

Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	<i>Technological Innovation, Optimism, and ease of Use of Self-Service Technologies in Hotels"</i>	<i>Technological Innovation in hotel industry</i>	paper address " <i>Technological Innovation, Optimism, and ease of Use of Self-Service Technologies in Hotels</i> " was submitted and presented at the 9th international tourism congress on the theme " The Image and Sustainability of Tourism Destinations" Which was held on the 29-30 November, 2017 at the school of tourism and maritime Technology in Peniche, Portugal	2017	https://www.ipleiria.pt/estm/itc17-ix-international-tourism-congress/
2	<i>Customer acceptance of self-service technology in five-star hotels in Egypt</i>	<i>Technology characteristics</i>	<i>Purpose:</i> Self-service technology (SST) is constantly evolving to make many tasks easier, faster or more convenient. The main objective of this study was to explore the acceptance and intention to use SST in five-star hotels in Egypt by looking at its perceived usefulness as well as its perceived ease of use. Accordingly, four aspects of SST; technology acceptance, technology readiness, technology characteristics and intention to use are investigated in this research, and nine hypotheses were formulated as a result. <i>Research Methods:</i> Stratified random sampling was proposed to survey the Egyptian five-star hotel sector. The sampling technique was based on two stages. The first stage employed stratified random sampling technique to select hotels from five regions. The second stage employed a simple random sampling technique where a relatively small sample of respondents/tourists was randomly selected. The researcher utilized a sample of 46 five star hotels representing 30 percent of the 153- hotels population. A total of 940 respondents from 46 hotels answered a survey questionnaire. A field study using self-administered questionnaire was	2021	4TH INTERNATIONAL SCIENTIFIC CONFERENCE "TOURMAN 2021" "RESTARTING TOURISM, TRAVEL AND HOSPITALITY: THE DAY AFTER" MAY 21-23, 2021, THESSALONIKI, GREECE https://www.tourman.gr/

utilized in order to investigate guests' acceptance and intention to use SST. It was divided into two sections: the first section collected demographic information such as age, gender, experience, professional status, marital status, and so on; the second section included items to measure the study variables; technology readiness, technology characteristics, Technology acceptance and intention to use SST. Survey questions were based on a Likert 5-point scale where "1" was strongly disagree and "5" was strongly agree. Data was collected from customers who had been administered the questionnaire. Of the 1380 questionnaires distributed, 1050 were collected. Only 940 questionnaires were valid, counting for 68% of the total sample which represented a satisfactory response rate. Statistical Package for Social Sciences (SPSS) was used in this study to conduct tests that describe variable of the study as well as test its hypotheses.

Results and Discussion: The results indicated that technology readiness and technology characteristics correlate significantly with customers' acceptance to use SST in hotels. The study also pointed to a strong significant correlation between customers' acceptance to use SST and their intention to use it. Although the study stated that innovativeness and optimism correlated significantly and positively with the perceived ease of use SST. However, discomfort and insecurity were seen to have no significant correlation. There was a significant positive impact of perceived ease of use on customers' perceived usefulness of SST. In addition, the study supported that perceived ease of use had a significant positive impact on a customers' intention to use. Moreover, perceived usefulness had a significant positive impact on a customers' intention to use,

Implications: This study presents a comprehensive insight into SST practices in Egyptian five-star hotels, which would enable hotel managers and decision-makers to understand the great benefits SST would provide to the hotel industry in particular, and all entities including the government in general. Also, this study can be helpful for Egyptian and foreign investors who



Marketing Department

إدارة التسويق

			seek to expand their businesses and investments into the five-star hotel industry by allowing them to understand the benefits of using SST.		
4					
5					
6					
7					
8					
9					
10					
11					