

Website Evaluation of Travel Agencies Class A in Saudi Arabia and Egypt Using Extended Version of Internet Commerce Adoption Model: A Comparative Study

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Abstract : This research aims to explore how well the extended model of internet commerce adoption (eMICA) model is often used to determine the extent of internet commerce adoption in the travel agencies sector in both Egypt and Kingdom of Saudi Arabia (KSA). The web content analysis method was used to analyze the level of adoption of Egyptian travel agencies and Saudi travel agencies according to data immensely available on their websites. Therefore, each site was categorized according to the phases and levels proposed. In order to achieve this, 120 websites were evaluated by the two authors over a three-month period, from August to October 2020, and then categorized according to the phases and levels of (eMICA). The results show that there are deficiencies in the application of the eMICA model by both KSA and Egyptian travel agencies, generally, updating their websites, the absence of quality certification, offering secure online payment, virtual tours, and videos using Flash animation. In general, the Egyptian companies slightly outperformed the KSA ones in applying eMICA model.

Keywords : e-commerce, internet marketing, eMICA, travel agencies, websites

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