat et al. (2017) clarified that there is a significant influence of tourist product availability on tourist satisfaction in tourism. Tourists will be more interested in visiting if more information and tourism products are available as these could facilitate their journey (Rahmiati et al., 2020).

Study Objectives are:

1. To evaluate the current situation in the bus terminal of Alexandria.
2. To determine the pros and cons of the services provided by the Alexandria bus terminal.
3. To recommend implications for future planning to enhance the level of the service provided for domestic tourists at the bus station to meet their satisfaction level.

### **3. Methodology**

#### *3.1. Data Collection*

This study adopted descriptive research, and it is done by using print media such as articles, books, manuals, and field visits using an observation form that was obtained (Ikhlaiq, 2017; Baharum, et al., 2019). It consists of 4 criteria and 56 sub-components. A descriptive study is used to characterise a phenomenon and its characteristics. This study is more interested in what exists than how or why something occurred. As a result, data is frequently gathered using observation and survey methods (Gall et al., 2017).

Furthermore, an interview has been made with local domestic tourists travelling to tourist destinations in the bus terminal. A focus group will be employed to gather primary data for this study. To disclose consumer demands, motives, perceptions, and attitudes, focus groups are frequently employed; A total of 38 people between the ages of 22 and 35 participated in the focus group, with an equal number of males and females. All the respondents enjoyed travelling, Respondents hailed from different governorates of

the country and cultural backgrounds (Prasanna, 2017).

The observation survey is carried out using a checklist. This study was conducted in April 2021 and ended in January 2022.

#### *3.2. Validity*

As for the validity of the questionnaire, it was validated by the distribution of a checklist to professors in the field of academic tourism studies, where recommendations and suggestions were made, and the checklist was reviewed and modified according to these recommendations.

### **4. Finding and Discussion**

#### *4.1. Safety and security of the bus terminal*

It is observed that safety and security are not sufficient. there is no proper illumination in the bus terminal at night. walkthrough gates are not provided, and armed security guards are very few and unarmed in addition, the presence of police officers also guarantees their lack of metal detectors, the safety level on the bus, and the police and security personnel are only available at certain times at the terminal, and they are barely available during the day, especially at the early morning and late evening. Congestion and excessive passenger demand can impair the reliability and availability of safety, especially in the public area that connects with the bus terminal; People could take a minibus and head directly to the main city of Alexandria from it. Bus passengers, particularly women, value feeling safe (Eboli & Mazzula, 2009). No emergency exit information is on the wall in case of any danger. Although there are some security guards at the terminal, it is difficult for them to handle many travellers during peak periods which will help prone domestic tourists to theft and robbery.

Security screening is a high-security sector with tight processes that must be followed to ensure the safety of all travellers (Chang et al., 2008). everything regarding safety and security is in poor condition, and the service quality is also considered mediocre.

The following data summarizes the results of the field visits regarding safety and security.

**Table 1**

Content of the checklist.

Criteria	Sub criteria	Available	Available to a limited extent	Not available
<b>Safety and Security</b>	Adequate lighting		X	
	Emergency communication devices	X		
	Closed-circuit television camera (CCTV)	X		
	Manual checking Male			X
	Manual checking Female			X
	Metal detectors			X
	Walkthroughs gates			X
	Trained dogs			X
	Exit Security:			X
	Encroachment inside			X
	Encroachment outside			X
	The presence of police and security officer in the designated area			X

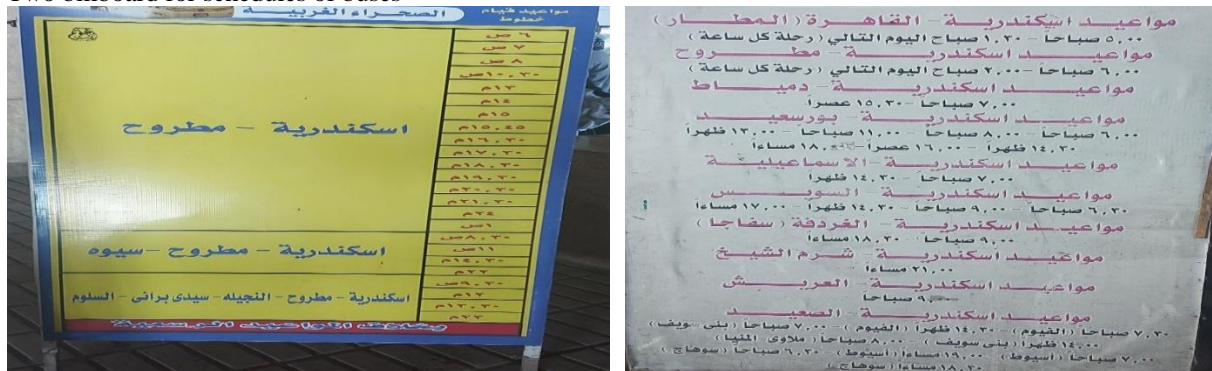
**4.2. Information**

The information at the station is easy to understand however most of the information about the bus schedules in most of the transportation companies such as; Go Bus, Elnasr, and Blue Bus for tourist destinations are not available in the terminal, and you have to ask the operators in order to know the schedule of the bus for several destinations such as; Hurghada, Marsalam, Dahab, and Siwa or to log on each companies' website to check their schedules. They do not even assemble all the information on one website for the Alexandria bus station terminal. They do not provide information on their websites, e.g., route, schedule and fare information. The only companies that answer the enquiries are the Go Bus

company and Blue Bus via phone operators; the other companies do not answer the phone calls, and you have to go to the terminal to enquire about the accurate schedule regarding any tourist destination. signboards are not available to provide the required information to the travellers. There is no travel information that can be provided regarding the route map or any pamphlet about the attractions that can be visited at any destination. When passengers arrive, an announcement system is not provided. The terminal has an adequate reception, and operators can answer travellers' inquiries if there are no crowded queues. the overall pic of the service provided regarding the information service in the terminal is incompetent.

**Figure 1:**

Two billboard for schedules of buses



**Figure 2:**

Ticket office in “Alexandria Bus Terminal”



**Table 2**

Content of checklist

criteria	Sub criteria	Available	Available to a limited extent	Not available
<b>Information</b>	Reception	x		
	Variable message signs			x
	Display boards			x
	Schedule information		x	
	Printed guided material (i.e. Route and Terminal layout information)			x
	Telephone enquiry (operator)		x	
	Website information			x
	Easy to obtain travel information (fare, schedule and maps)		x	
	we can easily get information from the bus station	x		
	you do not get much information about what is happening		x	
	multi-language information on the information board/screen, pamphlet, and also on website.			

#### 4.3. Allied Facilities

It is observed that the Facilities provided by the terminal are inadequate for the level of service that should be provided to a tourist. There is an availability of a vehicle facility (minibus) that could transfer the passengers to any location in Alexandria. However, their service is not provided properly, and there is no organization of any service provided to the passenger. Furthermore, there is a lack of police supervision. Although there is a seating facility and no waiting area, it is equipped with neither A/C nor fans, especially in summer. This leads passengers to wait outside the bus terminal to find a place with fans or air conditioning. Some cafeterias and kiosks sell local food (Koshary, Liver Sandwiches, Fava, Beans) without considering the travellers' willingness to

have lunch or dinner before travelling to their tourist destination or arrival. The level of sanitation has deteriorated in such businesses. Commercial areas inside the bus terminal were rented for simple kiosks that sell bus passenger snacks. They do not sell items such as takeaway meals, merchandise, and souvenirs. There are no banks or ATM facilities in the terminal. Hence, passengers must wait until they reach the nearest ATM machine in City Center-Alexandria or to the destinations they are willing to travel to. People with disabilities have no special service whatsoever. Moreover, the bus stops lay-bay facility makes boarding and alighting the bus difficult for those with impairments. Baggage lockers are not available for bus passengers who wish to look around while waiting for the bus or after they arrive

**Table (3):**

Content of checklist

criteria	Sub criteria	Available	Available to a limited extent	Not available
<b>Allied Facilities</b>	Availability of Transfer vehicles facility	X		
	Availability of Waiting Area/ (A/C)			x
	Availability of Waiting Area /Fan facility			X
	Availability of Seating arrangements for passengers	x		
	Seat placement based on age			x
	Availability of Ticketing booths	x		
	Availability of Restaurants		x	
	Availability of Telephone facility		x	
	Availability of Mosque	x		
	Availability of Banks			x
	Availability of ATM facility			x
	Availability of Parking Area			x
	Availability of Tuck shops - kiosk	x		
	Availability of Toilets (Male/Female)	x		
	Availability of Internet facility			x
	Availability of Ample luggage storage space /baggage lockers			x
	Availability of Prices at food facilities	x		
	quality of food facilities			x
	Availability of Access for people with disabilities			x
	The availability of Design facilitates handicapped passenger to board the bus and sit comfortably			x
Toilets accommodate people with disabilities			x	

**Figure 4**

A cafeteria that serves local food



**Figure 5**

Kiosk services liver sandwiches inside the terminal without any hygiene consideration



**Figure 6**

An open-air Cafe inside the bus terminal



**4.4. Environment evaluation**

The terminal should consider the environmental aspects such as comfort and sanitation during the wait of the bus and throughout the voyage, as well as air pollution and noise pollution caused by buses (Baharum et al., 2019). Trash and Recycling Receptacles are required as you can barely find a trash bin in the terminal. The landscape is very limited to generate more oxygen in the air knowing

that there is a huge amount of carbon dioxide emissions from the buses. The low level of sanitation in the terminal is very obvious with the addition of the odour of the liver sandwiches everywhere as there are food trucks everywhere in the terminal. Many vendors sell cheap items and use their microphones to promote their products, which causes noise pollution.

**Table 4**

Content of checklist

criteria	Sub criteria	Available	Available to a limited extent	Not available
<b>Environment</b>	Landscaping			x
	Waste disposal		x	
	Air circulation			x
	Cleanliness in the terminal area		x	
	The level of air pollution due to bus emission			x
	The level of noise pollution emitted by bus	X		
	Visual pollution	X		
	Dust and dirt	X		
	Odour	X		
	All the buses here are fairly old diesel buses with particulates extracted	X		
	Cleanliness of washroom/toilets			x

**4.5. Interviews with travellers**

Several interviews have been conducted with local domestic tourists travelling to tourist destinations in the terminal, who stated that they are not pleased with the level of facilities provided in “Alexandria Bus Terminal”, especially regarding the quality of service provided in cafeterias and liver sandwiches kiosks, they also added that bathrooms are filthy and in severe need of a better level of sanitation; they also complained that many of the bus transport

companies did not answer their calls for inquiring about the bus schedules. They also added that an organisation system should be transferred to the intercity.

**5. Conclusion**

After evaluating the performance of Alexandria bus terminals based on observations and different perceptions of domestic tourists in the terminal, it was determined that the bus terminals' performance in terms of Safety and Security, Information,

Environment, and Allied Facilities needs to be greatly improved. Furthermore, while watching and based on interviews, it was determined that a lack of facilities should be provided. Allied facilities are the most important factor among the performance dimensions; a combination of factors is missing, for instance, the Availability of the Waiting Area /Fan facility. Availability of Seating arrangements for passengers, Availability of ATM facilities, and facilities for people with disabilities; moreover, some improvements need to be enhanced. Information for example Variable message signs, Printed guided material such as route and terminal layout information. Obtaining travel information such as fares, schedules, maps, and websites is not easy. Furthermore, safety and security encounters are absent with metal detectors, walkthrough gates, and trained dogs. In addition to the environmental consideration like; landscaping, sanitation in the terminal area, the level of air pollution due to buses emission, visual pollution, dust and dirt, and Odours. All those elements should be considered which fulfil the research aim. To make urban public transportation facilities in bus terminals and the effort of the Ministry of Tourism regarding the transportation of local tourists and visiting tourist destinations in Egypt more usable and appealing to travellers, proper integration is essential for tourism and transportation researchers and practitioners. This study has substantial theoretical and practical consequences.

## 6. Recommendations

Based on the combined data obtained through observations and formal interviews, it is clear that the current service provision requires significant attention. According to the findings of this study, the “Alexandria Bus Terminal” “should adopt standards that consider and protect passengers’ satisfaction with high-quality service.

### *Information System & Signage*

People can use a wayfinding system to assist them in orienting themselves and deciding when and where they want to go. The building's effort to coordinate people's mobility inside the structure will be reduced by providing a clear wayfinding system. Inside a bus terminal, a wayfinding system can be used to provide passengers with information and signage about the terminal's bus operations (Hakim et al., 2016).

Real-time bus arrival information, rider alerts, and other vital passenger information are generally displayed on digital signs: LED panels and/or LCD screens.

-Passengers’ waiting area: the terminal should be able to meet the needs of many people, with enough seating and a good ventilation system (fans or air conditioning).

### *Facilities and service*

-Smart technologies: it is recommended that “Alexandria Bus Terminal” raises awareness of the use of smart technologies among passengers through the bus service website, printed.

materials handed to passengers as well as humanitarian assistance. (Mohamed, et al., 2018)

Web sites must contain information about schedules and route plans on the bus terminal website and not depend on the travel company’s website; information should be consolidated in one website for the end-user’s comfort.

Passengers unfamiliar with the bus system should proceed cautiously and always remain vigilant while boarding the bus. They must also know where and when to stop ahead of time. an LED display should be given to provide information to passengers, it must be used to improve the passengers’ experience when riding this bus” (Vance & Balcombe, 1997).

-Bus Stop Sign: is required to have a bus stop sign. Signage includes around bus stop sign and a route served sign.

Wayfinding Signage should be provided to indicate the mosques, restaurants, and minibuses that drive the passengers to Alexandria centre.

-Installs transit system maps

Ticket Vending Machine (TVM) — Ticket vending machines should be included

-Selling vendors: for vendors selling street food, action should be taken.

Luggage store: where local tourists could store their luggage while spending the day in the city (ex: people could go to Alexandria for one day and then come back connecting their trips by waiting for the bus that will transfer them to another destination)

Handicapped services: braille signage and adequate toilette facilities for handicappers could be deployed.

### *Improvements in customer service –*

Increasing the number of reservationists available, allowing them to handle more inquiries.



### Facilities for interconnection

Wi-Fi connectivity should be offered and a mobile charging charger.

Hand trolleys should be available inside the terminal.

### Environment

-Shelter — Solar panels for lighting are encouraged in all new shelters. Otherwise, they must be directly wired for electric supply. The official branded banner and routes served information will be displayed on perforated metal or custom glass walls.

-Racks for bicycles — Bike racks are recommended

Trash and recycling receptacles are required, which might be a pole-mounted trash receptacle with a Gallon Steel Strap or a trash recycling system (glass, plastic, paper, organic, metal, e-waste)

-Wind Screen instead of the regular shelter wind panel, the Wind Screen bespoke wind panel should be considered.

### Security

Metal detectors, body scanners, and walk through gates: before boarding, you pass through a security checkpoint where a guard waves a wand over your body to ensure you do not have any firearms, knives, or explosives on you. Body scanners are designed to detect non-metallic items that metal detectors may miss on people's bodies. (News Staff, 2008; Neal, 2019)

Trained dogs: Officers should use trained dogs to sniff around the cars while entering the terminal.

-making queues of people waiting for the minibuses

Increasing the number of security officers inside the terminal to prohibit beggars from being in the terminal.

### References

Baharum, S., Haron, S., Ishak, S. Z., & Mansor, S., (2019). Sustainable Urban Bus Service Assessment and Tourists' Satisfaction. *International Journal of Supply Chain Management*,8(3),570-575.

Bajada, T. & Titheridge, H. (2017). The Attitudes of Tourists Towards a Bus Service: Implications for Policy from A Maltese Case Study Transportation. *Research Procedia*,25, 4114–4133

Chang, W. L., Liu, H. T., Wen, Y. S., & Lin, T. A. (2008). Building An Integrated Model of Future Complaint Intentions: The Case of Taoyuan

International Airport. *Journal of Air Transport Management*, 14,70-74.

De Ona, J., De Ona, R., Eboli, L. & Mazzulla, G. (2015). Heterogeneity in Perceptions of Service Quality among Groups of Railway Passengers. *International Journal of Sustainable Transportation*, 9(8), 612-626

Duval, D. (2007). *Tourism And Transport Modes, Networks and Flows*. NY: British Library.

Eboli, L.& Mazzulla, G. (2009). A New Customer Satisfaction Index for Evaluating Transit Service Quality. *Journal Of Public Transportation*, 12(3),21-37.

Eboli, L. & Mazzulla, G. (2007). Service Quality Attributes Affecting Customer Satisfaction for Bus Transit, *J. Public Transportation*,10(3),21–34.

Elsherief, M (2020). Masrawy. retrieved on 10/10/2021 from [https://www.masrawy.com/news/news\\_regions/details/2020/6/6/1802993/%D9%84%D9%8A%D8%B3-%D8%B3%D9%88%D9%82-%D8%A7-%D9%85%D8%AD%D8%A7%D9%81%D8%B8-%D8%A7%D9%84%D8%A5%D8%B3%D9%83%D9%86%D8%AF%D8%B1%D9%8A%D8%A9-%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D9%84%D8%AA%D8%B7%D9%88%D9%8A%D8%B1-%D8%A7%D9%84%D9%85%D9%88%D9%82%D9%81-%D8%A7%D9%84%D8%AC%D8%AF%D9%8A%D8%AF-%D8%AE%D9%84%D8%A7%D9%84-%D8%A3%D8%B3%D8%A8%D9%88%D8%B9-%D8%B5%D9%88%D8%B1](https://www.masrawy.com/news/news_regions/details/2020/6/6/1802993/%D9%84%D9%8A%D8%B3-%D8%B3%D9%88%D9%82-%D8%A7-%D9%85%D8%AD%D8%A7%D9%81%D8%B8-%D8%A7%D9%84%D8%A5%D8%B3%D9%83%D9%86%D8%AF%D8%B1%D9%8A%D8%A9-%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D9%84%D8%AA%D8%B7%D9%88%D9%8A%D8%B1-%D8%A7%D9%84%D9%85%D9%88%D9%82%D9%81-%D8%A7%D9%84%D8%AC%D8%AF%D9%8A%D8%AF-%D8%AE%D9%84%D8%A7%D9%84-%D8%A3%D8%B3%D8%A8%D9%88%D8%B9-%D8%B5%D9%88%D8%B1)

Gall, M.D., Gall, J.P., & Borg, W.R. (2007). *Educational Research: An Introduction* (8<sup>th</sup> ed.). Boston: Pearson.

Guiver, J. W., Weston, R., Davies, N., McGrath, P., & Pulido-Ortega, A. (2013). Providing Public Transport for Tourists in Rural Areas. Paper presented at the International Conference on Rural Tourism, Aveiro, Portugal.

Hakim, K., Dewancker, B.& Surahman, U. (2016). Japan Compact Bus Terminal; Review on Hakata Bus Terminal, Fukuoka. Paper presented at the 8<sup>th</sup> on Architecture Research and Design (AR+DC) International Conference. Kitakyushu, Japan.

Hall, D.R. (1999). Conceptualising Tourism Transport: Inequality and Externality Issues. *Journal Of Transport Geography*,7, 181–188.

Hensher, D., Mulley, C., & Yahya, N. (2010). Passenger Experience with Quality-Enhanced Bus Service: The Tyne and Wear 'Superoute' Services. *Transportation*, 37(2), 239-256.

Ikhlaq, S., Javid, M. A. & Qayyum, T. I.(2017). Evaluation of User's Perceptions Regarding Performance Indicators Of Intercity Bus Terminals In Lahore, Pakistan. *Transport Problems*,12 (2). 123-136.

- Isdarmanto, I., (2017). *Fundamentals Of Tourism and Tourism Destination Management* (1<sup>st</sup> ed.). Jakarta: National Library.
- Le-Klähn, D. T. & Hall, C.M. (2015). Tourist Use Of Public Transport At Destinations-A Review, *Current Issues In Tourism*, 18(8),785-803.
- Mohamed, M., Gomaa, H., & El-Sherif, N. (2018) Faculty of Tourism and Hotel Management Helwan University. Evaluation Of Current Smart Airport Technologies Implemented in Cairo International Airport. *International Journal of Heritage, Tourism and Hospitality*, 12, (2/2), 130-140.
- Mokonyama, M., & Venter, C. (2013). Incorporation of Customer Satisfaction in Public Transport Contracts—A Preliminary Analysis. *Research in Transportation Economics*, 39(1), 58–66.
- Muñoz, J.C., & Gschwender, A. (2008). Tran Santiago: A Tale of Two Cities. *Res. Transp. Econ.*, 22 (1), 45–53.
- Neal, B. (2019) Here's Why Airport Body Scanners Will Sometimes Flag Random Things on You. Retrieved on 20/10/2021 from <https://www.bustle.com/p/what-do-body-scanners-in-airports-detect-heres-why-theyll-sometimes-flag-random-things-15770621>.
- News Staff, (2008). Metal Detectors. Retrieved on 28/10/2021 from <https://toronto.citynews.ca/2008/12/03/metal-detectors-to-be-installed-for-greyhound-bus-passengers/>
- Paulley, N., Balcombe, R., Mackett, R., Titheridge, H., Preston, J.M., Wardman, M.R., Shires, J.D. & White, P. (2006) The Demand for Public Transport: The Effects of Fares, Quality Of Service, Income And Car Ownership. *Transport Policy*, 13(4),295-306.
- Prasanna, J. (2017). Film-Induced Tourism Model – A Qualitative Research Study. Retrieved on 27/11/2021. From <http://mpira.ub.uni-muenchen.de/94172/>
- Rahmiati, F, Othman, N, Bakr, M., H., Ismail, Y., & Amin, G. (2017) Tourism Service Quality and Tourism Product Availability on *The loyalty of International Tourists*, 7(12),959–968
- Rahmiati, F., Othman, N., Ismail, Y., Bakri, M., & Amin, G. (2020). The Analysis of Tourism Value Chain Activities on Competitive Creation: Tourists Perspective. *Talent Development & Excellence*, 12(1), 4613–4628
- Sakai, H. & Takahashi, Y., (2013). Ten Years After Bus Deregulation in Japan: An Analysis of Institutional Changes and Cost Efficiency” *Research in Transportation Economics*, 39(1), 215–225.
- Sinambela, L. P. (2011). *Public Service Reform*. Jakarta: Bumi Aksara. retrieved on 20/11/2021 from <https://assets.gov.ie/35067/7f1d75ab9ccf47ab9ed13ae80e73b502.pdf>.