

The Impact of Adopting the Applications of Web 2.0 on Egyptian Travel Agencies Business: With Special Reference to Facebook Social Network

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Abstract:

As travel industry has quickly moved to the Internet, this paper is concerned with the adoption of Web 2.0 applications; especially Facebook social network, by some travel agencies in Egypt, and how it affects their business. The core problem of this paper is to determine how these travel agencies respond to this new generation of applications, and how they exert their efforts to benefit from them. The overall goal of this paper is to: a) provide some insights into Web 2.0 showing the difference among its generations, b) determine both benefits of and barriers to Web 2.0 adoption, c) review different kinds of Web 2.0 applications by which travel agencies could amend their customer relationship management and marketing plans by exploiting user-generated content and social network interactions in order to incorporate travellers into their business operations, and d) evaluate the impact of Facebook social network as one of Web 2.0 applications used by some travel agencies in Egypt on their business. This paper is built on the following hypothesis: Egyptian travel agencies have not exploited Web 2.0 applications effectively yet; particularly Facebook social network, and if they do not adopt it quickly, their business and customer relationships will be affected negatively. The methods of research were literature review and survey questionnaires distributed to travel agencies in Egypt (March: July, 2011). Relevant recommendations are given.

Keywords: Web 2.0, travel agencies, tourism, Egypt

Literature Review

Introduction

Web 2.0 technology allows individuals to post their own contents, images, videos, audios, or opinions to others to see and respond to. That is, individuals can share their travel experiences with others and have more control over their travel decision making process.⁽¹⁾ Web 2.0 technology also allows travel agencies to communicate directly with their customers to know their opinions and derive valuable suggestions.⁽²⁾ Hence, all marketing strategies that promote travel and tourism industry must constantly monitor the changing needs of the Traveler 2.0. So in Web 2.0 era, companies focus on consumers and try to do everything to satisfy them.⁽³⁾ Web 2.0 includes applications such as Twitter, Facebook, YouTube, Blogs, and Wikis. This paper concentrates on some travel agencies' Facebook pages to see if they have positive, negative or no impacts on their business. In this context, we should briefly review Web 2.0 history, concept and applications.

1. Web 2.0 history, concepts and applications

1.1 Web 2.0 history

The term Web 2.0 was coined in January, 1999. Nevertheless, it began its rise in popularity in 2004 when O'Reilly Media and MediaLive hosted the first Web 2.0 conference. This term was largely championed by bloggers and technology journalists. In 2009, the global language monitor declared Web 2.0 to be the one-millionth, English word.⁽⁴⁾

1.2 Web 2.0 concept (Read/Write Web), (Social Web)

- There are three different phases of the Web evolution; the information phase, the commercial phase, and the networking phase. Web 2.0 is a term used to describe the latest phase in how the Web is being used, or to describe the practice of using the Web to communicate and interact with other like-minded people by requesting, obtaining and sharing information that is relevant to them.⁽²⁾
- Web 2.0 refers to websites that have gained popularity in recent years; which incorporate a strong social component, involving user profiles, friend links and encourage different kinds of user-generated content along with comments, tags and ratings.⁽⁵⁾ It also represents a shift from the passive experience of static "read only" Web pages to the participatory experience of dynamic and interactive Web pages.⁽⁶⁾

1.3 Difference between Web 1.0, Web 2.0 and Web 3.0

- Web 1.0 technologies are like forum, email, newsletter, chat and mailing list. Web 2.0 technologies are like wiki,

blog, tagging, RSS, podcast and maps.⁽³⁾ Although Web 2.0 has not taken the place of Web 1.0, it has undeniably changed and challenged the perceptions and expectations of those who use it and added a social dimension.⁽⁷⁾

- For travel marketers, Web 1.0 was effective because the content that was viewed by consumers was provided by them. They had complete control over how and what information was displayed. Web 2.0 brought the ability for consumers to create the content about any topic of their interest, and distribute it to an unlimited number of websites.⁽⁸⁾ Web 2.0 allows the creations of a large number of "niche groups" such as travel agencies groups whether official or unofficial. Although some sites are hard to categorize strictly as Web 1.0 or Web 2.0, the others are easy to classify. Social networking sites such as Facebook are considered an example of Web 2.0.⁽⁵⁾
- In conclusion, no discussion of Web 2.0 would be complete without mentioning what Web 3.0 will hold for the travel industry. Web 3.0 will "herald" a new interpretation of our interests built on information being generated by the applications of the prior version. Travel 3.0 will involve harnessing this information and providing tourists a new level of travel planning experience and making very specific recommendations.⁽⁵⁾

1.4 Web 2.0 applications

Web 2.0 includes several types of applications such as:

- **Podcasts:** An audio/video file that can be downloaded from a website, it includes online video "YouTube", or other online streaming media or internet TV,
- **Wikis:** Websites that permit users to add new content or edit the existing content such as "Wikipedia encyclopedia".⁽⁷⁾
- **RSS (Really Simple Syndication):** This is a technology that enables users to subscribe to website content updates and keep track of their favorite sites. It gives customers full control over what they see.⁽²⁾
- **Blogs:** They allow their users to publish their opinions. A corporate blog is specifically owned by a company and used to provide regular updates on news, events and other subjects.⁽²⁾ Blogs enable non-experts to build easily updatable, Web diaries or online journals. They are published chronologically, with links and commentaries on various issues of interest.⁽⁷⁾
- **Microblogging sites:** These are similar to blogs, except that posts are intended to be as condensed as possible. "Twitter" is an example of microblogging sites,
- **Mash-ups:** The combination of two or more distinct information sources to create a new experience. For

example, the combination of google maps and hotel locations,

- **Social networking:** Refers to systems that allow members of a specific site to learn about other members' skills, talents, knowledge, or preferences, such as "Facebook."⁽⁹⁾

Social networking is the most popular tool used by travel agencies, and then followed by podcasts, blogs, RSS, wikis, and mash-ups. In 2008, a microblogging service for enterprises was launched, and has been referred to as "Twitter for business."⁽⁸⁾⁽⁹⁾

2. Travel agencies in the era of Web 2.0

In Web 2.0 era there is an essential change in the way that travellers use the Internet; this change has a great impact on their decision making and behaviour: They are no longer passive recipients of travel agencies messages.⁽¹⁰⁾ That is, in "Travel 2.0" additional sites empower tourists with interactive tools to search for hotels and plan their trips, and comment on their recent stays. Hence, travel agencies need to respond by developing and implementing innovative strategies for building sustained customer and competitive advantages.⁽¹¹⁾

In this vein, the benefits of Web 2.0 for travel agencies, and their strategies for successful adoption with a special reference to "Facebook social networks" can be reviewed as follows:

2.1 Web 2.0 benefits for travel agencies

The adoption of Web 2.0 by travel agencies will decrease their marketing expenditure in the long run and build far stronger brand loyalties, in addition to some benefits such as:

- **Knowledge:** Web 2.0 technology empowers travellers to speak directly to the travel agency and become positive complainer. Although the page will generate complaints, travel agencies should be aware that all Feedback is useful, even bad news give them vital knowledge they can use to refine their service and ways of offering and help them identify problems sooner rather than later. Besides, Feedback can enable them to be more proactive about improving travellers' experience,
- **Influence:** Knowing where and how travellers comment and share their opinions about travel agencies gives agencies the opportunity to respond and influence travellers' perceptions. Furthermore, travellers will feel that travel agencies are willing to listen to their opinions to enhance their reputation,
- **Content:** Travel agencies should encourage travellers to share key moments of their holidays with other travellers. Hence, it can achieve an actual benefit from the thousands of photos and videos generated each year, because the best way of reviewing holiday destination is through the eyes of someone taking a holiday there. If travellers are willing to invest their time and feel involved or even able to influence travel agencies site, this can increase their loyalty.⁽²⁾

2.2 Travel agencies strategies for successful Web 2.0 adoption

Several strategies could be applied by travel agencies for adopting Web 2.0 successfully, such as:

- **"See itself as others see it":** Travel agency should find out what tourists are saying about its tours on travel sites, chat rooms and blogs. Also it can respond effectively to their positive and negative comments,
- **"Improve website stickiness":** Travel agency should have websites that encourage a visitor to stay for a long time through several approaches: to provide the content

that the user really wants; allow the user to personalize the site; build online communities in which users post information or form discussion groups in order to provide the opportunity for tourists to share their trip experience with friends and family members; add games to the site; use extensive hypertext cross-references to other parts of the site; and provide a robust destination guide. In other words, a travel agency can help website visitors discover a destination and plan their trips before leaving the site,

- **"Enhance search engine optimization (SEO)":** Travel agency can maximize its search engine visibility by integrating into its website the key content words that prospective tourists are most likely to use. It should continue tracking key words and analyze content to improve its search engine ranking, consider language nuances, and make sure that it is registered with Google local and Google maps and its listing is complete and correct,
- **"Consider pay-per-click (PPC) advertising":** PPC is a marketing system on the Web in which the advertiser pays when the user clicks on its advertisement and goes to its site. It is a fast, powerful and cost-effective way to reach the top of search engine listings and drive traffic to travel agencies website,
- **"Explore social media optimization (SMO)":** SMO is a process of optimizing travel agency's social role on the Web in order to increase business, boost sales, and enhance visibility, traffic, and overall Web presence. Some of the most popular methods of SMO include content distribution through blogs, RSS feeds and social networks like Facebook.⁽¹⁷⁾

3. Facebook Social Network Services for travel agencies

There are two ways of travel agencies Web 2.0 adoptions, the first is through their official website and the second is through official presence on external Web 2.0 sites such as Facebook.

- Social networking sites have proliferated quickly since 2003,⁽⁷⁾ and they have become one of the latest innovations in the online travel world, allowing people to correspond directly with other travellers with similar tastes and interests.⁽⁸⁾
- Facebook is considered popular pioneering social networking sites; it was launched in February 2004 by Mark Zuckerberg, a student at Harvard University. It has become the most visited site in the world.⁽¹²⁾ Facebook enables people to connect with friends and others who work, study and live around them. Facebook members must register online and post personal profiles that include different information such as favorite travel destinations.⁽⁸⁾
- Travel agencies may create their own pages or groups on Facebook due to advertising or customer loyalty reasons. Facebook tourism pages or groups are usually created also by individuals to share the collective interests of travelling.⁽³⁾ The potential benefits of Facebook social network for tourism are invaluable because travellers prefer to rely on peers' recommendations and thus visit these groups and pages to look for unbiased information.⁽¹³⁾ Therefore, Facebook is considered a rich and varied market, which is impossible to ignore by travel agencies when putting their marketing and promotion strategies.⁽⁸⁾ The challenge which is facing Egyptian travel agencies now, is how to effectively embrace the opportunities presented by this new technology.

Methodology and data collection

This paper used secondary and primary data collection methods. The secondary sources were different books and journal articles that were discussed above, the primary data consisted of a questionnaire survey conducted in two phases; the first was a pilot survey, and the second consisted of actual questionnaire survey based on the feedback from the pilot one. There are (1170) travel agencies "Category A" licensed by the Egyptian Ministry of Tourism until the year of 2010,⁽¹⁴⁾ (230) out of them have official websites; (19.66%) - which is considered a very low proportion in an era in which tourists have become more dependent on the Internet in making their travel decision -. Hence they are considered as a purposive

(judgment) sample to make sure that they at least adopt Web 1.0 because the aim of this paper was to evaluate adopting Web 2.0 by these agencies. So, (230) questionnaires were distributed (March – July, 2011), of which (209) questionnaires were valid. The results presented below are of these (209) questionnaires. The obtained data were analyzed using the SPSS program (Statistical Package for the Social Sciences).

Results and discussion

The Questionnaire has been divided into three key areas, as follows:

Part One

Egyptian travel agencies awareness of Web 2.0

1.1 Is your travel agency aware of Web 2.0?

Table (1) Egyptian travel agencies awareness of Web 2.0

Code	Are Egyptian travel agencies aware of Web 2.0?	Frequency	Percent
1	- Yes	209	100%
2	- No	0	0
	Total	209	100%

Table (1) shows that all Egyptian travel agencies are aware of Web 2.0.

1.2 If yes, how did it become aware of Web 2.0?

Table (2) Means which contributed to travel agencies awareness of Web 2.0

Code	Means which contributed to their awareness of Web 2.0	Frequency	Percent	Rank
1	- Media	202	96.7%	1
1	- Competitors	61	29.2%	3
1	- Friends/Family	122	58.4%	2
1	- Market research	53	25.4%	4
1	- Government	28	13.4%	5
	Total	209	100%	

Regarding the respondents' views of how they became aware of Web 2.0, (96.7%) of the respondents highlighted the role of media (printed, audio and visual media) in forming their awareness of Web 2.0; especially, after the 25th January Revolution. Again (58.4%) referred to the role of friends and family, this shows the social nature of Web2.0, (29.2%) became aware through competitors, (25.4%) referred to the role of market research. Finally,

(13.4%) became aware through government and conferences attendance; such as, the international e-tourism & e-marketing conferences which have been held yearly in Egypt since 2008 by the International Organization for the Electronic Tourism Industry.

1.3 Which Web 2.0 applications is your travel agency aware of?

Table (3) Web 2.0 applications known by Egyptian travel agencies*

Code	Web 2.0 applications	Frequency	Percent	Rank
1	- Wikis	9	4.3%	9
1	- Social Networking Sites	209	100%	1
1	- Online Video (YouTube)	151	72.2%	3
1	- Photo sharing (Flickr)	25	12%	6
1	- Blogging	51	24.4%	4
1	- Mash-ups	28	13.4%	5
1	- RSS	18	8.6%	7
1	- Microblogging (Twitter)	191	91.4%	2
1	- Social Bookmarking	17	8.1%	8

* More than one answer is valid

Table (3) indicates that all travel agencies are aware of Facebook social network, while (91.4%) noted that they are aware of Twitter and (72.2%) are aware of YouTube, and then other applications follow.

From tables (1), (2) and (3); all Egyptian travel agencies are aware of Web 2.0 especially social Web, it may be due to the Egyptian 25th January revolution which started actually through Web 2.0 applications especially social website (Facebook and Twitter). The most effective

channels which contributed in this awareness is the media; that all printed, audio and visual media focused on Web 2.0 social networking sites and how they are considered the main tools used by revolutionaries in unifying themselves. Then they followed Web 2.0 through friends and family; it may be because of the social nature of Web 2.0 sites, then market research and government conferences.

1.4 Please rate the level of importance of Web 2.0 technologies to your travel agency.

Table (4) Importance of Web 2.0 technologies to Egyptian travel agencies

Code	Importance of Web 2.0 technologies	Frequency	Percent	Mean	St. Dev.	C.V.
1	- Not important at all	3	1.4%	3.4	0.94	27.6%
2	- Not very important	37	17.7%			
3	- Neutral	62	29.7%			
4	- Important	87	41.6%			
5	- Very important	20	9.6%			
	Total	209	100%			

Web 2.0 technologies are important to travel agencies with a mean of (3.4) and a CV of (27.6%). The decrease in the CV indicates that there is no significant difference among the views of the research sample about the importance of Web 2.0 technologies to their business. Table (4) presents the results of the test.

Part Two

Web 2.0 adoption by Egyptian travel agencies and the impact on their business

2.1 Do your travel agency adopt any of Web 2.0 applications?

Table (5) Egyptian travel agencies adopt Web 2.0 or not

Code	Travel agency adopt Web 2.0 or not	Frequency	Percent
1	- Yes	65	31.1%
2	- No	144	86.9%
	Total	209	100%

From table (5), it could be noted that only (31.1%) of the research sample adopted Web 2.0, till July 2011.

2.2 If yes, which Web 2.0 applications do you adopt?

Table (6) Web 2.0 applications adopted by Egyptian travel agencies *

Code	Web 2.0 applications	Frequency	Percent**	Rank
1	- Wikis	2	3.1%	10
1	- Social Networking Sites	52	80%	1
1	- Online Video	8	12.3%	6
1	- Photo sharing (Flickr)	3	4.6%	9
1	- Blogging	5	7.7%	7
1	- Mash-ups	4	6.2%	8
1	- RSS	14	21.5%	3
1	- Microblogging (e.g. Twitter)	26	40%	2
1	- Social bookmarking	9	13.8%	5
1	- Other	13	20%	4

* More than one answer is valid ** Total: 65 travel agencies

The most Web 2.0 applications adopted by Egyptian travel agencies are Facebook social network, then Twitter, RSS and others. Table (6) presents the results which would be detailed as follows: (80%) of the sample which adopted web 2.0 has an official page within Facebook, (26%) has a page within Twitter, (21.5%) use RSS, (13.9%) use social

bookmarking, (12.3%) use youtube, (7.7%) use Blogging applications, (6.2%) use Mash-ups (e.g. Google Maps), (4.6%) use Flickr, (3.1%) use Wikis, (20%) of the sample which adopted web 2.0 indicate other applications, such as: Skype, LinkedIn, Flixster, MySpace and Tripadvisor.

2.3 If yes, what is the impact of adopting Web 2.0 applications on your business?

Table (7) The Impact of adopting Web 2.0 applications on Egyptian travel agencies' business *

Code	Impact of adopting Web 2.0 applications	Frequency	Percent**	Rank
1	- Promote services	20	30.8%	6
1	- Engage with tourists on one social network	22	33.8%	3
1	- Higher search engine rankings	24	36.9%	2
1	- Enhanced customer loyalty	18	27.7%	8
1	- Keep up with customers' demands and expectations	13	20%	12
1	- Immediate response to customer's requests	18	27.7%	8/
1	- More interactivity	21	32.3%	4
1	- Share information	20	30.8%	6/
1	- Increases in website traffic and visitors	25	38.5%	1
1	- An increase in sales	21	32.3%	4/
1	- Competitive advantage	13	20%	12/
1	- A channel for targeting new customer segments	14	21.5%	11
1	- Cutting marketing/sales costs	15	23.1%	10

* More than one answer is valid ** Total: 65 travel agencies

From table (7) the impacts of adopting Web 2.0 applications on Egyptian travel agencies' business can be summarized in marketing, promotion and CRM. It can be detailed as follows: 1) **marketing and promotion**; such as, increases in website traffic and visitors, higher search engine ranking, promotion of services, sharing information, lowering marketing/sales costs and an additional channel for targeting new customer segments. 2) **Customer Relationship Management "CRM"**; such as: Engage

with tourists on one social network, more interactivity, enhanced customer loyalty, immediate response to customer's requests and keeping up with customers' demands. All previous impacts created competitive advantages for the companies and lead to an increase in sales. Table (7) presents the results.

2.4 If yes, what are your procedures for a successful adoption of Web 2.0?

Table (8) Procedures for a successful adoption of Web 2.0 *

Code	Procedures for adopting Web 2.0	Frequency	Percent**	Rank
1	- Staff training.	35	53.8%	3
1	- Continuous media update	52	80%	1
1	- Continuous official website development and update.	35	53.8%	3/
1	- Adopt different applications of Web 2.0 & mentioned it in official website	41	63.1%	2

* More than one answer is valid ** Total: 65 travel agencies

Table (8) shows the major procedures followed by travel agencies for a successful adoption of Web 2.0; (80%) of respondents which adopted web 2.0 highlighted the continuous media updating, (63.1%) of them adopt different applications of Web 2.0 as mentioned in their

official websites. Finally, (53.8%) referred to the continuous development and updating of official website in general, also referred to staff training.

2.5 If no, how likely would you adopt Web 2.0 applications in the future?

Table (9) Egyptian travel agencies desire to adopt Web 2.0 in the future

Code	Desire to adopt Web 2.0 in future	Frequency	Percent	Mean	St.dev.	C.V.
1	- Not likely at all	5	3.5%	3.24	0.963	29.72%
2	- Not Likely	32	22.2%			
3	- Neutral	36	25%			
4	- Likely	65	45%			
5	- Very likely	6	4.2%			
	Total	144	100%			

The agencies which haven't adopted Web 2.0 yet are likely to adopt it in the future with a mean of (3.24) and a CV of (29.72%). Table (9) presents the results of the test.

2.6 If your travel agency doesn't adopt any of Web 2.0 applications, why?

Table (10) Barriers hindering adoption of Web 2.0 *

Code	Barriers	Frequency	Percent**	Rank
1	- Internet security issues	3	2.1%	9
1	- Not relevant to the business	44	30.6%	4
1	- Uncertainty of potential benefits of Web 2.0	50	34.7%	2
1	- Cost	21	14.6%	6
1	- Lack of technical expertise and training	63	43.8%	1
1	- Absence of required infrastructure	12	8.3%	7
1	- Absence of strategic management for IT	45	31.3%	3
1	- Lack of in-depth case studies	6	4.2%	8
1	- Lack of strategic Web 2.0 direction	42	29.2%	5

* More than one answer is valid ** Total: 144 travel agencies

Table (10) shows that (43.8%) of respondents indicated that they haven't adopted Web 2.0 technologies yet because of the lack of technical expertise and training, (34.7%) highlighted the uncertainty of the potential Web 2.0 benefits, again (31.3%) haven't adopted Web 2.0 technologies because of the absence of strategic management, (30.6%) indicated that Web 2.0 technologies

are not relevant to their business, especially agencies that focus on religious tourism only "Hej& Omera". Finally, (29.2%) referred to the lack of strategic Web 2.0 direction. Table (10) presents these results.

2.7 Does your travel agency have a plan to adopt or increase its use of Web 2.0?

Table (11) Egyptian travel agencies plan to adopt Web 2.0 or not

Code	Do travel agencies have a plan to adopt Web 2.0?	Frequency	Percent
1	- Yes.	147	70.3%
2	- No.	62	29.7%
	Total	209	100%

Table (11) shows that (70.3%) of the sample intend to adopt or increase their use of Web 2.0 within the year 2012.

2.8 Please specify which Web 2.0 applications that you plan to adopt.

Table (12) Web 2.0 applications planned to be adopted by Egyptian travel agencies *

Code	Web 2.0 applications	Frequency	Percent	Rank
1	- Wikis	2	1%	8
1	- Social Networking Sites	124	59.3%	1
1	- Online Video	69	33%	2
1	- Photo sharing (Flickr)	23	11%	4
1	- Blogging	5	2.4%	6
1	- Mash-ups	4	1.9%	7
1	- RSS	6	2.9%	5
1	- Microblogging (e.g. Twitter)	69	33%	2/
1	- Social bookmarking	2	1%	8/

* More than one answer is valid

Most Egyptian travel agencies intend to adopt or increase their use of Web 2.0 within 2012; especially Facebook, YouTube, Twitter, Flickr and RSS and other applications. Table (12) presents the results.

**Part Three
Egyptian travel agencies Facebook Social Network official pages and their impacts on their business**

3.1 Does your travel agency have an official Facebook page?

Table (13) Egyptian travel agencies having Facebook official pages

Code	Does your travel agency have a Facebook page?	Frequency	Percent	Rank
1	- Yes.	52	24.9%	3
2	- No.	94	45%	1
3	- No, don't have an official page, but there are several pages by tourists& our customers.	63	30.1%	2
	Total	209	100%	

The results represented in table (13) indicate that few Egyptian travel agencies have official pages within Facebook network, especially if compared with the whole number of travel agencies registered in Ministry of Tourism; (24.9%) of the sample. There are (32) travel agencies make hyperlink between their main website and Facebook page and (20) travel agencies don't make a hyperlink between their main website and Facebook page. Till July 2011, there are (39) travel agencies have a

Facebook page or group with less than (999) members, (3) travel agencies have a Facebook page or group with members (between 1000 and 9999), (4) travel agencies have a Facebook page or group with members (between 2000 and 2999), (3) travel agencies have a Facebook page or group with members (between 3000 and 3999). Finally, there are (3) travel agencies have a Facebook page or group with more than (5000) members.

3.2 If yes, which kind of Facebook pages?

Table (14) Kind of Facebook pages of Egyptian travel agencies

Code	Kind of Facebook pages	Frequency	Percent	Rank
1	- Personal page "add friends".	0	0.0	-
2	- Open group.	10	19.2%	2
3	- Closed group.	0	0.0	-
4	- Fan page.	37	71.2%	1
5	- Fan page belong to international company.	5	9.6%	3
	Total	52	100%	

Table (14) reveals that (71.2.9%) of the Egyptian travel agencies which use Facebook social network have a fan page. Some of travel agencies begin with open group then create fan page. While (19.2%) of Egyptian travel agencies which use Facebook have open groups. Finally (9.6%) of

Egyptian travel agencies which use Facebook have fan page belong their international company.

3.3 When did your travel agency create its official Facebook page?

Table (15) The creation period of Facebook page for Egyptian travel agencies

Code	Creation period	Frequency	Percent**	Rank
1	- 2007.	1	1.9%	4
2	- 2008.	1	1.9%	4/
3	- 2009.	7	13.5%	3
4	- 2010.	22	42.3%	1
5	- 2011 (before 25 th).	1	1.9%	4//
6	- 2011 (after 25 th)*.	20	38.5%	2
	Total	52	100%	

* 2011 (after 25th till July) ** Total: 52 travel agencies

Table (15) reveals that (42.3%) of Egyptian travel agencies created their Facebook page in 2010, (41.4%), in 2011, (38.5%) between February and July 2011 after the 25th January Revolution.

3.4 What are the most common questions that tourists ask during their visit to your official page within the Facebook social network?

Table (16) Most common questions asked by tourists*

Code	Questions	Frequency	Percent**	Rank
1	- How to search successfully for a trip?	24	46.2%	2
1	- How to integrate the hotel with the activities?	12	23.1%	3
1	- How to share comments, suggestions, and opinions?	9	17.3%	5
1	- How to find a low budget trip?	27	51.9%	1
1	- How to find places that fit their special tastes?	10	19.2%	4
1	- Others	7	13.5%	6

* More than one answer is valid ** Total: 52 travel agencies

The most common questions that tourists ask during their visit to Egyptian travel agencies official pages within the Facebook are: "how to find a low budget trip?" and "how to search successfully for a trip?", Table (16) presents the results. (13.5%) of respondents indicates other questions

such as questions about destination safety, for example, "I wonder if it is safe to travel to Egypt this year, I'm planning to go in October".

3.5 What do you allow to your Facebook group members and page fans?

Table (17) Allowances to Facebook group members and page fans*

Code	Allowances to group members and page fans	Frequency	Percent**	Rank
1	- Making recommendations	43	82.7%	2
1	- Uploading photos and videos.	39	75%	3
1	- Comments, like & share	46	88.5%	1
1	- Creating trip itineraries	32	61.5%	4

* More than one answer is valid ** Total: 52 travel agencies

From the table (17), it could be noted that (88.5%) of the sample which adopt Facebook; allow members and fans make comments, like & share, (82.7%) allow tourists make

recommendations, and (75%) allow members and fans upload pictures and videos about their tours.

3.6 Reasons for using Facebook

Table (18) Reasons for using Facebook by Egyptian travel agencies*

Code	Reasons for using Facebook	Frequency	Percent	Rank
1	- To build brand awareness.	17	32.7%	4
1	- To build strong customer relationships.	23	44.2%	2
1	- Develop a community of interest around business & services.	42	80.8%	1
1	- Provide a very cost effective marketing channel.	18	34.6%	3

* More than one answer is valid ** Total: 52 travel agencies

Table (18) demonstrates the reasons for using Facebook by Egyptian travel agencies. Developing a community of interest around their business and services comes first (80.8%).

3.7 What are the benefits of having official page within Facebook Social Network?

Table (19) Facebook benefits for Egyptian travel agencies*

Code	Facebook benefits	Frequency	Percent	Rank
1	- Generating a visit to main website via a hyperlink.	9	17.3%	4/
1	- Enhance customer relationship management "CRM".	52	100%	.1
1	- Can update information related to services, programs or Service developments quickly and published instantly.	20	38.5%	3
1	- Presents new opportunities for large scale professional collaboration and cooperation.	2	3.8%	7
1	- Promotion.	41	78.8%	2
1	- Provide cost effective marketing opportunities.	9	17.3%	4
1	- Increases the chance of reaching message to new tourists.	6	11.5%	6

* More than one answer is valid ** Total: 52 travel agencies

Table (19) indicates that all Egyptian travel agencies which adopt Facebook believe that it can help them make effective customer relationship management; through offering feedback and comment for developing services and allowing customers to feel engaged to them. Add to this, establishing continuous relationship with actual customers and eventually help companies reach potential customers. It is considered a cheap and very effective way of communicating with customers. It allows updated information related to services and programs. Moreover, (78.8%) of them use Facebook to promote their business. That is, setting Facebook pages can provide cost effective marketing opportunities, generate a visit to main website, increase the chance of reaching message to new tourists, and present new opportunities for professional collaboration and cooperation.

From the field study, we concluded that the research hypothesis is valid. Where it explained that Egyptian travel agencies have been slow in responding to the global marketing opportunities presented by Web 2.0; as it is shown in tables (3) and (5). And if they do not adopt web 2.0 quickly, their business and customer relationships will be affected negatively; as it is shown in table (7) which reveals the Impact of adopting Web 2.0 applications on Egyptian travel agencies' business, table (18) which reveals reasons for using Facebook by Egyptian travel agencies, tables (9) and (11) which reveal the desire of Egyptian travel agencies to adopt Web 2.0 in the future.

Recommendations

Egyptian Travel Agencies

- 1- Egyptian travel agencies should pay more attention to market research in identifying modern trends which tourists depend on when making their travel decision and search for trips, and not to rely only on chance or media and friends.
- 2- Egyptian travel agencies should develop a clear vision or strategy for maximizing the real potential of different Web 2.0 applications; especially social networks for building strong customer relationships and increasing their sale.

Ministry of Tourism

- 3- Egyptian Ministry of Tourism should put a clear strategy for adopting Web 2.0 technologies by all Egyptian travel agencies, and put a timetable for implementing this strategy. It should also develop some mechanisms to measure the impact of Web 2.0 on agencies' business and on the incoming tourist traffic to Egypt in general.

Egyptian Tourism Federation

- 4- Egyptian Tourism Federation should cooperate with Egyptian Travel Agents Association and Human Resources Unit to organize courses for Egyptian travel agencies' managers and other staff to be trained on how to make use of the benefits of Web 2.0 technologies in their marketing and promotional plans, sales development and customer relationships management.
- 5- Egyptian Travel Agents Association should cooperate with Ministry of Tourism to set a strategy including the organization of seminars, conferences and training courses for the Egyptian travel agencies to show them the necessity and importance of creating official websites to display their services, programs, and show how these websites are useful for promotion and keeping a lasting relationship with their customers.

Faculties and institutes of tourism

- 6- Faculties and institutes of tourism should develop a technique to be used in teaching the applied course of "Information Systems & Technology in tourism" to graduate a distinct student capable of dealing with the new and latest promotion methods, and use Web 1.0, Web 2.0 and Web 3.0 to help travel agencies promote services and make a successful customer relationship management. This task requires skillful labors empowered to maintain websites development in order to continue in attracting customers and keep them visiting their Facebook pages.

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تأثير تبني شركات السياحة المصرية لتطبيقات ويب ٢.٠ في أعمالها

مع إشارة خاصة إلى موقع التواصل الاجتماعي "فيسبوك"

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أنت تطبيقات الجيل الثاني من الإنترنت "الويب ٢.٠" إلى تغيير جوهري في الطريقة التي يقوم بها السائحون بالبحث عن وإيجاد وقراءة للمعلومات المعتمدة لهم، ومدى ثقتهم فيها، خاصة الشبكات الاجتماعية. ويهدف البحث إلى: (١) - إلقاء الضوء على "ويب ٢.٠" وأوجه الاختلاف بينه وبين "ويب ١.٠" و"ويب ٣.٠". (٢) - تحديد معوقات وفوائد تبني تكنولوجيا "ويب ٢.٠". (٣) - إلقاء الضوء على مختلف تطبيقات "ويب ٢.٠" التي يمكن من خلالها لشركات السياحة المصرية التحول في خططها التسويقية، وإدارة العلاقة مع العملاء وطريقة توزيع منتجاتها وخدماتها. (٤) - التركيز على موقع التواصل الاجتماعي "فيسبوك" كأحدى تقنيات "ويب ٢.٠" التي تستخدمها شركات السياحة وإيضاح كيف تؤثر في أعمالها. هذا ويقوم البحث على فرض مؤداه: أن شركات السياحة المصرية مازالت حتى الآن لم تستغل تطبيقات "ويب ٢.٠" بشكل فعال، وعلى الأخص الشبكات الاجتماعية، وأنها إذا لم تسرع إلى تدارك ذلك، فإن أعمالها وعلاقتها بعملائها سوف تتأثر سلباً. هذا وقد اعتمدت الدراسة الميدانية على استمارات الاستقصاء التي تم توزيعها على عينة من شركات السياحة المصرية (فئة أ) في الفترة من مارس حتى يوليو ٢٠١١، وتم تحليل البيانات من خلال برنامج الحزمة الإحصائية للعلوم الاجتماعية "SPSS". ثم استخلاص النتائج واقتراح مجموعة من التوصيات.

الكلمات الدالة: ويب ٢.٠ - شركات السياحة - السياحة - مصر