



## Evaluating the Impact of DMO Websites on Travellers' Attitudes Toward Tourism Destination Selection: A Case Study of Fayoum Governorate

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### ARTICLE INFO

#### Keywords:

Destination Management Organisations  
DMOs Websites  
Evaluating DMO website  
Tourist destinations.

### ABSTRACT

DMO websites have become the preferred source of travel information. As it significantly contributes to connecting the resources of the destination with the needs of visitors. On the other hand, it was discovered that research on the impact of these websites on the Tourist Destination Selection and consumer behaviour, is scarce and lacking. This study investigates evaluating the effectiveness of DMO websites in Tourist Destination Selection and Consumer Behaviour. The research is based upon a questionnaire survey distributed to the local population Fayoum Governorate, and the Fayoum area was represented within the governorate's centres as a sample for data collection. Structural equation modelling is used to examine the relationships between the service Quality provided on the site, its design, information about attractions and accommodations and the attitude towards websites. The results show supporting the promotion of tourist destinations through these websites and increase community awareness of their significance and successful implementation.

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### 1. Introduction

DMOs websites have played a pivotal role for destination management organizations (DMOs) (Ha, 2012; Dickinger & Stangl, 2013; Jeon & Choi, 2018). According to Hadinejad et al. (2021), DMOs websites provide travellers with relevant information about the travel destination and help them access up-to-date information about their travel destination (Scholl-Grissemann, Peters, & Teichmann, 2020; Wong, Leung, & Law, 2020; Kanazawa et al., 2021). Such efforts eventually help travellers decide to visit the destination (Lai, 2020; Hefny, 2020).

Molina et al (2020) added that DMO websites have turned into a popular destination for travellers looking for travel information. Because it significantly contributes to matching travellers' demands with the resources of the destination (Halim et al., 2020; Kullada & Michelle Kurniadjie, 2021).

On the other hand, understanding how tourists access information is important to make marketing choices (Zhao et al., 2021), depending on the different DMOs Websites (Song & Wen, 2021). There are numerous studies have shown that the information sources have an influence on the intentions tourists have of visiting a particular

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destination (Su et al., 2022), and it is the first step before planning a trip and making decisions. This process has become more complicated with the introduction of new sources of information (Tosun, Dedeoğlu, & Fyall, 2015).

## 2. Literature Review

### 2.1 DMO website as a marketing tool

DMOs have used websites as a marketing tool because it is a major role in providing relevant information and indirect experience to potential travellers (Martins, Carneiro, & Pacheco, 2020). It is critical to understand what to provide, how to design websites, and how to communicate with, and connect to, visitors to achieve the goal of DMOs (Femenia-Serra & Gretzel, 2020).

Furthermore, DMOs websites are crucial tool for tourists that help them make better decisions when it comes to choose a holiday or tourist destination, and they use different tools that have evolved over time (Constantoglou, 2020). On the other hand, it has improved the way tourist knowledge spreads, and it has turned into the most common information search (Emmer & Holešinská, 2020). Understanding how travellers have adapted to these changes is essential to find and to develop effective communication strategies (Dedusenko & Wagenseil, 2020). Not only have the search methods used by tourists improved, but also the relationship about reliability towards tourist destinations. Today's tourists not only spend their time on various informational websites and social media platforms, but they also vacation in multiple locations simultaneously while staying loyal to a number of them, a practice known as horizontal loyalty (Femenia-Serra & Gretzel, 2020; Gretzel, 2022).

### 2.2 Importance of DMOs Websites in Tourism Destination Selection

Establishing a DMO presence on the internet can be a challenge to many businesses and organizations, As DMO advertising tools including websites can perform one or more of four functions (Kullada & Michelle Kurniadjie, 2021) as follows:

- Create a new DMO image or rejuvenate an old one.
- Put forward a DMO's position on an issue significant to the DMO's welfare.
- Enhance a DMO's status by linking the organization to a cause.

- Strengthen a DMO financially.

On the other hand, the increasing presence of DMOs Websites on the internet not only potentially increases their own market audience, but also increases their visibility to their competition (Sanabre, Pedraza, & Vinyals Mirabent, 2020). Furthermore, the benefits of DMO websites include improvement of destination image, presenting a good service to customers, increasing visibility, expansion of the market, cost reduction and finding new prospects (Song & Wen, 2021). In addition, they allow businesses to perform online transactions and better meet their customers' expectations (Zhao et al., 2021).

### 2.3 The role of DMOs websites in marketing tourist destinations compared to traditional marketing methods

The DMO websites play an especially significant role in promoting and marketing tourism destinations due to the information-intensive nature of the tourism industry), and it has a fundamental impact on the way destinations are marketed compared to traditional marketing methods as follows (Constantoglou, 2020; Gusakov, Haque, & Jogia, 2020; Foris et al., 2020):

#### • Arrival

Businesses today have a truly global reach because the Internet is a truly global platform. The cost of traditional media has prevented large international companies from achieving this kind of reach, but DMO websites allow smaller companies to reach consumers around the world on a much smaller budget. (Constantoglou, 2020).

#### • Range

Internet marketing allows marketers to offer a wide range of products and services and reach customers in a variety of ways. DMO Websites include, but are not limited to, information management, public relations, customer service, and sales. This range will only increase as modern technologies become available (Gusakov, Haque, & Jogia, 2020).

#### • Quickness

Internet marketing via DMO websites can have an immediate impact in ways never previously workable (Foris et al., 2020).

### 2.4 The Benefits of DMOs Websites for Travellers in Tourist Destination Selection

It is undeniable that tourism is important for the economies of many different countries (Dedusenko & Wagenseil, 2020). At the

international level, tourism is expanding at a rising rate and helping many nations improve economically (Bachinger & Tripkovi Markovi, 2020). Considering the fierce rivalry in the tourism industry, it is crucial for suppliers of the industry's products and for tourist destinations to know how people make travel and holiday destination decisions (Komppula, 2014; Ye, 2020). Many nations have an overseas destination management organisation that promotes the destination and develops its image (DMO).

As a result, DMOs websites offer a number of important benefits that can be examined at both the customer and firm level as following (Komppula, 2014; Bachinger & Tripkovi Markovi, 2020; Dedusenko& Wagenseil, 2020; Zhao et al., 2021):

- **Consumer benefits:** A DMO shows the product and allows the user to try it for a different type of product or service. As it enables customers to test products online, which may stimulate purchase (Bachinger & Tripkovi Markovi, 2020).
- **Getting greater amounts of information:** Consumers consider information a major benefit of being exposed to DMO websites. Information is one of the need-satisfying functions derived from media communication according to uses and gratifications theory (Dedusenko& Wagenseil, 2020).
- **Comparing offers on products of interest:** The ability of the DMO websites to amass, analyze and control large quantities of specialized data can enable comparison shopping and speed the process of finding items.
- **Facilitating trial offers:** DMO websites have become increasingly competitive, since these websites can enhance the opportunity for trial and actual purchase of products or services (Komppula, 2014)
- **Getting high-quality products at low or reasonable prices:** Online consumer usage grows exponentially as broadband access prices decline and more and more Internet devices are adopted – fixed and mobile. This increases demand for new online products and leads to increased offerings of high-quality products or services at reasonable prices (Zhao et al., 2021).

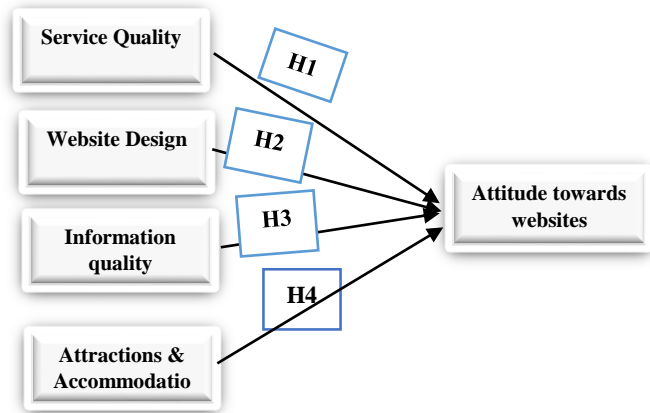
### 3. Methodology

#### 3.1 Conceptual framework and Study hypotheses

Table 1. Questionnaire Structure for the study

Based on the literature review of DMOs websites the conceptual framework of the current study has been developed. Figure (1) showed that independent variables which including service quality, website design, information quality and attractions & accommodations have effect directly on the attitude towards websites. For that the current study tries to evaluate the following hypothesis:

Figure (1) Study framework



H1. The service quality of the website is significantly affecting attitude towards websites

H2. The website design is significantly affecting attitude towards websites

H3. The credibility of information quality of the website is significantly affecting attitude towards websites

H3. The attractions and accommodations are significantly affecting attitude towards websites

#### 3.2 Research methods

The deductive approach employing quantitative method was used in this study to evaluate the hypothesized model. There are five constructs in the proposed research model Figure (1)

The constructs are measured using a questionnaire form directed and distributed to the local population Fayoum Governorate, and the Fayoum area was represented within the governorate's centres as a sample for data collection. Statements used to measure the research constructs were developed from literature review as shown below Table 1. and a five-point Likert scale (1=strongly

disagree to 5=strongly agree) was used to estimate the respondents' perceptions. The characteristics of the websites can be categorised into Four general factors, as shown below Table 1.

Table 1. Questionnaire Structure for the study

Indicator	Variables	Empirical Study
Service Quality	The website loads quickly	(Pourabedin, 2021)
	The destination is clearly and easily shown on the website	(Žanna & Xuedong, 2016)
	The websites support multi-languages	(Paunovic, 2014)
	There is a map and logo of the tourist destination	(Zhao et al., 2021)
	Local date and time available on the home page	(Song & Wen, 2021)
	There is information about the weather on the site	(Pulvirenti & Jung, 2011)
	The date of the last update of the site is available	(Su et al., 2022)
	There is a website version for smart phones	(Tosun, Dedeoğlu, & Fyall, 2015)
	Search functions work effectively	(Beck et al., 2017)
	The website appears consistently on different web browsers	(Law, Qi, & Buhalis, 2010)
	The website's structure is clear and easy to follow	(Xu, Liu, & Panneerselvam, 2014)
Website Design	Information and services are organized by categories	(Chong & Law, 2019)
	attractive home page design	(Song & Wen, 2021; Basera & Nyahunzwi, 2019)
	Diversity in colour scheme, background, graphics, and lettering	(Wong, Leung, & Law, 2020)
	The font size is standard and clear	(Martínez-Sala, Monserrat-Gauchi, & Alemany-Martínez, 2020)
	Links work properly	(Molina et al., 2020; Sotiriadis, 2020)
	The website is attractive and innovative	(Hefny, 2020; Gibbs & Gretzel, 2015)
	There are tabs on the website	(Sanabre, Pedraza, & Vinyals Mirabent, 2020)
Information Quality	The site map exists	(Halim et al., 2020 ; Chong & Law, 2019)
	The information about the destination is adequate	(Vyas, 2019; Jabreel, Moreno & Huertas, 2017)
	Up-to-date information is provided on time	(Chong & Law, 2019; Molina et al., 2020)
	The information is exact and trustworthy	(Kullada & Michelle Kurniadjie, 2021)
	The information is relevant to the audience	(Kim, Chung & Ahn, 2019)
	The website supplies services that are customised for individual visitors	(Basera & Kuranga, 2019)
	The website offers useful information for visitors	(Kim et al., 2017)
	The information supplied is appropriately detailed	(Tsai, 2017; Sun et al., 2017)
Attractions and Accommodat ions	The site supplies an email address to visitors for the communication process	(Bonjisse & Morais, 2017)
	The site supplies information about tourism, local activities, and attractions	(Wong, Leung, & Law, 2020; Ye, Wu, & Zheng, 2019)
	The site displays contact details of travel agents	(Martínez-Sala, Monserrat-Gauchi, & Alemany-Martínez, 2020)
	There is information about shopping	(Molina et al., 2020 ; Zhou & Sotiriadis, 2021)
	There is information about the best deals and offers and their advantages	(Pourabedin, 2021; Spinelli, 2021)

Table 1. Questionnaire Structure for the study

Indicator	Variables	Empirical Study
	The site shows information about transportation and accessibility	(Önder & Berbekova, 2021; Marić & Zoroja, 2019)
	There is information on accommodation (names, contacts, stars...)	(Zhang, Cheung, & Law, 2018; Alizadegan & Liu, 2022)
	There is a link to accommodation websites	(Jiajia & Huawen, 2021; Chong & Law, 2019)
	The site offers images and videos about accommodations	(Ong & Ito, 2019; Vyas, 2019)

### 3.3 Study population and sampling

The study sample was collected from the Fayoum Governorate's local population, and the Fayoum area was represented within the governorate's centres as a sample for data collection, totalling 383 forms. SPSS (Version, 23) software was used for analysis data as following Table 2.

Table 2. Study population

Sample	Population	Samples	Distributed	Collected
Fayoum	555,159	383	1000	383

From table 2. The size of the study population and the study sample were figured out through the latest update made by the Central Agency for Public Mobilization and Statistics. As, a total of 383 forms were collected from among the total forms that were distributed manually and electronically to the local community of the Fayoum Area in the Fayoum Governorate, and this is according to the latest update of the statistics of the Central Agency for Public Mobilization and Statistics for the year 2017, where the total population of the Fayoum Area was 555,159 and the appropriate sample size is 383, which is a simple random sample ((Nangoy & Tumbuan, 2018).

The gathered data was coded and entered using SPSS. Frequencies, percentages, the averages, were all considered while producing descriptive statistics to assess the research hypotheses and to find the general trend of the respondents. Furthermore, Chi-square test to measure morale, the correlation coefficient to measure the extent of the correlation between the independent variables and the dependent variable and then interpret those results to accept or reject the hypotheses of the research. Results and Discussion.

### 3.3 Time delineation

This research adopted a cross-sectional design. A total of 383 questionnaires were distributed at

random to the population from December 2021 to August 2022.

## 4. Results and Discussion

### 4.1 Descriptive analysis

The descriptive analysis of the questionnaires that were distributed to the respondents inside the Fayoum Area (mean and standard deviations)

Table 3. Evaluating the service quality of the website.

Construct/ Indicator	Mean	SD
<b>Service Quality of the website (SQ)</b>		
Website loads quickly	2.88	1.448
The destination is clearly and easily shown on the website	2.93	1.442
The websites support multi-languages	2.92	1.453
There is a map and logo of the tourist destination	2.97	1.596
Local date and time available on the home page	2.96	1.589
There is information about the weather on the site	3.00	1.526
The date of the last update of the site is available	2.93	1.527
There is a website version for smart phones	2.94	1.453
Search functions work effectively	2.95	1.410
Website appears consistently on different web browsers	2.95	1.416
Website's structure is clear and easy to follow	2.96	1.433
Information and services are organized by categories	2.98	1.457
<b>General Mean</b>	2.94	

Table 4. Evaluating the Visualization and Website Design

Construct/ Indicator	Mean	SD
<b>Visualization and Website Design (WD)</b>		
Attractive home page design	2.97	1.434
Diversity in colour scheme, background, graphics, and lettering	2.95	1.392
The font size is standard and clear	2.96	1.396
Links work properly	3.00	1.441
The website is attractive and innovative	3.00	1.482
There are tabs on the website	3.02	1.480
The site map is existed	3.00	1.506
General Mean	2.98	

According to the analysis of table 3. When asked the respondents about “There is information about the weather on the site” it was found that the General average of their opinions fell into the disagree choice with 24.3% percent and its mean value is (3.00) and Std. Deviation (1.526). Followed by the respondents also disagree when asked about “Information and services are organized by categories” 22.7% percent and its mean value is (2.98) and Std. Deviation (1.457). By asking them about “There is a map and logo of the tourist destination” it was found that the general average of their opinions fell into the strongly agree choice with 26.9% percent and its mean value is (2.97) and Std. Deviation (1.596). when the respondents were asked about “Website’s structure is clear and easy to follow” it was found that the total average of their opinions fell into the agree choice with 24.0% percent and its Mean value is (2.96) and Std. Deviation (1.433). Also, 27.2% of the respondents strongly disagree when asked about “Local date and time available on the home page” with Mean (2.96) and Std. Deviation (1.589), followed by the respondents agree with the question “Website appears consistently on different web browsers” 24.5% percent and its mean value is (2.95) and Std. Deviation (1.416). On the other hand, the respondents answered disagree when asked about “24.5” with Mean (2.95) and Std. Deviation (1.410), furthermore, 23.8% of the respondents disagree with the statement “There is a website version for smart phones” with Mean (2.94) and Std. Deviation (1.453), consequently, 26.1% of the respondents

replied strongly disagree when asked about “The date of the last update of the site is available” with mean (2.93) and Std. Deviation (1.527). Followed by 28.5% of the respondents disagree with the statement “The destination is clearly and easily identified on the website” with Mean (2.93) and Std.

Deviation (1.442). “The websites support multi-languages” was another statement that 27.9% of the respondents with agree with mean (2.92) and Std. Deviation (1.453), and by asking them about “Website loads quickly” it was found that the general average of their opinions fell into the agree choice with 29.0% percent and its mean value is Mean (2.88) and Std. Deviation (1.448).

The weighted mean average of the website's Service Quality was 2.94, showing that the general trend of the website's service quality is neutral as shown in the previous table since 2.94 lies in the internal range (2.60 - 3.39).

Through the results of the analysis of the earlier table, it was found that the overall average of the respondents' replies was neutral, this shows the need for further information on the DMO website, and the services provided on it to satisfy the visitor's needs and encourage him to travel to the destination.

As can be seen in the preceding table 4. when asked the respondents about “There are tabs on the website” it was found that the general average of their opinions fell into the strongly agree choice with 23.5% percent and its mean value is (3.02) and Std. Deviation (1.480). followed by the respondents answered strongly agree when asked about “The site map is existed” with 23.8% percent and its mean value is (3.00) and Std. Deviation (1.506). and by asking them about “The website is attractive and innovative” it was found that the general average of their opinions fell into the disagree choice with 24.3% percent and its mean value is (3.00) and Std. Deviation (1.482). When the respondents were asked about “Links work properly” it was found that the total average of their opinions fell into the disagree choice with 23.5% percent and its Mean value is (3.00) and Std. Deviation (1.441). Also, 20.9% of the respondents Disagree when asked about “Attractive home page design” with Mean (2.97) and Std. Deviation (1.434), followed by the respondents who replied strongly disagree with the question “The font size

is standard and clear” 24.5% percent and its mean value is (2.96) and Std. Deviation (1.396). Furthermore, 25.6% of the respondents answered agree with the statement “Diversity in colour scheme, background, graphics and lettering” with a mean (2.95) and Std. Deviation (1.392).

The weighted mean average of visualization and Website Design was 2.98 which indicates that the trend of visualization and Website Design is neutral as a general tend according to 5- point Likert scale as shown in the above table since 2.97 lie in the internal (2.60 - 3.39).

The overall average of the respondents' replies was neutral, this proves that visitors require more information about Fayoum's DMO website to discover travel destinations, vacation packages, and accommodations.

Table 5. Evaluating the Transparency and Credibility of Information Quality

Construct/ Indicator	Mean	SD
<b>Transparency and Credibility of Information Quality (IQ)</b>		
The information about destination is adequate	2.96	1.519
Latest information is provided promptly	2.93	1.531
The information is correct and trusted and is relevant to audience	3.01	1.495
Website offers useful information for visitors	2.98	1.518
Information supplied is appropriately detailed	3.02	1.481
The site supplies an email to visitors for the communication process		
General Mean	2.97	

According to the analysis of table 5. when asked the respondents about “Information provided is appropriately detailed” it was found that the general average of their opinions fell into the disagree choice with 28.5% percent and its mean value is (3.02) and Std. Deviation (1.481). followed by the respondents also disagree when asked about “The information is accurate and trusted and is relevant to audience” 27.9% percent and its mean value is (3.01) and Std. Deviation (1.495). and by asking them about “Website offers useful information for visitors” it was found that the general average of their opinions fell into the disagree choice with 25.1% percent and its mean value is (2.98) and Std. Deviation (1.518). when the

respondents were asked about “The site provides an email to visitors for the communication process” it was found that the total average of their opinions fell into the agree choice with 24.8% percent and its mean value is (2.96) and Std. Deviation (1.521). Also, 25.3% of the respondents agree and disagree when asked about “The information about destination is adequate” with a mean (2.96) and Std. Deviation (1.519), followed by the respondents strongly disagree and agree with the question “Recent information is provided in a timely manner” 25.6% percent and its mean value is (2.93) and Std. Deviation (1.531).

The weighted mean average of Transparency and Credibility of Information Quality was 2.97 with Std. Deviation 1.436 which show that the tend of Transparency and Credibility of Information Quality is neutral as a general tend according to 5-point Likert scale as shown in the above table since 2.97 lie in the internal (2.60 □ 3.39). The overall average of the respondents' replies was neutral, as a result, this illustrates that visitors need more correct information on the site as well as credibility and reliability of this information to make the decision to visit the tourist destination.

Table 6. Evaluating the Attractions and Accommodations

Construct/ Indicator	Mean	SD
<b>Attractions and Accommodations (ACC)</b>		
The site provides information about tourism local activities and attractions	2.96	1.512
The site displays contact details of travel agents	3.05	1.474
There is information about Shopping	2.99	1.456
There is information about best deals / offers and its advantages	2.97	1.478
The site shows information about transportations and accessibility	2.98	1.501
There is information on accommodation (names, contacts, stars...)	2.95	1.510
There is a link to accommodation websites	3.03	1.508
The site offers Images and videos about accommodations	3.04	1.519
General Mean	2.99	

According to the analysis of table 6. when asked the respondents about “The site displays contact details of travel agents” it was found that the general average of their opinions fell into the disagree choice with 26.1% percent and its mean

value is (3.05) and Std. Deviation (1.474). Followed by the respondents also strongly agree when asked about “The site offers Images and videos about accommodations” 24.3% percent and its mean value is (3.04) and Std. Deviation (1.519). and by asking them about “There is a link to accommodation websites” it was found that the general average of their opinions fell into the strongly agree choice with 23.8% percent and its mean value is (3.03) and Std. Deviation (1.508). when the respondents were asked about “There is information about Shopping” it was found that the total average of their opinions fell into the agree choice with 26.6% percent and its mean value is (2.99) and Std. Deviation (1.456). Also, 25.6% of the respondents answered agree when asked about “The site shows information about transportations and accessibility” with Mean (2.98) and Std. Deviation (1.501), followed by the respondents agree with the question “There is information about Best deals / offers and its advantages” 26.4% percent and its mean value is (2.97) and Std. Deviation (1.478). furthermore, 24.3% of the respondents answered strongly disagree and agree with the statement “The site provides information about tourism local activities and attractions” with mean (2.96) and Std. Deviation (1.512), consequently, the respondents replied strongly disagree and agree when asked about “There is information on accommodation (names, contacts, stars...)” with 25.3% percent and its mean value is with mean (2.95) and Std. Deviation (1.510). The weighted mean average of Attractions and Accommodations was 2.99 with Std. Deviation 1.405 which indicate that the tend of Attractions and Accommodations is neutral as a general tend according to 5- point Likert scale as shown in the above table since 2.99 lie in the internal (2.60 – 3.39)

The results of the previous table show the overall rate of respondents' responses was neutral, this proves that visitors need more information about Fayoum's DMO website and the information provided on the site about the attractions and accommodations in the tourist destination to locate travel destinations, package deals, and lodging.

*The linear regression*

The linear regression coefficient was used to assess the hypotheses of the study, and the results are shown in the tables below.

Regression analysis and hypothesis testing as following:

- Table 7. Measures the correlation of the independent and dependent variables' coefficients of determination
- Table 8. F-test used in ANOVA to evaluate if there is a significant relationship between the effect of independent variables and the success of the tourism development strategy.
- Table 9. Regression of the independent variables and their effect on the dependent variable

Table 7. Coefficient of determination (R square) between independent variables and the attitude towards website and destination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 <sup>a</sup>	.925	.924	.39929

a. Predictors: (Constant) SQ\_mean, WD\_mean, IQ\_mean ACC\_mean

The dependent variable: ATT

The independent variables: SQ mean, WD\_mean, IQ\_mean ACC\_mean

From table 7. it is revealed that R square value is 0.925 this mean that the following variables: the independent variables (Service quality SQ\_mean, Website Design WD\_mean, Information Quality IQ\_mean Attractions and accommodations ACC\_mean) affect 92.5% of the dependent variable (the attitude towards website and destination ATT)

Table 8. Significance of Impact of (SQ\_mean, WD\_mean, IQ\_mean ACC\_mean) on ATT using ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	739.393	7	105.628	662.523	.000b
Residual	59.787	375	.159		
Total	799.180	382			

a. Dependent Variable: ATT\_mean  
 b. Predictors: (Constant), SQ\_mean, WD\_mean, IQ\_mean, ACC\_mean

It was found from table 8. of the analysis of variance analysis of the high significance of the F test where (F = 662.523: P = .000 < 0.005), which confirms the high explanatory power of the multiple linear regression model from a statistical point of view, meaning that the previous independent variables have a moral and real impact on the effectiveness of the attitude towards website and destination) ATT) . The following table shows the values of the regression coefficients and the



statistical significance tests for these coefficients. This table can be summarized as follows:

Table 9. presents the value explained by each independent variable ( $\beta$ ). It is clear SQ has a negative impact on ATT (and the negative impact here means that the more there is a weakness in the quality of the services provided on the site, the more it has a negative impact on the visitor's attitude towards the site and the destination), as the value of the beta coefficient ( $B = -0.127, p < 0.05$ ) with a significant level of 0.049 which is less than 0.05 and the first hypothesis is supported (H1: the quality of service is significantly affecting attitude toward websites). As for WD, It is clear that WD has a negative impact on ATT as the value of the beta coefficient ( $B = -0.071, p > 0.05$ ) with a significant level of 0.208 which is more than 0.05 and the second hypothesis is unsupported (H2: The website design is significantly affecting attitude toward websites).

Table 9. Coefficients of regression between independent variables and the attitude towards website and destination

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	6.060	.051		119.210	.000
SQ_mean	-.134	.068	-.127	-1.976	.049
WD_mean	-.078	.061	-.071	-1.262	.208
IQ_mean	-.149	.070	-.148	-2.136	.033
ACC_mean	-.174	.066	-.170	-2.654	.008

a. Dependent Variable: ATT\_mean

According to the value explained by the variable IQ, it is clear that IQ has a negative impact on ATT (and the negative impact here means that whenever there is a lack of information provided on the site, that is, it is insufficient and does not meet the visitors' needs, the more it has a negative impact on the visitor's attitude towards the site and destination), where the value of the beta coefficient ( $B = -0.148, p < 0.05$ ) with a significant level of 0.033 which is less than 0.05 and the third hypothesis is supported (H3: The credibility of information quality is significantly affecting attitude toward websites). And about ACC it is clear that ACC also has a negative impact on ATT

(the negative impact here means that the less and insufficient the information provided about the accommodations and attractions that the visitor looks for on the site, the more it has a negative impact on the visitor's attitude towards the site and destination), as the value of the beta coefficient ( $B = -0.170, p < 0.05$ ) with a significant level of 0.008 which is less than 0.05 and this proves the validity of the hypothesis the fifth hypothesis is supported (H4: The attractions and accommodations are significantly affecting attitude toward websites).

#### 4. Conclusion and Recommendations

This study is useful for destination management organisations who wish to do their best to improve tourism destinations in developing countries. Where the organisations could improve its policies, strategies, and systems in terms of DMOs websites and help both the internal and external stakeholders in understanding the DMOs websites situation of the country.

As a result of the previous research, most of the respondents' answers to the questionnaires distributed to the Fayoum governorate fell into neutral, according to the results of the previous tables it was found the following:

- 1- The low level of services provided on the DMO website of Fayoum, and there is not enough information that needed about the weather, also many search engines do not work efficiently. Furthermore, the local date and time of the city are not clear to the visitor, and the information available on the site is not up to date.
- 2- The general shape of the DMO website of Fayoum and its design is unattractive.
- 3- Lack of available information about tourist attractions, tourist activities and places of residence for hotels, resorts, and tourist villages. In addition, there is not enough information and details about places of residence such as ( contacts, stars ...).

##### 5.1 Recommendations

This study has a number of recommendations for government and the destination management Organisations. As the evaluation of DMO website is one of the most important topics to emphasis in promoting travel, improving travel-related activities, improving the feeling of the travel destination, and increasing visitor satisfaction.

##### Recommendations for enhancing the site's service quality

- DMOs should provide access to their sites in multiple languages for visitors to use while browsing.
- DMOs should provide their sites with a tourist map describing the tourist attractions in the town that the visitor is looking for, as well as a logo for the tourist destination.
- DMOs should assess the display of the local date and time on their sites' home pages on a regular basis.
- DMOs should provide weather information on their websites as the first desire of a visitor is to explore the weather.
- DMOs websites should be updated regularly, as well as download and browsing speeds should be monitored.

DMOs should make sure that the information on their websites is regularly updated.

DMOs should have a website version for smartphones on their websites.

It must be ensured that the search functions of the DMO website works more effectively for users.

DMOs should prove guidelines so that their websites display consistently and clearly across multiple web browsers.

The structure of the DMO website should be clear and easy to follow

The quality of services provided by the website must be sufficient in effectiveness and efficiency to meet visitors' needs.

The information and services provided on the DMO website should be organized according to the categories of visitors

*Recommendations to improve the website's attractive and imaginative design*

The website design should be of high quality, attractive and suitable for the visitor

The home page of the DMO website should be designed in an attractive and innovative way for the visitor

There should be diversity in the colours, background, graphics, and letters that appear to the visitor on the DMO website while browsing

The font size on DMO website must be standard and clear to browser

DMOs should ensure that links to the website are working properly

There should be multiple tabs on the DMOs websites

DMOs should provide a detailed map of tourist destinations on the website

*Suggestions for the tourist attractions and information on the accommodations that visitors are going to look for*

- DMOs now should give visitors basic information on the attractions and accommodations they are looking for on their websites.
- DMO websites should include all information about how to contact with travel agencies.
- There should also be sufficient information about places to shop and buy gifts
- DMOs should provide websites with information about the best offers, their locations, and advantages for visitors.
- DMOs websites should also display sufficient and detailed information on how to move, the various means of transportation, and the possibility of easy access to the tourist destination
- DMOs websites should offer visitors links to access accommodations, how to book and inquire about rates. Visitors should also be provided with information about (hotel names, contacts, stars, etc.)
- DMOs websites should provide visitors with photos and videos about the different accommodations to help the visitor's selection process according to his capabilities.

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