



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	<i>testing the applicability of TQM "Malcolm Baldrige criteria" in the Egyptian establishments: Case study on the Egyptian Tourist Authority</i>	TQM	<p>This study aimed to determine the weaknesses suffered by the Egyptian Tourist Authority using Malcolm Baldrige criteria and developing mechanisms of treating them, in addition to identifying constraints that prevent the possibility of the application of TQM in the authority, how to remove them, and to test the effect of these constraints on the application of Malcolm Baldrige criteria on the Egyptian Tourist Authority.</p> <p>This study used case study and descriptive analytical methods, in addition the population of the study was determined in the Egyptian Tourist authority and a stratified random sample was chosen with the size of 223 employees.</p> <p>The results identified weaknesses of the Egyptian tourist authority and how to treat them, identifying the obstacles that prevent the application of total quality management in the Egyptian tourist authority, and the ways to remove them. Finally it was found that there is</p>	2012	Journal of Faculty of Tourism and Hotels, Alexandria University



			no impact to the obstacles which prevent the application of TQM on the application of Malcolm Baldrige criteria in the Egyptian Tourist Authority.		
2	Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process	Tourism Education	The study aims to find out the Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process. The study was applied within one of the Tourism and Hotels faculties that, implement credit hour system in Egypt. Stratified random sample technic employed to decide sample size. Data collection carried out threw a questionnaire form using five-Likert scale. Furthermore, Analytical descriptive approach employed to achieve study objectives. Findings show that students agree that, there is a positive impact of the educational media (educational video) on increasing the awareness of elective course content. Moreover, it has a positive impact on supporting decision making process regarding selecting one elective course and leaving another one.	2018	International journal of researches in sciences and specific arts, Egypt, vol.10,No(1)
3	Removing barriers of knowledge sharing in Egyptian Tourism companies	Knowledge Sharing	This study aimed at identifying and removing knowledge-sharing organizational barriers in the Egyptian tourism companies. The deductive approach and quantitative method were employed by this study. Moreover, a semi-	2019	<i>International Travel Agency and Tour Operation Management"</i> <i>Book chapter published by IGI, USA.</i>



			structured questionnaire distributed to a sample of 278 tourism companies is used for data collection purposes. Structural equation modeling (SEM) is used for data analysis. Findings revealed significant effect of organizational barriers on knowledge-sharing behavior in tourism companies' context. A set of recommendations to overcome the perceived barriers of knowledge-sharing in tourism companies was introduced.		https://www.igi-global.com/chapter/organizational-barriers-to-knowledge-sharing/228301 DOI: 10.4018/978-1-5225-8434-6.ch012
4	Supporting the enabling factors for successful knowledge sharing adoption	Knowledge Sharing	This study aimed at measuring the extent of knowledge sharing adoption by the Egyptian tourism companies class A, as well as identifying and supporting its enabling factors. The deductive approach and quantitative method were used by this study. Moreover, a semi-structured questionnaire was distributed to a sample of 278 out of 1008 tourist companies, were selected using a simple random sampling technique with response rate was of 85%. Moreover, structural equation modeling (SEM) was used for the quantitative data analysis. Results identified enabling factors for knowledge sharing adoption in the Egyptian tourism companies. In addition, implications for practice were recommended to support the perceived enabling factors of knowledge sharing adoption- in the Egyptian tourism companies class A. This research provides improvements to knowledge sharing adoption process by tourism companies.	2019	Journal of Tourism Research http://jotr.eu/images/T22/V22.pdf#page=64



5	<p><i>Measuring employees' service innovative behavior practices in Egyptian Tourism Companies</i></p>	<p>Innovation</p>	<p>Renovation strategy has become one of the most applied strategies by major tourist organizations to cope with intense competition in a changeable world, also to meet the current tourist needs who are searching for new and unique experiences as mentioned by Hu, Horng, and Sun (2009). This research aimed at measuring the extent of service innovative behavior adoption by the Egyptian tourism companies class A besides, finding out its enabling factors, and barriers. The deductive approach and quantitative method were used by this study. Moreover, a semi-structured questionnaire was distributed to a sample of 278 out of 1008 tourist companies, were selected using a simple random sampling technique with response rate was of 85%. Moreover, structural equation modeling (SEM) was used for the quantitative data analysis. This research results explored the practices of employees' service innovative behavior adopted by the Egyptian Tourism companies. Furthermore, it identified the perceived personal and organizational factors that have positive effect on employees' service innovative behavior adoption in the Egyptian tourism companies. Moreover, it identified the perceived barriers that have a negative effect on employees' service innovative behavior adoption in the Egyptian tourism companies. In addition, implications for practice were</p>	<p>March, 2019</p>	<p><i>the 2nd international conference on Tourism research (ICTR), Spain.</i></p> <p>http://toc.proceedings.com/48114webtoc.pdf</p>
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			suggested to support the enabling factors of employees' service innovative behavior adoption and to overcome its barriers within the Egyptian tourism companies class A. This research provides the basis for improving the applicability of employees' innovative behavior within Egyptian tourism companies.		
6	Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process'	Tourism Education	The study aims to find out the Factors influencing the choice of students of the faculties of tourism and hotels for elective courses and the ability of digital video recordings to facilitate their decision making process. The study was applied within one of the Tourism and Hotels faculties that, implement credit hour system in Egypt. Stratified random sample technic employed to decide sample size. Data collection carried out threw a questionnaire form using five-Likert scale. Furthermore, Analytical descriptive approach employed to achieve study objectives. Findings show that students agree that, there is a positive impact of the educational media (educational video) on increasing the awareness of elective course content. Moreover, it has a positive impact on supporting decision making process regarding selecting one elective course and leaving another one.	Dec, 2018	<p><i>International journal of researches in sciences and specific arts, Egypt, vol.10,No(1).</i></p> <p>مجلة بحوث في العلوم والفنون النوعية- جامعة الاسكندرية</p> <p>المجلد 5، العدد 2 - الرقم المسلسل للعدد 2 جزء أول ديسمبر 2018 المرفحة 277-316</p> <p>10.21608/BALEXU.2018.197246</p>
7	The impact of user generated content (UGC) on the Digital	User Generated content	The continuous development of information technology has fundamentally revolutionized our communication patterns and behavior through the Internet, establishing a digital medium in which	2020	<p>International Journal of Heritage, Tourism and Hospitality</p> <p>Special Issue (3)</p>



	transformation of Egyptian Travel Agencies	Digital transformation	information is consumed and disseminated. In this context, most tourism researches focus on the role of UGC in directing the decision of visitors in determining the tourist destination that could be visited or the service provider that could be selected. This research aimed at measuring the impact of user-generated content on the digital transformation of Egyptian travel agencies as well as investigating how UGC can stimulate the digital transformation of tourism and travel services. For this purpose, the researchers used the deductive approach and quantitative method. Semi-structured questionnaires were distributed to a sample of 278 managers out of 1008 travel agencies, in addition to a sample of internet users including social media users, using a simple random sampling technique. Moreover, researchers analyzed the literature regarding the fast-paced e-commerce environment to understand the complicated behaviour of consumer which shows that consumers are rapidly changing and that is what they also expect from the mediums they are dealing with. Findings of the study have indicated that User-generated content has a weak positive effect on the digital transformation of Egyptian travel agencies. Implications for practice were suggested to support the digital transformation of Egyptian travel agencies based on user-generated content		https://ijhth.journals.ekb.eg/article_106168.html
8	Measuring The Impact of Intellectual Capital on Travel	Intellectual Capital- Innovation Performance	This study aims to assess the impact of intellectual capital on the innovation performance of Egyptian travel agencies. To achieve this, the researchers used a	2021	<i>Journal of Association of Arab Universities for Tourism and Hospitality</i> (JAAUTH) <i>Vol. 21, No. 2, (December 2021),</i>



	<p>Agencies' Innovation Performance: Evidence from Egypt</p>		<p>deductive approach as well as a quantitative method. A semi-structured questionnaire was distributed to 250 travel agencies from 1008 Egyptian travel agencies in class A was collected by simple random sampling technique. Furthermore, the researchers reviewed the literature regarding intellectual capital and the performance of innovation. Structural equation modeling (SEM) was employed for the quantitative analysis. Also, Amos software version (26) utilised to perform the structural equation modeling analysis. According to the study's findings, two dimensions of intellectual capital (Human and Organizational) have a positive impact on the performance of innovation within the Egyptian travel agencies, while the dimension of social/relational capital has a weak negative impact on the innovative performance of Egyptian travel agencies. As a direct consequence, to achieve innovation performance, travel companies must strengthen their intellectual capital especially the human and organizational capital dimensions.</p>		<p><i>PP.150-161.</i></p> <p>https://journals.ekb.eg/article_191621.html</p>
9	<p>The impact of employees'</p>	<p>Absorptive capacity -</p>	<p>Employees' absorptive capacity, especially for the new technologies, was found according to (Mahmood and Mubarik, 2020; Naqshbandi, and</p>	<p>2022</p>	<p>36 Eurasia Business and Economics Society Conference</p>

	<p>Absorptive capacity on digital transformation of Tourism and Travel services: Evidence from the Egyptian Travel Agencies</p>	<p>digital transformation</p>	<p>Tabche, 2018) to have a significant impact on innovation activities in organizations. This study assesses the effect of employees' absorptive capacity on the Egyptian travel agencies' digital transformation of services. The researcher used the quantitative method and a simple random sampling technique to collect a sample of 278 employees from 1008 Egyptian travel agencies class A, and a semi-structured questionnaire was distributed to this sample. Furthermore, the researcher examined the literature on employee absorptive capacity and the digital transformation of tourism and travel services. For the quantitative data analysis, structural equation modeling (SEM) was used. The structural equation modeling analysis was also carried out using Amos software version (26) According to the study's findings, employees' absorptive capacity especially (exploitation dimension) has a positive effect on Egyptian travel agencies' digital transformation. Thus Travel agencies need to improve their employees' absorptive capacity to absorb outside technological knowledge as a prerequisite for digital transformation of its travel services. Based on the study findings, practical implications for enhancing employee absorptive capacity and promoting the digital transformation of Egyptian travel agencies in Egypt were proposed.</p>		<p>https://www.springer.com/series/13544</p>
<p>10</p>	<p>Measuring the impact of entrepreneurial leadership on the</p>	<p>entrepreneurial leadership-innovative work</p>	<p>This study focuses on the factors that influence entrepreneurial leadership innovation and how they may or may not affect it. It will also determine the importance of entrepreneurial characteristics in the travel industry's innovation environment, as</p>	<p>2022</p>	<p><i>International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University (IAJFTH)</i></p>

	<p>innovative work environment within Egyptian travel agencies</p>	<p>environment</p>	<p>well as their impact on employees in travel agencies regarding innovation environment. In addition it'll help to clarify the vial entrepreneurial leadership characteristic, and its effect on travel agencies innovative environment, The findings showed that there is a significant positive effect of entrepreneurial leadership on innovative environment of travel agencies, The entrepreneurial leadership has no effect on innovative environment of travel agencies and there is a correlation between the entrepreneurial leadership factors and travel agency's innovative environment.</p>		
<p>11</p>	<p>Vicarious Travel: The New Tourism Experience Paradigm brought by COVID-19 (A Study of Egyptians' Attitudes and Risk Perceptions)</p>	<p>Vicarious Travel- New Tourism Experience Paradigm brought by COVID-19- Attitudes and Risk Perceptions</p>	<p>Purpose – The study at hand aims at examining Egyptians' attitudes towards vicarious travel experiences and their willingness to adopt vicarious travel amid the COVID-19 pandemic and embrace it as a safe travel alternative during the crisis. The research study also investigates Egyptians' travel risk perception amid the pandemic and its impact on their travel planning behaviour and future travel intentions. Design/Methodology/Approach – The study data were collected using an online self-administered questionnaire. The survey was made available via social media platforms targeting Egyptian Internet users 18 years old and above (N=2). Findings - The empirical findings of the study indicate that COVID-19 Practical implications - The study insights on Egyptians' travel risk perception and travel intentions should be of value to both academia and tourism authorities.</p>	<p>2022</p>	<p>10.21608/MKAF.2022.278537</p> <p>- <u>مجلة كلية السياحة والفنادق، جامعة المنصورة.</u> <u>المجلد 12، العدد 2 - الرقم المسلسل للعدد 12 لسنة 2022</u> <u>33-102 لمفحة 2022</u></p> <p>https://mkaf.journals.ekb.eg/article_278537.html</p>



			<p>Originality/Value - The current study contributes to the existing literature on travel behaviour during tourism crises as the study tries to provide a better understanding of vicarious travel experiences. Although several past studies have tackled many aspects of the topic, not many studies have thoroughly discussed 'vicarious travel'. Overall, the study findings are expected to provide a more comprehensive view of vicarious travel and its role as a physical travel substitute in times of crises.</p>		
12	<p>Big Data in Egyptian Travel Agencies: Enabling Factors (TOE), Adoption Readiness and Adoption Intention</p>	<p>ICT Applications (BIG DATA) in Travel AGENCIES</p>	<p>One of the most crucial technologies in use today is big data (BD) technology, as decision-makers must base their decisions on the most recent insights and market trends. This study focuses on assessing the readiness of travel agencies in Egypt to adopt BD technology, along with measuring the effect of TOE factors on the readiness of travel agencies to adopt BD, in addition to the effect of BD adoption readiness on the intention to adopt it.</p> <p>To measure the causal relationships among variables, the quantitative method was employed in this study. A structured questionnaire was distributed to a representative sample of 278 Egyptian travel agencies, which were selected using a simple random sampling technique with a response rate of 80.5%. The validity of the measurement model is achieved through convergent and discriminant validity. According to the findings, 90% of respondents agree and strongly agree that</p>	2023	<p>https://ijtah.journals.ekb.eg/article_282567.html</p> <p><i>International Journal of Tourism, Archaeology and Hospitality</i> 3, no. 1 (2023): 71-92.</p> <p>10.21608/IJTAH.2023.178344.1020</p>



		<p>Egyptian travel agencies are ready to adopt BD. Furthermore, the TOE factors have a significant positive effect on Egyptian travel agencies' adoption readiness of big data, and BD adoption readiness has a significant effect on future intentions to adopt BD technology. The findings add new empirical findings and evidence regarding Egyptian travel agencies' readiness to adopt BD and their intention to do so. Furthermore, the research provides implications to pave the way to achieve the maximum benefits of BD technology by travel agencies in particular.</p>		
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13	Assessing the employees' Absorptive Capacity Influence on innovation Performance in the Egyptian Travel Agencies	Absorptive Capacity and innovation Performance	<p>This study assesses the effect of employees' absorptive capacity including knowledge acquisition, knowledge assimilation, and knowledge exploitation on the innovation performance within the specific context of Egyptian travel agencies. The study utilizes a deductive approach and employs quantitative methods, particularly structural equation modeling (SEM), for the purpose of data analysis. A semi-structured questionnaire is administered to a sample of 278 travel agencies from 1008 Egyptian travel agencies class A, and the findings of the study reveal significant insights. Firstly, the study found that knowledge acquisition by employees has a considerably positive influence on innovation performance, thereby confirming the first hypothesis (h1). This highlights the significance of investing in training, education, and mechanisms that facilitate the sharing of knowledge in order to enhance innovation within Egyptian travel agencies. Secondly, the study demonstrated that the assimilation of knowledge has a moderately positive effect on innovation performance, thereby supporting the second hypothesis. This result emphasizes the importance of not only acquiring knowledge, but also effectively integrating and utilizing it within the organizational framework. Thirdly, the study establishes that knowledge exploitation has a substantial positive impact on innovation performance, thus providing corroboration for the third hypothesis. This finding underscores the importance of effectively leveraging existing knowledge and resources in order to stimulate innovation performance within Egyptian travel agencies. The study findings encompass practical</p>	2024	Pharos International Journal of Tourism and Hospitality, 3 (1), 53-69 (2024) Doi/ 10.21608/pijth.2024.265509.1009
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recommendations for travel agency managers to enhance both absorptive capacity and innovation performance. These recommendations include fostering a culture of learning, promoting the sharing of knowledge, ensuring access to external information, embracing diversity within teams, supporting initiatives aimed at innovation, establishing feedback mechanisms, and measuring and evaluating performance. Additionally, the study suggests exploring contextual factors, conducting cross-industry comparisons, and investigating the role of technology, leadership, and customer-centric approaches in influencing absorptive capacity and innovation within the Egyptian travel agency sector. This research contributes to a deeper understanding of how knowledge management can drive innovation within the travel industry, and it provides valuable insights for both academia and industry practitioners.