



MEASURING THE IMPACT OF SPECIFIC WEBSITE FEATURES' ON POTENTIAL TOURISTS' VACATION PLANNING CHOICES IN THE EGYPTIAN CONTEXT

Eiman Medhat Negm and Ahmed Moussa Elsamadicy

Arab Academy for Science, Technology and Maritime Transport, Egypt

The Internet and its social media have significantly changed the touristic industry, attracting potential travellers in making vacation plans (Milanoa *et al.*, 2011). Therefore, it is important for academics and practitioners to realize the major website construct that explains the individual acceptance and usage of websites and social media networks (Wirtz *et al.*, 2013). This study sought for the travelers' opinions about the virtual existence of Egyptian touristic facilities (hotels, museums, transportation, etc.) This study further measured the impact of specific website features on potential tourists' usage preference for planning vacations and other destination trips inside Egypt. Accordingly, the proposed conceptual framework contained five "website constructs" (perceived usefulness, ease of use, presentation attractiveness, entertainment, and importance), which influences website usage preference. The research outcomes showed that international industries in Egypt were keen in using the Internet as a mechanism to attract vacationers to their websites more than local businesses. Nevertheless, all the online launches (both internationally and locally) exploited the "website constructs" with a positive and significant link in rising webpage views and usage fondness. The most noteworthy variables were the website's perceived importance and attractiveness.

Keywords: Social media, Tourism industry, Usage preference, Website constructs.