



## Evaluation of the Service Quality Provided to Domestic Tourists Participating in Equestrian Trekking Activities in Egypt

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### ARTICLE INFO Abstract

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This study aims to evaluate the service quality for domestic tourists taking part in equestrian trekking activities in Egypt. In addition, it aims to explore the differences between assessments of service quality components due to the demographic characteristics of these tourists. In this study, the population of the research includes 141 domestic tourists visiting the enterprises that carry out equestrian trekking in Cairo governorate, Egypt in 2023. The questionnaire used in the research is composed of two parts. The first part consists of a group of questions about the demographic characteristics of the participants whereas; the second part introduces 24 expressions about the quality of service. Likert-scale expressions have been classified due to service quality assessment dimensions. The statistical program for social science (SPSS program V26) software has been applied to analyze survey data. The study has introduced that Egyptian domestic tourists who carry out equestrian trekking activities are sufficiently satisfied with the quality of service provided to them. Differences between assessments of service quality components are statistically presented regarding the demographic characteristics of these tourists.

### 1. Introduction

Tourism represents one of the most promising areas in the global economy (Spenceley, 2021; Carvalho, 2015; Conrady and Buck, 2012). Tourism contributes to social well-being and quality of life (Zhou et al., 2022).

Equestrian tourism has social and recreational opportunities since it is a type of recreational and sporting activity. Developing equestrian tourism and other types of tourism depend on the country's diverse resources e.g. nature, climate, lands, and historical and cultural monuments (Ivanova, 2021).

Horses refer to an important part of the development of human societies throughout history. They have been used for work, hunting, transportation, war, and as a means of creating social distinction. A person riding a horse possesses a higher status than those who

walk. About 5,000 years ago, man was associated with the horse, and this connection affected the processes of social and cultural transformation. The horse is used as a means of transportation; moreover, it is used for agriculture, the development of cultural and commercial exchange, and the facilitation of conquest activities. Empires have been expanded due to the capabilities of the horse in ancient times (Pickel-Chevalier, 2020).

The importance of the horse in daily life has decreased with the extensive use of engines and machines in the twentieth century, especially after the First World War. Moreover, horse racing has spreader as a global sport, especially in the Arab countries. In 1970, the World Arabian Horse Organization (WAHO) was established (Shetawy and Dief-Allah, 2017). With more leisure time, the shift in the use of horses from work to entertainment has led to some social and economic changes. In addition, there is a change in the habit of riding horses since it used to be a male sport associated with military skills. Recently, it is associated with youth, fun and passion for horses (Tomljenovic et al., 2018).

In societies where horses are no longer needed for work, riding horses become a recreational activity. Horse tourism is one of the efforts to diversify products in tourism. Programs of daily or several-day excursions in areas characterized by historical and natural beauty are called equestrian trekking (Belber and Erdogan, 2019).

The study focuses on evaluating the service quality provided to domestic tourists who participate in equestrian trekking activities in Egypt. Moreover, it examines the differences between assessments of service quality components due to the demographic characteristics of domestic tourists.

## **2. Literature Review**

### **2.1. Equestrian Tourism**

Equestrian tourism indicates that a horse is a crucial tourism product. Equestrian tourism services are produced in natural and man-made environments. These services should act responsibly towards the environment to achieve equestrian tourism goals. Equestrian tourism products can be classified into four main categories. These categories are horseback holidays, horse-related events, special horse-related eco-agritourism and horse therapy (Nemethy and Bartos, 2019).

Equestrian tourism refers to all recreational equestrian activities carried out by tourists' outdoors (Nistoreanu, 2020; Kozak, 2013). This definition includes leisure riding, competition e.g. amateur participatory, professional participation and spectator, events e.g. fairs, festivals, and shows, purchasing horses, trekking, beach riding, location-based riding, and training and tuition (Evans et al., 2015). Equestrian tourism sector is diverse; therefore, tourists are able to participate actively or passively (Mondejar-Jimenez et al., 2015). Active participation includes riding, trekking (Boniface et al., 2016), training and competition whereas; passive participation includes spectating. Active or passive equestrian tourism activities are classified among sub-sectors of tourism such as nature-based or outdoor tourism, adventure tourism, rural tourism, sport tourism, tradition and heritage tourism and event tourism (Dashper, 2015).

Equestrian tourism is a sustainable tourism that preserves tangible and intangible cultural heritage (Evans and Pickel-Chevalier, 2014). This activity, which takes place in rural and urban areas, has less impact on the environment. Equestrian tourism produces fewer pollutants compared to vehicles (Najar et al., 2020).

Horses help keep people off the land. This attitude provides income for many areas of the local community (Evans et al., 2015). Moreover, operators are keen on the origins of horses

since horses are the basis for building a sustainable business in equestrian tourism (Helgadóttir and Sigurdardóttir, 2008). Equestrian tourism helps participants regain the ability to work, acquire new knowledge, information and skills and enjoy useful and enjoyable time (Cioban and Coca,2021).

Human interaction with horses is an influential element in the tourist experience. This interaction is represented in happiness and low levels of anxiety and stress (Danby and Grajfoner, 2022). Equestrian tourism products are offered to a wide range of customers with different skills and experience. These products include different prices in different regions. In addition, these products range from a quiet horseback riding accompanied by a guide to safari tours in mountainous, desert and agricultural regions (Kockar et al., 2018).

Domestic equestrian tourism involves short stays than the international one, yet it can occur more frequently. It is available to repeat any missing activity during the short stay (Evans et al., 2015). Domestic equestrian tourism is affordable in local currency and includes frequent visits. It is common to use the local language during domestic equestrian tourism activities. Equestrian tourism depends mainly on the comfort and safety standards such as a suitable infrastructure for the riders and horses, the quality of horses and equipment (Buczek-Kowalik et al., 2017), a strong network in guest houses, recognized trails, maps for assistance, and a guide with specialized knowledge to assist and guide passengers. However, tourists and cultural or natural sites come in the second place for equestrian tourism (Pickel-Chevalier, 2015).

*H1: Domestic tourists participating in equestrian trekking activities are satisfied with the provided service quality.*

This type of tourism is directed to all people, regardless of age, social status, and physical condition. In addition, it is practiced in all seasons of the year in the open air areas (Sarafescu, 2021). Despite the rapid growth of equestrian tourism, tourism scholars are not paying attention to it; therefore, it is not clearly understood or defined (Tomljenovic et al., 2018).

## **2.2. Service quality**

Evaluating the compatibility of the delivered service with customer expectations is known as the service quality (Chibili et al., 2019; Rozenes and Cohen, 2017; Panwar et al., 2016). Evaluation of the service quality provided to customers helps to improve service, highlight problems and evaluate customer satisfaction (Shanthi et al.,2015).

The term service quality consists of two words service and quality. A service refers to any benefit, advantage or activity provided by one party to another. This service is intangible and does not lead to ownership (Poor et al., 2013). Quality is a strategic tool to achieve efficiency and business performance in the best possible way (Reis et al., 2019; Za et al., 2017; Rai, 2013).

Service quality is the ability of the service provider to satisfy the customer effectively to improve business performance in the service sector. The service company's ability to retain its customers is the best measure of service quality (Ramya et al., 2019).

## **2.3. Dimensions of service quality**

The concept of service quality depends on several factors related to service companies. These factors are reliability, responsiveness, assurance, empathy and tangibility (Shrestha, 2011).

Reliability is the ability to accurately and reliably perform the promised service (Wilson et

al., 2012). It is an important element in the perceiving customers' service quality and loyalty. Customers prefer to deal with companies that fulfill their promises (Wilson et al., 2021). Responsiveness is the desire to help customers and provide appropriate service, moreover; it focuses on rapid dealing with customers' requirements due to requests, questions, complaints and problems (Banik, 2020; Nejati, 2009).

The third dimension of service quality is the assurance. Assurance is the ability of the company and its employee to provide their customers with confidence.

This dimension focuses on knowledge, job skill, accuracy, employee tact and security that the company guarantees (Jauhari, 2009). Empathy is the dimension that expresses the individual care and attention that service companies provide to their customers; therefore, their customers are distinguished. In this case, service providers should be aware of the needs, desires, and preferences of customers (Haksever and Render, 2013).

The fifth and final dimension is the tangibility. It is defined as the emergence of physical facilities, equipment, communication materials and technology. All this expresses quality of company's service and enhances the company's image in the service market. It is necessary to focus on the quality of service for the sake of the company survival and success (Kaufmann, 2015). Service quality helps to meet customer expectations more efficiently and effectively (Ramya et al., 2019).

*H2: There are differences between assessments of service quality components according to the demographic characteristics of domestic tourists.*

### 3. Methodology

In this study, the population of the research consists of 141 domestic tourists visiting the enterprises that participate in equestrian trekking activities in Cairo governorate, Egypt in 2023. The questionnaire used in the research consists of two parts. The first part introduces questions about the demographic characteristics of the participants. Moreover, in the second part, 24 expressions have been presented about the quality of service. Likert-scale expressions have been sorted according to service quality assessment dimensions (Belber and Erdogan, 2019). The statistical program for social science (SPSS program V26) software has been used to analyze survey data. Data analysis has included several statistical techniques. These techniques are frequencies and percentages among the study variables, descriptive statistics for all main variables and their dimensions, T- test and ANOVA.

### 4. Results and Discussion

#### 4.1. Demographic Characteristics of Domestic Tourists Participating in Equestrian Trekking Activities in Egypt

These questions have clarified the distribution of the sample according to age, marital status, gender and level of education.

**Table 1 Demographic variables**

demographic variables		Frequency	Percent
Gender	Male	99	%70.2
	Female	42	%29.8
Marital Status	Married	105	74.5%
	Single	36	25.5%

Age	15-25	72	51.1%
	26-35	54	38.3%
	36-45	15	10.6%
Level of education	High School or less	36	25.5%
	Undergraduate	72	51.1%
	Postgraduate	33	23.4%
	Total	141	100.0%

The results in Table 1 explain that 70.2% of the sample is males, while 29.8% of the sample is females. The percentage of people that their marital status shows married is 74.5%, while the percentage of people that their marital status shows single is 25.5%. The percentage of domestic tourists aged “15-25” is 51.1%, the percentage of tourists aged “26-35” is 38.3%, the percentage of tourists aged is 36-45 is 10.6%. Due to the level of education, domestic tourists whose level of education is high school or less are 25.5%, domestic tourists representing undergraduate are 51.1 % and domestic tourists representing postgraduate are 23.4%.

## 4.2. Evaluations and Service Quality Means of Domestic Tourists

### 4.2.1. Tangibility Dimension

The clauses in Table 2 aim to reveal the availability of the necessary elements for a tangibility dimension of service quality. In addition, the table shows means, standard deviations and estimation for the tangibility dimension.

**Table 2 Tangibility Dimension**

Clauses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation	Trend
Agile and communicative horses for riders of different ages.	3	9	21	72	36	3.91	0.922	Agree
	2.1	6.4	14.9	51.1	25.5			
Agile and communicative horses for riders of different riding levels.	3	9	30	60	39	3.87	0.963	Agree
	2.1	6.4	21.3	42.6	27.7			
Presentable instructors (trainers) and side walkers.	18	15	45	42	21	3.23	1.211	Agree
	12.8	10.6	31.9	29.8	14.9			
Sleek horses.	12	12	48	45	24	3.4	1.127	Agree
	8.5	8.5	34.0	31.9	17.0			
Appropriate Physical environment e.g. restroom, protective materials for	18	15	24	45	39	3.51	1.34	Agree
	12.8	10.6	17.0	31.9	27.7			

riders' safety etc.								
Customers' precise behavior to the ambience.	3	15	45	42	36	3.66	1.041	Agree
	2.1	10.6	31.9	29.8	25.5			
<b>Tangibility</b>						<b>3.6</b>	<b>0.94</b>	<b>Agree</b>

By presenting and analyzing the results of Table 2, it is clear that the degree of availability of "Tangibility" dimension is high "Agree" That is the presence of a high score and mean (3.60 lies between (3.40 - 4.19).

#### 4.2.2. Reliability Dimension

The clauses in Table 3 aim to present the availability of the necessary elements for a reliability dimension of service quality. As the table shows means, standard deviations and estimation for the reliability dimension.

**Table 3 Reliability Dimension**

Clauses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation	Trend
Sufficient number of horses.	-	3	36	66	36	3.96	0.773	Agree
	-	2.1	25.5	46.8	25.5			
Safe tour route.	3	6	30	57	45	3.96	0.948	Agree
	2.1	4.3	21.3	40.4	31.9			
Sufficient instructions given to riders by the staff.	6	15	24	48	48	3.83	1.14	Agree
	4.3	10.6	17.0	34.0	34.0			
Enough insurance services for activities.	6	12	30	57	36	3.74	1.065	Agree
	4.3	8.5	21.3	40.4	25.5			
Reliability						3.87	0.89	Agree

By presenting and analyzing the results of Table 3, it is clear that the degree of availability of "Reliability" dimension is high "Agree" That is the presence of a high score and mean (3.87) lies between (3.40 - 4.19).

#### 4.2.3. Responsiveness Dimension

The clauses in Table 4 aim to demonstrate the availability of the necessary elements for a responsiveness dimension of service quality. The table shows means, standard deviations and estimation for the responsiveness dimension.

**Table 4 Responsiveness Dimension**

Clauses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation	Trend
Sufficient number of instructors and side walkers.	9	12	30	51	39	3.7	1.151	Agree
	6.4	8.5	21.3	36.2	27.7			
Short waiting periods for horse-riding trip.	3	24	48	42	24	3.43	1.03	Agree
	2.1	17.0	34.0	29.8	17.0			
Satisfactory attitudes and behaviors of employees.	15	9	30	51	36	3.6	1.236	Agree
	10.6	6.4	21.3	36.2	25.5			
The staff is polite to the riders.	6	12	30	45	48	3.6	1.236	Agree
	4.3	8.5	21.3	31.9	34.0			
Responsiveness						3.6383	0.96521	Agree

By presenting and analyzing the results of Table 4, it is clear that the degree of availability of “Responsiveness” dimension is high “Agree” That is the presence of a high score and mean (3.87) lies between (3.40 - 4.19).

#### 4.2.4. Assurance Dimension

The clauses in Table 5 aim to show the availability of the necessary elements for the assurance dimension of service quality. As the table shows means, standard deviations and estimation for the assurance dimension.

**Table 5 Assurance Dimension**

Clauses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation	Trend
Good condition of horse equipment e.g. saddle, bridle, rein, etc....	12	12	30	45	42	3.66	1.23	Agree
	8.5	8.5	21.3	31.9	29.8			
Quiet horses.	3	9	54	57	18	3.55	0.874	Agree
	2.1	6.4	38.3	40.4	12.8			
Sufficient first aid facilities.	12	12	30	51	36	3.62	1.199	Agree
	8.5	8.5	21.3	36.2	25.5			
Business	21	18	42	42	18	3.13	1.235	Agree

certifications and staffs certifications are noticeable.	14.9	12.8	29.8	29.8	12.8			
Assurance						3.49	1.01	Agree

By presenting and analyzing the results of Table 5, it is clear that the degree of availability of “Assurance” dimension is high “Agree” That is the presence of a high score and mean (3.49) lies between (3.40 - 4.19).

#### 4.2.5. Empathy Dimension

The clauses in Table 6 present the availability of the necessary elements for an empathy dimension of service quality. In addition, the table shows means, standard deviations and estimation for the empathy dimension.

**Table 6 Empathy Dimension**

Clauses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation	Trend
Consistent price and service quality.	12	18	45	42	24	3.34	1.158	Neutral
	8.5	12.8	31.9	29.8	17.0			
Reasonable prices of other goods and services e.g. food & beverage, souvenirs etc..	9	15	57	48	12	3.28	0.986	Neutral
	6.4	10.6	40.4	34.0	8.5			
Enough registration desk, lobby and food & beverage services.	15	6	54	45	21	3.36	1.123	Neutral
	10.6	4.3	38.3	31.9	14.9		1.123	
Enough parking area.	3	9	54	54	21	3.57	0.896	Agree
	2.1	6.4	38.3	38.3	14.9			
Adequate Transportation	12	9	45	54	21	3.45	1.092	Agree
	8.5	6.4	31.9	38.3	14.9			
Available facilities for the disabled.	24	24	39	33	21	3.02	1.301	Neutral
	17.0	17.0	27.7	23.4	14.9			
Empathy						3.34	0.94	Neutral

By presenting and analyzing the results of Table 6, it is clear that the degree of availability of “Empathy” dimension is high “Neutral” That is the presence of a high score and mean (3.34) that lies between (2.60 - 3.39).



#### 4.2.6. The Availability of The Elements of Evaluations and Means of Service Quality Elements of Domestic Tourists

Table 7 shows the extent to which evaluations and means of service quality elements of domestic tourists participating in equestrian trekking activities are available in Egypt.

**Table 7 The Availability of The Elements of Evaluations and Means of Service Quality Elements of Domestic Tourists**

Dimensions	Mean	Std. Deviation	Trend
Consistency of price and quality of service.	3.34	1.158	Neutral
Tangibility	3.60	0.94	Agree
Reliability	3.87	0.89	Agree
Responsiveness	3.64	0.97	Agree
Assurance	3.49	1.01	Agree
Empathy	3.34	0.94	Neutral
Evaluations and Means of Service Quality of Domestic Tourists	3.57	0.87	Agree

The results in Table 7 show that evaluations and means of service quality of domestic tourists came with a “high” score, and the mean (3.57). With remarkable strength, the questionnaire as a whole has obtained a standard deviation of (0.87), and in all elements it is less than one correct, which indicates the consistency of the study sample's responses to the basic elements of the questionnaire. The “Reliability” axis came in first place, with a mean (3.87), a standard deviation (0.89), and a “high” rating. The “responsiveness” axis came in second place, with mean (3.64) and a standard deviation (0.97), and a general trend of "agree". The "tangibility" axis came in third place, with mean (3.60), a standard deviation (0.94), and a general trend of “agree”. The “assurance” axis came in fourth place, with mean of (3.49), a standard deviation of (1.01), and a general trend of "agree". The “Consistency of price and quality of service” and “Empathy “axis ranked fifth, with mean (3.34), a standard deviation (1.158/0.94) and a general trend of " Neutral ". The previous results show that domestic tourists who carry out equestrian trekking activities sufficiently are satisfied with the quality of service provided to them and this verifies the first hypothesis.

#### 4.3. Differences Between Assessments of Service Quality Components According to The Demographic Characteristics of Domestic Tourists

##### 4.3.1. Evaluations and Means of Service Quality of Domestic Tourists According to Gender

T-Test has been used to identify whether or not there are significant differences between assessments of service quality components according to gender.

**Table 8 Evaluations and Means of Service Quality of Domestic Tourists According to Gender**

Gender		N	Mean	Std. Deviation	t	Sig. (2-tailed)
Evaluations and Means of Service Quality of Domestic Tourists	Male	99	82.9393	21.136	-2.368	0.019
	female	42	91.9285	19.296		

The results in Table 8 show that there are significant differences between assessments of service quality components according to gender (Sig less than  $0.05 = \alpha$ ).

#### 4.3.2. Evaluations and Means of Service Quality of Domestic Tourists According to Marital Status

T-Test has been used to reveal whether or not there are significant differences between assessments of service quality components according to marital status.

**Table 9 Evaluations and Means of Service Quality of Domestic Tourists According to Marital Status**

marital status		N	Mean	Std. Deviation	t	Sig. (2-tailed)
Evaluations and Means of Service Quality of Domestic Tourists	Single	105	90.1714	19.88	4.734	0.019
	married	36	72.3333	18.36		

The results in Table 9 show that there are significant differences between assessments of service quality components according to marital status (Sig less than  $0.05 = \alpha$ ).

#### 4.3.3. Evaluations and Means of Service Quality of Domestic Tourists according to Age

ANOVA test has been used to found whether or not there are significant differences between assessments of service quality components according to age.

**Table 10 Evaluations and Means of Service Quality of Domestic Tourists According to Age**

age	N	Mean	Std. Deviation	F	Sig.
15-25	72	95.9583	12.04035	23.758	0.000
26-35	54	74.8333	22.75360		
36-45	15	74.8000	23.85133		
Total	141	85.6170	20.94744		

The results in Table 10 show that there are significant differences between assessments of service quality components according to marital status (Sig less than  $0.05 = \alpha$ ).

#### 4.3.4. Evaluations and Means of Service Quality of Domestic Tourists according to Level of Education

ANOVA test has been used to found whether or not there are significant differences between assessments of service quality components according to level of education.

**Table 11 Evaluations and Means of Service Quality of Domestic Tourists According to Level of Education**

Level of education	N	Mean	Std. Deviation	F	Sig.
High School or less	36	101.3333	7.90298	6.008	0.001
Undergraduate	72	81.9583	23.27148		
Postgraduate	33	76.4545	15.97672		
Total	141	85.6170	20.94744		

The results in Table 11 show that there are significant differences between assessments of service quality components according to level of education (Sig less than  $0.05 = \alpha$ ).

The results of tables 8,9,10 and 11 reveal that there are differences between assessments of service quality components according to the demographic characteristics of domestic tourists and this verifies the second hypothesis.

## 5. Conclusion

Riding a horse is an unforgettable experience that helps maintain physical fitness, relieves stress, and allows interaction with an animal whose history has been closely linked to human history for thousands of years. Horseback riding is a sustainable activity that respects the environment and helps restore roads and tracks. Such activities provide an opportunity to revive the rural life and enjoy a range of outdoor and nature activities.

Equestrian tourism requires an appropriate base of equipped horses, trained saddles, a school for trainers and methods of training tourists how to take care of horses, how to deal with them, and how to ride them. Moreover, Equestrian tourism provides a guide, accommodation, food, insurance, and horse paths that give a good opportunity to learn about the nature of different regions. . Horseback riding is an appropriate way to learn about nature.

Domestic equestrian tourism often involves shorter stays; however, it occurs more frequently. Domestic tourists already live and work in the national economy, deal with local currencies and interact with local transportation arrangements. Their package often contains actual equestrian activities provided by the service provider. According to the results of this study, domestic tourists who participate in equestrian trekking activities in Egypt are satisfied with the provided service quality.

## 6. Recommendations

The existence of an appropriate infrastructure for the rider and the horse is one of the most important elements for the development of equestrian tourism in the Egyptian tourist destination. Horse-based tourism operators must learn the approach that adds more value to tourists' experience. Therefore, operators must pay more attention to horses and tourists' desires than their interest in running a profitable business. Promotional measures that show

the advantages of Egyptian tourist destination in the field of equestrian tourism must be strengthened. Easy access to reliable and up-to-date information is essential for tourists. To achieve this, the Egyptian destination can implement several strategies that aim to develop and advance this sector. These strategies are:

- Creating equestrian tourism themed itineraries.
- Launching unique products typical of the values and traditions of Egyptian tourist destination.
- Organizing equestrian sports competitions with national and international participation.
- Improving the conditions for equestrian tourism in horse resorts.
- Creating observation points, towers and ecological paths for environmental protection.
- Organizing and developing professional training courses in the field of equestrian tourism.
- Developing and maintaining a network of institutions related to equestrian tourism, improving the transparency of other professional institutions and organizations.
- Providing continuous development and creation of tourist information and guidance services.
- Capitalizing and intensifying interregional partnership relations.
- Providing systematic approach to the local and zonal market and existing infrastructure on order to form a coherent framework.
- Developing strategies for all public and private actors involved in equestrian tourism.
- Developing and modernizing tourists' products in order to distinguish that the Egyptian equestrian tourism from other countries.

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## تقييم جودة الخدمة المقدمة للسائحين المحليين المشاركين في أنشطة رحلات الفروسية في مصر

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### الملخص

هذه الدراسة هي محاولة لتقييم جودة الخدمة المقدمة للسائحين المحليين المشاركين في أنشطة رحلات الفروسية في مصر. كما تهدف إلى استكشاف ما إذا كانت هناك اختلافات بين تقييمات مكونات جودة الخدمة وفقاً للخصائص الديموغرافية لهؤلاء السائحين. في هذه الدراسة، يتكون مجتمع البحث من ١٤١ سائحاً محلياً يزورون الشركات التي تقوم برحلات الفروسية في مصر عام ٢٠٢٣ في محافظة القاهرة. يتكون الاستبيان المستخدم في البحث من جزأين. في الجزء الأول، هناك أسئلة حول الخصائص الديموغرافية للمشاركين وفي الجزء الثاني هناك ٢٤ تعبيراً حول جودة الخدمة. تم تجميع تعبيرات مقياس ليكرت وفقاً لأبعاد تقييم جودة الخدمة. تم استخدام البرنامج الإحصائي للعلوم الاجتماعية (SPSS program V26) لتحليل بيانات الدراسة. أكدت الدراسة أن السائحين المصريين المحليين الذين يقومون بأنشطة رحلات الفروسية راضون بدرجة كافية عن جودة الخدمة المقدمة لهم خلال رحلات الفروسية التي يشاركون فيها، كما أكدت الدراسة أن هناك فروق ذات دلالة إحصائية بين تقييمات مكونات جودة الخدمة وفقاً للخصائص الديموغرافية لهؤلاء السائحين.

### معلومات المقالة

#### الكلمات المفتاحية

سياحة الفروسية؛  
رحلات الفروسية؛  
السياح المحليون؛  
جودة الخدمة؛  
رضا العملاء.

#### (JAAUTH)

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