Abstract
There is no doubt that Information technologies (ITs) overcome in all functions of strategic and operational management as information is the lifeblood of hospitality industry; ITs provide both opportunities and challenges for the lodging industry. The current hospitality industry should improves its competitiveness, by utilizing the emerging ITs and innovative management methods such as the electronic marketing thus, only creative and innovative hotels will be able to survive the competition in the new millennium.
Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs Gronoos, (1990). Therefore, managing guest satisfaction of e-marketing services is very important for the long-term growth of hospitality businesses.

The aim of this study is to give attention to the resort who intends to use this network system as a source of increasing booking and guarantee guest satisfaction. The study contains an investigation of the customer e-satisfaction ratings on trade reputation web sites such as trip advisors and top hotels.com.
The field study accomplished through survey in both of social media networks and electronic mails. A self-administered questionnaire, which includes the management expectations about the e-satisfaction, and visitor’s opinions in e-booking.

The findings showed the effect of the e-satisfaction in increasing customer satisfaction in Sharm El Sheikh Resorts, as well as how the resorts deal with the competition in this situation. A major contribution of this study is the development of models for resort managers to better manage the e-satisfaction that increase customers booking.

Keywords: Electronic satisfaction – E-marketing - Customer satisfaction – Word of mouth – booking/buying selection.

Introduction
Hospitality establishments adopt e-business for several reasons and apparent benefits(Davoud and Hamed, 2012). Online tourism and hospitality is one of the most successful e-commerce implementations (Turban et al., 2010). Internet has become the primary source of information for most of guests (Ali and Murat, 2012).

Huge amount of websites in developing and developed countries show the importance of this industry in the world. In many countries hospitality and tourism has become the first revenue source (Hamed et al., 2012).

There are many benefits of adopting e-commerce in the hospitality industry such as providing updating information and public relations, completing business transaction online, offering service met with individual guest needs, and bringing the global market to local enterprises, furthermore, tourists can use the internet as a means to effectively search for guest destinations and to be able to compare different kinds of information such as packaged tours, times, special promotions, prices, and quality (Zhou, 2004; and Wanida, 2013).
Globalization technology and electronic marketing

All resorts need to be aware of the effect of globalization technology, and deregulation. Rather than try to satisfy everyone, resorts start with market segmentation and develop a market offering that is positioned in the minds of the target market. To satisfy the target market’s needs, wants, and demands, resorts create a product, one of the 10 types of entities (goods, services, experiences, events, persons, places, properties, organizations, information, and ideas). Resorts must search hard for the core need they are trying to satisfy, remembering that their products will be successful only if they deliver value to guest (Philip, 2001).

The efforts of information technology and marketing have often been autonomous in the progress of technology and use of the Internet in the hospitality industry organizational service / relationship marketing practices. Resorts should have a positive view of technology and a belief that it offers people increased control, flexibility, and efficiency in their lives (Steven et al., 2002).

Moreover, the collapse of large numbers of dot-com resorts has required managers, who felt that the Internet had changed everything, to relearn that profits indeed do matter (Rosenbloom, 2002), and that the traditional laws of marketing were not rescinds with the arrival of the e-commerce era. Futhermore, the online marketing allows guests to write recommendations that influence potential guests (Lee et al., 2008).

In addition to, the rapid development and depth of available information on the internet allows guests access to this information with minimum effort and cost (Park et al., 2009). Finally, Information and communication technologies are rapidly expanding and have affected the hospitality and the way resorts compete (Porter, 2001; Davoud and Hamed, 2012)

Guest Satisfaction and Electronic Satisfaction

a- Satisfaction and Guest Satisfaction

Satisfaction is similar to attitude, as it characterizes the sum of several aspect satisfaction judgments; satisfaction is a transaction specific measure (Parasuraman et al., 1988). It is also a purchase result, guests compare costs with anticipated value (Bolton and Drew, 1991). Moreover, satisfaction is an overall guest attitude toward a hospitality services offered in the resorts (Leves and McDoughall, 1996) or it is the positive emotions guests derive from their previous experiences with resorts (Oliver, 1999). Finally it is the reaction to the deference between what guest expectations and perceptions (Zineldin, 2000).

Guest satisfaction is a pleasurable level of meeting expectations (Oliver, 1997). Guest satisfaction level is an evaluation or a condition of feelings toward the hospitality services (Olsen et al., 2005). It is also a result of varying intensity; with a time-specific point of determination and limited duration; and direct toward focal aspects of hospitality services success (Giese and Cote, 2000). Moreover, the guest satisfaction has been found to have a direct effect on achieving sales targets (Tsiotsou, 2006).

Furthermore, guest satisfaction is an important issue for resorts. Being a winner or loser is based on the percentage of guests that they have retained. Guest is one of the most important stakeholders in any resort because, without the guest, the resort probably will never succeed (Houshang et al., 2013).

Finally, guest satisfaction is the outcome of perception of the value received service quality compared to the value expected from the resort (Dominici; and Guzzo, 2010; and Wanida, 2013).
The Loyalty concept may be understood as the guest expectations or the tendency to repurchase the hospitality services (Auh and Johnson, 2005).

The benefits of guest satisfaction include revenues increase; reduce customer-related transaction costs and reductions in price elasticity among repeat guests (LeWin, 2009). Guest satisfaction can influence guest loyalty which in turns increases profit (Davoud and Hamed, 2012).

b- Electronic satisfaction

The impact of e-satisfaction on e-loyalty is the greatest contingent to the presence of some customer level moderators such as convenience, motivation, purchase size and business level factors such as trust and perceived value (Anderson and Srinivason, 2003). There is a strong correlation exists between website performance satisfaction and website revisit intention. Satisfied guests are more likely to engage in future revisits, and dissatisfied guests are more likely to leave and find alternative websites (Loiacano et al., 2007).

Regarding to Information quality affects customer e-satisfaction directly (Park and Kim, 2003), and the quality of a user interface is expected to affect guest satisfaction (Gummerus et al., 2004). More over ease of navigation, interface design, and user guidance affect consumer establishment of trust and satisfaction (Roy et al., 2001). While, the importance of e-commerce customer retention, numerous studies has examined guest satisfaction, trust, and loyalty for e-commerce services especially in hospitality services (Cyr 2008; Kim et al., 2009).

In addition, resorts can improve guest satisfaction through giving special care to social media, make those special guest requests, confirming the resort’s objectives are very clear to all the staff, hunting guests’ feedback before leave, and finally encourage creativity (Amy, 2011). Furthermore, the Internet and web growth have been the most exciting developments in the field of information and communications technology in recent years. With increasing Internet access, the use of e-commerce services by the population is success globally and locally in the hospitality field. Also, if the information provided by the website is reliable and accurate, then this will increase online customer satisfaction and trust which will lead the guest to make the reservation. Thus guest satisfaction and trust in e-commerce websites can affect guest loyalty positively (Mustafa, 2011). Using internet and information technology is becoming helpful for the success of hospitality organizations (Masoomeh et al., 2013).

Concerning developing technology effect on e-satisfaction; millions of guests now have the opportunity to directly connect in the editorial process faster than before because of developing technology. More recently, mobile technology and a myriad of applications for smart phone devices are increasingly influencing communication flows (The 3rd UNWTO International Conference on Tourism and the Media, 2013).

WOM and EWOM Impact on E-Satisfaction

a- Word-of-mouth (WOM)

Word-of-mouth (WOM) is a non-commercial communication, inter personal dialog about a product, brand or service between guests. The persuasive effect of WOM is due to the following reasons (Silverman, 1997): (1) the information provided by WOM is apparent as being more realistic than that provided commercially since most WOMs are from relatives, friends and the third party whom one trusts more; (2) WOM is a two-way communication, not a one-way propaganda; (3) WOM provides potential guests with user experience to reduce purchase risk...
and uncertainty; (4) Since WOM is live and can directly respond to inquiries, it can provide more complete and relevant information. In addition, Word-of-mouth (WOM) has been known as one of the most significant resources of information transmission since the beginning of human being (Godes and Mayzlin, 2004). Furthermore, traditional WOM is a face-to-face communication between parties known to each other, and trustworthiness can be more easily built on familiarity; thus, the information conveyed is more likely to be used in purchase decision-making (Niininen et al., 2007). Finally, Importance of WOM is coming from that guests always trust each other more than they trust communication from firms (Ng et al., 2011).

b- Electronic word-of-mouth (EWOM)
Electronic-word-of-mouth (E-WOM) takes the forms of posted-views, mailbags, discussion forums, list services, personal e-mail, chat rooms, instant messaging, blogging, twittering and web sites such as trip advisors, top hotels.com and holiday check. With the advent of web 2.0, e-WOM is getting more pervasive and more important in purchase decision-making (Henning-Thurau and Walsh, 2003). Furthermore, Electronic-word-of-mouth (E-WOM) has been extinction from the beginning of the internet age and is proven to be useful in online transactions (Gelb and Sundaram, 2002; Henning-Thurau et al., 2004). Moreover, the advent of the Internet has extended guests’ options for gathering unbiased product information from other guests and provides the opportunity for guests to offer their own consumption-related advice by engaging in electronic word-of-mouth “EWOM” (Thorsten et al., 2004). Finally, The arrival and growth of the internet has extended guests’ options for gathering information by sharing other guests’ experience and comments, posted on the internet, and has provided guests opportunities to offer their own expenditure-related advice by engaging in electronic word-of-mouth (EWOM) (Ali and Murat, 2012).

Buying and Booking Decision
Word-of-mouth plays an important role in booking decision through the web. It has been established to be an effective method of obtaining useful information for purchase decisions (Henricks, 1998). WOM messages have more influence on the purchase decision of receivers more actively seeking information (Bansal and Voyer, 2000). Moreover, traditional (offline) word-of-mouth has been shown to play a major role for guests’ buying decisions (Richins and Root-Shaffer, 1988). Nowadays, the internet makes it possible for guests to share experiences and opinions about a resort via e-WOM activity. The e-WOM occurrence has been changing people’s behavior because of the growth of internet usage (Ali and Murat, 2012). On the other hand, the internet forums can attract guest to browse/search for hospitality information and affect guest’s purchase behavior more than corporate web pages is because guests believe information obtained from internet forums is more credible than that from corporate web pages (Bickart and Schindler, 2001). Nowadays, using Web 2.0 tools such as RSS (Really Simple Syndication), social collaborative networking, podcasting and online video, massively multiplayer online role playing game, tagging, and mash-ups to express one’s own experiences is extensive (Sigala, 2007).
Furthermore, the level of satisfaction in guest empathy had influenced guests willing to recommend others to use e-commerce this idea coincided with the theory of SERQUAL (Parasuraman et al., 1985; Wanida, 2013).

Finally, E-tourism has many benefits such as it is the most cost effective way of communicating with target markets, it is a quick and easy way for the guest to buy hospitality services, it offers chances for improvements in guest satisfaction and retention through meeting and promoting individual preferences, and it reduces costs through (Davoud and Hamed, 2012). Also, e-tourism and hospitality benefits guests and hospitality establishments (Masoomeh, 2013).

Based on the above discussion, the following three hypotheses were proposed to test the conceptual model of e-satisfaction and booking decision “according to some vital factors that indicate the impact of e-satisfaction on e-loyalty is the greatest contingent to the presence of some customer level moderators such as convenience, motivation, purchase size and business level factors such as trust and perceived value Anderson and Srinivason, (2003)”: 

**Hypothesis 1:** credibility and confidence through the web positively influences on e-satisfaction.

**Hypothesis 2:** finance affair security via web positively influences on e-booking decision.

**Hypothesis 3:** providing additional value “only through web booking positively influences on e-satisfaction and increase the booking decision.

**Research Instrument**

The study aimed to assess the electronic satisfaction as a major marketing tool in increasing the customer electronic booking decision. In order to achieve this objective a self– administered questionnaire of customers and visitors that were visited or will accommodate in Sharm el–Sheikh Resorts to clarify their perceptions towards the electronic satisfaction through the web. Questionnaire distributed through the social media networks (mainly face book), in the period of August to October 2013 “before the peak winter periods of Sharm El Sheikh Resorts”. The total numbers of questioner distributed were (250) forms, only (205) forms received correctly and ready to statistically analyze.

The sample of this study included the following:

1. Egyptians relatives and friends that were visited Sharm resorts before (120 from 205 forms that represent 59% of the total sample).
2. Arab friends that were visited and not visited Sharm resorts before (25 from 205 forms that represent 12% of the total sample).
3. Foreigners’ friends that were visited and not visited Sharm resorts before (60 from 205 forms that represent 29% of the total sample).

**Results and discussion**

This part of the study includes the results and discussion of the questionnaire form which distributed on a random sample of the Egyptian, Arabs and European foreigners customers to investigate their perceptions and opinions towards the e-satisfaction role in increasing their decision in hotel bookings.

Statistical package of social sciences (SPSS) version 16.0 for windows was used to analyze and compute the collected data, with the exception of the open – end question, frequencies counts and percentage distributions were used to show how the respondents perceptive each attribute related to e-satisfaction.
Questionnaire Form Analyses

① The Demographic characteristics analysis:
All questions from one to seven were concerned with recognize the personal data of respondents as for; gender, age, and their incomes per month their average length of stay in Sharm and so forth.

Question No. 1: The Place of Origin
With regard to respondents’ analyses, the results showed that the majority of respondents were Egyptians 59%, meanwhile 29% were foreigners and only 12% were Arabs.

Question No. 2: The gender type
Regarding to gender, the results showed that the majority of respondents were males (150) represents (73%) while (55) represents (27%) were females, assuring that most of the booking decision.
Concerning the age the results revealed that (63%) were in the category from 20 to 40 years, (27%) of respondents were over 40 years and only (10%) were under 20 years old, indicated that youth sector is the most important sector that were concerned with booking through the web.

Question No. 3: The Monthly Income
With regard to visitor’s monthly income (44%) got from 1001 to 2000 USD, (24%) got from 2001 to 3000 USD, (12%) were from 3001 to 4000 USD and both of income under 1000 USD and from 4001USD or above were equally in their percentage (10%) assured that visitors who visit Sharm El Sheikh Resorts nowadays have a moderate income.

Question No. 4: The Educational Level
This question was designed to reveal the average of the educational level of the social network visitors whose are intending to visit Sharm resorts. From the collected data it could be noticed that most respondents (54%) were university degree, then (29%) were master degree, (12%) were not assigned their degree and only (5%) were technical school.

Question No. 5: The Average Length of Stay in Sharm El Sheikh
It could be noticed that the majority length of stay in Sharm El Sheikh were from two day to less than one week with a (51%) ratio, then (20%) was given equally to both of under overnight tour and also from one week to 15 days, and only (9%) stayed more than 15 days.

Question No. 6: The Previous Visit to Sharm El Sheikh
This question was designed to reveal if the respondents were visit Sharm before or not, (39%) of them were the first visit to them, while (36%) of the respondents were visited it twice, (15%) of them were visited Sharm three times and only (10%) of the respondents visited Sharm before more than one time. Indicated that (39%) of the visitors may not to book through the web if they feel satisfy.

Question No. 7: the Level of Confidence about Internet Booking and the Payments Technology
Concerning the level of confidence, it was shown that (49%) of the social networks visitors in general some – times trust on booking and paying through the web which is not a low ratio indicated that more confidence needed to those web sites to insure e-satisfaction, (34%) were also not at all which is not a small ratio, than (12%) were confident and only 5% were completely confident.

② Analyzing the 27 items in the eighth questions with using means and standard deviation:
These Items are related to both of E-satisfaction and booking Decision that found in the eighth question according to 5 Likert scale:
The following table (1) showed visitors’ perceptions (through social media networks) toward both of e-satisfaction and booking decision

Table 1: visitors’ perceptions (through social media networks) toward both of e-satisfaction and booking decision

<table>
<thead>
<tr>
<th>Items*</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
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<th>Agree</th>
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<td>10</td>
<td>5 15</td>
<td>7 90 44 85 42</td>
</tr>
</tbody>
</table>

* See the items types in the appendix “Questionnaire Form”.

From the tabulated data it could be noticed that, the majority of respondents agreed on (20) statements of (27). These statements were:
1. Visiting the internet to search about good resort and evaluate the alternatives (78%).
2. Online promotion is very informative and influence on their satisfaction (49%).
3. Personal selling had an effect on the satisfaction easier than the others (47%).
4. Web marketing programs impact on the satisfaction and increasing online booking (41%).
5. An adequate service quality shown through the web site influenced the satisfaction (44%).
6. Both of the resort facilities and the communication materials shown through the web effect on their satisfaction (49%).
7. The decision to book via online depends on the resort brand that effect on the satisfaction (39%).
8. Brand name had a vital role in online booking decision (52%).
9. Web marketing tools increase positively the resort service expectations provided (45%).
10. The web contents about Sharm El Sheikh Resorts affect satisfaction of visiting them (44%).
11. Visitors using the internet to compare prices regarding value – based pricing (41%).
12. The reliability of all of resort web site design, customer services and security influence on the booking decisions, (54%) and this was the highest ratio found , means those factors play an important role in e-booking.
13. A network is considered one of the best information sources to get satisfaction nowadays (42%).
14. Many risks could be found through booking via internet (44%).
15. Both of previous customers’ expectations and the web video shots effect on the customer final decision (36%).
16. Online resort customer relationship enhances the customers’ satisfaction (52%).
17. The reliability of the information provided by the web increases the online guest satisfaction (44%).
18. The applications of smart phone devices technology influencing and increasing the communication flows (47%) that could be used as a vital e-marketing tool.
19. All of the following factors: ease of navigation, web design and user guidance effect on e-satisfaction to a definite resort than the other one (41%).
20. Finally, customer satisfaction is a pleasurable level of meeting expectations (44%).

Meanwhile, three statements of the majority of respondents were strongly agreed that were:
1. The web search engine results pages were used to search for resort and hospitality services in Egypt (39%).
2. Indeed, the reliability of resort information through the web increases the online guest satisfaction (47%).
3. Finally, e-mails from different resorts modify the resort selection and also the satisfaction (47%).

Furthermore, three statements of the majority of respondents were neutral that were:
1. Web visitors were neither assured from the care provided nor the attention to guests through the internet and if it could be effect on their satisfaction (49%).
2. The internet sponsored links used to gather information and payment to Sharm El Sheikh Resort’s services (45%).
3. The information of quality effects on satisfaction directly (44%).

And only one statement was disagree that was: Sharm El Sheikh Resorts need to be aware of the effect of globalization and network technology (49%). Prior to testing the hypotheses, it is important to establish the reliability of each of the items used in this study. Reliability judges the
degree to which measures are free from error, hence, yielding consistent results (Tabachnick and Fidell, 2001). Means and standard deviation in table (2) used to measure the reliability:

Table 2: Scale Items of E-Satisfaction Factors for the Booking Decision

<table>
<thead>
<tr>
<th>Code</th>
<th>Factor</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>a1</td>
<td>Background information</td>
<td>1.7073</td>
<td>.89234</td>
</tr>
<tr>
<td>a2</td>
<td>Gender</td>
<td>1.2683</td>
<td>.44416</td>
</tr>
<tr>
<td>a3</td>
<td>Approximately monthly house hold income</td>
<td>2.6780</td>
<td>1.11749</td>
</tr>
<tr>
<td>a4</td>
<td>Educational Level</td>
<td>2.4878</td>
<td>.77085</td>
</tr>
<tr>
<td>a5</td>
<td>Your average length of stay in Sharm El Sheikh</td>
<td>2.1951</td>
<td>.86374</td>
</tr>
<tr>
<td>a6</td>
<td>Your previous visit to Sharm El Sheikh “if there was” is in what form?</td>
<td>1.9561</td>
<td>.96661</td>
</tr>
<tr>
<td>a7</td>
<td>Firstly, Do you have a confidence about up-to-date Internet travel bookings and payments technology?</td>
<td>1.8780</td>
<td>.80425</td>
</tr>
<tr>
<td>b1</td>
<td>Internet is used for resort information search and evaluation of alternatives</td>
<td>3.7805</td>
<td>.71785</td>
</tr>
<tr>
<td>b2</td>
<td>I think online promotion with advertisement is very informative and influences my satisfaction</td>
<td>3.4634</td>
<td>.83130</td>
</tr>
<tr>
<td>b3</td>
<td>Personal selling influences my satisfaction easier than others</td>
<td>3.4146</td>
<td>.73350</td>
</tr>
<tr>
<td>b4</td>
<td>Internet marketing programs impact my satisfaction and interesting me to book resort online</td>
<td>3.4634</td>
<td>.91549</td>
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<tr>
<td>b5</td>
<td>Service quality that is shown through internet has impacted my satisfaction</td>
<td>3.9756</td>
<td>1.04993</td>
</tr>
<tr>
<td>b6</td>
<td>Resort facilities and communication material that are visible through internet affect my satisfaction</td>
<td>3.9268</td>
<td>1.02398</td>
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<tr>
<td>b7</td>
<td>The resort provides care and individualized attention to the guests through internet that affect my satisfaction</td>
<td>3.3659</td>
<td>.98409</td>
</tr>
<tr>
<td>b8</td>
<td>My decision to book resort via online which depends on my knowledge of the brand hotel name affects my satisfaction</td>
<td>3.8829</td>
<td>1.15722</td>
</tr>
<tr>
<td>b9</td>
<td>Brand name plays an important role in decision to book online resort and makes me satisfied.</td>
<td>3.9268</td>
<td>1.04765</td>
</tr>
<tr>
<td>b10</td>
<td>Today, internet marketing tools increase positively expectations of the services that are provided by resort</td>
<td>3.9268</td>
<td>1.07079</td>
</tr>
<tr>
<td>b11</td>
<td>The internet content about Sharm El Sheikh resorts affects your satisfaction to visit them.</td>
<td>4.2195</td>
<td>.92652</td>
</tr>
<tr>
<td>b12</td>
<td>You always use the internet for resort pricing comparability regarding value-based pricing</td>
<td>3.9561</td>
<td>1.04929</td>
</tr>
<tr>
<td>b13</td>
<td>The website search engine results pages are used for searching for resorts and hospitality services in Egypt</td>
<td>3.9268</td>
<td>1.15873</td>
</tr>
<tr>
<td>b14</td>
<td>The internet sponsored links are used for gathering information and payment for Sharm El Sheikh resorts services</td>
<td>3.6341</td>
<td>.98409</td>
</tr>
<tr>
<td>b15</td>
<td>Resort website design of reliability, customer service and security / privacy influences your perceptions of online booking decisions.</td>
<td>3.9024</td>
<td>.96011</td>
</tr>
</tbody>
</table>
Research hypotheses were tested using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of assumptions’ of normality and linearity. Table (3) shows that there are strong correlations between all the proposed relations in the conceptual model with \(r\) values ranging from \(.703\) to \(.898\), \(P<.005\) and the obtained correlation value are in the expected positive direction. Based on the results of Pearson correlation analysis which represent proposed linear relationships, all the research hypotheses were fully supported as shown in table (3):

<table>
<thead>
<tr>
<th>Hypothesized correlation</th>
<th>Pearson correlation((r))</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: credibility and confidence to e-Satisfaction.</td>
<td>.868**</td>
<td>Supported</td>
</tr>
<tr>
<td>H2: finance affair security via the web positively influences on e-booking decision.</td>
<td>.898**</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: value added privileges through only the web booking positively influences on e-satisfaction and increase the booking decision.</td>
<td>.703**</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Note: ** correlation is significant at the 0.001 level(2-tailed).

**Conclusions and recommendation**

The results provide partial support for the proposed model, the obtained results indicated that the majority of respondents were somewhat agreed with using the internet to search a good resort in Sharm El Sheikh, the importance of the online promotion, web marketing programs and its impact on their satisfaction. With regard to web visitors were not assured neither the care
provided nor the guest attention through the web, also financial security concerns were so important to them.

Based upon the field study findings, the following recommendations could be suggested and directed to Sharm El Shiekh resorts in Egypt:

- Financial security of the transactions, need more detailed and specific security within any give internet context through the e-booking process.
- The e-booking to resorts strategies and also financial services should focus on ensuring that they are providing additional value to the consumer in terms of special lover rates, extra offers or free breakfast and so on . . .
- Sharm El Sheikh Resorts should provide on easily navigable and value-adding site design to insure the e-satisfaction.
- Both of resorts reputation and the level of customer trust in the resort affect positively on the e-booking decision.
- Managerial implications to the hotel e-booking system in the shape of convenience motivation will guarantee the consumer e-satisfaction.
- Resorts marketing through reliable web sites are support the e-booking decision. “Therefore, web sites should be reliable for on line booking”.
- Dependable web sites should have online flexibility all the time.
- Customers should get what you pay for at this web site to insure creditability.
- Finally, ease accesses to the resort web site will guarantee the e-satisfaction.

Limitations of the Study
The study has some of limitations. Firstly, the sample doesn’t represent the whole five star Egyptians hotels but only the sample was focused on the customers and the web visitors who intend to travel to Sharm el Sheikh hotels. Secondly, most of the results were from the Egyptians web visitors and a few from web foreigners, therefore caution must be exercised in generalizing from these findings. Thirdly choosing this time of period through the web to take our sample could reflect the availability of changing some results. Hence the researchers suggest examining the foreigner’s web market in particular rather than the Egyptians and comparing it with these paper hypotheses and its results.

References


Steven, A; Kevin, C; Stephen, G. (2002), Technology Readiness in the e-Insurance Industry: An Exploratory Investigation and Development of an Agent Technology e-Consumption


الملخص العربي
تأثر الرضا الإلكتروني علي قرار الحجز الإلكتروني للعملية دراسة تحليلية بالتطبيق علي منتجعات شرم الشيخ.

أصبح التسوق الإلكتروني من الوسائل التي لا يستهان بها في تحقيق الربحية للفنادق، فبعد أن قامت الألتزامات الالكترونية، وبدأت المفاهيم الإنشاع لحُفروشات العملاء وتحقيق رضاهم ووقوعهم من الموضوعات ذات العلاقة الجوهرية بالمفاهيم التقليدية الحديثة. كما يحظي الرضا الإلكتروني كمفهوم يرتبط بالاستهلاك بدرجة عالية حيث يمثل بالنسبة للعملاء الهدف الذي يسعى إليه تحقيقه عبر شبكة الإنترنت سواء كان منتجات أو خدمات. لذلك فإن شعور الفنادق برفق الرضا يؤثر بشكل كبير علي اتخاذ القرار السليم. ومن هذا تكمن أهمية الدراسة في التعرف على احتياجات العملاء من خلال تسوقة عبر الإنترنت للحجز داخل الفنادق المصري بدمية شرم الشيخ وكذلك معرفة الأحتياجات الأساسية التي تساعده على اتخاذ قرار الحجز دون تردد. بالإضافة إلى التعميل دور التسوق الإلكتروني وتجاوز عقبات الرضا لدي العملاء، وتكون ثقافة الاستهلاك جديدة، في مجتمع متغير وفقاً للتطورات السريعة في العالم.

أتبعت الدراسة منهج الوصفي والتحليلي وأشتملت أدواتها على أستمارة استبيان لقياس مدى الرضا الإلكتروني لدى العملاء. في اتخاذ قرار الحجز عبر الإنترنت، وقد بلغت عينة الدراسة 205 أستمارة صالحة فعلياً من 250 زائراً لمواقع التواصل الاجتماعي المتعددة والتي كان من أهمها الفيس بوك وORIZجه مستويات التفاعلية والاجتماعية والاقتصادية، وكان من أهم النتائج هذه ما لضرورة توفير وتحديث الخدمات وكذلك تأمين المواقع الإلكترونية للفنادق أثناء عملية الحجز بها. لذا كانت النتوصيات التالية: ضرورة الاهتمام بالعمليات المالية وكيفية السداد بطريقة ملمّسة داخل المواقع للتطورات السريعة في العالم.
Appendix

A sample of questionnaire form directed to the expected customers intending to visit Sharm Alshiekh five star resorts through using them the social media networks

Dear Mr. / Mrs. /…………………..

Egypt, 2014

We are delight that you are willing to fill out this questionnaire, which is a part of our research. The purpose of this study is to assessing electronic satisfaction as a marketing tool in increasing guest satisfaction to take his/ her decision in booking. Your answers will be a valuable guide in making the study efficient, accurate, and maintain its objectives. Kindly, resend it back on the following mails:

gsheroo2@gmail.com/  hany_atef2000@yahoo.com

Thank you in advance

1-Back ground information:
   Your place origin    1- Egyptians □  2- Arabs □  3- Foreigners □

2-Demographic data:
   Gender  1- Male □  2- Female □
   b. Age
   1- Under 20 years □
   2- From 20 to 40 years □
   3- Over 40 years □

3-Approximately monthly house hold income:
   1- Under $ 1000 □  2- From $ 1001 to 2000 □
   3- From $ 2001 to 3000 □  4- From $ 3001 to 4000 □
   5- From $ 4001 above □

4- Educational Level

1  □  Technical School

2  □  University or higher institute education

3  □  Postgraduate studies (Master or PhD)

4  □  Others (Please specify .......................................................)

5-Your average length of stay in Sharm Elshiekh.
   1- Day and overnight tour □
   2- From 2 days to less than one week □
   3- From one week to 15 days □
   4- More than 15 days tour □

6-Your previous visit to Sharm Elshiekh “if there was” is in what form?
   1- This is the first □  2- The second time □
   3- The third time □  4- More than three times □
7- Firstly, Do you have a confidence about up-to-date Internet travel bookings and payments technology:

- Not yet
- Sometimes
- I confident
- Completely confident

8- Circulate your opinion from the 1-5 Likart scale for the following items with:

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1) Internet is used for resort information search and evaluation of alternatives</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2) I think online promotion with advertisement is very informative and influences my satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3) Personal selling influences my satisfaction easier than others</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4) Internet marketing programs impact my satisfaction and interesting me to book resort online</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5) Service quality that is shown through internet has impacted my satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6) Resort facilities and communication material that are visible through internet affect my satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7) The resort provides care and individualized attention to the guests through internet that affect my satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8) My decision to book resort via online which depends on my knowledge of the brand hotel name affects my satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9) Brand name plays an important role in my decision to booking resort online and make me satisfied</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>10) Today, internet marketing tools increase positively expectations of the services that are provided by resort</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>11) The internet content about Sharm Elshiekh resorts affects your satisfaction to visit them</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>12) I am always use the internet for resort pricing comparability regarding value-based pricing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>13) The website search engine results pages are used for searching for resorts and hospitality services in Egypt</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>14) The internet sponsored links are used for gathering information and payment for Sharm Elshiekh resorts services</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>15) Resort website design of reliability, customer service and security / privacy influence your perceptions of online booking decisions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>16) E-mails from different resorts modifies your resort selections and satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>17) Network is considered one of the best information sources for your internet satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>18) There are many risks for you in using the internet as an information sources in your expectation booking decisions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>19) Previous customers’ expectations and tips in internet video formats effect on your final decision</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>20) Online resort customer relationship enhances your satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>21)</td>
<td>If the information provided by the website is reliable and accurate, then this will increase online guest satisfaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22)</td>
<td>Mobile technology applications for smart phone devices are increasingly influencing communication flows</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23)</td>
<td>Information quality affects (your) satisfaction directly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24)</td>
<td>Ease of navigation, interface design, and user guidance affect your hotel satisfaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25)</td>
<td>Sharm Elshiekh resorts need to be aware of the effect of globalization &amp; network technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26)</td>
<td>The online marketing allows guests to write recommendations that influence potential visitors.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27)</td>
<td>Customer satisfaction is a pleasurable level of meeting expectations</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Add more suggestions or comments if you like (optional)

 Thank you for your co-operation
The Researchers