
ASSESSING THE SUITABILITY OF EGYPTIAN TRAVEL AGENCIES' WEB CONTENT FOR PEOPLE WITH DISABILITIES

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ABSTRACT

People with disabilities as people who suffer from experience conditions that limit their physical and mental abilities, World Wide Web has a special significance towards disabled people for making them independent by facilitating abundant information. web content acts as an able-bodied neighbor for people with disabilities (PwDs) because it facilitates access to information and service that are difficult to obtain due to circumstances related to disability. Moreover, accessible infrastructure is also important for tourists with disabilities. This research aims to assess the suitability of Egyptian Travel Agencies' Web content for people with disabilities. To achieve objectives of this research the quantitative approach was used via a questionnaire. It is conducted on a random sample of (393) tourism expert including Travel Agencies managers, Egyptian General Authority for Tourism Promotion experts, Ministry of Tourism and Antiquities experts and Professors of colleges of tourism and hotels. The results indicate that there is no web content available for people with disabilities on Egyptian Travel agencies' websites and there is a very important feasibility of the advantages of having suitable web content of Egyptian travel agencies websites for people with disabilities. The study recommended that Egyptian travel agencies must create web content for people with disabilities on their websites and travel agencies must provide tourism programs on their websites for people with disabilities and the ministry of tourism should Provide financial and technical support to Egyptian travel agencies to use the necessary technologies for developing web content within their websites.

KEYWORDS: Web Content, People with Disabilities, Travel Agencies, Websites.

INTRODUCTION

The Web content has emerged as the largest information repository and considered one of the most important communication media available. Thus,

the power of the web content is in its universality (Ismail & Kuppusamy, 2016). In addition, the internet and the web have changed the way of information is created and disseminated, they are sources of information to many people and this is attributed to the low set up cost of websites and their capacity to host massive amounts of information resources at a time (Jadhav et al., 2017). People with disabilities are people who suffer from something and experience conditions that limit their physical and mental abilities, in this case the inability to do things in such way other people usually do (Pertiwi et al., 2020). In addition to that, with the development of the Internet, the World Wide Web has emerged as a vital tool for promoting and communicating destinations with the end user (Bastida & Huan, 2014). This is because it has a special significance towards disabled people for making them independent by facilitating abundant information. More importantly, it acts as an able-bodied neighbor for PwDs because it facilitates access to information and services that are difficult to be obtained due to circumstances related to disability (Gregoric et al., 2019).

This research aims to assess the suitability of Egyptian Travel Agencies' Web content for people with disabilities, Identifying the availability of having dedicated content on Egyptian Travel Agencies' websites for people with disabilities and identifying the advantages and obstacles of customizing web content accessible for People with Disabilities on Egyptian Travel Agencies' websites.

RESEARCH QUESTIONS

SQ1 Is there dedicated content on Egyptian travel agencies' websites for people with disabilities?

SQ2 Is the content dedicated for People with Disabilities on Egyptian travel agencies' websites appropriate?

SQ3 What are the advantages of customizing content accessible for People with Disabilities on Egyptian Travel Agencies' websites?

SQ4 What are the obstacles of customizing content accessible for People with Disabilities on Egyptian Travel Agencies' websites?

LITERATURE REVIEW

WEB CONTENT DEFINITION

It refers to the information on a web page or web application, including natural information such as text, images, forms sounds and code or markup that defines structure, presentation etc (Curtin university, 2023) .On the other hand, web contents may be repackaged in different media elements, they can be repackaged in text, image, animation, audio and video media

elements (Yusuf et al., 2016). Media elements differ in terms of richness, this means that its ability to convey understanding to people (Brinker et al., 2015). Web contents in texts are the most common, because most websites present their contents in text form. Texts have the least amount of richness when compared to other media elements such as pictures, as pictures are worth a thousand of words (Pavithra et al., 2019).

TYPES OF WEB CONTENT

TEXT

Wang and Choi (2022) have clarified text as the written content on the page, good textual content follows the guidelines for online reading, such as breaking up the text with headers, bullets and brief paragraphs. It also includes helpful links to internal and external sources, so readers can take deeper, the following elements are examples of textual content:

- Your hours of operation or contact information.
- Articles that help customers and potential customers.
- A useful blog that gives readers a reason to visit again.
- Press releases that announce new products, services and initiatives.
- Information about upcoming events.
- Some of these pieces may include media elements as well.

MEDIA

The other type of website content is media (sometimes is called "multimedia" which is any content that isn't text, it includes animation, images, sound and video. The best website animations are done in moderation, the exception to this rule is if the purpose of your site is something like showcasing animation services. Images are the most common way to add interest to web pages. You can use photos, art you've created yourself with a graphics editor, or stock images that you purchase online. Sound can also be embedded in a web page, so readers can hear it when they enter the site or when they activate a link to turn it on (Firmenich et al., 2016).

THE CONCEPT OF PEOPLE WITH DISABILITIES

People with disabilities (PwD) are people who experience physical, intellectual, mental and/or sensory limitations for a long period of time, while interacting with the environment may experience obstacles and difficulties to participate fully and effectively with other citizens based on equality right (Ardi & Meidiasari, 2020).

CLASSIFICATION OF PEOPLE WITH DISABILITIES

VISION IMPAIRMENT (VI): is often defined as a functional limitation of the eyes or vision system, indicating the extent of vision that cannot be corrected to a normal level (Sorrell et al., 2017). Blindness and VI are most common among adults aged 50 years and older, who account for more than 80% of people with vision loss (WHO, 2020).

HEARING IMPAIRMENT: is one of the most common disabilities in the human population and presents a great risk in everyday life due to problems with speech recognition, communication and language acquisition. Due to hearing impairment, the internal representation of the acoustic stimuli is degraded (Jacoszek et al., 2017). In addition, hearing loss affects close to 1.3 billion people and is a growing global health concern as the fourth leading contributor to years lived with disability (Swanepoel et al. 2019).

INTELLECTUAL DISABILITY (ID): Lee et al. (2022) has mentioned that individuals with an intellectual disability have neurodevelopmental deficits characterized by limitations in intellectual functioning and adaptive behavior. These disabilities originate at birth and manifest before the age of 18 and can be associated with a considerable number of related and co-occurring problems, including mental health (depression and anxiety), neurodevelopmental (autism spectrum disorders and attention deficit hyperactivity disorder) as well as neurological (infantile cerebral palsy) and medical conditions (meningitis) .

PHYSICAL IMPAIRMENT: In the context of the Americans with Disabilities Act of 1990, is any physiological disorder, condition, cosmetic disfigurement, or anatomical loss affecting one or more of the following body systems that substantially limits one or more major life functions (Warden, 2021). The type of physical impairment may include conditions that affect the limbs, bones, joints, muscles or a combination of these as polio, club foot, among others and loss of limb (s): through amputation and conditions that affect growth like short stature (Cavedon et al., 2021).

PEOPLE WITH DISABILITIES AND TRAVELLING

In recent decades, the increase in the involvement of People with Disabilities (PwDs) to experience tourism has been observed, because of their advance economic level and incorporation of them into the mainstream of the society (World Tourism Organization, 2016). On the other hand, disabled people have been ignored, disregarded and marginalized in the tourism industry (Lyu, 2017). Many of them feel tourism must be sacrificed as it requires a considerable level of mental and physical capabilities that directly affect their condition of disability. However, they have the same needs and

expectations for tourism as other tourists (Singh et al., 2021). This consumer group is unable to experience and utilize the multidimensional benefit of tourism due to the inherent existence of various types of barriers in the immediate tourism environment and within tourism limited attention has been paid to these barriers (Lee et al., 2012).

BARRIERS FACED BY DISABLED TOURISTS

A variety of studies show few differences exist in the desire for and motives to travel between PwD and the general population so the same types of generic barriers that affect the general population should also apply to PwD, although they may be felt more acutely by them (McKercher & Darcy, 2018).

According to the social model of disability, disabled people encounter three types of barriers (Randle & Dolnicar, 2019). They are also evident in tourism studies such as physical barriers (Poria et al., 2010). Attitudinal barriers (Adam, 2019), and information and communication barrier (Gonçalves et al., 2020). In past studies, barriers are also categorized into three hierarchical models: interpersonal, intrapersonal and structural (Tao et al., 2019).

Sarmah et al. (2022) has added that PwDs face barriers such as the lack of services, lack of consultation, low involvement, poor coordination of services, inadequate staffing and weak staff competencies of the tourism service providers that can affect the quality, accessibility and adequacy of services for persons with disabilities.

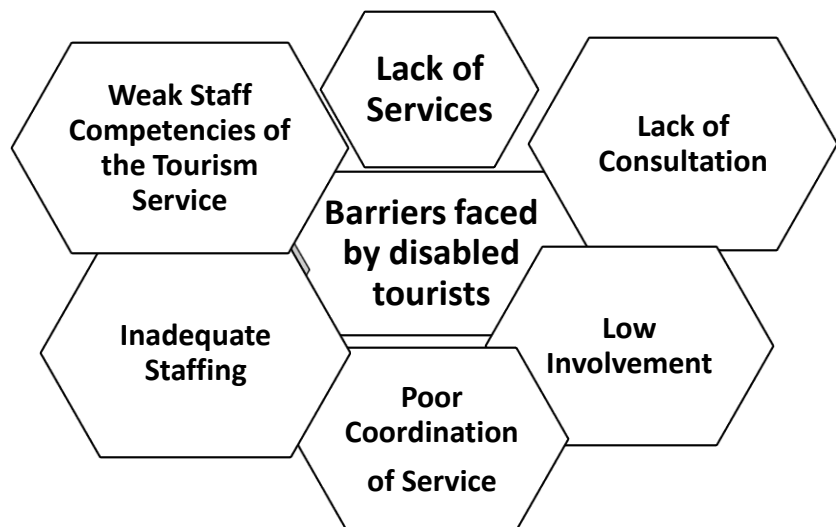


Figure 1: Barriers Faced by Disabled Tourists
Source: The Researcher

Among the various barriers, access to information is the greatest problem encountered by PwDs (Eleni et al., 2015) as it is linked with each stage to process tourism. Considering the significance of the PwDs in general and tourism in particular, access to information issues evolves even more significantly given the widespread use of the Internet in the travel industry (Fernandez-Cavia et al., 2017).

Furthermore, information that is available on web pages should be able to reach wider section of user. Easy-to-read and easy-to-understand are the aspects that are essential for making the pages universally accessible. These aspects need to be considered along with aspects of technical accessibility (Matausch et al., 2014).

WEB ACCESSIBILITY: means that people with some type of disability or the elderly can use the web. Web accessibility refers to web design that will allow people to perceive, understand, navigate and interact with the web, contributing with content (Luján-Mora, 2013).

METHODOLOGY

SAMPLE SIZE

This research aims to assess the suitability of Egyptian Travel Agencies' Web content for People with disabilities. It is conducted on a convenience sample of (393) tourism expert including Travel Agencies managers, Egyptian General Authority for Tourism Promotion experts, Ministry of Tourism and Antiquities experts and Professors of colleges of tourism and hotels. The population of this study was selected randomly.

Appropriate sample size of the study population was calculated using the Cochren, J. formula (Cochren, 1977) as follows:

$$\begin{aligned} n &= \frac{z^2 \times \hat{P}(1 - \hat{p})}{\epsilon^2} \\ &= 387n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} \end{aligned}$$

where:

n: Sample Size

Z: Standard Degree (1.96 at significant level of 0.05).

\hat{p} : Sample proportion, and neutral = 0.50

e: maximum allowed error (0.05 at significant level of 0.05).

Applying these values to the Cochren, J. formula reveals that the appropriate sample size for this study is (387) participants. The researcher distributed (400) questionnaires, after analysis (393) were valid with respondent rate of (98.25%). The questionnaire was distributed in all tourist cities that the researcher was able to reach, not a specific city. The researcher also designed an online questionnaire and distributed it.

RESEARCH TOOLS

The questionnaire was adopted to collect the data. Questionnaire was divided into two sections. Section one focused on personal data while section two was about questionnaire statements, which are the availability of web content for People with Disabilities on the travel agencies' website, the suitability of travel agencies' web content, advantages of having appropriate web content for Egyptian travel agencies for People with Disabilities, barriers of developing appropriate web content for Egyptian travel agencies for People with Disabilities and the possibility of developing appropriate travel agencies' web content for People with Disabilities.

Questionnaire form utilized a five-point Likert scale on which respondents were asked to indicate their level of agreement or disagreement for the second to fifth part as follows: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree=1.

DATA ANALYSIS

Data analysis was conducted by using the Statistical Package for Social Sciences (SPSS) version 23. Appropriate statistical analyses were performed such as means, standard deviation; Cronbach's a (alpha) to measure internal consistency and One Sample T test.

RELIABILITY

Reliability is used for measuring instrument stability and its consistency, ability of the measuring scale to reproduce the same results consistently over time (Ahmed & Ishtiaq, 2021).

Table (1): Reliability Analysis of the Study Variables

The Axes	No. of statements	Alpha Coefficient
The Availability of Web Content for People with Disabilities.	7	0.885
The Suitability of Travel Agencies' Web Content.	8	0.92
Advantages of Having Appropriate Web Content for Egyptian Travel Agencies for People with Disabilities.	7	0.601

Barriers of Developing appropriate Web Content for Egyptian Travel Agencies for People with Disabilities.	7	0.602
The Possibility of Developing Suitable Travel Agencies' Web Content for People with Disabilities.	11	0.751
The Overall Cronbach's Alpha	40	0.904

According to Cronbach's α reliability, when coefficient is more than 0.6 it is acceptable (Nawi et al., 2020). Reliability of current study variables was tested by Cronbach's alpha coefficient; the five axes were acceptable. The Overall Cronbach's Alpha exceeded 0.6 for the 40 variables; this means that all variables were acceptable and reliable.

VALIDITY

The validity factor in research is about the assessment of how accurate is the measure of data or results. Moreover, the validity refers to how well the data represents the true findings among the participants of a study and among the similar individuals not participating in the study (Shrestha, 2021).

Table (2): Validity Analysis of the Study Variables

The Axes	No. of Statements	Loading
The Availability of Web Content for People with Disabilities.	7	.920
The Suitability of Travel Agencies' Web Content.	8	.923
Advantages of Having Appropriate Web Content for Egyptian Travel Agencies for People with Disabilities.	7	.662
Barriers of Developing appropriate Web Content for Egyptian Travel Agencies for People with Disabilities.	7	.608
The Possibility of Developing Suitable Travel Agencies' Web Content for People with Disabilities.	11	.745
The Overall Loading	40	0.81

The factor analysis shown in Table (2) stated that all statements of the questionnaire (40 statements) were responsible for all study dimensions with a percentage of (81%), this means that all variables were acceptable and valid.

RESULT AND DISCUSSION

QUESTIONNAIRE RESULTS ANALYSIS

PERSONAL INFORMATION

The personal information of the sample members are illustrated in Table (3).

Table (3): The Sample Characteristics Statistics

Variable	Response	Frequency	Percent	Rank
Gender	Female	164	41.7	2
	Male	229	58.3	1
	Total	393	100	
Age	Less than 30 years	169	43	1
	30 to 45 years	165	42	2
	More than 45 years	59	15	3
	Total	393	100	
Career level	Junior level	60	15.2	4
	senior level	102	26	2
	Manager level	163	41.5	1
	Other	68	17.3	3
	Total	393	100	
Employer	Travel Agencies	183	46.6	1
	Egyptian General Authority for Tourism Promotion	63	16	4
	Ministry of Tourism and Antiquities	65	16.5	3
	Academic Section	82	20.9	2
	Total	393	100	

Table(3) shows the total number of the sample is 393 respondents, representing all tourism experts. The number of males represented the largest group at 58.3% while the females represented 26.6%. The age varied among the respondents, where the percentage of those less than 30 years are the largest percentage by 43%, followed by the percentage of 30 to 45 years at 42%, while the lowest percentage are for those more than 45 years at 15%.

Regarding the Career level of the respondents, the respondents with Manager level had the highest percentage of 41.5%, followed by those with senior level, with a percentage of 26%, Followed by those with other level, with a percentage of 17.3%, while those with junior level represented the lowest percentage at 15.2%. The number of employees at travel agencies

represented the largest group at 46.6%, the academic section represented 20.9%, and the number of employees of Ministry of Tourism and Antiquities represented 16.5%. while those who work in Egyptian General Authority for Tourism Promotion represented the lowest percentage at 16%.

DESCRIPTIVE ANALYSIS OF STUDY VARIABLES

THE AVAILABILITY OF WEB CONTENT FOR PEOPLE WITH DISABILITIES

This section analyzes the availability of Web content for people with disabilities. Table 4 presents these results from tourism experts' perspectives.

Table (4): Statistics of the Availability of Web Content for People with Disabilities

The Availability of Web Content for People with Disabilities		Mean	SD	Rank	Sig.
Travel agencies’ websites contain information related to people with disabilities.		3.15	1.38	3	
Travel agencies offer tourism programs on their websites for people with disabilities.		2.92	1.26	7	
Egyptian tourist destinations and products are promoted on the websites of travel agencies for people with disabilities.		3.12	1.40	4	
Travel agencies offer on their websites means that help people with disabilities to obtain information.		3.19	1.37	2	
The web content of Travel agencies’ websites is available to:	A. vision Impairment	3.14	1.35	5	
	B. Hearing Impairment	3.07	1.28		
	C. Intellectual Disability	3.01	1.43		
	D. Physical Impairment	3.03	1.44		
	Overall	3.06	1.18		
Travel agencies offer pictures and trips of tourist destinations designated for people with disabilities.		2.95	1.35	6	
Travel agencies’ website contains content that includes offers for tourist destinations that help people with disabilities to make purchasing decisions.		3.67	1.27	1	
Overall		3.15	1.01		.000

Table (4) shows that concerning the variable of "The Availability of Web Content for People with Disabilities", the highest variable is “Travel

agencies' website contains content that includes offers for tourist destinations that help people with disabilities to make purchasing decisions", where the mean value is (3.67) and the standard deviation is (1.27). On the other hand, the lowest variable is "Travel agencies offer tourism programs on their websites for people with disabilities", where the mean value is (2.92) and the standard deviation is (1.26). The overall mean of the variables is (3.15), the standard deviation of means values is (1.01). The researcher used One Sample T test to answer the first question of the study (SQ1 Is there dedicated content on Egyptian Travel Agencies' websites for people with disabilities?), the researcher used the value of "4" as a standard value which refers to the agreement level.

The Sig. value is less than 0.05 (0.000), indicating that there is a difference between "The Availability of Web Content for People with Disabilities" and the standard levels, this difference is in favor of the standard level, stating that the level of availability of web content for People with Disabilities is less than the standard level.

Previous results shows that it is clear that there is no dedicated content on Egyptian travel agencies' websites for People with Disabilities. This is due to several reasons, including the lack of interest in this segment in travel agencies and the limited attention to other targeted segments. Moreover, travel agencies do not update their websites to suit the requirements of those people and meet their needs. In addition to that, there is not allocations on websites for people with disabilities that contain special information about tourist destinations in order to help them to know the destinations that can be visited to make their travel decision.

People with Disabilities need correct, useful and up-to-date information concerning the accessibility level and also the information sources used should be accessible. The previous results are consistent with (Figueiredo, 2012) regarding the availability of web content for People with Disabilities.

THE SUITABILITY OF TRAVEL AGENCIES' WEB CONTENT

This section analyzes the suitability of travel agencies' web content for people with disabilities and table 5 presents these results

Table (5): Statistics of The Suitability of Travel Agencies' Web Content

The Suitability of Travel Agencies' Web Content	Mean*	SD	Rank	Sig.
Travel agencies' web content helps in providing the necessary information to people with disabilities	3.19	1.18	2	

Travel agencies' web content includes multimedia that is suitable for people with disabilities	3.06	1.21	6	
Travel agencies constantly update their electronic content to make it appropriate for people with disabilities.	3.01	1.30	8	
The web content of travel agencies helps people with disabilities to know the details of tourist destinations.	3.15	1.38	3	
The web content of Egyptian travel agencies is appropriate and can attract people with disabilities	3.08	1.39	4	
The web content of travel agencies develops awareness among people with disabilities about tourist destinations	3.07	1.46	5	
The web content of travel agencies helps in diversifying tourist patterns by adding people with disabilities tourism pattern.	3.28	1.31	1	
The website of travel agencies is accessible for people with disabilities	3.03	1.43	7	
Overall	3.11	1.07		.000

Table (5) shows that concerning the variable of "The Suitability of Travel Agencies' web Content", the highest variable is "The web content of travel agencies helps in diversifying tourist patterns by adding people with disabilities tourism pattern", where the mean value is (3.28) and the standard deviation is (1.31). On the other hand, the lowest variable is "Travel agencies constantly update their electronic content to make it appropriate for people with disabilities", where the mean value is (3.01) and the standard deviation is (1.30). The overall mean of the variables is (3.11), the standard deviation of means values is (1.07). The researcher used One Sample T test to answer the second question of the study (SQ: Is the content dedicated for People with Disabilities on Egyptian Travel Agencies' websites appropriate?), the researcher used the value of "4" as a standard value which refers to the agreement level.

The Sig. value is less than 0.05 (0.000), indicating that there is a difference between " The Suitability of Travel Agencies' Web Content" and the standard levels, this difference is in favor of the standard level, stating that the level of The Suitability of Travel Agencies' web Content is less than the standard level.

Previous results shows that the content dedicated for People with Disabilities on Egyptian travel agencies' websites is not appropriate in order to meet the needs and requirements of such segment to let them discover tourist destinations they want to travel to. This is due to several reasons from

which: travel agencies' lack of interest in such segment of people which led to a lack of appropriate electronic content for them. Thus, there must be several modifications that have to be done to websites that can help them in choosing the destination they want to visit. Travel agencies' web content doesn't include multimedia that is suitable for those people and also the content doesn't help in providing the necessary information for them.

ADVANTAGES OF CUSTOMIZING CONTENT ACCESSIBLE FOR PEOPLE WITH DISABILITIES ON EGYPTIAN TRAVEL AGENCIES' WEBSITES

This section analyzes the advantages of customizing content accessible for People with Disabilities on Egyptian Travel Agencies' websites. Table 6 presents such results.

Table (6): Statistics of Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies' Websites

Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies' websites	Mean*	SD	Rank	Sig.
The growth of new types of tourism, for example tourism for people with disabilities.	4.39	.76	1	
Increasing sales and incoming tourists of travel agencies	4.21	.78	4	
Increasing tourism revenues due to this pattern's high level of spending.	4.34	.74	2	
Developing the tourism infrastructure to suit these needs.	4.09	.86	7	
Increasing job opportunities in the tourism sector.	4.20	.79	5	
Providing access to information for people with disabilities.	4.15	.78	6	
Helping in achieving social equality.	4.33	.77	3	
Overall	4.25	.39		.000

Table (6) shows that concerning the variable of "Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies' websites", the first variable is "The growth of new types of tourism, for example tourism for people with disabilities ", where the mean value is (4.39) and the standard deviation is (.76) followed by "Increasing tourism revenues due to this pattern's high level of spending", where the mean value is (4.34) and the standard deviation is (.74) followed by "Helping in achieving social equality", where the mean value is (4.33) and the standard deviation is (.77). On the other hand, the least variable is

“Developing the tourism infrastructure to suit these needs”, where the mean value is (4.09) and the standard deviation is (.86). The overall mean of the variables is (4.25), the standard deviation of means values is (.39). The researcher used One Sample T test to answer the third question of the study (SQ3: what are the advantages of customizing content accessible for People with Disabilities on Egyptian Travel Agencies’ websites?) and the researcher used the value of "4" as a standard value which refers to the agreement level. The Sig. value is less than 0.05 (0.000), indicating that there is a difference between "Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ websites" and the standard levels, this difference is in favor of Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ websites, stating that the level of Advantages of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ websites are more than standard level.

There is a great consensus and agreement that there are many advantages of customizing the content accessible for those people on the Egyptian travel agencies’ websites and this is for the reason of attracting this segment to Egypt as a tourist destination. This main result lead to several advantages, including adding a new segment to the segments of tourists targeted by Egyptian travel agencies which lead to diversifying tourists and increasing the tourism demand. Moreover, tourists with disabilities enjoy a high level of spending compared to ordinary tourists, due to the presence of facilities and needs that must be available to tourists with disabilities, which results in an increase in national income and the provision of hard currency as a result of the increased level of spending. Thus, Egyptian travel agencies must give greater attention to this segment by creating websites dedicated to People with Disabilities that are provided with features that suit their requirements and facilitate their access to information about tourist destinations.

Importance of good web content comes from the high quality of web content, as it is one of the best strategies to get content and product or service into the hands of customers looking for answers or solutions to the problem. The previous results are consistent with (Wierzbicki, 2018) regarding the advantages of customizing web content for people with disabilities on Egyptian travel Agencies’ websites.

OBSTACLES OF CUSTOMIZING CONTENT ACCESSIBLE FOR PEOPLE WITH DISABILITIES ON EGYPTIAN TRAVEL AGENCIES’ WEBSITES

This section analyzes the Obstacles of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ websites. Table 7 presents the results of these obstacles.

Table (7): Statistics of Obstacles of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ Websites

Obstacles of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ Websites	Mean*	SD	Rank	Sig.
Lack of awareness among travel agencies of the importance of Tourism for people with disabilities	4.31	.69	1	
Weak interest of the country and tourism institutions in Tourism for people with disabilities	4.23	.70	2	
Lack of financial resources allocated by travel agencies to electronic aspects.	4.18	.89	3	
The high financial cost of developing web content.	3.94	.85	6	
Lack of competencies in these technical aspects.	4	.94	5	
Lack of interest for people with disabilities by travel agencies.	3.81	1.19	7	
The lack of modern technologies necessary to display web content for people with disabilities	4.02	.85	4	
Overall	4.07	.46		

Table (7) views that concerning the variable of "Obstacles of Customizing Content Accessible for People with Disabilities on Egyptian Travel Agencies’ Websites", the highest variable is “Lack of awareness among travel agencies of the importance of Tourism for people with disabilities”, where the mean value is (4.31) and the standard deviation is (.69), followed by “Weak interest of the country and tourism institutions in Tourism for people with disabilities”, where the mean value is (4.23) and the standard deviation is (.70), followed by “Lack of financial resources allocated by travel agencies to electronic aspects”, where the mean value is (4.18) and the standard deviation is (.89). On the other hand, the lowest variable is “Lack of interest for people with disabilities by travel agencies”, where the mean value is (3.81) and the standard deviation is (1.19). The overall mean

of the variables is (4.07), the standard deviation of means values is (.46). The researcher used One Sample T test to answer the fourth question of the study (SQ4: What are the obstacles of customizing content accessible for People with Disabilities on Egyptian Travel Agencies' websites?), the researcher used the value of "2" as a standard value which refers to the disagreement level.

The Sig. value is less than 0.05 (0.000), indicating that there is a difference between "Obstacles of customizing content accessible for People with disabilities on Egyptian Travel Agencies' websites" and the standard levels, this difference is in favor of the obstacles, stating that the level of obstacles of customizing content accessible for People with disabilities on Egyptian Travel Agencies' websites is more than standard level.

Study results shows those obstacles, among which: the lack of awareness among Egyptian travel agencies of the importance of tourism for people with disabilities, weak of interest of the country and tourism institutions in Tourism for those segments and also lack of financial resources allocated by travel agencies to electronic aspects with the lack of modern technologies necessary to display web content for them. The above reasons lead to losing a large segment characterized by a high level of spending that can help in increasing tourism demand and diversifying it in Egypt.

Previous results are consistent with what has been mentioned in the theoretical aspect of the study about the obstacles that prevent the creation of web content suitable for people with disabilities, as mentioned (Matausch et al., 2014).

THE POSSIBILITY OF DEVELOPING SUITABLE TRAVEL AGENCIES' WEB CONTENT FOR PEOPLE WITH DISABILITIES

Table 8 presents the results of analyzing the possibility of developing suitable travel agencies' web content for People with Disabilities.

Table (8): Statistics of The Possibility of Developing Appropriate Travel Agencies' web Content for People with Disabilities

The Possibility of Developing appropriate Travel Agencies' web Content for People with Disabilities.	Mean*	SD	Rank	Sig.
The web content of travel agencies can be developed to attract people with disabilities tourism.	4.20	.91	2	

Travel agencies have the financial resources necessary to develop web content for people with disabilities.	4.12	.84	4	
Travel agencies have the necessary technologies to develop web content for people with disabilities.	3.94	.90	8	
Travel agencies are interested in developing and updating web content for people with disabilities.	3.99	1.04	6	
Travel agencies allocating a special icon for people with disabilities on their website which helps in developing web content.	3.95	1.01	7	
Adding images and videos suitable for people with disabilities by travel agencies helps in developing web content.	4.24	.77	1	
The use of virtual reality technologies by travel agencies to compensate for tourists' disability in understanding web content, which helps in developing web content.	3.84	1.11	11	
Travel agencies train their employees on how to develop web content for people with disabilities.	3.92	.93	10	
Studying the market and requirements of people with disabilities.	4.10	.96	5	
Improve the color contrast and added labels to icons on the site and app to make them easier to read, leads to improve travel agencies' web content.	4.17	.94	3	
Established training seminars that everyone can benefit from to develop web content.	3.93	1.05	9	
Overall	4.04	.51		.6

Table (8) shows that concerning the variable of "The Possibility of Developing appropriate Travel Agencies' web Content for People with Disabilities", the highest variable is "Adding images and videos suitable for people with disabilities by travel agencies helps in developing web content", where the mean value is (4.24) and the standard deviation is (0.77). On the other hand, the lowest variable is "Travel agencies train their employees on how to develop web content for people with disabilities", where the mean value is (3.92) and the standard deviation is (0.93). The overall mean of the variables is (4.04), the standard deviation of means values is (.51). The researcher used One Sample T test to achieve the second objective of the

study which is (Identifying the possibility of developing web content for people with disabilities in Egyptian travel agencies' websites) and the researcher used the value of "4" as a standard value which refers to the agreement level.

The Sig. value is more than 0.05 (0.000), indicating that there is no difference between "The Possibility of Developing Suitable Travel Agencies' web Content for People with Disabilities" and the standard levels, stating that the level of the possibility of developing appropriate travel agencies' web content for People with Disabilities is equal to the standard level.

Previous results show that there is a possibility to develop the web content for travel agencies' websites to be appropriate for people with disabilities in order to provide them with information and meet their needs. Moreover, adding pictures and videos to the websites of the Egyptian travel agencies that are appropriate for this segment, helps in attracting them and facilitates the process of accessing information about destinations. Travel agencies have the financial resources necessary to develop web content for people with disabilities and studying the market and requirements of this segment helps in developing the web content for travel agencies to be appropriate for such segment. Moreover, improving the color contrast and adding labels to icons on the site and app can make the content easier to be read and led in improving travel agencies' web content.

CONCLUSIONS

The researcher aims to assess the suitability of Egyptian Travel Agencies' Web content for People with disabilities. A questionnaire was designed of different sets of questions and was distributed among tourism experts. Collected data were analyzed using the Statistical Package for Social Sciences (SPSS) version 23. The findings show following results:

There is no web content available for people with disabilities on Egyptian Travel agencies' websites and travel agencies do not promote Egyptian tourist destinations and products on their websites for such segment as their web sites don't contain information relevant to them.

Regarding the obstacles can hinder developing suitable web content of Egyptian travel agencies for people with disabilities is the lack of awareness among travel agencies of the importance of tourism for people with disabilities and the lack of financial resources allocated by travel agencies to web aspects.

There is a possibility of developing suitable web content of Egyptian travel agencies for people with disabilities by carrying out several procedures, which include travel agencies adding images and video clips suitable for this

segment and improving the contrast of colors and also adding stickers to the icons on the website and application to make them easier to be read.

RECOMMENDATIONS

A- RECOMMENDATIONS FOR EGYPTIAN TRAVEL AGENCIES

- 1- Egyptian travel agencies must provide web content for people with disabilities on their websites and continuously update them to make it suitable for such segment
- 2- Placing all information and details related to tourist destinations on travel agencies' websites to suit People with Disabilities
- 3- Conducting a market study to understand the needs and requirements of People with Disabilities and giving them the right to travel.

B- RECOMMENDATIONS TO THE EGYPTIAN MINISTRY OF TOURISM

1. Creating and designing websites specialized for People with Disabilities.
2. Obligating Egyptian travel agencies to focus on People with Disabilities and provide suitable web content for them.
3. Encouraging travel agencies to develop web content that suits such segment.
4. Providing financial and technical support to Egyptian travel agencies to use the necessary technologies for developing web content within their websites.
5. Conduct a comprehensive survey of Egyptian travel agencies' websites and analyze them to identify the problems that hinder the suitability of these websites for people with disabilities.

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