

Effectiveness of Electronic Customer Satisfaction Survey in Luxor and Aswan Hotels

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Abstract

Electronic Surveys have become one of the recent technological tools used in the hospitality industry. Online customer satisfaction review is a significant type of electronic surveys utilized by marketing departments in hotel establishments. The research aims at identifying the main advantages, disadvantages, and effectiveness of applying an electronic customer satisfaction survey. Seven 5-star hotels in Luxor and Aswan have been selected as the research sample, representing 58.5% of the total number of 5-star hotels in Luxor and Aswan. A questionnaire has been distributed among 35 employees working in the marketing department of the visited hotels and an interview has been conducted with 21 managers working in related departments in the investigated hotels. Advantages are summarized in the fast and easy access of guests, prompt and fast analysis of staff to the survey. On the other hand, disadvantages are briefed in the high cost of installing online systems and the ignorance of some staff and guests in using them. Egyptian Hotel Association, in collaboration with hotel properties, should provide technical assistance for installing an obligatory electronic customer satisfaction survey in Egyptian hotels, including Luxor and Aswan hotels. Finally, hotels have to assign technical staff for installing such a system with a follow-up agenda and provide training sessions to their staff to teach them the knowhow of operation.

Introduction

Customer satisfaction has become more significant within smart hotels that utilize e-service as it is not easy to keep customers loyal in the virtual world (Zavareh et al., 2012). Leung (2019) stated that the smart hotel is a hotel that utilizes the internet-connected programs, which enable staff to communicate or interact within themselves internally or with other sides externally. This is sometimes identified as the Internet of Things (IoT) and means that even regular devices can send or receive data, making them 'smart'. Rajbhandari (2020) reported that smart hotel classification is mostly related to smart technologies rather than a smart organization. The smart hotel term represents a

technical and computerized merged system of hospitality services' establishment, based on new data and communication know-how, either on their own or in cooperation with human beings, answering signs coming from inside and outside environment and sufficiently amending their activities. Lai and Hung (2017) declared that a smart hotel should have the combination, merging and novelty that are distinguished from just technology innovation only. They have to be customer-focused as the key factor, and not just emphasis on the technique themselves. Technology circulation is a continuous process in the world, including the hospitality industry. Therefore, the old-style hotels need to turn themselves into smart hotels.

Customer satisfaction helps a great deal in maximizing the percentage of guests' repeat visits and powerfully competes in the market (Lewin, 2009). Cheng (2011) studied the main recent tools for measuring customer satisfaction and reached the conclusion that there is an actual need for using the internet and electronic programs of customer satisfaction evaluation for easy use and facilitate reporting. Bergeron (2004) stated that a new methodology to customer relationship management has developed with the appearance of the Internet, where customers can obtain information about the products and services, they need by browsing the internet from anywhere. This is plus the company's website which strongly encourages customers to visit the company's website and learn more about products and services. CRM involves customers' usage of e-mail, e-commerce, and any other contact points on the internet. The internet has resulted in the spread of electronic word-of-mouth, allowing the informal communication with customers via review websites, regarding their evaluation of hotels' products and services. The role of online guest reviews is to provide the hotel with the appropriate information about the needs and desires of prospective customers with their feedback and recommendation (Park et al., 2007).

Review of Literature

Customer Satisfaction

Customer satisfaction is an indicative measurement of the quality of services offered to guests (Rathnayake, 2015). Quality of service and customer satisfaction have increasingly been identified as main issues in attaining competitive advantage and customer loyalty (Holjevac et al, 2009). In the tourism sector, customer satisfaction is aiming at exceeding customers' expectations. Before travel, customers expected a specific quality of service. Thus, customer satisfaction is reached when offered services not only meet expectations but also exceed such expectations (Chen & Chen, 2010). Kotler et al. (2018) identified customer satisfaction as the feeling of happiness gained after purchasing the products and services.

Customer satisfaction has a positive effect on business in reaching strategic objectives and increasing demand (Gil et al., 2008). It also has an effective role in maximizing sales volume and profitability. This is plus the results of a good reputation came from positive word-of-mouth (Luo and Homburg, 2007). The main reason of studying customer satisfaction in the tourism sector is the fact that tourism and travel attempt to reach customer satisfaction as the first priority since customers are the main source of financial profitability (Salman et al., 2013). Mmutle (2017) stated that customer satisfaction has been found to be one of the most influential tools on continuous

competitive advantage in the market and sustainability with the highest quality of service. Karakas Morvay (2014) stated that it has been clarified that customer satisfaction is addressing customer's willingness to repeat his/her visit to the hotel, which is surely evidence and reflection of guests' loyalty. Tawinunt et al. (2015) confirmed that organizations have to listen to their customers' needs, requirements and desires to maximize customer loyalty and satisfaction, resulting in a high volume of sales and revenues. Thus, guests expect a place for relaxation to feel satisfied and happy.

Customer Relationship Management (CRM) and Electronic Customer Relationship Management (E-CRM)

Customer Relationship Management (CRM) is a business customer-oriented approach stressing on customers to achieve customer satisfaction and loyalty by providing demand-driven services (Greenberg, 2002). CRM comes from the concept of customer orientation and has gradually been used by the service business to support the relationship between companies and their customers (Gharibpoor et al., 2012). The applied strategy, which emphasizes the customer has added the "human dimension" to information technology, by focusing on the process of organizational change. The fundamental philosophy of CRM is to develop long-lasting relationships with customers (Kristoffersen et al., 2004). Dimitriades (2006) stated that CRM provides the type of management which depends on creating market needs' relationship. CRM is a device and method that allows an organization to identify, recognize and serve customers to upgrade customer service, maintain valued customers, and assist in providing analytic competences. Leventhal and Zineldin (2006) reported that CRM is the key factor that permits the description of customer focus and maximize customer significance. Moreover, CRM helps organizations to preserve customer loyalty. It is not only designed for customers' management and for observing their behavior; it also has the prospective to alter, modify and develop customer's relationship with the service provider and increase business profitability.

Almotairi (2008) as well as Ahmad et al. (2019) stated that Implementing CRM effectively can bring several benefits and profits to the companies and help to get shared benefits from both parties. CRM could bring many benefits for companies to support their capabilities to strongly compete in the market, maximize profits and profit percentage, decrease costs, develop concentration of the market, minimize cycle times of implementing new sales activities, maximize times of narrow-scale target marketing and increase awareness. Many benefits might be resulting from CRM, i.e.; maximize customer loyalty, more dynamic marketing; develop customer service and progression, and productivity increase with cost decrease.

Padeli et al. (2020) defines E-CRM as CRM policy that is applied in relation to the recent information technology developments, with many instances including web browsers, android operating systems, electronic media such as e-mail, call centers, etc., and operate using internet networks.

Some of the stages of E-CRM mentioned by Setiawan and Saputra (2015) as follows:

- Acquire: This process requires the company to provide a positive image so as to let customers guarantee usage of the product/service.

- Improve: At this stage, providing quality service and also applying up-selling techniques to help maximize customers' demand for the product/service.
- Maintain: At this stage, customers' loyalty will be attained

To effectively implement E-CRM, the priority should be given to individual skills, proficient aptitude, guest contact employees, quality of services and pricing strategies. Therefore, these results can become beneficial marketing tools for hotels' managers and other related service properties in developing economies (Laforet, 2013). The main target of E-CRM is maximizing revenues and returns while reducing costs. To achieve this goal, the customer needs to grow his/her transactions with the service provider. If transactions are made more appropriate, beneficial and less expensive for customers, they will be encouraged to repeat their visits (Dimitriadis, 2006). The characteristics of E-CRM that result in customer loyalty were exemplified in service quality, customization, website design and contact interactivity. It has also been discovered that E-CRM is influential for strengthening the relationship with customers and encouraging the development of a smart computer-based community which further increase in satisfaction. Dubihlela and Molise-Khosa (2014) stated that E-CRM can effectively help the information disperse within the organization as well as develop its relationships with customers (Alim and Ozuem, 2014). Online e-commerce offers a specific level of enthusiasm as it is related to all types and companies' activities including; e-commerce, e-business, e-CRM, electronic supply chains, e-tickets, e-education, and e-government. The everlasting growth of Internet-based technology will continue to be serious to business-to-consumer and business-to-business environments (Al-Hawary and Al-Menhaly, 2016). Tian and Wang (2017) stated that the main benefits of E-CRM come from using it to connect every operation in a business that influences customer experience. Technology provides opportunities to properties to reach customer feedback related to 'critical issues' like meetings with sales staff, customer service investigations, Internet purchases, and customer reviews to develop relationships.

Word of Mouth (WOM) and Electronic Word of Mouth (E-WOM)

Word-of-mouth (WOM) is one of the issues that have commonly been addressed among practitioners (Oetting & Jacob, 2007). It works as a free motivating and marketing tool for any business company, especially in the hotel industry. Word-of-mouth is considered a highly significant practice of promotion, especially about service quality (Shirsavar et al., 2012).

Word of mouth (WOM) has been approved to be the impact on people's purchasing decision. It has been defined as an informal communication delivered from one customer to other customers about the advantages, benefits, or attributes of particular goods and services or their vendors (Berger, 2014). Yan et al. (2016) and Fox and Longart (2016) mentioned that E-WOM is the feedback of products or services provided by customers through the internet. It has a direct impact on consumers' trust and purchasing decision. It can omit the limitations of traditional WOM. Thus, it has been broadly studied in the field of e-commerce, information systems and marketing. Nuseir (2019) stated that E-WOM has a significant effect on brand reputation and the online purchase interests of consumers. This fact highlights the significance of E-WOM and

the various advantages that can be accomplished by designing and applying the optimum marketing strategies.

Hamdi (2017) found that it is probable for the review website to provide information to a broad variety of prospective consumers who are searching online for hotel information whereas traditional WOM can only reach close friends and families (Romaniuk, 2016). It is expected that 77.9% of future consumers are likely to read online reviews of hotels in order to create a better purchasing decision. Hence, E-WOM plays a highly significant role in the hotel industry as technology develops (Mhlanga and Siyongwana, 2018).

In a study done by Mounier (2016) for evaluating the effectiveness of the electronic customers' words on organizations' positive image, it has been proved that consumers depend first on E-Word-of-Mouth for creating their mental image about the organization. This E-WOM consists of three dimensions: credibility, quality, and quantity.

The negative E-WOM should be well recognized and studied by business associations. It has a constructive influence on customers' selection and increasing the demand of the tourist destination. There must be regular customer satisfaction surveys about the offered products and services (Ibrahim and Nour Eldin, 2019).

Electronic Customer Satisfaction Survey

Lee et al. (2009) and Tabaei et al. (2011) stated that satisfaction in the electronic world is highly significant, and the satisfaction context must include the whole part of shopping. In online shopping, we must observe the product (for example price, quality, reliability, consistency, and shipment) and website quality (for example ease of use, navigation, website design, information, reliability, perception, security, receptiveness, customer support, returnability, privatization, aesthetics, assurance, and availability) which are signs reflecting the website quality.

Some researches emphasized the measurement of the electronic customer satisfaction index (E-CSI). E-service quality (Information accessibility and content, Ease of use, Privacy/security, Graphic style, Fulfilment/reliability), has a key role on the customer E-satisfaction (Hsu, 2008). Anderson and Srinivasan (2003) defined E-satisfaction as "the gladness of the customer regarding his or her previous purchasing experience" on the website. Bai et al. (2008) and Finn (2011) stated that website quality has been accepted as a crucial phase to lead online business and influence customer satisfaction. They concentrated on classifying the website traits that determine the overall criteria of customer satisfaction into different features that have been frequently discussed in many studies such as product, price and quality. Product value, product quality, product benefits, product features, product design, product reliability and consistency have been regarded as the most important aspects for satisfaction. Pulvirenti and Jung (2011) discovered that there is an extremely positive effect of Social Media Networks (SMN) on web quality and E-satisfaction within the framework of tourism destination's marketing in visitors' eyes. Awad and Soliman (2017) proposed the following recommendations to hotel management for developing E-marketing websites in order to reach customers' E-satisfaction.

- Hotel needs to upgrade the quality of their websites and amend content constantly (i.e. lively contents, events calendar, and Links to regional/city/area pages)
- Improving system suitability (i.e. navigation, and access)
- Improving the security of private information, and E-payment processes
- Upgrading website service quality (i.e. payment options, and supply customer requirements.).
- Use E-mail marketing (i.e. send an e-mail to customers including hotel website link to review any updating of the website).
- Apply social networks (i.e. using advertisements or pages on Facebook to attract the attention of customers as a mean of marketing)

Online guest reviews in the hospitality industry

In the hospitality industry, online reviews are regarded as a pivotal decision-making tool (Litvin et al., 2008; Park and Allen, 2013). Customer Engagement Behaviours (CEBs) are described as customer behaviours that “exceed business communication and maybe precisely defined as a customer’s behavioural indicators that have a trademark or firm emphasis, beyond procurement, resulting from motivational drivers” (Liu and Zhang, 2014).

Alrawadieh, and Law (2019) mentioned that the results recommended that the quality and size of rooms, along with the quality of online services from management, mostly define guest satisfaction. The results also demonstrate the fact that moderately young European male tourists who stay in couples and with family are more likely to share their lodging experiences on the internet.

Ahmad et al. (2019) reported that reservation websites have become the main policy system for many people for hotel reservations and flights. Thus, economy hotel owners must take in mind data collected from reservation websites in order to measure and estimate the level of guest satisfaction at their hotel. Hopefully, this study will be benefited by many people within the tourism industry, comprising young people who often use economy hotels as their favourite hotel lodging, tourism students, academic people, and economy hotel owners as well as prospective businessmen who would like to promote their own economy hotel businesses in the future.

Radojevic et al. (2017) mentioned that there is a positive influence of guest feedback on several internet sites towards recognized service quality at the hotel. These sites are grouped into 3 categories: online feedback site (i.e. TripAdvisor, Yelp, etc.), OTA (online travel agency) (i.e. Agoda.com, Booking.com, Expedia, etc.), social networking site (i.e. Facebook, Twitter, etc.). Personal online reviewers are key ‘subjective’ aspects of their grade of satisfaction on hotel service comprising value for money, quality of accommodation, and overall service. Any constructive online reviews participate in the key factors of service quality assessment and customer satisfaction (Mauri and Minazzi, 2013). And according to customer’ previous feedback, customers are eager to pay to get such service (Martin-Fuentes, 2016). On the other hand, any undesirable comments, caused by the disagreeable experience, can affect negatively the hotel reputation, image and customers’ demand (Wei et al., 2013). The previous customer’s evaluations on

online websites affect customer behaviours for purchasing mostly on OTA websites (Ukpabi & Karjaluo, 2017). Moreover, De Pelsmacker et al. (2018) stated that digital marketing has a great impact on online reviews, so the higher the star rating, the more influences on the score granted and the volume of sales. Nevertheless, there are some untrustworthy feedback and evaluations on the online platform as well. Thus, the customer sometimes provides false evaluations on the internet (Ahmad & Sun, 2018). On the contrary, the management response to guest online review takes into consumer attention as well. The roles have been measured based on the regularity, rapidity and span of reply. This is to nurture the communication from the hotelier to past, current and future customers on social media (Li et al., 2017). A lot of key issues have to be taken into consideration in the review so that the review will be more efficient and lucrative for people who read it. Zhao et al., (2015) argues that there are 6 online reviews characteristics that we must know to be more active, namely:

1. The convenience of online reviews
2. Expert reviewer
3. The appropriateness of online reviews
4. The volume of online reviews
5. The valence of online reviews
6. The inclusiveness of online reviews

Hotel managers must pay attention to and answer the negative online reviews with gratitude, apology and clarification of any emerged faults or mistakes. Furthermore, hotels may need a nominated person to detect and reply to guests' comments and feedback on their Web sites and third-party websites. A designated person is also needed to examine online comments and connect to guests for the development of the hotel's online image (Bowen et al., 2015).

Methodology

Pilot Study

A pilot study has been implemented with a group of Luxor and Aswan hoteliers that consists of the following:

- One hotel inspector in the Ministry of Tourism and Antiquities, specialized in Upper Egypt hotels
- One member of the Egyptian Hotel Association, in Luxor and Aswan branch
- One professor working in one of the Tourism and Hotels colleges
- Owner of one of the 3-star hotels in Aswan
- Owner of one of the travel agents specialized in Luxor and Aswan tours
- One Tour Operator working in on-line reservation and e-booking

The pilot study raised the main questions about the significance of electronic customer satisfaction programs in Egyptian hotels in general and Luxor and Aswan in specific. The pilot study also addressed the issues of the effectiveness of electronic customer satisfaction surveys on employees' performance, customer satisfaction and guests'

perception to on-line service systems. The pilot study reached the following conclusions:

1. Electronic programs in general, including electronic customer satisfaction surveys, are very important to be applied in Egyptian hotels, including Luxor and Aswan hotels since it is one of the modern international hotel trends that will dominate hotel operations in the future.
2. Unfortunately, many hotels in Egypt do not apply such programs as their staff are not aware of their significance and ignore the know-how of using and operating them.
3. Three- and Four-star hotels look for best practices in five-star hotels to learn from their experience in applying electronic programs and online services in customer satisfaction surveys
4. Electronic customer satisfaction is very effective but hinders many problems such as the limited budget of some hotels to cover the costs of application and training of the staff
5. Nowadays, customers prefer electronic systems in many operations including customer satisfaction surveys.

Research Objectives

1. To identify the types of electronic customer satisfaction survey tools utilized in Luxor and Aswan 5-star hotels
2. To evaluate the responsiveness of Luxor and Aswan 5-star hotels' staff to electronic customer satisfaction survey programs and their capabilities to operate them
3. To evaluate the effectiveness of electronic customer satisfaction survey programs on employees' performance, customers' perception and hotel management in 5-star hotels in Luxor and Aswan
4. To provide advice and recommendations for developing the electronic customer satisfaction survey systems and supporting their application.

Research Questions

In order to reach the above-mentioned objectives, the following questions have been proposed:

- 1- Do the electronic customer satisfaction survey features have a positive effect on customers' responsiveness to Luxor and Aswan service quality?
- 2- Do the electronic customer satisfaction survey features have a positive effect on staff performance in terms of facilitating and developing their work in customer satisfaction assessment?
- 3- Do Luxor and Aswan hotels' staff and customers welcome, accept, and prefer the application of online customer satisfaction survey programs?

- 4- What are the problems and difficulties facing the application of electronic customer satisfaction survey programs in Luxor and Aswan Hotels?
- 5- Do customer electronic customer satisfaction reviews' contents and questions lead to the development of the hotel's performance?

Research Hypotheses

- H.1.** There are significant differences among the investigated respondents towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to the educational level at a significance level of 5%.
- H.2.** There are significant differences among the investigated respondents towards staff familiarity with, acceptance, and welcome to the electronic customer satisfaction survey system refers to experience at a significance level of 5%.
- H.3:** There is a statistically significant correlation among staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to the educational level at a significance level of 0.05.

Field Survey Tools

To reach research results and answer the research questions, the following tools have been employed:

Questionnaire

A questionnaire has been conducted with staff working in the marketing department. The questionnaire includes the following sections:

- Personal data about respondents
- Effectiveness of hotel on-line guest satisfaction review
- Overall evaluation about the quality of the on-line guest reviews
- Staff familiarity with, acceptance and welcome to the electronic customer satisfaction survey

Interview:

An interview has been conducted with managers in the visited hotels to identify and discuss the following issues:

- The advantages and disadvantages of using electronic customer satisfaction survey
- The positive impact of utilizing electronic customer satisfaction survey
- The effectiveness of employing electronic customer satisfaction survey
- The recommendations for developing the application of electronic customer satisfaction survey

A guest questionnaire was formed, designed, and created but not distributed nor used. This is because it was planned to be distributed during April, but the COVID-19 outbreak hindered its process.

Sampling and Duration

- **Duration:** The whole research lasted for 6 months starting from Nov. 2019 till Apr. 2020. The field survey lasted for 4 months from Jan. till Apr. 2020.
- **Investigated Hotels:** The criteria of selected hotels are 5-star hotels since they are the highest category of hotels that expectedly utilize and employ electronic tools. So, study their experience in applying electronic customer satisfaction systems will be models learned by other lower category hotels such as 3 and 4-star hotels. The selected number of hotels are 7 hotels representing 58.5% of the total number of 5-star hotels in Luxor and Aswan as the total number of 5-star hotels in Luxor and Aswan 12 hotels divided as 7 hotels in Luxor and 5 hotels in Aswan (Egyptian Hotels Association, 2016). The sample has been selected randomly with no bias.
- **Respondents of the Questionnaire:** The questionnaire has been distributed among 35 employees working in the sales and marketing departments in the investigated hotels, as 5 employees per hotel. The marketing department has been chosen since it is supposed to be the first department related to guest satisfaction survey
- **Interviewees:** The interview has been conducted with 21 managers, as 3 managers per hotel, working in the following jobs: Marketing Manager, IT Manager and Rooms Division Manager

Data Analysis and Coding

The Statistical Package for the Social Sciences (SPSS) version 22.0 for Windows was used to analyse the valid forms. Among its many modules for statistical data analysis, including descriptive statistics such as frequency counts. The analysis included the following statistical methods: Alpha Cronbach's test: to know the reliability of the study tool. Descriptive analysis: Frequencies, percentages, means, standard deviations, and ranking based on the most homogeneity values to describe the characteristics of the sample of the research. And the validity of hypotheses. It is used in the case of nonparametric tests and the case of the ordinal data. Mann-Whitney's test: to examine the differences among sample responses in two groups, one of the tests nonparametric. Kruskal-Wallis test: to examine the differences among sample responses in more than two groups, one of the tests nonparametric. To test the correlations among research variables, the researchers choose correlation analysis (R), the coefficient of determination (R Square). Studying relationships among research variables is important to identify the degree of effectiveness for each factor on the other factors. And to identify the response to the study dimensions.

- Note that: the mean used in determining the response to the research dimensions is illustrated as follow:

Agreement Scale No.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Range	1- 1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5

Note that: the range of each level of agreement was calculated as follow: $5 - 1 / 5 = 0.80$

Reliability Analysis

For all scales, Cronbach's Alpha coefficient was calculated to determine the internal consistency of the scale. The computation of Alpha Cronbach's is 0.97 based on the number of items on the staff's questionnaires. A reliability coefficient of 0.70 or higher is considered "Acceptable" in most social science research (Pallant and Manual, 2007). Thus, the Alpha Cronbach's reliability was computed and the ecoefficiency calculated which indicated that the instrument was reliable and still questionable for the managers.

Results and Discussion

The following part presents the responses on research dimensions.

First: Personal Information

Table 1

The respondents' personal data

Personal Information	Attribute	Freq.	Percent (%)	R
1. Gender	Male	28	80	1
	Female	7	20	2
Total		35	100%	-
2. Age	Less 30 years old	7	20	3
	From 30 – 40 years old	20	57.1	1
	More than 40 years old	8	22.9	2
Total		35	100%	-
3. Educational level	Vocational education / Thanawya Amma	2	5.7	3
	University graduate	30	85.7	1
	Postgraduate (Diploma-Master-PhD)	3	8.6	2
Total		35	100%	-
4. Experience	Less than 5 years	8	22.9	3
	From 5 – 10 years	17	48.6	1
	More than 10 years	10	28.6	2
Total		35	100%	-

Results showed in Table 1 revealed that the majority of respondents, representing 80%, are male. Concerning the age of staff, 57.1% of respondents are in the category of "30 – 40 years old", 22.9% of them are in the category of "More than 40 years old" and 20% of them are in the category of "Less than 30 years old". As for the last level of education, 85.7% of respondents are university graduates, 8.6% are holders of Post Graduate Studies certificates (Diploma-Masters-Ph.D.) and 5.7% have Vocational education/Thanawya Amma. According to years of experience, the vast majority of respondents, representing 48.6%, are at range of 5 – 10 years, 28.6% of them have more than 10 years and 22.9% of them have less than 5 years.

Second: Objective data (The Dimensions of Study)**A: Effectiveness of Hotel on-line Guest Satisfaction Review**

As shown in Table 2, and according to responses, the general mean of the dimension “effectiveness of hotel on-line guest satisfaction review” was at (mean= 3.24). The majority of respondents (65.7%) agreed with the following statement "Provides various ways of responding and sending reviews" at (Mean=3.83). They also agreed with the following statements according to the mean as follows:" Maximize interaction with hotel customers" at (mean=3.82)," Easy to be used by all customers" at (mean=3.80)," Includes all hotel quality service measurements" at (mean=3.77)," Adds security and privacy to hotel customers" at (mean=3.66)," Reflect a positive image about the hotel" at (mean=3.54)," Contain actual measurable points of hotel service" at (mean=3.46)," Easy to access all customers" at (mean=3.46). Meanwhile, respondents' answers were neutral toward the following statements according to the mean as follows; " Clear and understandable quizzes that reflect guest reviews " at (Mean =3.20), " Increase the speed of receiving guest reviews." at (Mean =3.20), " contains functions that help customers to find what they need without difficulty" at (Mean =3.11), " Involves the correct technical functioning of the online guest evaluation " at (Mean =3.09), " Addressing the quality assurance criteria for hotel services and leading to upgrade hotel performance " at (Mean =3.06), " Acceptable The visual e appearance and look of the site " at (Mean =2.69). However, respondents did not agree with the following statements according to mean as follows;" Proper design, simple questions with logical sequence" at (Mean =2.51)," Increase the speed of sending guest reviews" at (Mean=1.77).

Table 2

Respondents Answers on Effectiveness of Hotel on-line guest Satisfaction Review

Statements	Mean	SD	R	5-Point Likert Scale (%)		
				5+4	3	1+2
1. Interaction: Maximize interaction with hotel customers	3.82	1.01	2	60	34.3	5.8
2. Reliability: Involves the correct technical functioning of the online guest evaluation	3.09	1.22	12	37.2	31.4	31.4
3. Speed of processing: Increase the speed of receiving guest reviews.	3.20	1.18	10	37.1	37.1	25.7
4. Speed of E-Response: Increase the speed of sending guest reviews	1.77	.77	16	2.9	11.4	85.7
5. Access: Easy to access all customers	3.46	.95	8	51.4	34.3	14.3
6. Trustworthy: Contain actual measurable points of hotel service	3.46	1.12	7	54.2	25.7	20
7. Flexibility: Provides various ways of responding and sending reviews	3.83	1.20	1	65.7	20.0	14.3
8. Efficiency: Proper design, simple questions with logical sequence	2.51	1.14	15	17.1	34.3	48.6
9. Easiness: Easy to be used by all customers	3.80	.99	3	57.1	34.3	8.6
10. Security and Privacy: Adds security and privacy to hotel customers	3.66	.83	5	48.6	48.6	2.9
11. Quality Assurance: Addressing the quality assurance criteria for hotel services and leading to upgrade hotel performance	3.06	1.34	13	40	25.7	34.2
12. Inclusiveness and comprehensiveness: Include all hotel quality service measurements	3.77	1.03	4	65.6	22.9	11.5
13. Ease of Navigation contains functions that help customers to find what they need without difficulty	3.11	1.05	11	28.5	51.4	20
14. Transparency: Clear and understandable quizzes that reflect guest reviews	3.20	1.23	9	40	34.3	25.7
15. Aesthetics: Acceptable The visual e appearance and look of the site	2.69	1.27	14	28.6	25.7	45.8
16. Positive Image: Reflect a positive image about the hotel	3.54	1.19	6	48.6	34.3	17.1
General Mean	3.24	1.04				

N.B: SD, "Standard Deviation", R, "Ranking", 5= "Strongly Agree", 4="Agree", 3="Neither Agree nor Disagree", 2="Disagree", 1="Strongly Disagree"

B: Overall Evaluation about the Quality of the on-line Guest Reviews**Table 3**

Respondents answers on Overall evaluation about the quality of the on-line guest reviews

Statements	Mean	SD	R	5-Point Likert Scale (%)		
				5+4	3	1+2
1. The hotel management sends an on-line guest review to all of our guests after their departure.	4.30	.63	7	91.4	8.6	-
2. The hotel's on-line guest review is significant, trustworthy and valuable.	3.80	.79	10	57.2	42.9	-
3. The hotel's on-line guest review is appealing and attractive.	4.46	.70	2	88.5	11.4	-
4. The hotel's on-line guest review is addressing different guests' categories.	4.31	.72	6	85.7	14.3	-
5. The hotel's on-line guest review is written in a familiar and common style.	4.54	.50	1	100	-	-
6. The hotel's on-line guest review is written in different foreign languages.	3.80	.79	11	62.9	34.3	2.9
7. Questions of the hotel's on-line guest review are written in an effective way leading to the development and progression of the hotel performance.	3.31	1.15	14	45.7	28.6	25.7
8. Questions of the hotel's on-line guest review are written in a motivating way that encourages guests to express their feelings, opinions, complaints and recommendations.	2.49	1.22	16	20	22.9	57.2
9. Questions of the hotel's on-line guest review are clear, understandable and easily answered.	4.17	.78	8	77.1	22.9	-
10. Questions of the hotel's on-line guest review are organized in a logical sequence.	3.74	.78	13	60	37.1	2.9
11. Questions of the hotel's on-line guest review are not boring nor redundant.	4.43	.50	3	100	-	-
12. Contents of the hotel's on-line guest review are very interesting with positive experience.	4.43	.55	4	97.1	2.9	-
13. Contents of the hotel's on-line guest review cover all of the hotel's services and facilities for guests' evaluation.	3.77	.97	12	71.4	17.1	11.5
14. The hotel's on-line guest review information is accurate enough.	3.11	1.13	15	37.1	34.3	28.6
15. The hotel's on-line guest review contains icons, symbols and punctuation marks that facilitate guests' understanding.	4.14	.87	9	68.6	31.4	-
16. The hotel's on-line guest review includes appropriate colors, fonts and styles.	4.31	.75	5	82.9	17.1	-
General Mean	3.94	.74				

N.B: SD, "Standard Deviation", R, "Ranking", 5= "Strongly Agree", 4="Agree", 3="Neither Agree nor Disagree", 2="Disagree", 1="Strongly Disagree"

According to the results in table 3, the respondents of investigated hotels agreed with the statements in the following dimension of "Overall Evaluation about the Quality of the on-line Guest Reviews" at (mean= 3.94). Respondents agreed with the following statements; "The hotel's on-line guest review is written in a familiar and common style" at (Mean=4.54)," The hotel's on-line guest review is appealing and attractive " at (mean=4.46)," Questions of the hotel's on-line guest review are not boring nor redundant " at(mean=4.43)," Contents of the hotel's on-line guest review are very interesting with positive experience " at (mean=4.43),"The hotel's on-line guest review includes appropriate colours, fonts and styles " at (mean=4.31), "The hotel's on-line guest review is addressing different guests' categories " at (mean=4.31),"The hotel management sends an on-line guest review to all of our guests after their departure " at (mean=4.30), "Questions of the hotel's on-line guest review are clear, understandable and easily answered " at (mean=4.17)," The hotel's on-line guest review contains icons, symbols and punctuation marks that facilitate guests' understanding" at (mean=4.14)," The hotel's on-line guest review is significant, trustworthy and valuable " at (mean=3.80)," The hotel's on-line guest review is written in different foreign languages " at (mean=3.80)," Contents of the hotel's on-line guest review cover all of the hotel's services and facilities for guests' evaluation " at (mean=3.77)," Questions of the hotel's on-line guest review are organized in a logical sequence" at (mean=3.74). Meanwhile the respondents their answers were neutral toward the following statements according to the mean as follows; "Questions of the hotel's on-line guest review are written in an effective way leading to the development and progression of the hotel performance" at (Mean =3.31)," The hotel's on-line guest review information is accurate enough" at (Mean =3.11). But the respondents did not agree with the following statement according to mean as follows;" Questions of the hotel's on-line guest review are written in a motivating way that encourages guests to express their feelings, opinions, complaints and recommendations " at (Mean =2.49).

C: Staff Familiarity With, Acceptance and Welcome to Electronic Customer Satisfaction Survey System

Table 4

Respondents answers on career development support and enhancement

Statements	Mean	SD	R	5-Point Likert Scale (%)		
				5+4	3	1+2
1.I am familiar with operating the electronic customer satisfaction survey tools and applications.	3.66	.80	1	57.2	37.1	5.7
2.I welcome the idea of applying electronic customer satisfaction survey systems in the hotel.	3.06	1.25	4	34.2	31.4	34.3
3.Electronic customer satisfaction survey programs are easier and more preferable than manual ones.	3.09	1.06	3	31.4	40.0	28.6
4.I am capable of managing and operating all electronic customer satisfaction survey applications.	2.51	1.09	5	22.9	28.6	48.6
5.I always recommend the online programs not only for customer satisfaction evaluation but also for other different activities and services.	3.23	1.11	2	42.8	34.3	22.9
General Mean	3.10	1.00				

N.B: SD, "Standard Deviation", R, "Ranking", 5= "Strongly Agree", 4="Agree", Neither Agree nor Disagree", 2="Disagree", 1="Strongly Disagree"

Results in Table 4 showed that (57.2%) of respondents agree with " I am familiar with operating the electronic customer satisfaction survey tools and applications" at (Mean =3.66).Meanwhile the answers of respondents were neutral toward the following statements according to mean as follows; " I always recommend the on-line programs not only for customer satisfaction evaluation but also for other different activities and services"at (Mean=3.23)." Electronic customer satisfaction survey programs are easier and more preferable than the manual ones." at (Mean =3.09)." I welcome the idea of applying electronic customer satisfaction survey systems in the hotel" at (Mean =3.06).But, the respondents did not agree with the following statement according to mean as follows;" I am capable of managing and operating all electronic customer satisfaction survey applications." at (Mean =2.51). In general, the results showed that the respondent's answers were neutral toward Staff Familiarity With, Acceptance and Welcome to Electronic Customer Satisfaction Survey System at average means (3.10).

Testing Research Hypotheses

Differences among Research Variables

To test the differences among research variables, the Mann-Whitney and Kruskal-Wallis tests were used to examine the differences among respondents with regard to the other variables. The Mann-Whitney test was used to compare just two groups, while the Kruskal-Wallis test was used to compare three or more groups. The two tests were used at a significance level of 5%.

H.1. There are significant differences among the investigated respondents towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system referring to educational level at a significance level of 5%.

As shown in Table 5, with regards to responses, the result of the Kruskal-Wallis test was used to examine the differences among respondents towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system referring to educational level, that P. value=0.03 which was less than the level of significance 0.05. Thus, it concludes that there are differences among the sample responses of the research toward staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system referring to educational level. **Hence, it could be accepted.**

Table 5

Differences among respondent's towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to educational level.

Variables	Categories	Ranks		Test Statistics		
		N	Mean Rank	(x2)	p.value	Sig
Educational level	Vocational education/ Thanawya Amma	2	1.50	11.571	.003	H.S
	University graduate	30	17.62			
	Postgraduate (Diploma- Master-Ph.D.)	3	32.83			

Significant at $P \leq 0.05$ N.S= Non Significant H.S= High Significant

To determine sources of differences, the Mann-Whitney test has been used for the two groups as shown in Table 6.

Table 6

Sources of differences among the investigated respondents towards the main problems hindering career development process in the hotel referring to job title.

Demographic Data	Categories	Ranks		Test Statistics		
		N	Mean Rank	(z)	p.value	Sig.
educational level	Vocational education/ Thanawya Amma	2	1.50	2.342-	.019	H.S
	University graduate	30	17.50			
	Vocational education/ Thanawya Amma	2	1.50	1.826-	.068	N.S
	Postgraduate (Diploma-Master-Ph.D.)	3	4.00			
	University graduate	30	15.62	2.606-	.009	H.S
	Postgraduate (Diploma-Master-Ph.D.)	3	30.83			

Significant at $P \leq 0.05$ N.S= Non Significant H.S= High Significant χ^2 =Chi-Square

Table 6 revealed that, sources of differences among those groups who have educational level (Vocational education /Thanawya Amma and University graduate) at p. value= .019. Moreover, there are difference among groups (University graduate and Postgraduate) at P. value= .009. **Hence, it could be accepted.**

H.2. There are significant differences among the investigated respondents towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system with reference to experience at a significance level of 5%.

As shown in Table 7, according to reached results, the Kruskal-Wallis test was used to examine the differences among respondents toward staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to experience, that P. value=0.000 which was less than the level of significance 0.05. Thus, it concludes that there are differences among the sample responses of the research towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to experience. **Hence, it could be accepted.**

Table 7

Differences among respondent's towards staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system referring to experience.

Variables	Categories	Ranks		Test Statistics		
		N	Mean Rank	(χ^2)	p.value	Sig
Experience	Less than 5 years	8	4.50	28.942	.000	H.S
	From 5 – 10 years	17	17.03			
	More than 10 years	10	30.45			

Significant at $P \leq 0.05$ N.S= Non Significant H.S= High Significant

To determine sources of differences, the Mann-Whitney test has been utilized for the two groups as shown in Table 8.

Table 8

Sources of differences among the investigated respondents towards staff familiarity with, acceptance, and welcome to the electronic customer satisfaction survey system referring to experience.

Demographic Data	Categories	Ranks		Test Statistics		
		N	Mean Rank	(z)	p.value	Sig.
Experience	Less than 5 years	8	4.50	3.981-	.000	H.S
	From 5 – 10 years	17	17.00			
	Less than 5 years	8	4.50	3.580-	.000	H.S
	More than 10 years	10	13.50			
	From 5 – 10 years	17	9.03	4.262-	.000	H.S
	More than 10 years	10	22.45			

Significant at P≤ 0.05 N.S= Non Significant H.S= High Significant x2=Chi-Square

Table 8 revealed that, sources of differences are among those groups who have experience (Less than 5 years and from 5 – 10 years) at p. value = .000. In addition, there are differences among groups (Less than 5 years and More than 10 years) at value=. .00. Moreover, there are difference among groups (From 5 – 10 years and More than 10 years) at p. value=. .00 Hence, **it could be accepted.**

H.3: There is a statistically significant correlation among staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to educational level at significance level of 0.05.

Table 9

Correlation coefficient among staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system refers to educational level

Nonparametric Test			Staff Awareness and Interest	Educational Level
Spearman	staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system	Correlation Coefficient	1.000	0.609
		Sig. (2-tailed)	0	0.000
		N	35	35
	Educational Level	Correlation Coefficient	0.609	1.000
		Sig. (2-tailed)	0.000	0
		N	35	35

Correlation is significant at the 0.05 level and less

According to the reached results in Table 9, there is a positive correlation among staff familiarity with, acceptance and welcome to the electronic customer satisfaction survey system refers to educational level. Where the correlation coefficient of spearman was 0.609, it is a positive correlation. This positive correlation indicates that the higher the staff’s educational Level, the more the staff’s familiarity with, acceptance, and welcome to the electronic customer satisfaction survey system, and the opposite is true. Thus, the second hypothesis **H.Corr.3 could be accepted**

To determine the effect, the simple regression index has been used, which is measurement of the quality of the relationship between two variables in the form of a significant relationship.

Table 10

The simple regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599a	.358	.339	.605

Through Table.10, it is clear that R Square has a value of 0.358 while the adjusted R Square was 0.339, that indicates a decrease in the difference between them at a standard error of 0.605, as it emphasizes the quality and accuracy of the results, and accordingly, it is clarified that the independent variable (Educational Level) explains that 33.9% of the changes in the dependent variable, which is (staff familiarity with, acceptance and welcome to electronic customer satisfaction survey system).

Interview Analysis

This interview aims to acquire information about the available web-based and/or on-line services offered to guests for measuring their satisfaction. The interview has been conducted with 21 managers in the investigated hotels.

Does your hotel utilize an appropriate electronic tool to assess guests' satisfaction?

If no, why you are not utilizing electronic tool?

Only one respondent stated that his hotel is not using electronic tool for evaluating customer satisfaction due to the cost factor which is more expensive than the manual one. Most Egyptian hotels and resorts, including Luxor and Aswan hotels, are still not familiar with the reviews systems due to many aspects:

- Systems Cost
- Fear of criticism
- Lack of awareness about the importance of the reviews systems
- Shortage of employees' capabilities to reply any negative feedback
- Miss-use of some clients for such tools to gain benefits out of it to get advantage from hotels
- Misleading feedbacks

If yes, reply to the following questions (from 2 – 8).

The other respondents use the electronic tool for evaluating customer satisfaction.

- 1- What are the advantages of using the electronic customer satisfaction survey rather than the manual one?

Managers replied the following:

- Providing deeper information and detailed data the fact that upgrade the level of service and maximize reliability

- Providing accurate, efficient and well-designed feedback and results. This result is in agreement with what has been reported by Xu and Shieh (2014) when they stated that the electronic customer satisfaction survey in the hospitality industry helped to provide effective results and more accurate data and became well-designed
- Easy to collect and analyse data with rapid communication directly with the concerned staff.
- Providing more clarification and precision about guests' needs and desires
- Fast and easiest option to communicate with guests and relevant departments
- Reaching a widespread range of customers since surveys can be sent to hundreds of populations across the world
- Easy to access by different guests' segmentations
- Feasible accessibility as customers have a variety of ways to access the survey including mobile devices, tablets/iPads, laptops, desktop computers and many other ways
- Matching new generations' interests
- Recognizing guests' privatization and personalization
- The flexibility of electronic survey as it is filled by guests at any time during stay or post-stay
- The publicity of guests' comments, sometimes, plays a promotional and marketing role in Trip Advisor. This is because it lets anyone, especially potential guests, easily see them
- Integrity, transparency and consistency of provided data
- Reduction of administration costs paid in paperwork, printing and stationery
- Reducing the risk of COVID-19 infection which may result from paperwork transfer from one hand to another
- Easy to delete because guests sometimes start the survey and need to quit before completing the survey questions, if they found them long
- Easy to move from one survey question to the next.
- Proper recording of information through clear typed words not handwritten which sometimes unreadable
- Easy to save and store feedback for the purpose of training as well as for reference when required at any time
- Saving a lot of time, efforts, and money required for many administrative works to evaluate customers' satisfaction. This result aligns with what has been reported by Khan and Ali (2017) when they stated that the main advantage of using the electronic customer satisfaction survey is to save time and efforts, where customers can share their comments and opinions about products and brands online and mobile applications.

2- What are the disadvantages of using the electronic customer satisfaction survey programs? If occur

Only three respondents, working in one hotel, replied that there are no disadvantages. However, the rest of the respondents mentioned the following:

- Inability and ignorance of some guests to communicate through the internet which sometimes makes the efficiency not up to the expectation.
- Frequent existence of some electronic and technical problems
- Spam perception as some electronic messages are unnoticed, neglected or deleted by the uninterested guests
- Repeated questions sometimes are boring and losing customers' interest to complete the survey
- Although publicity is transparent, it could negatively affect hotels' image, especially with the complaints of suspicious, difficult and problematic guests who can never be easily satisfied
- Unprofessional and unskilful employees find some difficulties in handling and operating the electronic tools which may affect negatively data analysis
- Some electronic system, including the customer satisfaction survey, is a little bit complicated and hardly understood by some employees, especially the old-aged staff
- The continuous need for updating the on-line and electronic tools all the time that necessitates becoming up-to-date
- Some of the on-line answers may be misleading as sometimes certain answers' options may be understood differently by respondents
- Absenteeism of Interviewer: An online survey is not suitable for surveys that ask open-ended questions because there is no professional interviewer to explain the answers of respondents.
- The high costs of internet access and on-line programs' installation
- Survey Fraud: Survey fraud is mostly considered the substantial disadvantage of the on-line survey. Some customers answer the online review to get the incentive after they have completed the survey, not to participate in the development of hotel performance.

3- What are the electronic tools employed to measure guests' satisfaction feedback on your hotel web-based and/or online services?

Four respondents are not using a particularly designed system, but they are using the following OTA online systems since they represent the source of attracting their customers:

- Booking.com
- Trip Advisor
- Expedia
- Google
- Facebook

This result is in agreement with what has been reported by Moro et al. (2018) when they mentioned that online sources such as Booking.com, TripAdvisor, Google, and Facebook are creating new paths of business driven by consumers empowered by social media and the OTA system become the main source of attracting their customers.

Other hotels are not only using the OTA online systems but other tailored and designed systems. Some of them purchased a review pro in order to manage and improve the online reputation with the powerful cloud-based solution to manifest better guests' experiences and increase hotels' rankings such as:

- Holiday Check. De
- Zoover.nl
- Top Hotels. Ru
- Hotels.com
- Hotel Website
- Emails

One of the hotels designed a tailored program called

- Customer Alliance
- In Stay Survey
- After Stay Survey
- Online Guest Survey
- Online Customer Feedback Review
- REVINATE software

4- Which assigned department/s (from an operational and technical perspective) are responsible for managing the electronic customer satisfaction/review programs? In terms of design, installation, follow up, maintenance and sorting out technical problems

From an operational perspective, the following departments are responsible for managing electronic customer satisfaction:

- All respondents (100%) mentioned Marketing
- 20 respondents (95%) mentioned Rooms Division
- 19 respondents (90%) mentioned Guest Service Departments
- 13 respondents (62%) mentioned Quality
- Training 20%

From a technical perspective:

- All respondents (100%) have chosen IT
- 18 respondents (86%) have selected Maintenance

5- What is the positive impact of employing electronic customer satisfaction programs to the hotel?

Respondents stated the following constructive impacts:

- Increasing volume of sales and rate of revenues as well as minimizing costs paid in documentation and paperwork

- Improving the quality of service based on statistical data and information
 - Continues improvement in hotel performance to meet guests' needs
 - Upgrading staff performance by highlighting the negative and weak points to avoid and improve
 - Increasing the positive word of mouse and use positive reviews for PR resulted from the public positive comments and feedback
 - Increasing repeat visit rate
 - Increasing hotel brand popularity
 - Growth in responses' rate with a huge amount of replies
 - Obtaining a high rank in the market share among competitors
 - Maximizing customer loyalty to the hotel
- 6-** What is the effectiveness of employing electronic customer satisfaction programs to the customer and maximizing the value of customer satisfaction feedback?

Respondents stated the following answers:

- Quick handling of guest complaints and negative feedback
- Immediate response and immediate action to meet the needs of guests
- Effective marketing activities to position the hotel in the market.
- Coping with the new worldwide e-marketing tools including e-customer satisfaction review
- Better communication with hotels' guests
- A better understanding of hotel customer needs and desires for improving service quality
- Fast delivery to guests' requirements and needs
- Fast respond to guests' questions and inquiries
- Professional monitoring and evaluation of guests' satisfaction
- Further ability to add guests to hotel database for future promotion
- Fast-entry "in stay" feedback for the guests, which displays real situation about what's going on the operation.
- Further interaction with guests and sharing of guests' opinions
- Enhancement of the relationship between customers and creating rapport
- A comprehensive overview of the hotel before visiting
- High commitment and reliability rate of guests' response as they complete the survey during leisure time when they are concentrated and in hurry

- Prompt responses and immediate feedback with real-time results and analysis including different important issues and concerns
- 7- What are the proposed recommendations for limiting the disadvantages of electronic customer satisfaction surveys and minimizing the difficulties faced by staff and guests?

Respondents mentioned the following difficulties recommendations:

- Training plays an important role to teach employees, who are responsible for getting and analysing guests' feedback, the know-how of using the electronic programs and how to measure the feedback. This result is in parallel with Olimovich et al. (2020) when they stated that training staff is an important phenomenon for improving hotel performance. Most a large amount of capacity hotel should improve new training programs for staff in different departments of hotels and train them regularly.
- As for guests who are unable to fill the on-line survey, it is proposed to mainly rely on guests' relation to explain to them how to properly use the electronic guest satisfaction index.
- Choosing the appropriate time of sending the survey to let guests form the overall view about hotel performance and service
- Selecting the right language of the online survey to fit the nationality of each guest
- Setting an updating agenda and amendment date for the electronic customer satisfaction survey e.g. it could be updated per 6 months or when urgently needed. This is because some problems may arise by guests or some mistakes may occur in the hotel and require guests' feedback and comments. Thus, the electronic survey is meeting up-to-date circumstances.
- Installing a simple electronic system with easier tools of online surveys as well as avoiding the complicated applications to be easily used by different guests' categories
- Regular follow up from the IT department to check accessibility, sorting out and correctness of the system with no faults

Conclusion

In brief, it has been clarified that the majority of 5-star hotels in Luxor and Aswan are utilizing electronic customer satisfaction surveys. However, there are still some employees and staff who are not familiar with the online guest satisfaction review. Most of the investigated hotels are not using a particularly tailored system but they are using the commonly used OTA systems such as Booking.com, Trip Advisor, and many other popular ones. The minority of investigated hotels are using specifically designed systems such as Customer Allianze and in stay and after stay review and other specific systems. Respondents confirmed that on-line guest satisfaction review is a profitable system e.g. it saves time, money and efforts, as well as facilitating the process of connecting with guests and survey analysis. Nevertheless, there are some disadvantages embodied in the high cost of installing the electronic systems and some staff incapability of using and operating the online systems. It is proposed by respondents to conduct training courses to the staff to improve their skills in operating electronic

programs. Moreover, it is suggested to apply a regular follow-up program from the IT and Engineering departments. In summary, 5-star hotels in Luxor and Aswan regard electronic customer satisfaction surveys as a lucrative and effective system that needs continuous up-to-date development and enhancement.

Recommendations

First: Hotel Establishment should consider the following:

- Consulting specialized e-marketing organizations for setting designed tailored systems for electronic customer satisfaction survey with simple application and easy use.
- Updating the online guest satisfaction survey regularly and not leaving the system for years with no amendments
- Organizing training sessions to those employees who face difficulty in utilizing the online service systems including online customer satisfaction review
- Assigning certain IT staff for sorting out and solving technical problems that may arise to the electronic surveys during operation
- Preparation of instructional guide to be attached to the survey as guidelines to guests who find difficulties in completing online customer satisfaction survey
- Consulting all departments related to customer service and guests' demand while designing the online customer satisfaction survey, and not limiting its responsibility to one employee or one department
- Encouraging customers to complete the surveys by offering rewards such as free nights, free meals, or some souvenirs

Second: It is recommended that the Egyptian Hotels Association, in cooperation with hotel properties, should consider the following:

- Creating and offering a review platform, to be obligatory to all hotels, as well as adding the reviews' results as the main part of hotels' rating.
- Setting incentives and/or certificates of appreciations to the best performer hotels to encourage other hotels, especially 3 and 4-star hotels, using the on-line customer satisfaction systems
- Providing technical assistance to hotels, especially 3- and 4-star hotels, to display their on-line reviews internationally in the well-known tourist sites, which will impact their demand.

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فاعلية المسح الإلكتروني لقياس رضا العملاء في فنادق الأقصر واسوان

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المخلص

أصبحت استمارات الاستقصاء الإلكترونية الآن من أدوات التكنولوجيا الحديثة المستخدمة في صناعة الضيافة. فيعتبر الاستبيان الإلكتروني لقياس رضا العملاء نوعاً ضرورياً من أنواع الاستقصاء الإلكتروني المستخدم بقسم التسويق في الفنادق. يهدف البحث إلى التعرف على مميزات وعيوب استخدام الاستبيان الإلكتروني لقياس رضا العملاء وفاعلية وفوائد تطبيقه. تم اختيار 7 فنادق خمسة نجوم بالأقصر وأسوان كعينة للبحث. وتم توظيف استبيان موزع على عدد 35 موظفاً بقسم التسويق بفنادق العينة. وتم عقد مقابلة شخصية مع عدد 21 مديراً بالأقسام المتعلقة برضا العملاء. ووصلت نتائج البحث بأن أهم المميزات تتلخص في سرعة وسهولة وصول العملاء إلى أسئلة الاستبيان ومرونة الحصول على البيانات وتحليلها من خلال العاملين بالفندق. وتتخلص العيوب في ارتفاع تكلفة تطبيق الأنظمة الإلكترونية في ظل عدم قدرة بعض العاملين والعملاء لاستخدامها. يقترح أن تقوم غرفة المنشآت الفندقية مع الفنادق بالمساعدات الفنية لتطبيق الأنظمة الإلكترونية لقياس رضا العملاء إجبارياً. وأخيراً يجب على الفنادق تخصيص فنيين لتطبيق الأنظمة الإلكترونية مع وضع نظام للمتابعة الدورية والتحديث وتنظيم دورات تدريبية لتعليم العاملين تقنيات استخدامها.

معلومات المقالة

الكلمات المفتاحية

المسح؛ الإلكتروني؛
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