



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	testing the applicability of TQM "Malcolm Baldrige criteria" in the Egyptian establishments: Case study on the Egyptian Tourist Authority	TQM	<p>This study aimed to determine the weaknesses suffered by the Egyptian Tourist Authority using Malcolm Baldrige criteria and developing mechanisms of treating them, in addition to identifying constraints that prevent the possibility of the application of TQM in the authority, how to remove them, and to test the effect of these constraints on the application of Malcolm Baldrige criteria on the Egyptian Tourist Authority.</p> <p>This study used case study and descriptive analytical methods, in addition the population of the study was determined in the Egyptian Tourist authority and a stratified random sample was chosen with the size of 223 employees.</p> <p>The results identified weaknesses of the Egyptian tourist authority and how to treat them, identifying the obstacles that prevent the application of total quality management in the Egyptian tourist authority, and the ways to remove them. Finally it was found that there is no impact to the obstacles which prevent the application of TQM on the application of Malcolm Baldrige criteria in the Egyptian Tourist Authority.</p>	2012	Journal of Faculty of Tourism and Hotels, Alexandria University

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2	Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process	Tourism Education	<p>The study aims to find out the Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process.</p> <p>The study was applied within one of the Tourism and Hotels faculties that, implement credit hour system in Egypt. Stratified random sample technic employed to decide sample size. Data collection carried out threw a questionnaire form using five-Likert scale. Furthermore, Analytical descriptive approach employed to achieve study objectives.</p> <p>Findings show that students agree that, there is a positive impact of the educational media (educational video) on increasing the awareness of elective course content. Moreover, it has a positive impact on supporting decision making process regarding selecting one elective course and leaving another one.</p>	2018	International journal of researches in sciences and specific arts, Egypt, vol.10,No(1)
3	Removing barriers of knowledge sharing in Egyptian Tourism companies	Knowledge Sharing	<p>This study aimed at identifying and removing knowledge-sharing organizational barriers in the Egyptian tourism companies. The deductive approach and quantitative method were employed by this study. Moreover, a semi-structured questionnaire distributed to a sample of 278 tourism companies is used for data collection purposes. Structural equation modeling (SEM) is used for data analysis. Findings revealed significant effect of organizational barriers on knowledge-sharing behavior in tourism companies' context. A set of recommendations to overcome the perceived barriers of knowledge-sharing in tourism companies was introduced.</p>	2019	International Travel Agency and Tour Operation Management" Book chapter published by IGI, USA.

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4	<i>Supporting the enabling factors for successful knowledge sharing adoption</i>	Knowledge Sharing	This study aimed at measuring the extent of knowledge sharing adoption by the Egyptian tourism companies class A, as well as identifying and supporting its enabling factors. The deductive approach and quantitative method were used by this study. Moreover, a semi-structured questionnaire was distributed to a sample of 278 out of 1008 tourist companies, were selected using a simple random sampling technique with response rate was of 85%.Moreover, structural equation modeling (SEM) was used for the quantitative data analysis. Results identified enabling factors for knowledge sharing adoption in the Egyptian tourism companies. In addition, implications for practice were recommended to support the perceived enabling factors of knowledge sharing adoption- in the Egyptian tourism companies class A. This research provides improvements to knowledge sharing adoption process by tourism companies.	2019	Journal of Tourism Research
5	<i>Measuring employees' service innovative behavior practices in Egyptian Tourism Companies</i>	Innovation	Renovation strategy has become one of the most applied strategies by major tourist organizations to cope with intense competition in a changeable world, also to meet the current tourist needs who are searching for new and unique experiences as mentioned by Hu, Horng, and Sun (2009) . This research aimed at measuring the extent of service innovative behavior adoption by the Egyptian tourism companies class A besides, finding out its enabling factors, and barriers. The deductive approach and quantitative method were used by this study. Moreover, a semi-structured questionnaire was distributed to a sample of 278 out of 1008 tourist companies, were selected using a simple random sampling technique with response rate was of 85%.Moreover, structural equation modeling (SEM) was used for the	March, 2019	<i>the 2nd international conference on Tourism research (ICTR), Spain.</i>

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			<p>quantitative data analysis.</p> <p>This research results explored the practices of employees' service innovative behavior adopted by the Egyptian Tourism companies. Furthermore, it identified the perceived personal and organizational factors that have positive effect on employees' service innovative behavior adoption in the Egyptian tourism companies. Moreover, it identified the perceived barriers that have a negative effect on employees' service innovative behavior adoption in the Egyptian tourism companies.</p> <p>In addition, implications for practice were suggested to support the enabling factors of employees' service innovative behavior adoption and to overcome its barriers within the Egyptian tourism companies class A. This research provides the basis for improving the applicability of employees' innovative behavior within Egyptian tourism companies.</p>		
	Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process'	e-Learning		Dec, 2018	<i>International journal of researches in sciences and specific arts, Egypt, vol.10,No(1).</i>
	The impact of user generated content (UGC) on the Digital	User Generated content	The continuous development of information technology has fundamentally revolutionized our communication patterns and behavior through the Internet, establishing a digital medium in which information is consumed and disseminated. In this	2020	International Journal of Heritage, Tourism and Hospitality



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	transformation of Egyptian Travel Agencies	Digital transformation	context, most tourism researches focus on the role of UGC in directing the decision of visitors in determining the tourist destination that could be visited or the service provider that could be selected. This research aimed at measuring the impact of user-generated content on the digital transformation of Egyptian travel agencies as well as investigating how UGC can stimulate the digital transformation of tourism and travel services. For this purpose, the researchers used the deductive approach and quantitative method. Semi-structured questionnaires were distributed to a sample of 278 managers out of 1008 travel agencies, in addition to a sample of internet users including social media users, using a simple random sampling technique. Moreover, researchers analyzed the literature regarding the fast-paced e-commerce environment to understand the complicated behaviour of consumer which shows that consumers are rapidly changing and that is what they also expect from the mediums they are dealing with. Findings of the study have indicated that User-generated content has a weak positive effect on the digital transformation of Egyptian travel agencies. Implications for practice were suggested to support the digital transformation of Egyptian travel agencies based on user-generated content		Special Issue (3)
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