



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	<p>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.</p> <p>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 answered a survey questionnaire.</p> <p>A field study using self-administered questionnaire was</p>	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 seek to expand their businesses and investments into the five-star hotel industry by allowing them to understand the benefits of using SST.		
4	Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt	Hotel employees' knowledge	Background: The re-emerging human monkeypox virus (MPXV) poses a global threat. The rising number of confirmed MPXV cases worldwide is a significant reason for concern. This study aims to investigate (1) hotel employees' knowledge in Egypt of MPXV source, signs/symptoms, transmission, prevention, and treatment, (2) the primary sources of their information about MPXV, (3) whether or not they received information about MPXV from their hotels, and (4) the differences of employees' knowledge in terms of gender, age, marital status, level of education, type of contract, professional category, hotel department, type of hotel, seniority in the hotel, and the	Travel Medicine and Infectious Disease (2023), (Q1)	Elkhwesky Z, Derhab N, Elkhwesky FFY, Abuelhassan AE, Hassan H, Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt, Travel Medicine and Infectious Disease (2023), doi: https://doi.org/10.1016/j.tmaid.2023.102574 .
5	The influence of optimism and innovativeness on customers' perceptions of technological readiness in five-star hotels	technological readiness	This study aims to investigate the impact of innovation and customer optimism on the ease of using self-service technologies. A total of 940 respondents from 46 hotels answered a survey questionnaire. A stratified random sampling technique was used to select participating hotels from five tourist regions in Egypt. Descriptive statistics are computed to show the level of agreement towards technological innovation and optimism. Regressions are then estimated to test the effects of innovation and optimism on perceived technological accessibility. With respect to technological innovation, survey participants generally enjoyed learning about new technology products. Similarly, the respondents were highly optimistic about the use of technology. Regression results indicate that technological innovation and customer optimism towards technology are positively correlated with the perceived accessibility of self-service technologies. The effective application of self-service	Pharos International Journal of Tourism and Hospitality (2024)	HG Hassan, M Nassar, MK Abdien - Pharos International Journal of Tourism and Hospitality, 2024



			technologies in hotels is not well understood in the current literature, despite the implications for higher-quality customer experiences. This study contributes to the fields of hotel/tourism and consumer technology research. The continuing challenges and fierce global competition that have emerged in today's business environment, especially in the hotel industry, were bound to shed light on the subject of customers' perceptions of technological readiness in five-star hotels in Egypt, which can be perceived as an issue of great importance for hotel management.		
6	Hotel employees' intention not to waste food: The role of environmental concern	Hotel Management	Drawing on the theory of planned behavior, the current research examined the effect of moral norms and injunctive norms on hotel employees' intention not to waste food. Besides, the moderating role of environmental concern was also investigated. Data were collected from 586 food and beverage employees in Egyptian hotels, by quantile regression, which allows us to obtain results for the median individual and for those who are wasteful (below the median). The results show that developing moral and injunctive norms is helpful in reducing food expenditure in the median employee ($q = 0.5$). However, if the focus is on the most wasteful employee ($q < 0.3$), the way to reverse this behavior is to develop norms more related to what an employee should or should not do in relation to food waste (injunctive norms) and less related to the feeling of guilt (moral norms). In addition, general environmental concern increases the positive effect of injunctive norms on the intention not to waste food for the wasteful employees, which was not the case for the median employee. These results help to orient information and training policies for employees to reduce food waste in the hotel industry and, from a theoretical point of view, a novel analysis is carried out by comparing employees with different intentions to behave responsibly.	Current Psychology (2024) (Q1)	Elkhwesky, Z., Castañeda-García, J. A., El Manzani, Y., Ur Rehman, S., & Hassan, H. (2024). Hotel employees' intention not to waste food: The role of environmental concern. <i>Current Psychology</i> , 1-18.



7	Deciphering Consumer Behaviours In The Innovative Hospitality Settings	Consumer Behavior	<p>This study aims to analyse the antecedents and consequences of consumer participation behaviour in the hotel industry. It investigates how citizenship behaviour influences the link between participation and switching intention. It also investigates hotel innovativeness, brand identification and consumer value co-creation using the frameworks of innovation diffusion theory, social identity theory and social exchange theory. By combining different academic perspectives, the study provides a thorough grasp of the elements that influence consumer behaviour and loyalty to hospitality brands. This study used a descriptive-analytical approach to survey 526 guests who stayed at five-star hotels affiliated with chains in Egypt. The hotels were chosen using stratified random sampling, which ensured representation across multiple segments. For practical reasons, convenience sampling techniques were used to pick research participants. To test the study hypotheses, structural equation modelling was used, which provided a strong statistical analysis to assess the correlations between variables and validate the suggested theoretical framework. The research indicates that hotel innovativeness has a substantial impact on consumers' brand identification and involvement behaviour, but not their propensity to move brands. The relationship between participation behaviours and intention to switch is mediated by consumer citizenship behaviour.</p>	2024	https://doi.org/10.1108/CBTH-02-2024-0056
8	From Redundancy to Delight: Towards Optimized Organizational Outcomes	HR	<p>This study expresses new insights into various stimuli that shape customers perceptions towards services provided. Further, it expands our understanding of customer delight mediating role between service redundancy and organizational outcomes within the hospitality context. The results indicated that, service redundancy was negatively related to organizational outcomes, while emotional customers delight mediating</p>	2024	https://doi.org/10.20867/thm.31.4.87



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