PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Osman Ahmed El-Said , Eslam Ahmed Fathy (2015). Assessing university students' satisfaction with on-campus cafeteria services. Tourism Management Perspectives Vol. 16, pp. 318–324.	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	Eslam Ahmed Fathy, Noha Khalil - (2017) Accessible Tourism: Assessing Hotels Websites Contents of Disabled Guest Facilities in Alexandria International Journal of Tourism and	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	

	Marketing Department				إدارة التسويق
	Hospitality and Heritage.		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	Eslam Ahmed Fathy, Heba Youssef (2017) Do Loyalty Programs in the Airline and Hotel Industry Affect Customer Satisfaction and Loyalty?. International Journal of Tourism and Hospitality and Heritage.	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	Eslam Ahmed Fathy (2018). Issue faced Hotel HR managers in Alexandria. Internal journal of research in hospitality management.Vol.2.	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:** 10.1080/22243 534.2018.1553381
5	Eslam Ahmed Fathy, (2018). Investigating the Drivers of Knowledge Management Implementation KMI	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	

PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

	in Hotels. Minia Journal of Tourism and Hospitality Research Vol. (6), No. (2/1), December, 2018.		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.		
6	Eslam Ahmed Fathy (2019). Modeling the barriers of Environmental barriers on environmental practices application. Journal of tourism research, Greece. Vol.	Sustainability management	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	2019	

PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

23.		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.		
7	Abdel rassoul, Suzan and Eslam Ahmed Fathy (2019). Assessment of the food safety in Siwa oasis. journal of tourism and	Food safety	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	2019	

PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

	hotel, Alexandria University.		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.		
8	Eslam Ahmed Fathy, Heba Youssef (2020). The Impact of Glass Ceiling Beliefs on Women's Subjective Career Success in Tourism and Hospitality Industry: The Moderating Role of Social Support.	Human Resources Management	In Egypt, it is significant to help women in the tourism and hospitality industry to break the glass ceiling belief and crack more barriers to establish work-family life balance and achieve progress in their career success. Women employees had to call for support, especially social support from their family, parents, and husband and organizational support to create optimistic and positive glass ceiling beliefs. This study plays a crucial role in finding the impact of glass ceiling beliefs on women's subjective career success. It also mainly focuses on the moderator role of social support and its effect on women's career success. Data were collected using questionnaires distributed to 449 female department managers and employees in Egypt's tourism and hospitality industry. Partial least squares method, one of the structural equation models (SEM) methods, was used to test the study model. The current study produces novel contributions to the glass ceiling syndrome literature both theoretically and practically. It was found	2020	

PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

			that Firstly the four factors of glass ceiling beliefs (Denial, Resilience, Resignation, and Acceptance) have significant impacts on women's subjective career success. Secondly, the social support variable doesn't moderate the relation between subjective career success and glass ceiling beliefs factors except for denial. Findings will help produce practical implications for women employees in different tourism and hospitality sectors to choose an appropriate job according to their beliefs. For tourism and hotel organizations, we can consider this study as a tool to check women employees' glass ceiling beliefs by establishing social support mechanisms and strategies with a supportive work system and work environment. Hence, human resource management functions such as promotion, training, and hiring will be easier and clearer.		
9	Noha Khalil and Eslam Ahmed Fathy (2021) Potentials of Agricultural Heritage Systems Tourism (AHST): A case study of date palm uses in gastronomy, Siwa Oasis – Egypt. journal of tourism and hotel, Mansoura University, Vol. 10. Dec 2021	Gastronomy and heritage	The main objective of the current study is to develop a strategy for the Agricultural Heritage Systems Tourism (AHST) pattern. The strategy aims to maintain sustainability of The Globally Important Agricultural Heritage System of Siwa through date palm uses in tourism and hospitality. the strategy is incorporating the triangular relationship between cuisine, product and territory. The current study employed a semi-structured interview in order to obtain the most accurate results through two samples; the first is purposeful and the second is convenient. The study indicated that (AHST) will support preservation of (GIAHS). The results also indicated that (AHST) will enhance the livelihood of the local community of Siwa as well as most of the sustainable development goals (SDGs). The results also showed that the uses of date palm in tourism and hospitality are limited, whether on or off farm. It is only used for drinks and desserts, and farms do not have sufficient facilities to receive tourists. The proposed strategy will enhance cooperation among stakeholders in order to enrich gastronomy tourism experience and to achieve (AHST) through the uses of date palm in food menu items and in other tourism and hospitality activities.	2021	

Marketing Department

إدارة التسويق

| 10 | Eslam Ahmed Fathy (2021) Exploring Barriers of Knowledge Management Implementation KMI in Egyptian Hotel Industry. journal of tourism and hotel, Mansoura University, Vol. 10. Dec 2021. | Knowledge Management | The current study aims to investigate and model the Knowledge Management Implementation (KMI) barriers, as well as suggesting some overcoming strategies to cope with KMI barriers. It has employed a mixed method research with the choice of questionnaires and semi-structured interviewees to collect the main research data. Firstly, the questionnaire has been developed based on the literature, and distributed among hotel employees in Four and Five-star hotels in Alexandria in Egypt. A total of 148 valid questionnaires were analyzed by SEM. Second, a total of 46 interviews were analyzed to validate the quantitative findings from the first stage. Results of the path analysis indicated that barriers of the organizational culture and human resources have a positive impact on KMI. However, the technology infrastructure barriers have a negative impact on KMI. In | 2021 | |

			order not to deprive Egyptian hotels from KMI benefits, the study suggested practical implications to enable them overcoming the KMI barriers, such as providing a creative, motivating, and rewarding organizational culture to increase the knowledge exchange. In addition to a KM System that has been designed based on smart phone applications. The future comparative studies can be conducted between the hotels types, hotels grades, and independent hotels and chain-hotels.		
11	Eslam Ahmed Fathy (2022) Testing the Theory of Planned Behavior TPB in Determining Intention and Behavior to hire People with Disabilities in Egyptian Hotels. .journal of tourism and		Human Resources	Purpose: The current study aims to analyze the hotels' managers' intention to hire PWDs in the hotel industry by using the theory of planned behaviors model. Design/methodology/approach: It has employed a quantitative approach with the TPB model to collect the data. The survey has been developed based on literature, and a total of 207 valid questionnaires distributed among senior hotel managers in four and five-star hotels in Egypt, then were analyzed. Findings: Results of the path analysis showed that attitude and subjective norms significantly affect senior hotels managers' intention, also the intention has a positive effect on their behavior to hire PWDs.	2022	

PHAROS UNIVERSITY
ALEXANDRIA

جامعة فاروس
الاسكندرية

جامعة فاروس

Marketing Department

إدارة التسويق

| | hotel, Mansoura University, Vol. 12. March 2022. | | Moreover, the attitude affects directly the behavior of hiring PWDs. Theoretical Implications: The attitude can affect directly the behavior of hiring PWDs. The intention plays a vital role as a mediator between subjective norms and behaviors. Practical Implications: The managers should be trained and motivated to accept PWDs to enhance the hotel image. PWDs should be trained by using Knowledge Management KM and assistive technology. The government should create employment opportunities for PWDs through vocational training courses. Research Limitations and Further Researches: Further research should work to overcome current limitations. Future comparative studies can be conducted between the hospitality grades, management style, hotel departments, and sectors. Also, the socio-demographic factors may play a vital role in hotel managers' opinions. Originality/Value: This is a pioneering effort to apply TPB to measure the intention and behavior of hotel managers to hire Egyptian PWDs. Keywords: Disabilities, Theory of planned behavior, Attitudes, subjective norms, intention, behavior to hire, TPB, PWDs. | | |