



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Assessing university students' satisfaction with on-campus cafeteria services	Food and beverage	In this study, perceptions of different service attributes that have an impact on university students' overall satisfaction were examined. Students using different university cafeterias were selected through convenience samples of different college students at the university. A total number of 543 valid questionnaires were used for statistical analysis. Results indicated that student satisfaction with different service attributes was below average. Moreover, all service attributes were found to have a significant and positive impact on the overall student satisfaction. Based on the results of the current study, several recommendations were derived for university management to increase student satisfaction with food and beverage services provided at different university cafeterias.	2015	http://dx.doi.org/10.1016/j.tmp.2015.09.006
2	Assessing the Accessibility of Disabled Guests' Facilities for Enhancing Accessible Tourism: Case Study of Five-	Marketing on Website	The World Tourism Day 2016 was about accessible tourism "Tourism for All promoting universal accessibility. The aim of the paper is to improve the accessibility of disabled guests' facilities on hotels' websites in order to maximize Alexandria's share of international disabled tourist market. The study developed an assessment criteria template of hotels websites accessibility for disabled guests. The methodology of content analysis was used in order to assess the accessibility of potential disabled guest's facilities of five- star hotels websites in Alexandria according to the template. The results indicated that the hotels' websites, according to various impairments,	2017	

	Star Hotels' Websites in Alexandria.		are not fully accessible, so that the hotel operations and the destination could lose a promising share of tourist market. In order to enable disabled people to equitable access to their hotel facilities, the current study recommended using assistive technologies and varied display methods on hotels websites' for making information about disabled guests' facilities more accessible.		
3	Do Loyalty Program in the Airline and Hotel Industries Affect Customer " Satisfaction and Loyalty?.	Marketing	This paper offers a framework for studying the frequent loyalty programs' role in flyers'/guests' satisfaction and loyalty throughout a hospitality and airlines industries. The purpose of the study aims to examine the effect of loyalty programs on enhancing flyers'/guests' satisfaction and loyalty and the mediation role of satisfaction between the relationship between frequent loyalty program and loyalty in the context of airlines and hospitality industry. The survey used a three section format, first section asking the respondents about the frequent loyalty program in hotel, second section asking them about frequent loyalty programs in airlines, and finally, ask about respondents' profile. 276 questionnaires were collected from twice tourist's frequent membership in loyalty programs (airlines/hotels). This study obtained secondary data from Alexandria hotels and performed the Correlation and regression and mediation models to test the study hypotheses. The results analyzed to draw general conclusions regarding the effect of the frequent loyalty programs on flyers'/guests' satisfaction and loyalty. Results of this study supported the research hypotheses and indicated firstly, that loyalty programs do have positive significant effects on flyers'/guests' satisfaction and loyalty. Secondly, the airlines' frequent loyalty programs have effects more than hotel frequent loyalty programs. Thirdly, the satisfaction significant mediates the relationship between the frequent loyalty program and loyalty. The findings are expected to provide valuable	2017	

Marketing Department

إدارة التسويق

			insights for hotel marketers to understand the gap in frequent hotel loyalty programs and develop marketing tactics, improve hotels' frequent loyalty programs to maintain loyal guests and maximize profitability as well.		
4	Issues faced by hotel human resource managers in Alexandria, Egypt	Human resources	This study investigates challenges faced by human resource (HR) managers and their practices to cope in hotels of Alexandria city, Egypt. The researcher undertook semi-structured interviews with HR managers in four- and five-star hotels in Alexandria. The study findings revealed several themes related to HR challenges faced by HR managers in the process of recruitment, selection, training, turnover and retention. Fortunately, customs and traditions have become limited in adversely affecting work in hospitality, except for married women. The coping practices adopted by HR managers are discussed. The study implications are put forward to HR managers to overcome the HR challenges in the hotel industry, such as conducting a cooperation protocol between hotels and academic institutions, developing educational hotels with faculties, institutions and hotel schools, or signing cooperation protocols with neighbouring hotels. By improving employment conditions and rewards, the negative trends can be reversed. Finally, the paper acknowledges research limitations and makes suggestions for future research, such as other hospitality sectors, hotel grades, geographical areas, and the whole of Egypt.	2018	DOI: 10.1080/22243534.2018.1553381
5	Investigating the Drivers of Knowledge Management	Knowledge management in hospitality industry	Knowledge Management KM is playing a key role in success of organizations, where, the knowledge is considered one of the major assets to any organization. Knowledge management uses the information technology to transform the existing information and experience to create and discover new knowledge to improve human capital through innovative organizational culture supported by	2018	

	Implementation KMI in Hotels		<p>motivating organizational policy. The study aimed to model the drivers of KMI in hospitality industry, as well as suggesting practical implications to enhance KMI drivers. To achieve the study objectives and to test its' hypotheses, the study employed a quantitative approach with questionnaires distributed among hotel employees in four and five-star hotels in Alexandria, Egypt. The valid collected data were 210 questionnaires, analyzed by SEM to model the drivers of KMI. The findings showed that organizational policy OP, organizational cultures OC, IT infrastructure have a significant positive impact on KMI. Also, the KMI drivers play a vital role in shaping up the Knowledge management future in hospitality industry. The study findings suggested practical implications to enrich the KM area of research, such as adoption of reward policy, team work theory, employees' participation to set hotel future plans, putting the best employees' ideas into practice, knowledge sharing, electronic standard operating procedures E-SOP, comprehensive traditional and digital library. The current study is limited to investigate the KMI drivers in five-star hotels allocated in Alexandria. Further qualitative, exploratory and experimental studies should be conducted to assess the KM benefits in different hospitality sectors, lower grade hotels and others KMI drivers.</p>		
6.	Modeling the Environmental Barriers on Environmental Practices Application in	Sustainability management	<p>The current study aims to investigate the internal and external barriers of environmental practices. It has employed a mixed method approach with the choice of semi-structured interviewees and questionnaires to collect the main research data. Firstly, a total of 42 interviews were analyzed to explore the main internal and external barriers to environmental practices application. Secondly, the questionnaire has been developed based on the qualitative' findings and literature, and a total of 255 valid questionnaires were analyzed by SEM distributed</p>	2019	

	Egypt		<p>among hotel managers in four and five-star hotels in Egypt. Results of the path analysis indicated that barriers of the internal barriers (staff capabilities SC, attitude of top management ATM and cost consideration CC respectively and external barriers (Guest attitude GA) have a positive impact on environmental practices application intention EPAint. Also, the EPAint significant mediate the relationship among SC, ATM , CC, GA and environmental practices Adoption EPA. Also, this study provides an inclusive investigation of environmental practices barriers in hotel industry. Also, it offers strategies to overcome these barriers. The current study provide theoretical implications such as The SC, ATM, CC and GA can limit the environmental practice applications. Also, the EPAint can enhance the SC, ATM , CC, and GA affects on EPA. Also, the study suggested practical implications to enable them to cope the environmental practices barriers, such as incorporate environmental and rewarding organizational culture in hotel operating strategies and philosophies, hiring eco employees, theoretical and practical training by using smart phone applications and social media should conduct to employees and guests. Also, the government authorities should offers incentive to environmental hotel such as free customs of environmental devices and marketing environmental hotels. The future comparative studies can be conducted between the hospitality sectors, grades and management style.</p>		
7.	Assessment of Food Safety Practices in Siwa's Hotels	Food safety	<p>The major research aim was to assess the food safety practices in Siwa hotels. Also, to investigate the variance effects of chef's educational level and position on food safety practices of chefs. The current research employed the mixed method to gain the most accurate results through convenience sample. Firstly, employed the quantitative</p>	2019	



		<p>approach was used to achieve the first and second research' objectives and test the 1 to 8 hypotheses. Secondly, employ the checklist observation method to test the research hypothesis 9. the level of chefs' educational on food safety practices has effect on food safety practices except personal hygiene, but chefs' position have not effect. The food safety practices had faced many violations in kitchen of Siwa hotels. Developed regular food safety training to Siwa's chefs in different form such as booklet, web, smart phone applications to increase their food safety knowledge and behaviors to prevent food borne illness. Equip the Siwa' kitchen with food safety devices. The human resources managers should recruit their chefs among graduates of hospitality faculty or/and culinary art. Also, conduct internal and external auditing to assess food safety practices to take the corrective actions.</p>		
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