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Theme 1: Sustainability in Tourism & Hospitality



Analysis of the differences between tourists' perceptions and expectations of the authenticity experience in Egypt

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Abstract

This paper aims to investigate tourists' satisfaction with the Egyptian authenticity experience by measuring the gap between tourists' expectations of the Egyptian authenticity experience and their perceptions, also aims to improve defects in the authenticity experience provided. Previous studies have shown that one of the main reasons for travelling abroad is to enjoy an "authentic" experience, which includes living in different accommodation and transportation, tasting heritage and tradition, unique cuisines, and participating in local activities to absorb cultural diversity. A cross-sectional survey was conducted among tourists who had visited touristic sites in two destinations in Egypt (Alexandria and Cairo). A modified Service Quality (SERVQUAL) questionnaire was adapted to collect information from a convenience sample of 400 tourists from November 17, 2019, to February 17, 2021. The questionnaire comprised 22 pairs of questions assessing five dimensions of the authenticity experience provided to tourists during their visit. The mean tourist expectations and perceptions as well as the gap score values for each dimension of authenticity service provided were tested for differences between the mean scores of the sample at a level of significance of 0.05 using a t test. At the end of the questionnaire, there is an open question about their revisiting intention and suggestions to improve the authenticity experience. The study showed negative gaps for the 5 service quality dimensions evaluated. This could provide destinations with information about the aspects of authenticity experience that enhance more tourists' authenticity experience and raise their satisfaction.

Key words:

Tourism- Tourist's satisfaction- SERVQUAL- Egypt

Tourism Planning as a Tool to Alleviate Poverty in the Marginalized Communities: The Appreciative Inquiry Approach

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Abstract

Various studies have been conducted on the role of tourism in poverty alleviation, but few have addressed how to put this role into action. Thus, following the Appreciative Inquiry Approach, this study endeavoured to fill the gap between the poor communities and the decision-makers who need to ensure that the poor have been listened to and benefited from tourism. In addition, this study aims to investigate how tourism planning can contribute to poverty alleviation in the concerned areas.

The author used qualitative methods of data collection and analysis. Survey data was gathered from different groups (e.g., households, local leaders, business owners/managers) within the study area (Rosetta, Egypt's Beheira governorate) using semi-structured interviews and field visits. Additionally, the author reviewed previous studies to gain a comprehensive overview of the potential of tourism planning as a tool for poverty reduction.

The results revealed that there's a lot of untapped potential for poverty alleviation by tourism in the area of study. The major challenges were the poor infrastructure, an untrained workforce, the deterioration of the condition of archaeological sites and the lack of an effective marketing strategy.

The study concluded that policymakers need to pay more attention to the education and training of the local community of Rosetta to enhance skills and provide high-quality leaders capable of helping to put Rosetta on the international tourism map. In addition, efforts need to be directed to develop infrastructure, preserve and restore the tangible and intangible cultural elements, support local SMEs, and initiate intensified marketing campaigns regionally and internationally, highlighting the unique value of Rosetta as a cultural and historic destination. Moreover, legislative reforms are needed to facilitate the involvement of local representatives in tourism development.

Key words:

Appreciative Inquiry Approach- Marginalized communities- Policy making-Poverty alleviation- Rosetta- SDGs

Assessment of big data adoption readiness of the Egyptian travel agencies

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Abstract

Big data technology is one of the most important technologies today because decision makers must base their decisions on the most recent insights and market trends which became available by this type of technology. This study aims to assess the readiness of Egyptian travel agencies to adopt big data technology, as well as measuring the impact of technological, organizational and environmental factors (TOE) on the readiness of travel agencies to adopt big data, as well as assessing the moderation role of big data readiness on the intention of Egyptian travel agencies to adopt big data. Proceeding studies found that the adoption of big data is low and many of who adopted it is still in the initial adoption stage.

The quantitative method was used in this study to assess the causal relationships. A structured questionnaire was distributed to a sample of Egyptian travel agencies (278) selected using simple random sampling technique, with an 80.5% response rate. The validity of the measurement model is achieved through convergent validity and discriminant validity. According to the findings, 90% of respondents agree (48%) or strongly agree (41.6%) that Egyptian travel agencies are ready to adopt big data. Furthermore, the technological, organisational, and environmental factors (TOE) discovered have a significant positive impact on Egyptian travel agencies' Big data adoption readiness as well as their future intention to adopt Big data technology.

The current study's findings contribute to the current literature by bridging the gap in the adoption of big data technology by travel agencies, particularly in developing countries. Furthermore, the research provides implications for professionals and academicians to benefit from technologies such as big data in the field of tourism, particularly for travel agents.

Key words:

Big Data – adoption readiness- Factors (TOE) affecting big data adoption- Intention to adopt big data- Travel Agencies

The effect of governmental training on achieving the training process objectives in the hospitality industry: An evaluation study in 4 and 5 star hotels in Alexandria.

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Abstract

The quality and quantity of HR is an asset to any organization and as a result training in general has become an issue that has to be faced by every organization. This study, therefore, sought to determine the effect of governmental training on achieving the training process objectives in the hospitality industry, an evaluation study in 5 & 4 star hotels in Alexandria as a case study. The research was intended to determine the role and effect of governmental training on employees with emphasis on the lower, middle level staff and the HR hotel managers, who were randomly selected. Two questionnaires were designed using structured questions to collect primary data from employees of participation hotels. Personal interviews were held with some management staff of the organizations. The results indicated that hotels' employees may not be well informed about training and development programs in the organization. Most of the employees were of the view that training and development were effective tools for both personal and organizational success. The findings revealed that training practices, methods and activities at hotels are not in line with the best practices regarding the planned and systematic nature of the training process as is generally known.

Key words:

HR – Training – Governmental training – 5 and 4 star hotels – Training practices - Organizational success

Theme 2: ICT and its role in Tourism & Hospitality



Integrating artificial intelligence in five-star hotels in Egypt

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Abstract

It was necessary to shed light on the extent of customers' willingness to use artificial intelligence applications in the five-star hotels in Egypt because of the ongoing challenges and global competition that have emerged in the daily business environment in the hospitality industry, as well as the emergence of some threats brought on by the Covid 19 pandemic. This is done by examining the effects of some factors on customers' willingness to use these applications, as well as other factors. In addition, It is both descriptive and exploring in nature. 20 managers from various departments within the hotels were assembled into discussion groups (also known as focus groups) for the study. The study found that the managers' readiness differs depending on their traits using a series of statistical tests utilising the Amos programme (age, gender, nationality, and educational level). The study's findings also showed that, despite the application's difficulties, some hotel managers are prepared to adopt artificial intelligence application. Finally, the study ended with providing important recommendations to the hotel s. management towards the applications of artificial intelligence to achieve the competitive environment in light of changes in the work environment.

Key words:

Artificial intelligence – Robots – Managers' intention – Hotels industry

Customer Value Co-Creation Behaviours influences on Restaurant Innovativeness: The Role of Customer Loyalty.

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Abstract

The study's goal is to create and test a model that looks at the relationship between restaurant innovativeness and Customer value co-creation Behaviours, as well as the moderating role that customer loyalty has in this relationship. Participants in this study will file out a self-administered survey that combined their responses to pretend co-creation-related consequences with their personal views on dining at full-service restaurants. Customers at any full-service restaurant in Alexandria, Egypt will be made up the study's population. Responses will be randomly selected to complete the study survey, using a simple random sample technique. The study hypothesizes that Customer value co-creation Behaviours have a significant impact on restaurant innovativeness in the presence of customer loyalty as a moderator that strengthens the relations between the study variables. Supporting the involvement of customers' values as a source of restaurant Innovativeness.

Key words:

Value Co-Creation Behaviours- Participation Behaviour- Citizenship Behaviour- Service-Dominant Logic- Loyalty- Innovativeness

The Effect of 3D Printed Food Attributes on the Value-Attitude-Behavior Model in the Restaurants of Egypt

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Abstract

Purpose – To investigate how the Value-Attitude-Behavioral model can be applied to 3D printed food in the context of Egyptian restaurants.

Design/methodology/approach – A self-administrated questionnaire was distributed to patrons of restaurants in Egypt, and a quantitative approach was applied in this study.

Findings – Four qualities of 3D printed food were investigated in this study. The main finding was that 3D-printed qualities have a favorable and significant hedonic value. Additionally, customers' attitudes toward 3D-printed food are influenced by their perceived hedonic and utilitarian values. Respondents stated that their attitudes toward 3D-printed food influenced their intention to purchase it.

Originality/value – This study emphasizes the need for 3D food printing technology in Egyptian restaurants. The Value-Attitude-Behavioral model was also modified for this study to explore the application of 3D printed food in Egyptian restaurants.

Research limitations/implications – Four 3D printed food qualities are investigated in this study. Future research may investigate additional qualities.

Practical implications – The study recommends that marketers and decision-makers in Egyptian restaurants highlight the benefits of 3D-printed food in advertisements.

Social implications – The community will benefit from this study by applying a new form of environmentally friendly technology. Additionally, it will help elderly people and people with allergies to eat food that is appropriate for them.

Keywords- 3D printed food- Additive manufacturing- Restaurants- Food characteristics- VAB model

The applications of TAM and UTAUT model in tourism and hospitality research: a bibliometric literature review

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Abstract

Despite the growing interest in applications of the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) in tourism and hospitality research, the information gained from research studies on TAM and UTAUT has not yet been applied systematically in tourism and hospitality. This paper aims to demonstrate how TAM and UTAUT are applied in tourism research and to demystify the new situations in which TAM and UTAUT are appearing. This paper aims to answer four fundamental questions by doing a thorough literature review on TAM/UTAUT research in tourism and hospitality: (1) What are the research gaps between TAM and UTAUT in tourism research? (2) Which context have the TAM and UTAUT models emerged in? (3) Which forms of TAM and UTAUT have attracted the greatest interest in tourism research? (4) What methodologies are being used in TAM and UTAUT in tourism research? Based on an analysis of 40 studies published between 2017 and 2022, marketing and hotel management emerged as the most prevalent constructs. This paper concludes with a summary of potential paths for future study, offering possibilities and guidelines for study in these increasingly crucial areas of tourism research in the upcoming years.

Keywords:

Technology Acceptance Model (TAM) - Unified Theory of Acceptance and Use of Technology (UTAUT) - Tourism- Hospitality- Bibliometric literature review.

Theme 3: Innovation in Tourism & Hospitality



Dental Tourism: An Innovative trend in the interior architecture of hotels

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Abstract

As requirements of the new millennium influence in the modest facilities have grown, Modern society demands that hotels not only meet the accommodation services but also are efficient, productive and adaptive to the latest trends of life. Combining practicing of Dentistry and the principles of interior architecture in Hotels Design, has resulted in an innovative healing environment utilizing architectural design of hotels as a healing tool .

Much has changed in the practice of Tourism in the last 10 years, causing many hotels want to renovate their facilities and services. Dental tourism has become a popular way for millions of people to combine dental care with a holiday. Concerning the advances in modern dentistry and interior architecture of hotels, dental prevention and diagnosis associated with dental emergencies are now available within the hotel. Encouraging investments in hotel facility, Dentists are increasingly concerned about marketing and engaging designers with special expertise in dental planning to help them create a functional clinic with an image that will appeal to their patients.

Tourism, Art and Dentistry, all these three factors can work together in harmony for caring and interacting with guests as well as raising the best practices for dental tourism.

Focusing on the big picture of caring for guests has mandated new criteria for innovative interior architecture design of the hotel. Changing the physical environment by the fusion of Hotel facilities and Dental Services within a well-designed space can guide the guest towards inspiration and innovation furthermore delight and comfort.

Key words:

Interior Architecture- Hotels- Healing environment- Innovative- Design

Collaboration for Innovation in Micro and Small Tourism Organizations

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Abstract

Collaboration for innovation is a major contributor to successful innovations in tourism industry, especially in the micro tourism organizations that dominate the tourism industry. Research, however, has not fully understood how micro tourism organizations (less than 10 employees) can reinforce collaboration for innovation. In addition, previous studies didn't focus on government support in achieving collaboration between these organizations.

This study aims to shed light on the role of the government to stimulate collaboration to achieve the innovation in micro and small tourism organizations. Therefore, this study illustrates the role of leadership in achieving collaboration in order to facilitate the innovation process. Furthermore, it discusses the importance for both collaboration and innovation on the tourism sector. In conclusion, clarifying the stages of implementing collaboration for innovation in Egyptian tourism organizations.

Key words:

Leadership Support – Collaboration – Innovation - Micro and small tourism Organizations.

Theme 4: Event Management and Mice Industries



The World Cup is here: Assessing the perceived influences of hosting mega sport event from social, economic, and tourism perspective

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Abstract

Mega sporting events continue to attract the interest of potential hosts around the world. The belief is that these events bring the host city and the country not only prestige but also economic, social, and especially tourism benefits as events related to sports tourism have produced huge increases in the number of tourists to the host country for such events which therefore has economic and social consequences and impacts on the country and its population while hosting these events. This research highlights the various influences on the hosting of a huge sporting event by a country in the scope of socio-economic and tourism fields.

Key words:

Event Management - Mega Events - Social Influences - Economic Influences - Tourism Influences - Sporting Events

Event Management & MICE industries

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Abstract

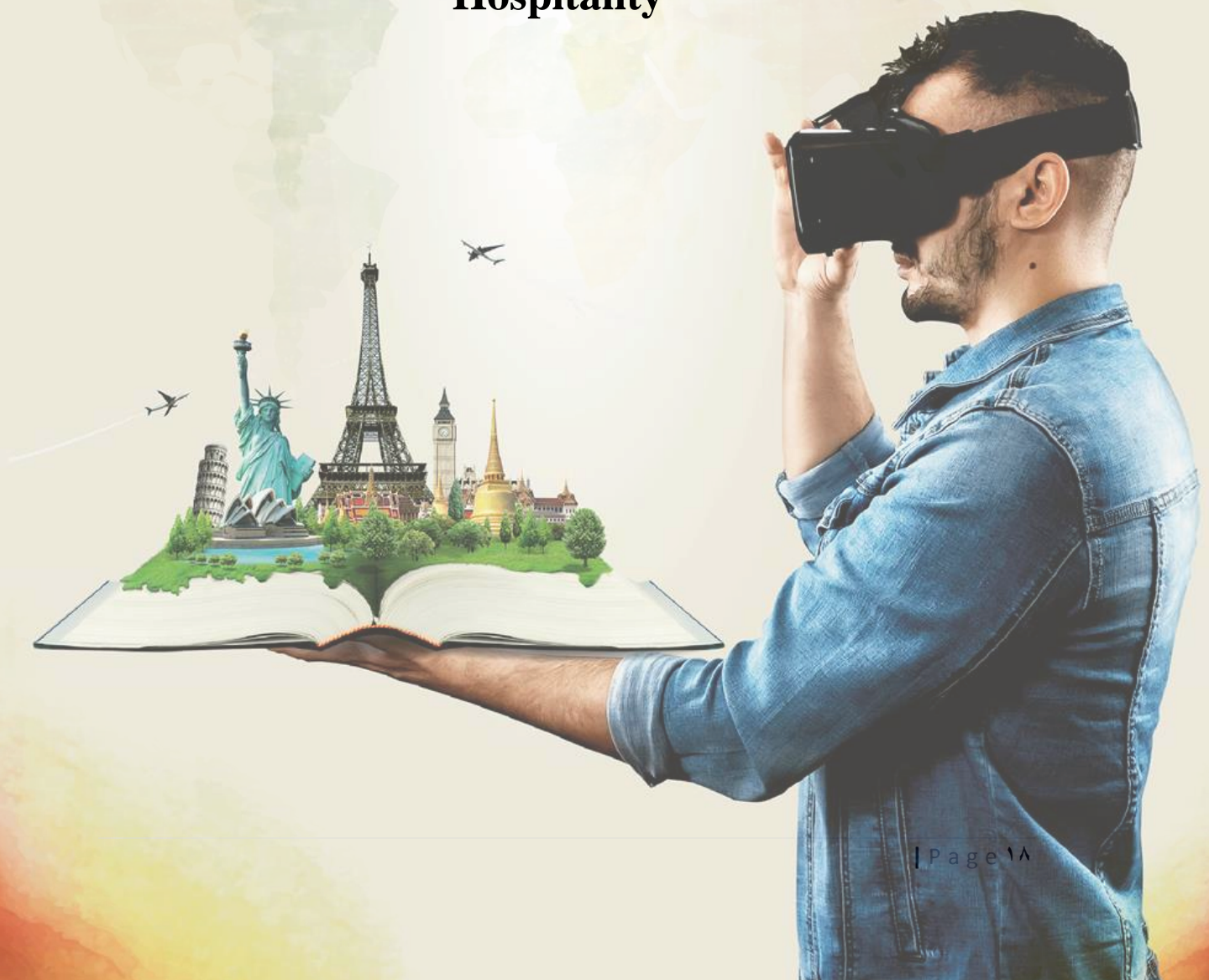
The Events & MICE industries are embracing digital transformation with all the latest tech on display at conferences and meetings. But the new technologies available are assisting conference organizers with creating an immersive experience, making the preparation & execution processes seamless. Those are the two basic, but major changes we are seeing. We are now in the Age of Experience. This means that every event, no matter how small now needs to become an immersive experience. The modern generation will settle for nothing less.

Technologies like 3D, VR, and AR can easily blend the digital and physical aspects of an event. They help create authentic conversations between delegates, attendees and speakers. This technology gives events the potential to become content marketing engines. PCOs are now able to turn attendees into participants by adding an experiential dimension to the events, making a conference or any other event a collaborative occurrence as opposed to a function that people attend just for the purpose of consuming knowledge.

Key words:

Events – MICE industries – Latest tech – VR – AR

Theme 5: Entrepreneurship in Tourism & Hospitality



Financial ratios disclose new evidence about the different exposure of restaurants

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Abstract

Having a restaurant in a tourist destination seems a good idea at the beginning. The entrepreneur could find good reasons for considering it: plenty of customers, good availability of primary resources, skilled labour force available, and a convenient commercial umbrella. However, there are always drawbacks that need to be considered, for instance, the seasonality, or higher exposure to the tourism industry crises. This paper aims to deepen the differences between setting up a restaurant in a tourist destination compared to a regular location. Using financial ratios and ANOVA analysis, the outcome of the work is that restaurants in tourist destinations are at a significant disadvantage in terms of working capital per employee and income per employee. Moreover, when a major crisis such COVID-19 outburst in the industry, also the utilities per employee were reduced significantly between restaurants in tourist destinations and regular locations.

Key words

Financial ratio – ANOVA - Tourism destination - COVID-19 - Regular location

Impact of Workplace Bullying on Food & Beverage Employees' Organizational Outcomes: The Mediating Role of Emotional

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Abstract

This study examines the impact of workplace bullying on food & beverage employees' organizational outcomes (job crafting and work engagement). Furthermore, emotional intelligence is taken as a mediating variable on the relationships between workplace bullying and employees' organizational outcomes. The study mainly aims to achieve these objectives; (1) examining to what extent workplace bullying exists within food and beverage working environment, (2) determining the impact of workplace bullying on food and beverage employees' organizational outcomes namely; job crafting and work engagement, and (3) investigating the mediating role of emotional intelligence between workplace bullying and the previously mentioned outcomes. Actually, the research sampling technique is based on a stratified random sampling technique to select the hotels, while employed the simple random sampling to select the respondents. Using structured equation modelling via Smart PLS statistical program, surveyed data from 312 employees in five-star hotels affiliated to chains in Egypt indicated that workplace bullying was negatively related to organizational outcomes, while emotional intelligence significantly mediating the relationship between workplace bullying and organizational outcomes. According to the latest recent research, hotel management should give its staff the necessary emotional support and be selective when hiring new staff members to ensure that they have a high level of emotion intelligence.

Key words:

Workplace Bullying - Emotional Intelligence - Job Crafting - Work Engagement

Assessment of Talent Management Practices and its Impact on Employees Organizational Commitment in Hotels

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Abstract

Talent management practices are integral parts of the hotel's growth and success. Managers in the hospitality industry know that they must have the best talented staff to get a competitive advantage. Talent management has become a priority for hospitality industry worldwide. The purpose of this research is to investigate the talent management practices and its impact on employees' organizational commitment in a sample of five-star hotels in Greater Cairo. In order to achieve this aim, 286 questionnaire forms were distributed; only 281 of them were valid for analyses. Factor analysis, item-Total correlation, ANOVA and linear regression tests were used to analyze the data. A structured interview was also conducted with 8 employees working at the housekeeping department in (Marriott, Ritz Carlton, Intercontinental City Stars and Concord El Salam Hotels). The results showed that, there was a statistical significant relationship between all factors of talent management practices and organizational commitment. The results showed that developing and retaining talented people has the most significant effect in increasing employee organizational commitment in hotels.

Keywords:

Talents - Talents retaining - Talents development - Human resources management - Talent Management - Organizational commitment.