



**Publications Template**

| # | Research Title  | Field                 | Abstract   | Year of Publication Publishing | Publishing Link "URL"   |
|---|---|-----------------------|--|--------------------------------|---|
| 1 | <b>Personal values, quality of the tourism experience, and destination attributes the case of Chinese tourists in Egypt</b> | Consumer behavior     | Chinese tourists represent a tremendous potential for tourism destinations worldwide. Even though many researchers have examined the behavior of Chinese tourists, the relationship between personal values, quality of the tourism experience, and evaluation of destination attributes remains a fruitful area of research. This research explores these relationships using a sample of Chinese students visiting Egypt (n=135). Cluster analysis reveals the existence of three clusters, and each cluster had different ratings for the dimensions of the quality of the tourism experience and the various destination attributes. Academic and practical. | 2018                           | <a href="https://doi.org/10.4324/9781315101163">https://doi.org/10.4324/9781315101163</a>                 |
| 2 | <b>Evaluating the Egyptian Official online channels for branding Egypt as a tourism destination</b>                         | Destination Marketing | Websites, social media and tourism mobile applications are now considered important online channels for promoting destinations' brand. The study employed content analysis technique to analyze the official Egyptian Tourism Website, social media tools and the  | 2020                           | <a href="https://dx.doi.org/10.21608/ijhth.2020.126187">https://dx.doi.org/10.21608/ijhth.2020.126187</a> |

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|   |  |                       | mobile application linked to the website. The study used three analysis models to evaluate the features and the interactivity of the Egyptian online channels. Results show a strong need to develop the interactivity of the Egyptian website and its mobile application. The study demonstrated the need for more integrated social media tools to brand Egypt online as a tourism destination.  |      |   |
| 3 | <b>Promoting Egypt through its National Stereotype: The Role of Stereotype in Evaluating the Components of Destination Image</b> | Destination Marketing | National stereotype could play a crucial role in evaluating tourist destinations. Through the stereotype content model (SCM), the study tried to understand how stereotypes influence destination image components and identify the most influenced one when using such type. The study used qualitative and quantitative methods in examining national stereotype and its effect on the three components of destination image evaluation. Results revealed that there are significant relationships between the two dimensions of Egypt's stereotype (warmth and competence) and its image's three components (cognitive, affective and conative). The results showed that the affective component has the most significant impact on the evaluation process unlike the cognitive and conative components. Using the warmth and competence traits when promoting strong and attractive affective image, is one of the practical | 2020 | <a href="http://dx.doi.org/10.37227/ITHJ-">http://dx.doi.org/10.37227/ITHJ-</a> |



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|   |   |                            | implications of the study recommended for marketing managers.  |      |   |
| 4 | <b>The relationships between job satisfaction dimensions, organizational commitment and turnover intention: The moderating role of ethical climate in travel agencies</b> | Human Resources Management | The most difficult part about ethical climate in workplace its outcomes on job satisfaction, organization commitment and turnover intention. The purpose of this paper is to investigate the moderating role of ethical climate between job satisfaction and Organizational Commitment on one hand and between job satisfaction and turnover intention on the other hand. This study surveyed 174 employees of the travel agencies in Alexandria. The study detected the role of ethical climate between the three variables; job satisfaction, organization commitment and turnover intention. The results revealed that there is a positive relationship between job satisfaction and organizational commitment and a negative one between job satisfaction and turnover intention in the presence of ethical climate. | 2021 | <a href="https://doi.org/10.1080/15332845.2020.1821425">https://doi.org/10.1080/15332845.2020.1821425</a> |