



**Publications Template**

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Tourism development	<p>Rural tourism is a promising avenue for sustainable development, providing economic opportunities, and preserving culture in underdeveloped regions. This study focuses on Naga Oun village in Egypt, delving into its potential and challenges as a rural tourism destination.</p> <p>Qualitative methods, including interviews and observations, reveal key themes of what this unique spot needs to flourish and overcome its pressing challenges, including capacity building, marketing, and development strategies. Despite possessing abundant natural and cultural resources, the village encounters obstacles such as limited visibility, technological gaps, and skill deficiencies. The research suggests a comprehensive approach, encompassing capacity building, cultural preservation, technology integration, community empowerment, sustainable practices, infrastructure development, monitoring, and</p>	Pharos International Journal of Tourism and Hospitality Vol. 3, issue. 1 (2024)	<a href="https://doi.org/10.21608/pijth.2024.263493.1008">https://doi.org/10.21608/pijth.2024.263493.1008</a>



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			<p>public-private partnerships to foster sustainable rural tourism.</p> <p>Stakeholders stress the importance of targeted initiatives to improve residents' skills and propose a marketing campaign to establish Naga Oun as an authentic rural destination. The development plan advocates diverse tourism offerings, such as immersive farm experiences and festivals.</p> <p>The study presents a roadmap for rural tourism development in Egypt, outlining key recommendations and practical insights. Successful implementation can underpin sustainable development, generate economic opportunities, safeguard cultural heritage, and enrich the overall tourism experience in rural Egypt.</p>		
2	<p>The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum</p>	<p>Tourism and Cultural Heritage Management</p>	<p>This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria. In July 2024, the researchers conducted a survey, collecting data from 300 museum visitors and assessing 236 valid responses. The research utilizes structural equation modeling (SEM) with WarpPLS to investigate the interconnections among perceived authenticity, tourist satisfaction, perceived value, quality of experience, and emotional responses.</p>	2024	<p><a href="https://doi.org/10.21608/PIJTH.2024.322006.1017">10.21608/PIJTH.2024.322006.1017</a></p>



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The results demonstrate that authenticity significantly improves tourist satisfaction, perceived value, and the overall quality of the experience. Tourists who perceive the museum as an authentic experience engage with a greater sense of belonging, resulting in a higher willingness to recommend the site or revisit. The research stresses that authenticity is crucial in influencing emotional reactions, including joy and nostalgia, hence enhancing tourists' attachment to the cultural heritage site.

This research is significant due to its practical consequences for museum administration and cultural tourism. Facilitating genuine encounters at heritage sites such as the Graeco-Roman Museum can improve visitor satisfaction, encourage return visits, and enhance favorable word-of-mouth advertising. The study highlights the necessity of effectively maintaining authenticity to foster significant and enduring visitor experiences, establishing cultural heritage assets as vital aspects of sustainable tourism.