



# EVALUATING THE EXCELLENCE: QUALITY ASSESSMENT OF OPTIONAL EXCURSIONS BY EGYPTIAN TRAVEL AGENTS IN HURGHADA

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## Abstract

*This study conducts a comprehensive quality assessment of optional excursions provided by Egyptian travel agents in Hurghada, a prominent tourist destination. Employing a systematic evaluation framework, we analyze various aspects such as tour itinerary, guide competence, customer satisfaction, and overall experience. Through surveys, interviews, and observational methods, we gather insights into the strengths and weaknesses of these excursions, aiming to contribute valuable information for both travelers and travel agents. The findings serve as a basis for enhancing the quality of optional excursions and ensuring a memorable experience for tourists in Hurghada.*

## Keywords

*Optional Excursions, Travel Agents, Quality Assessment, Tourism, Hurghada, Tour Itinerary, Guide Competence, Customer Satisfaction, Travel Experience, Tourist Destinations.*

## INTRODUCTION

Tourism is a thriving industry that plays a pivotal role in the economic and cultural landscape of destinations worldwide. For travelers seeking enriching experiences, optional excursions offered by travel agents are integral components of their journeys. In the context of Hurghada, a renowned tourist destination in Egypt, this study embarks on a comprehensive exploration of the quality of optional excursions provided by Egyptian travel agents. The assessment aims to shed light on the strengths and areas of improvement in these excursions, contributing valuable insights for both travelers and the travel industry.

Hurghada, situated along the Red Sea, attracts a diverse array of tourists with its vibrant marine life, pristine beaches, and cultural attractions. The optional excursions offered by travel agents serve as gateways to explore the richness of the region. Understanding the quality of these excursions is crucial for ensuring that travelers have fulfilling and memorable experiences during their stay in Hurghada.

This study employs a systematic evaluation framework encompassing key aspects such as tour itinerary, guide competence, customer satisfaction, and overall travel experience. By utilizing surveys, interviews, and observational methods, we aim to capture a comprehensive overview of the strengths and weaknesses inherent in the optional excursions provided by Egyptian travel agents. The findings of this evaluation not only benefit travelers seeking well-crafted and enriching experiences but also provide constructive feedback for travel agents to enhance the quality of their offerings.

As tourism continues to be a vital contributor to the local economy and cultural exchange in Hurghada, a nuanced understanding of the factors influencing the quality of optional excursions becomes imperative. This assessment contributes to the ongoing efforts to elevate the standards of tourism services, fostering a positive and sustainable tourism experience in this picturesque Egyptian destination. The journey into evaluating the excellence of optional excursions in Hurghada aligns with the broader goal of enhancing the overall travel experience and promoting the region as a premier destination for discerning travelers.

## METHOD

The process of evaluating the excellence and conducting a quality assessment of optional excursions offered by Egyptian travel agents in Hurghada involved a systematic and comprehensive approach. The study commenced with the development of a well-structured survey instrument, carefully designed to capture diverse aspects of the travel experience, including tour itinerary satisfaction, guide competence, and overall customer satisfaction.

To ensure a representative and varied sample, participants were recruited from tourists engaging in optional excursions, with a focus on obtaining insights from a diverse demographic. The voluntary nature of participation and the acquisition of informed consent from each participant ensured ethical considerations were met.

The survey was complemented by on-site observations during selected optional excursions. This immersive approach allowed for firsthand assessments of the execution of tour itineraries, guide interactions, and the overall dynamics of the travel groups. These observations provided a nuanced layer of understanding, enriching the quantitative data with qualitative insights.

To further enhance the depth of analysis, interviews were conducted with tour guides involved in the optional excursions. This qualitative component aimed to elicit perspectives from the service providers themselves, offering valuable insights into challenges, successes, and areas for improvement in delivering high-quality excursions.

The collected data underwent rigorous analysis, with quantitative responses subjected to statistical analyses, and qualitative data analyzed thematically. The triangulation of data sources, combining survey responses,

on-site observations, and guide interviews, aimed to ensure the reliability and validity of the findings.

The final step in the process involved synthesizing the quantitative and qualitative findings into a comprehensive evaluation report. This report presented key insights, trends, and recommendations, providing actionable information for travel agents to enhance the quality of their optional excursions based on both participant and guide perspectives.

This holistic and multifaceted approach to evaluating the excellence of optional excursions in Hurghada not only captured the participant experience but also delved into the perspective of the service providers. The resulting assessment offers a nuanced understanding of the factors influencing the quality of travel experiences and serves as a valuable resource for travel agents looking to optimize and tailor their offerings in this popular tourist destination.

#### Survey Development:

The first step in evaluating the quality of optional excursions involved the development of a structured survey instrument. The survey encompassed various dimensions, including tour itinerary satisfaction, guide competence, overall customer satisfaction, and specific aspects of the travel experience. The survey was designed to gather both quantitative and qualitative data, allowing for a comprehensive assessment.

#### Participant Recruitment:

Participants for the study were recruited from tourists engaging in optional excursions offered by Egyptian travel agents in Hurghada. A diverse sample of tourists was targeted to ensure representation across different demographics and travel preferences. Participation was voluntary, and informed consent was obtained from each participant.

#### On-Site Observations:

To complement survey responses, on-site observations were conducted during selected optional excursions. This involved firsthand observations of the tour itinerary execution, guide interactions, and overall group dynamics. The observational data provided additional context and depth to the quantitative findings, offering a more holistic understanding of the travel experience.

#### Interviews with Tour Guides:

Interviews were conducted with tour guides involved in the optional excursions. This qualitative aspect aimed to gather insights into their perspectives on the challenges, successes, and areas for improvement in delivering high-quality excursions. The guide interviews provided a valuable supplement to participant feedback, offering a nuanced view from the service providers themselves.

#### Data Analysis:

The collected data underwent a rigorous analysis process. Quantitative survey responses were subjected to statistical analyses, including descriptive statistics and inferential tests, to identify patterns and

correlations. Qualitative data from open-ended survey questions, on-site observations, and guide interviews were subjected to thematic analysis, identifying recurring themes and nuanced insights.

#### Synthesis and Reporting:

The final step involved synthesizing the quantitative and qualitative findings to provide a comprehensive evaluation of the quality of optional excursions. The results were reported in a structured manner, presenting key insights, trends, and recommendations. The synthesis aimed to offer actionable information for travel agents, enabling them to enhance the quality of their offerings based on participant and guide perspectives.

This methodological approach, combining surveys, on-site observations, and interviews, ensured a multifaceted evaluation of optional excursions in Hurghada. The triangulation of data sources enhanced the reliability and validity of the findings, providing a robust foundation for understanding the factors influencing the excellence of these travel experiences.

## RESULTS

The quality assessment of optional excursions provided by Egyptian travel agents in Hurghada yielded comprehensive insights into various dimensions of the travel experience. The survey responses, on-site observations, and guide interviews collectively provided a detailed understanding of tour itinerary satisfaction, guide competence, and overall customer satisfaction.

Quantitative analysis revealed notable patterns in participant responses. Tourists consistently highlighted certain excursions for their well-structured itineraries, knowledgeable guides, and overall positive experiences. However, variations were observed, with some excursions falling short of expectations in terms of participant satisfaction.

On-site observations complemented the survey findings by offering a real-time perspective on the execution of tour itineraries and the interactions within travel groups. These observations enriched the analysis, providing a nuanced understanding of the dynamics influencing the travel experience.

Guide interviews provided valuable insights from the service providers' perspective, shedding light on the challenges faced and the strategies employed to deliver high-quality excursions. Guides emphasized the importance of flexibility, cultural sensitivity, and personalized engagement to enhance customer satisfaction.

## DISCUSSION

The variations in participant responses and the nuanced insights from on-site observations and guide interviews underscore the complex nature of delivering high-quality optional excursions. While some excursions stood out for their excellence, others revealed areas for improvement, emphasizing the need

for continuous evaluation and refinement.

The role of tour guides emerged as a crucial factor in shaping the travel experience. Competent guides who could navigate diverse cultural contexts, provide engaging narratives, and adapt to changing circumstances significantly contributed to positive participant experiences. This aligns with the broader understanding that the success of optional excursions is intricately linked to the competence and interpersonal skills of the guides.

The importance of personalized and flexible itineraries was highlighted, emphasizing the diverse preferences and expectations of tourists. Flexibility in accommodating unforeseen circumstances, coupled with cultural sensitivity, emerged as critical elements in ensuring participant satisfaction.

## CONCLUSION

In conclusion, the evaluation of optional excursions by Egyptian travel agents in Hurghada provided a comprehensive picture of the strengths and areas for improvement in the travel experiences offered. The results underscore the dynamic nature of the tourism industry, where individual preferences, guide competence, and cultural sensitivity play pivotal roles in shaping the quality of excursions.

The findings of this assessment serve as a valuable resource for both tourists and travel agents. For tourists, it offers insights into the excursions that align with their preferences, helping them make informed choices. For travel agents, the assessment provides actionable information to refine and optimize their offerings, ultimately contributing to the enhancement of the overall tourism experience in Hurghada.

Continuous monitoring and adaptation based on participant feedback and guide insights are recommended to ensure the sustained excellence of optional excursions. This study contributes to the ongoing efforts to elevate the standards of tourism services in Hurghada, fostering a positive and memorable experience for travelers in this popular Egyptian destination.

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