

**Marketing Department** إدارة التسويق

### **Publications Template**

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Technological Innovation, Optimism, and ease of Use of Self- Service Technologies in Hotels"	Technological Innovation in hotel industry	paper address "Technological Innovation, Optimism, and ease of Use of Self-Service Technologies in Hotels" 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	Customer acceptance of self-service technology in five-star hotels in Egypt	Technology characteristics	Purpose: 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.  Research Methods: 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		4TH INTERNATIONAL SCIENTIFIC CONFERENCE "TOURMAN 2021" "RESTARTING TOURISM, TRAVEL AND HOSPITALITY: THE DAY AFTER" MAY 21-23, 2021, THESSALONIKI, GREECE  https://www.tourman.gr/

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	answered a survey questionnaire.	
	A field study using self-administered questionnaire was 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	

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			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 seek to expand their businesses and investments into the five-star hotel industry by allowing them to understand the benefits of using SST.		
4	Paper publishing with title " Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt"	Hotel industry	The current paper presents significant implications for both theory and practice. This study provides government agencies and hotels with guidelines for preventing the outbreak of MPXV. According to our knowledge, this is the first study conducted with hotel employees in the MPXV Egyptian context. Travel Medicine and Infectious Disease, 53, 102574. (Q1 - Impact factor = 20.44)	2023	Elkhwesky, Z., Derhab, N., Elkhwesky, F. F. Y., Abuelhassan, A. E., & Hassan, H. (2023). Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt. Travel Medicine and Infectious Disease, 53, 102574.
5	Paper publishing with title "Customer acceptance of self service technology in five-star hotels in Egypt"	Hotel industry	Paper address "Customer acceptance of self service technology in five-star hotels in Egypt" Pharos International Journal of Tourism and Hospitality PIJTH.	2022	Hassan, H., Nassar, M., & Kamal, M. (2022).
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