



## **Assessing and Designing Operating Programs for Hotels and Travel Agencies**

### **Participated Students:**

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### **Project Summary:**

In an ever-changing competitive environment, travel agencies and hotels are challenged to provide quality service and maintain excellence to meet the customer's needs and expectations. In Egypt, travel agencies and hotels are dynamic, and constitute an important sector, which occupies a major part of the internal economy. Nevertheless, Tourism and hospitality industry in Egypt suffers from a lot of problems including, lack of funds, little access to advance technologies, short of skilled manpower, lack of experienced staff, and most importantly the lack of innovative and attractive programs.

The research targeted the travel agencies Category (A) and 3 & 4 stars hotels in Egypt. The results revealed that there are no attractive and proper tourism itineraries as well as proper SOPs (Standard Operating Procedures) either for attracting tourists and providing service quality.

Finally, the research resulted in designing proper SOPs for these hotels and innovative & attractive itineraries for travel agencies. Further contacting with industry is needed to publish and distribute the research product (SOPs Booklet & Innovative Itineraries Brochures) after the university approval.